

REVENUE

CUSTOMER

INSIGHTS

Year

2015

2017

2016

Months

All

▼

Hotel

☐ City

☐ Resort

Customer Type

☐ Contract

☐ Group

☐ Transient

☐ Transient-Party

Status

☐ Canceled

☐ Check-Out

☐ No-Show

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119K



\$29.6M



(\$13.1M)



\$101.8



409K



235K



44K

Total Revenue and Revenue Loss by Year

Year	Month	Revenue (M)	Revenue Loss (M)
2015	July	0.8	0.2
	August	1.2	0.4
	September	1.4	0.3
	October	1.0	0.1
	November	0.4	0.1
	December	0.6	0.1
	January	0.3	0.1
	February	0.6	0.2
	March	0.9	0.3
	April	1.1	0.4
	May	1.2	0.4
	June	1.4	0.4
2016	July	1.6	0.7
	August	1.9	1.1
	September	1.5	0.6
	October	1.2	0.6
	November	0.9	0.3
	December	0.7	0.4
	January	0.6	0.3
	February	0.7	0.3
	March	1.0	0.4
	April	1.4	0.7
	May	1.6	0.8
	June	1.7	0.8
2017	July	1.9	1.3
	August	2.0	1.4

Top Countries by Revenue

Country	Revenue
Portugal	\$9,037,388.37
United Kingdom	\$4,152,064.34
Spain	\$2,282,030.49
Germany	\$2,068,354.65
France	\$3,100,696.28
Ireland	\$1,240,002.35
Italy	\$866,439.42

Total Revenue by Deposit Type

Deposit Type	Total Revenue
No Deposit	\$25,950,163.33
Non Refundable	\$3,621,446.9
Refundable	\$28,987.21

Total Revenue by Distribution Channel

Distribution Channel	Total Revenue
Online Travel Agent	\$17,255,123.51
Offline Travel Agent	\$6,993,595.67
Direct	\$4,432,819.99
Corporate	\$918,494.77
Undefined	\$563.5

Month	City	Resort
April	5887	3458
August	5493	3458
December	6480	3458
February	9008	5193
January	10738	7010
July	7010	3458
June	3458	3458
March	6342	3458
May	5193	3458
November	6398	3458
October	8032	5193
September	5291	3458