Total Income

$2.44M

Year	Total Income
2017	**496,483.11**
July	9,316.67
August	75,644.59
September	148,669.58
October	149,729.27
November	44,796.66
December	68,326.34
2018	**1,940,844.02**
January	73,948.46
February	103,297.96
March	144,760.27
April	173,334.76
May	185,377.37
June	209,413.21
July	168,473.20
August	180,375.97
September	197,037.88
October	199,362.76
November	143,462.26
December	161,999.92
Total	**2,437,327.13**

Select Year

All

Income by Year and Month

Year ● 2017 ● 2018
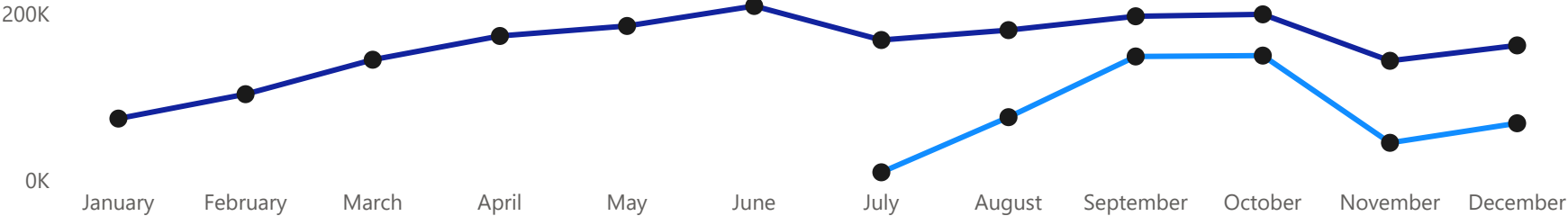
Total Income
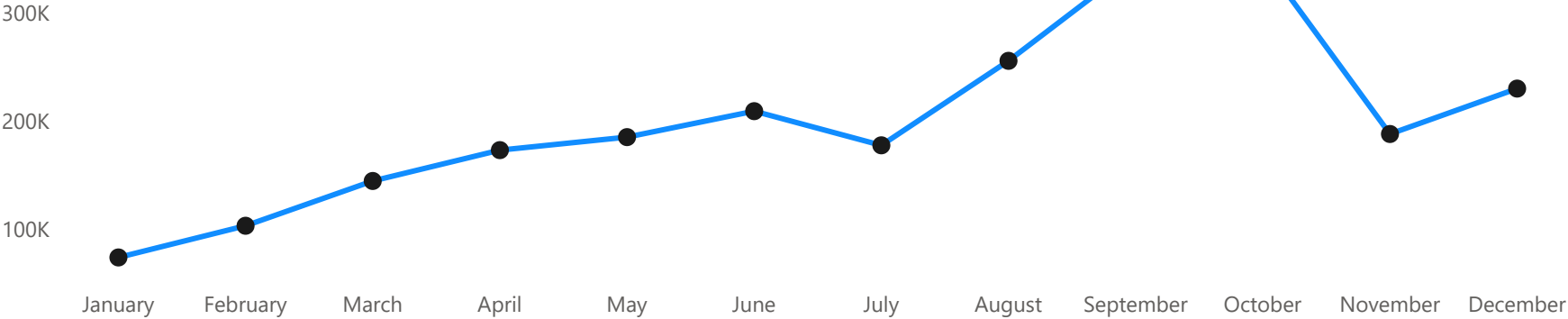
Total Guests

46.57K

Total Guests Loss

24.17K

Year	Adults	Children	Total Guests
⊟ **2017**	**11464**	**428**	**11892**
July	659	11	670
August	1882	145	2027
September	2895	79	2974
October	3278	97	3375
November	1059	14	1073
December	1691	82	1773
⊟ **2018**	**55462**	**3391**	**58853**
January	1651	73	1724
February	2888	172	3060
March	4432	242	4674
April	5178	311	5489
May	4782	230	5012
June	5663	210	5873
July	5132	497	5629
August	5769	614	6383
Total	**66926**	**3819**	**70745**

Adults and Children by Year

Date Year
- 2017
- 2018
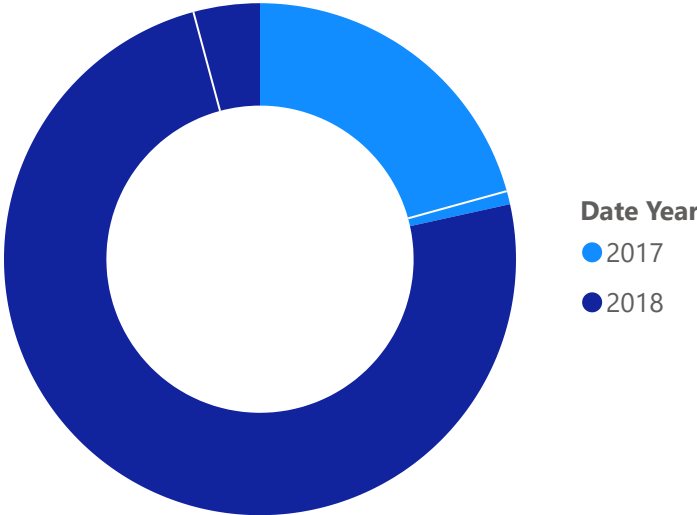
Adults and Children

- Adults
- Children
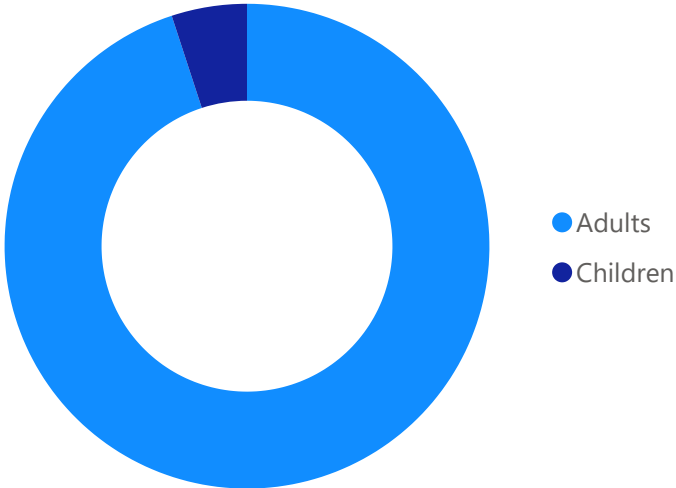
Total Booked Nights
70.39K

Total Booked Nights Loss
38.98K

Year	Week Nights	Weekend Nights	Total Booked Nights
2017	**13717**	**4610**	**18327**
July	845	351	1196
August	2116	825	2941
September	3418	1019	4437
October	3835	1316	5151
November	1366	386	1752
December	2137	713	2850
2018	**66244**	**24799**	**91043**
January	1994	777	2771
February	3444	1459	4903
March	5478	1989	7467
April	5702	2394	8096
May	5640	2089	7729
June	6739	1986	8725
July	6081	2505	8586
August	6860	2545	9405
September	6434	2420	8854
October	7121	2995	10116
November	5483	1731	7214
December	5268	1909	7177
Total	**79961**	**29409**	**109370**

Booked Nights by Month
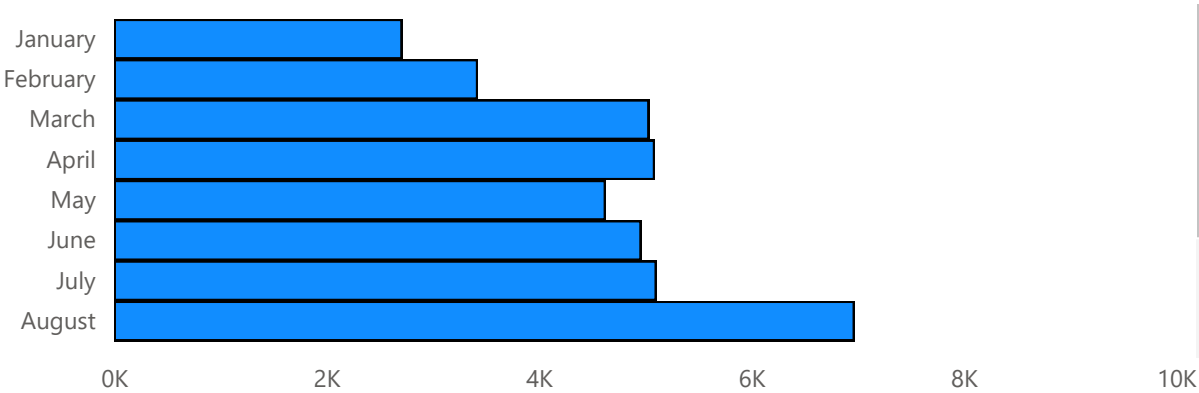
Booked Nights Loss by Month
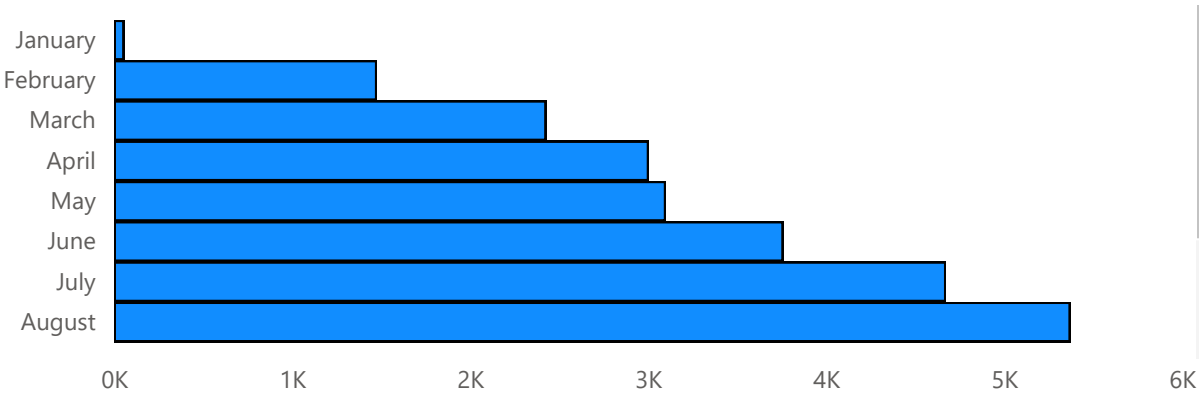
Reservation Success Rate

67.24%

Reservation Cancellation Rate

32.76%

Year	Cancellations	Not Canceled	Total
2017	961	5553	6514
2018	10924	18837	29761
Total	**11885**	**24390**	**36275**

Booking Status by Year

● Not Canceled ● Cancellations

Total Booking Status
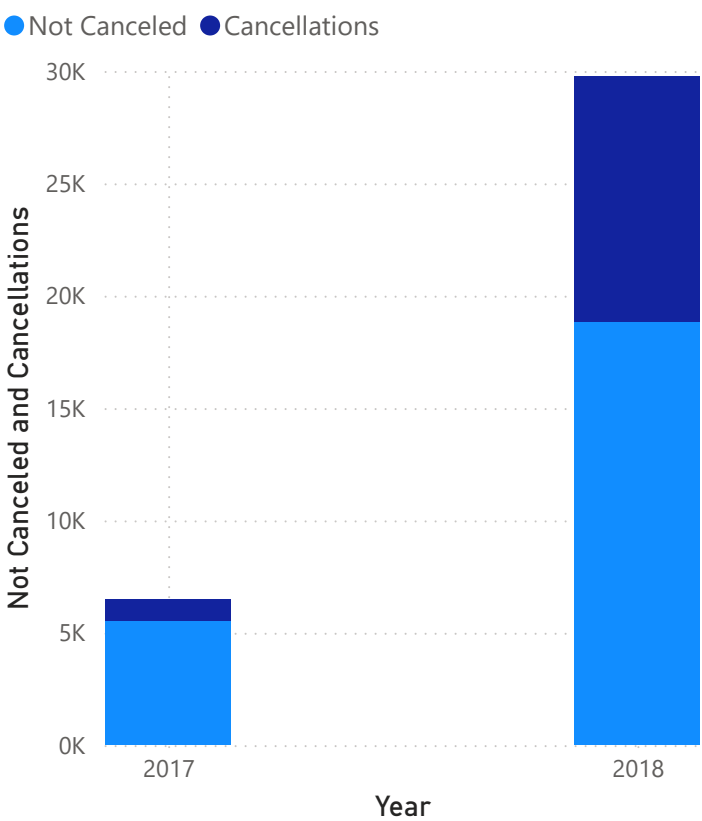
● Not Canceled
● Cancellations
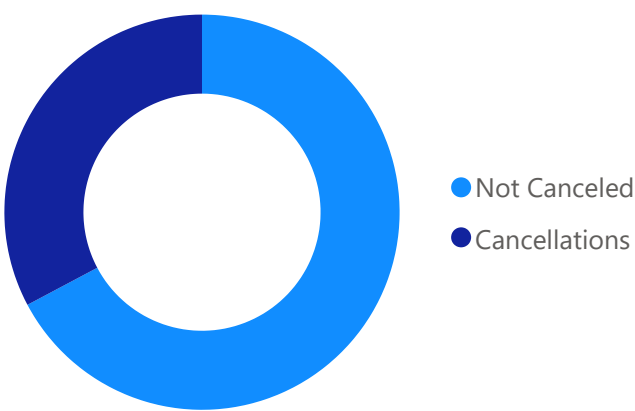
Income Loss

$1.31M

Year	Cancellations	Income Loss
2017	**961**	**89,958.62**
July	243	21,498.57
August	185	16,722.09
September	182	21,730.14
October	302	26,327.95
November	27	2,006.74
December	22	1,673.13
2018	**10924**	**1,224,403.13**
January	24	1,847.80
February	430	34,272.17
March	700	71,901.49
April	995	105,733.96
May	948	110,302.77
June	1291	149,215.49
July	1071	126,727.57
August	1303	158,904.14
September	1356	167,009.19
October	1578	179,998.48
November	848	81,764.91
December	380	36,725.16
Total	**11885**	**1,314,361.75**

Income Loss
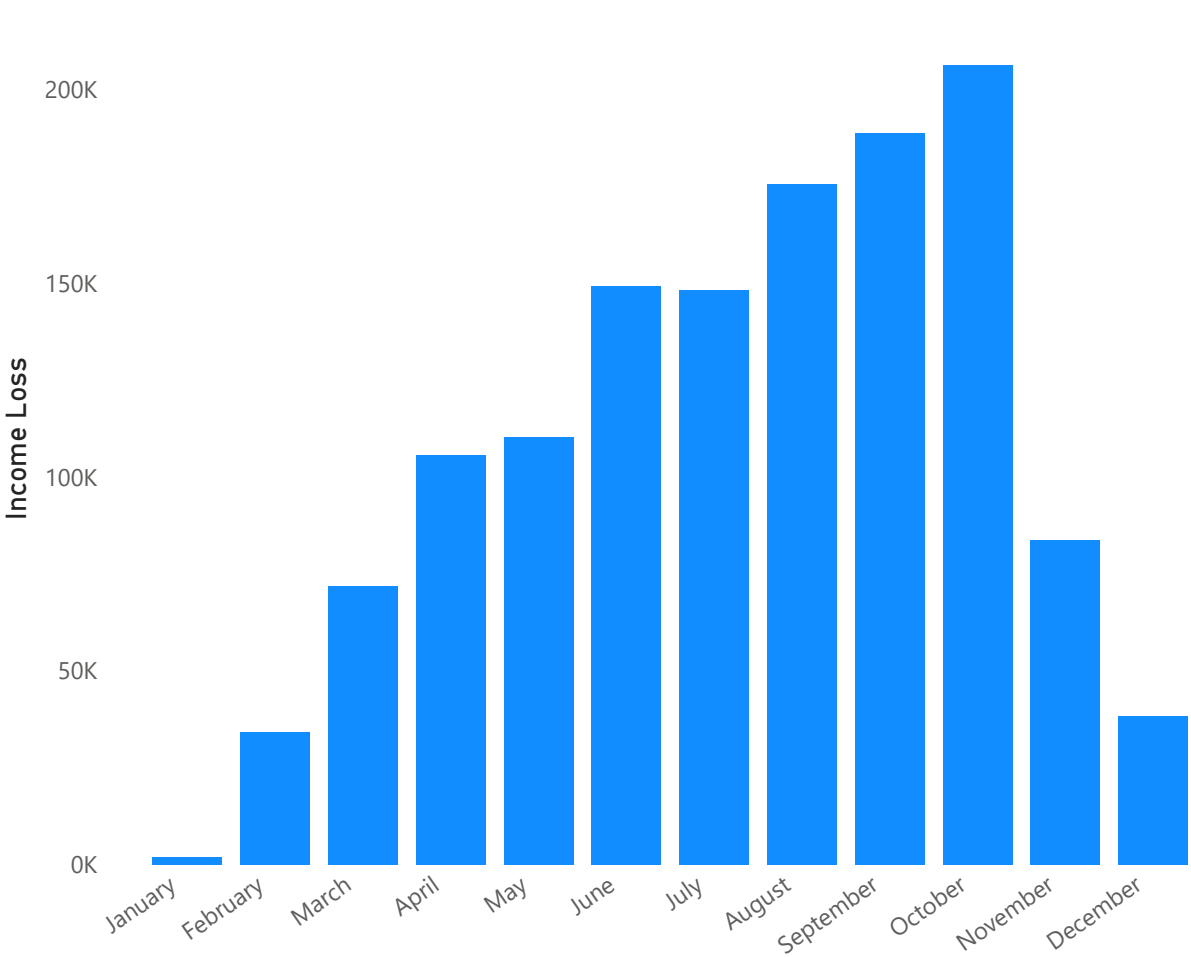
Market Segment	Count	Percentage	Total Income
Aviation	125	0.34%	8,805.00
Complementary	391	1.08%	1,228.43
Corporate	2017	5.56%	146,222.99
Offline	10528	29.02%	646,678.36
Online	23214	63.99%	1,634,392.35
Total	**36275**	**100.00%**	**2,437,327.13**

Total Market Segment

Market Segment
- Online
- Offline
- Corporate
- Complement...
- Aviation

Market Segment By Cancellation
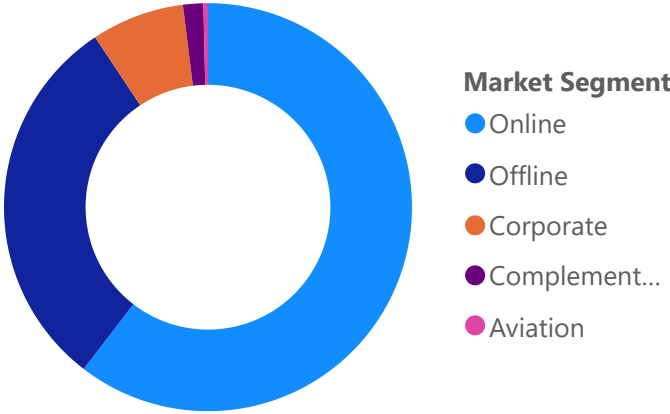
Market Segment
- Online
- Offline
- Corporate
- Aviation
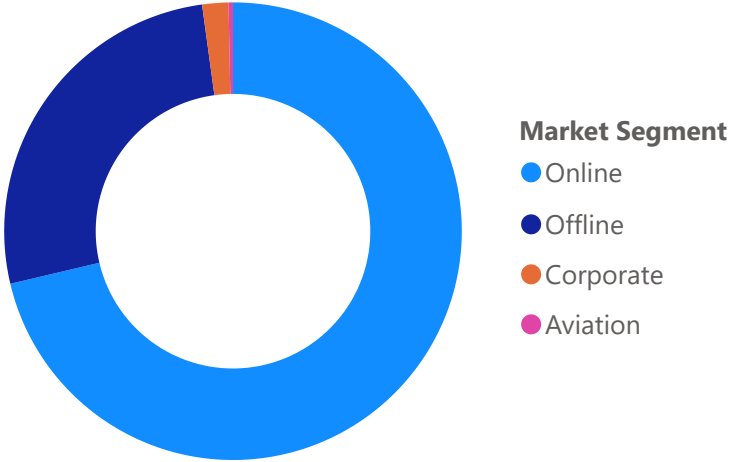
Retention Rate

3.75%

Year	Old Guest	New Guest	Retention Rate
2018	707	18130	3.75%
2017	207	5346	3.73%
Total	**914**	**23476**	**3.75%**

Guest Retention by Year

Old Guest

New Guest

Old G...

New Guest

Date Year
- 2017
- 2018

Total Guest Retention

Old Guest

New Guest

- New Guest
- Old Guest
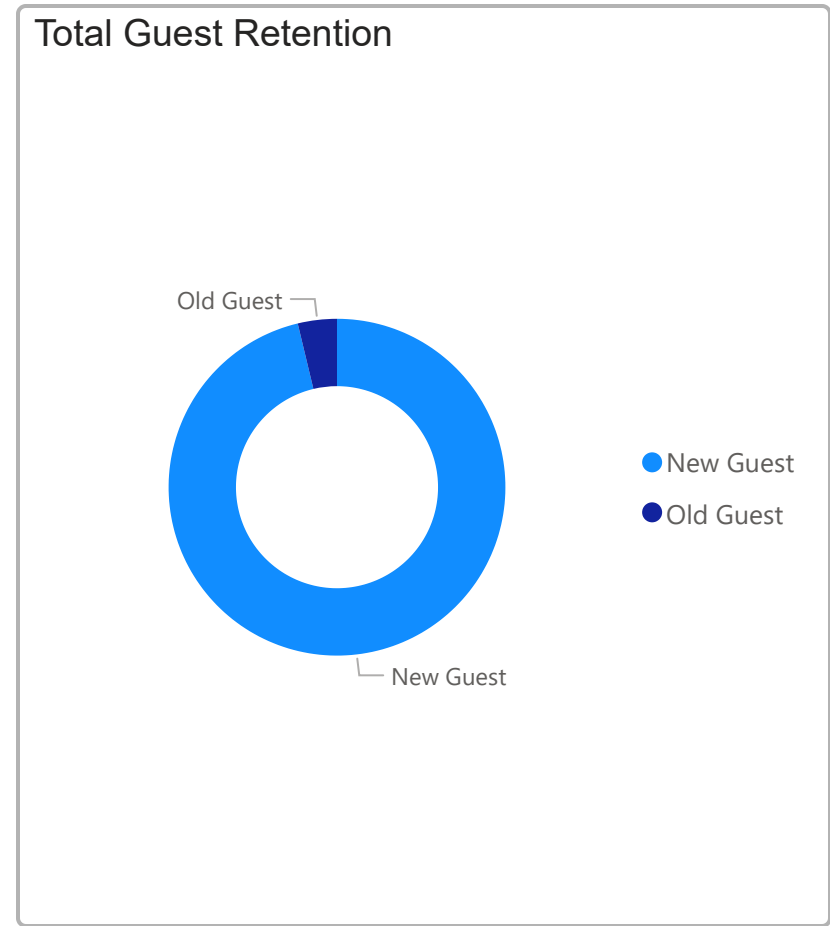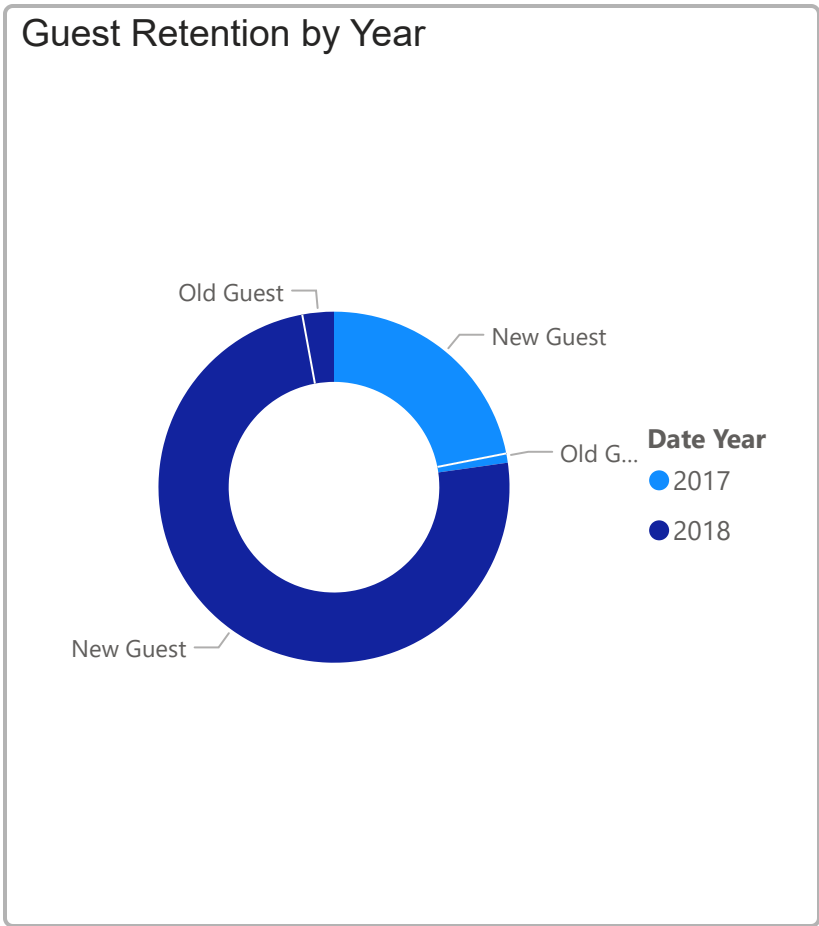
Year	Count
2017	**6514**
Type 1	5655
Type 2	147
Type 3	3
Type 4	544
Type 5	20
Type 6	132
Type 7	13
2018	**29761**
Type 1	22475
Type 2	545
Type 3	4
Type 4	5513
Type 5	245
Type 6	834
Type 7	145
Total	**36275**

Top 3 Room Type Bookings

Room Type
- Type 1
- Type 4
- Type 6

Room Type Bookings by Cancellations

Room Type
- Type 1
- Type 4
- Type 6
- Type 2
- Type 5
- Type 7
- Type 3

Hotel Bookings Summary

Cancellations Summary

Total Income
$2.44M

Reservation Success Rate
67.24%
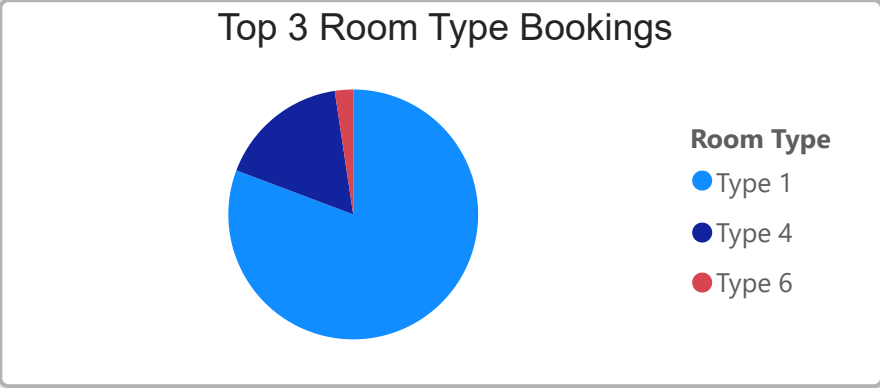
Reservation Cancellation Rate
32.76%

Retention Rate
3.75%
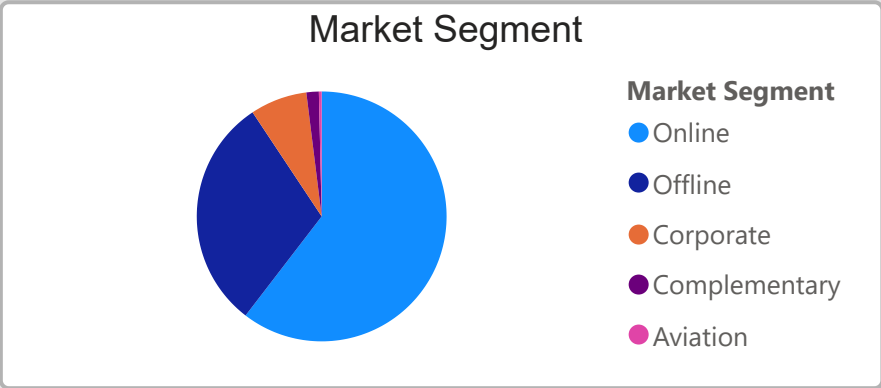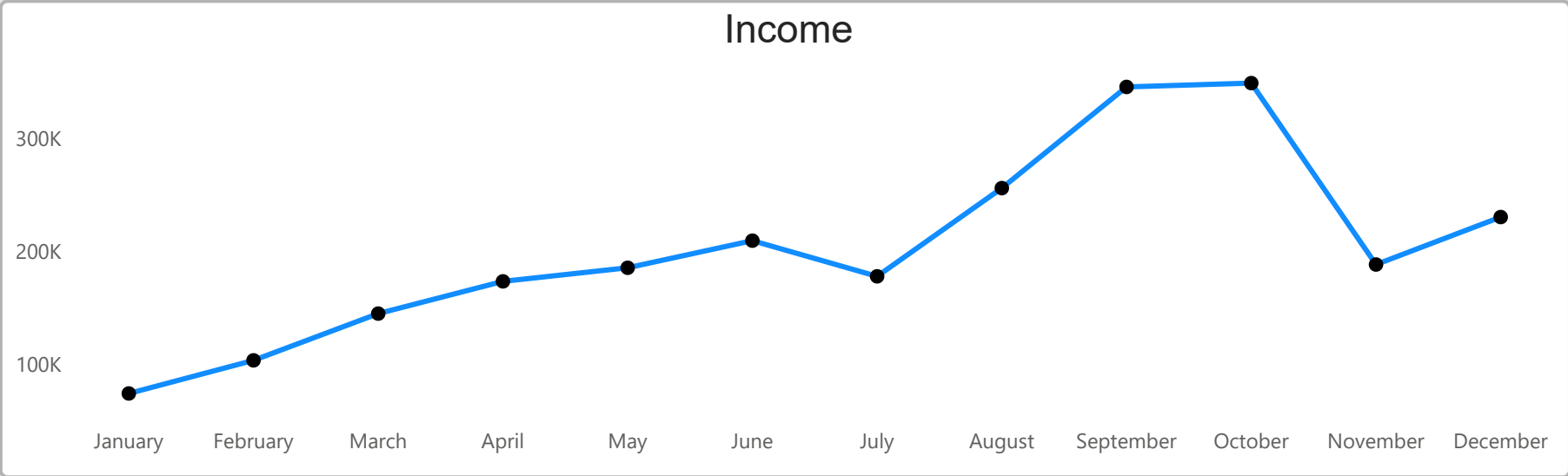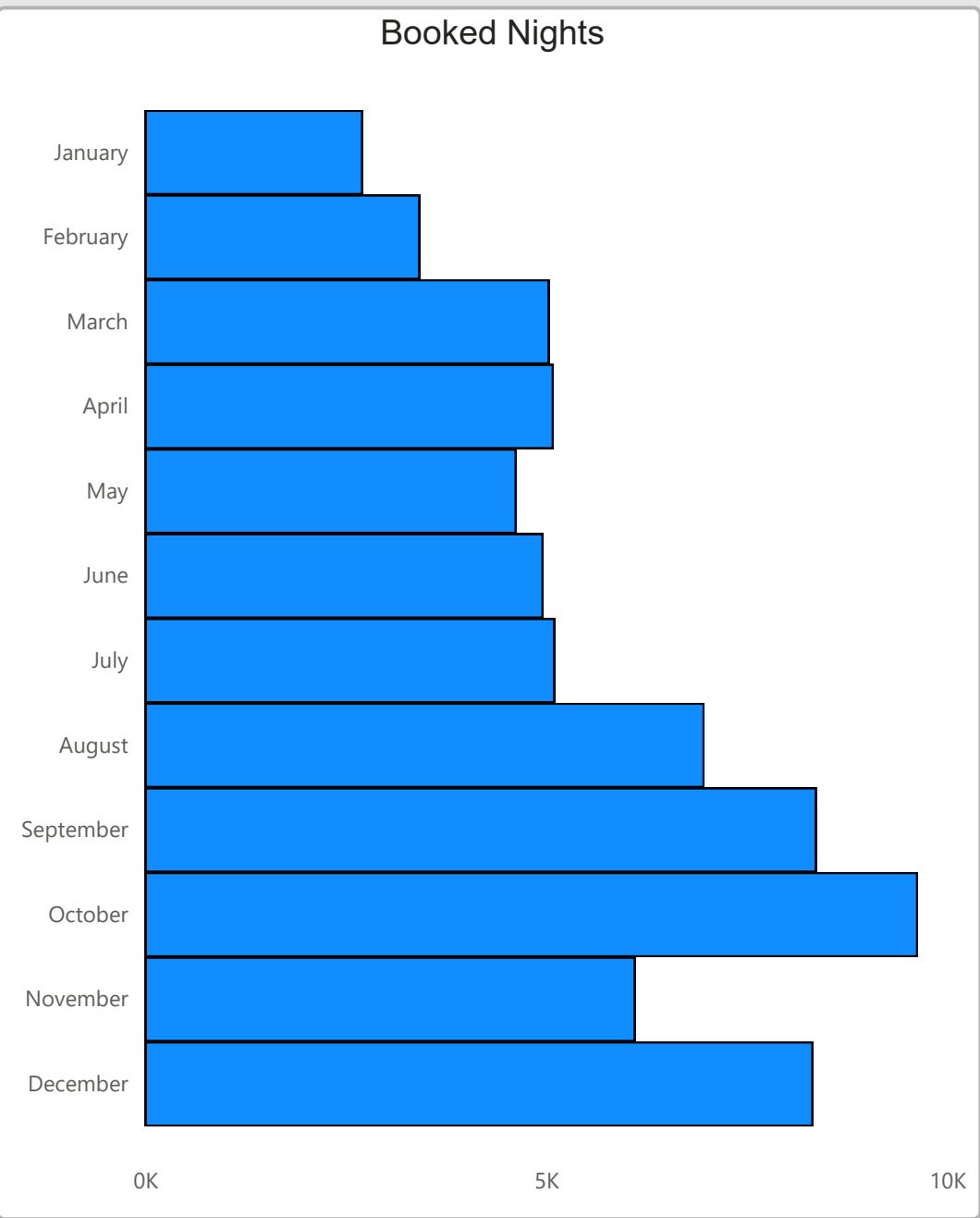
Total Guests
46.57K

Total Booked Nights
70.39K

Guest Retention
- New
- Old

Booking Status
- Not Ca...
- Canceled

Adults and Children
- Adults
- Children

Booked Nights

January
February
March
April
May
June
July
August
September
October
November
December

0K   5K   10K

Income

300K

200K

100K

January February March April May June July August September October November December

Market Segment

Market Segment
- Online
- Offline
- Corporate
- Complementary
- Aviation

Top 3 Room Type Bookings

Room Type
- Type 1
- Type 4
- Type 6

Cancellations Summary

Select Year
All

Select Month
All

Total Income Loss	Total Booked Nights Loss	Total Guests Loss	Reservation Cancellation Rate
$1.31M	38.98K	24.17K	32.76%

Income Loss by Cancellations

Market Segment by Cancellation

Market Segm...
- Online
- Offline
- Corporate
- Aviation

Room Type Bookings by Cancellations

Room Type
- Type 1
- Type 4
- Type 6
- Type 2
- Type 5

Booked Nights by Cancellations