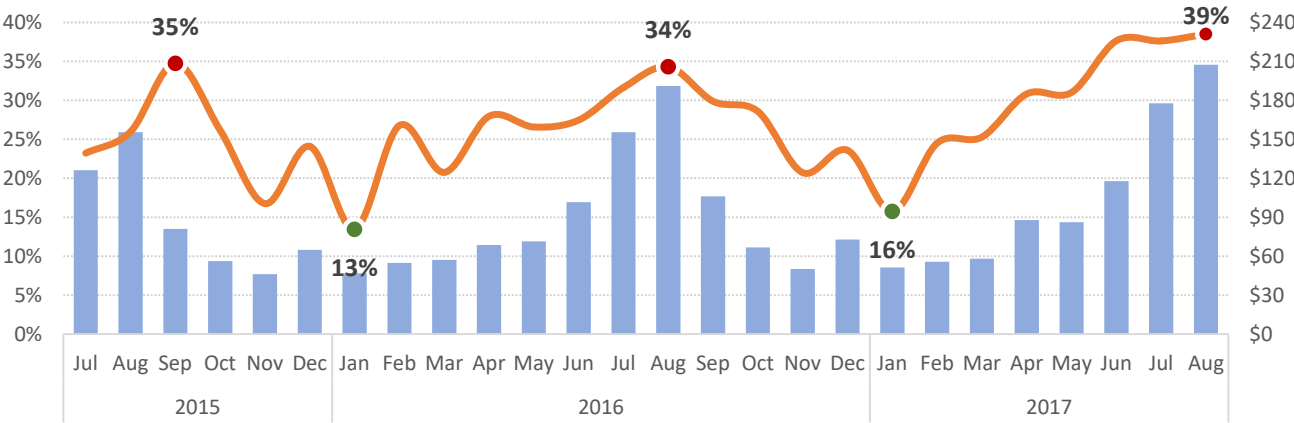


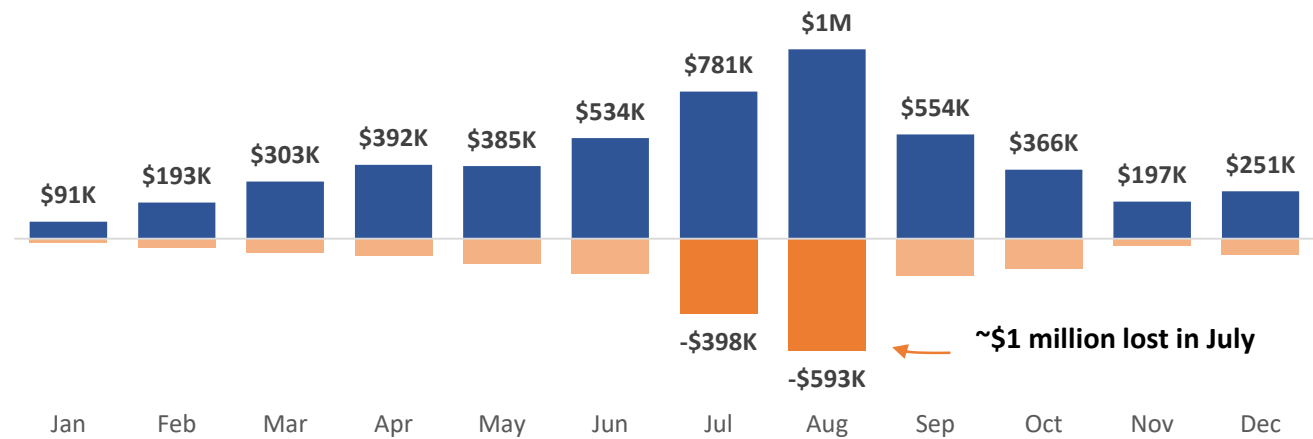
# We need to overbook same-month resort reservations during July & August

Cancellations cost us around \$1 million in revenue last summer

Our resort's **cancellation rates** & **average daily prices** spike during summer months



Which increases **revenue** but also **revenue loss by cancellations** in July & August

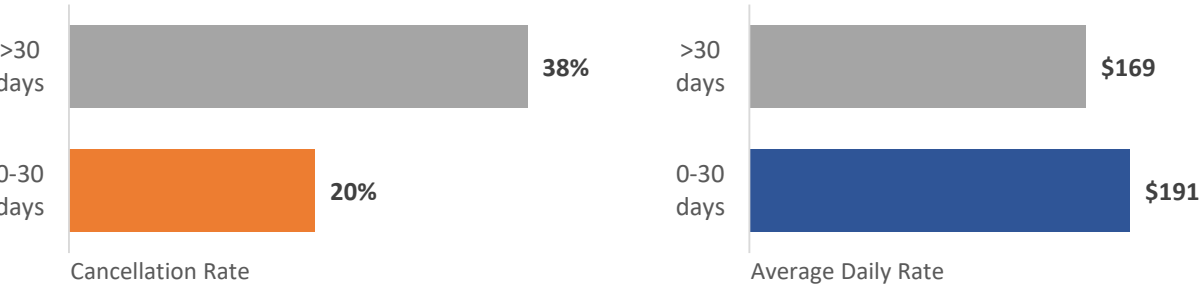


But we can turn that into additional revenue going forward

Summer bookings **made within 30 days** of arrival only make up 17% of cancellations



And they maintain **lower cancellation rates** despite having **higher average prices**



## What does this mean?

By **overbooking same month reservations during the summer** we can:

- Replace the bookings made in advance which are likely to be cancelled
- With bookings that have a lesser risk of cancellation
- And can be sold at a higher average price