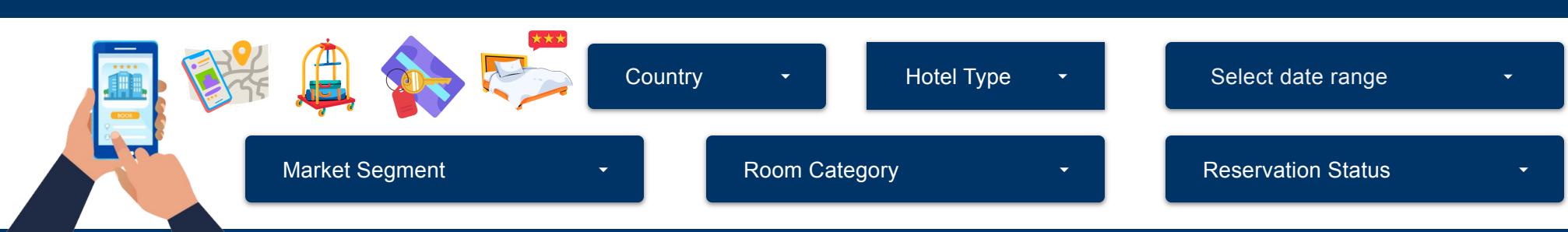


# Hotel Booking Analysis



Cancellation Trends

Occupancy (%)

73.96

↑ 2.77%

Cancellation (%)

26.04

↓ -7.11%

Avg Daily Rates

\$97.76

↑ 7.48%

Revenue Per Available Room

\$72.30

↑ 10.45%

Avg Length of Stay

4.23

↑ 2.98%

Booking Channels

Lead Time Behavior

ADR & Pricing Trends

Top Guest Countries

Guest Loyalty Analysis

Special Requests

Guest Segment Insights

Parking Usage

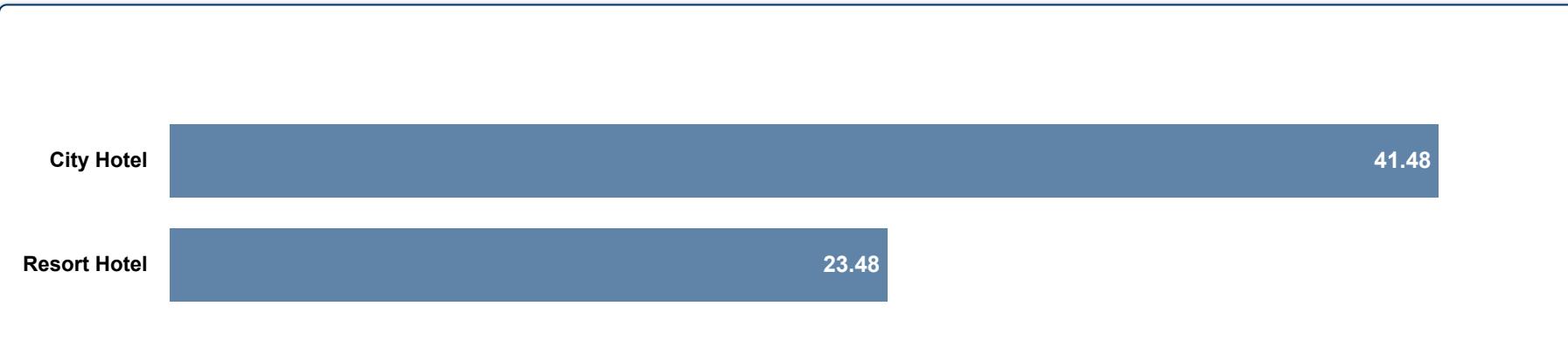
Weekday vs Weekend Stays

## Cancellation Trends

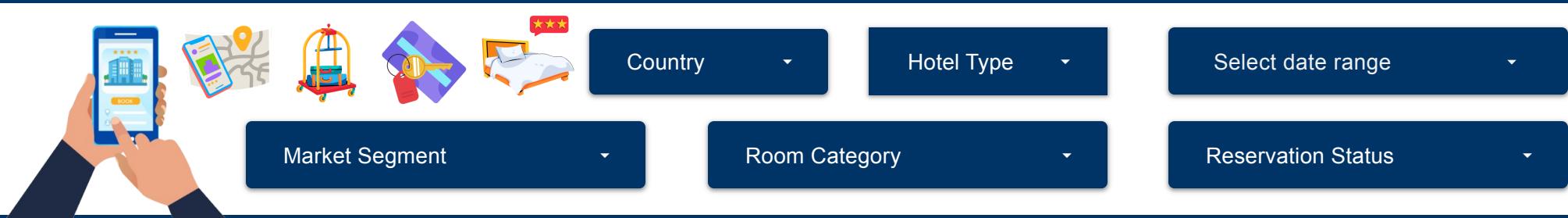
### Monthly Cancellation Rate Trend By Hotel Type



### Hotel-wise Cancellation Rate Comparison



# Hotel Booking Analysis



Cancellation Trends

Booking Channels

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## Booking Channels

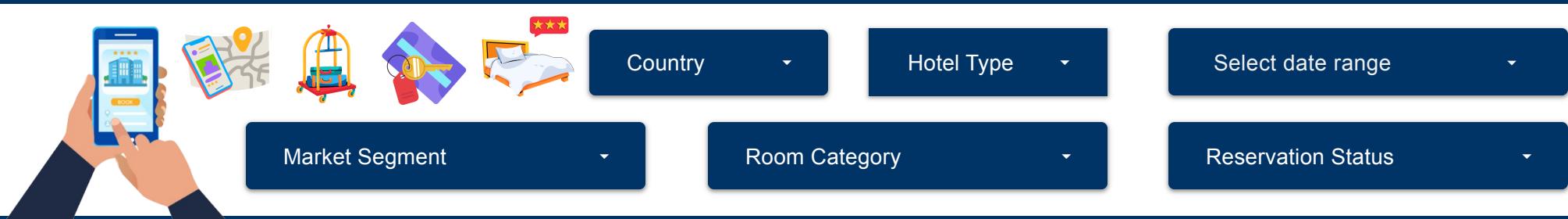
### Top 5 Market Segments By Booking Volume

	Total Bookings	Canceled Bookings	Non-Canceled Bookings	
Online TA	20,159	7,352		12,807
Offline TA/TO	7,394	1,056		6,338
Direct	6,761	954		5,807
Groups	2,933	608		2,325
Corporate	2,104	296		1,808

### Top 5 Market Segments by Distribution Channel's Booking Volume

Top 5 – Market Segments	TA/TO	Top 3 – Distribution Channel / Total Bookings	
		Direct	Corporate
Online TA	20,055	92	11
Offline TA/TO	7,371	10	13
Direct	198	6,486	76
Groups	1,809	605	519
Corporate	43	111	1,950

# Hotel Booking Analysis



Cancellation Trends

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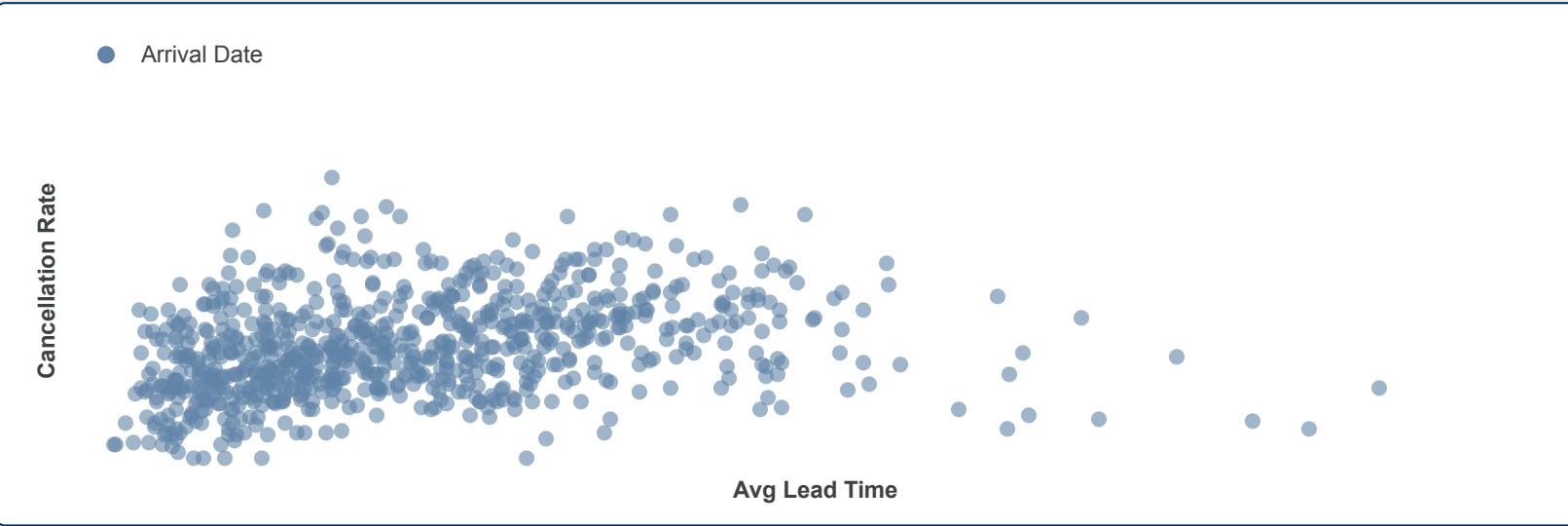
Guest Segment Insights

Parking Usage

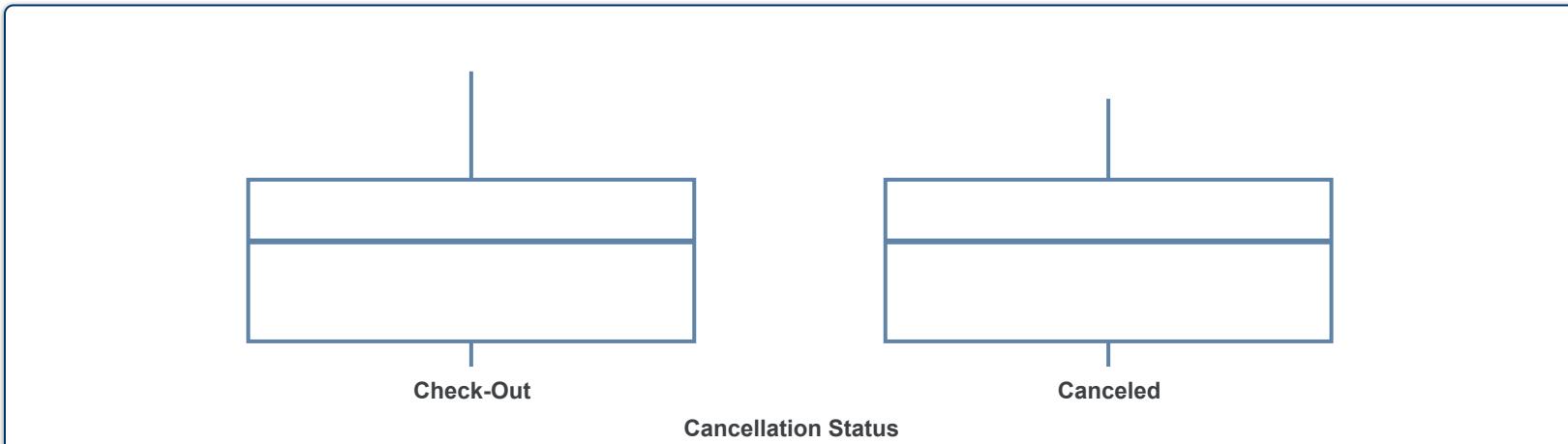
Weekday vs Weekend Stays

## Lead Time Behavior

Avg Lead Time vs Cancellation Rate Over Time



Lead Time Distribution By Booking Status



# Hotel Booking Analysis



Cancellation Trends

Booking Channels

Lead Time Behavior

ADR & Pricing Trends

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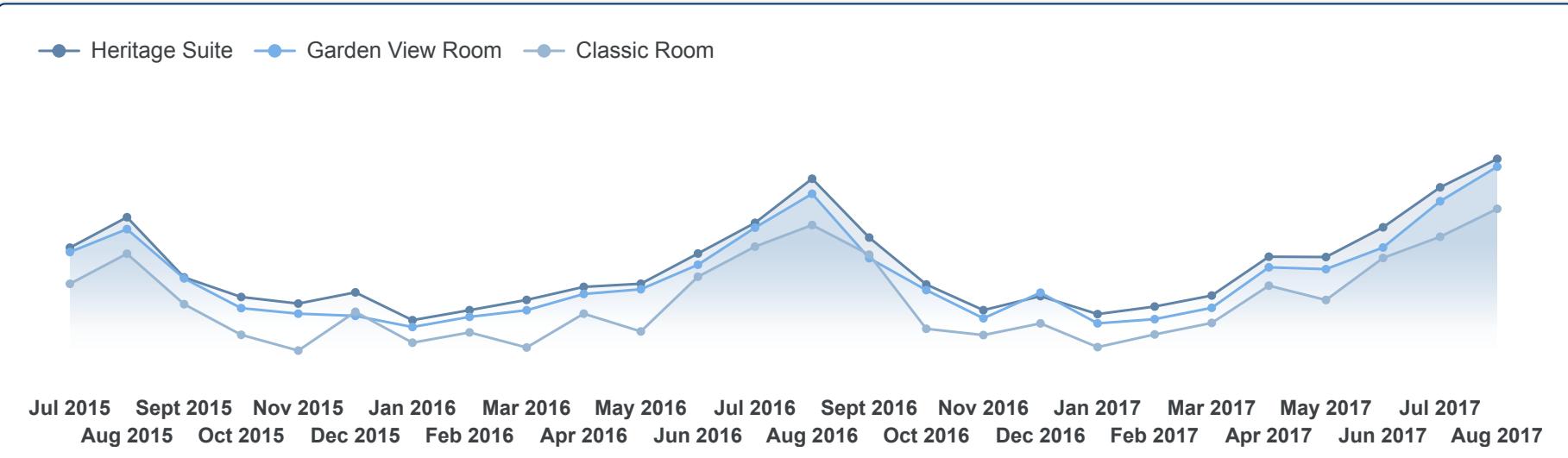
Weekday vs Weekend Stays

## ADR & Pricing Trends

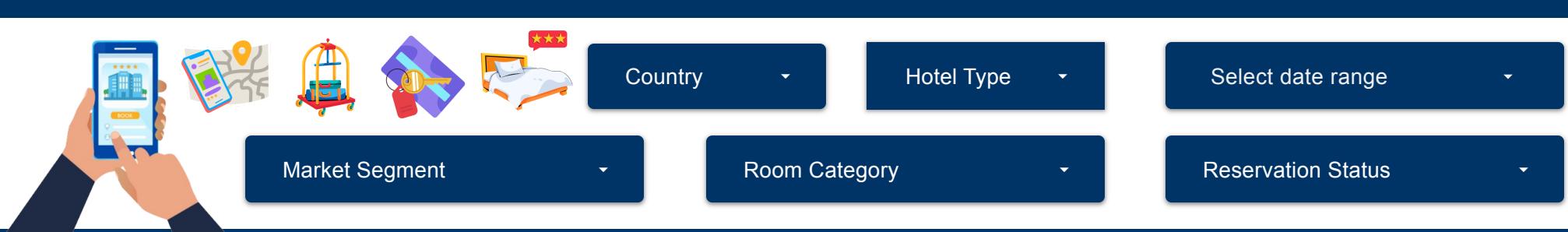
### Average Daily Rate Trend



### Top 3 Room Type By Average Daily Rate



# Hotel Booking Analysis



Cancellation Trends

Booking Channels

Lead Time Behavior

ADR & Pricing Trends

Top Guest Countries

Guest Loyalty Analysis

Special Requests

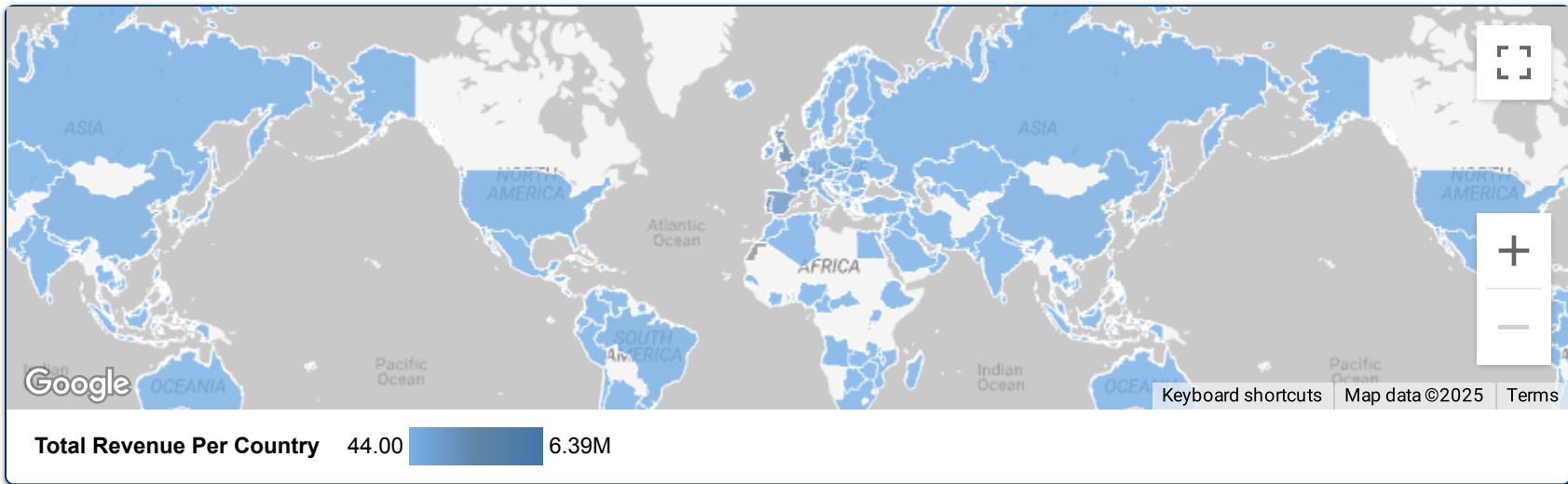
Guest Segment Insights

Parking Usage

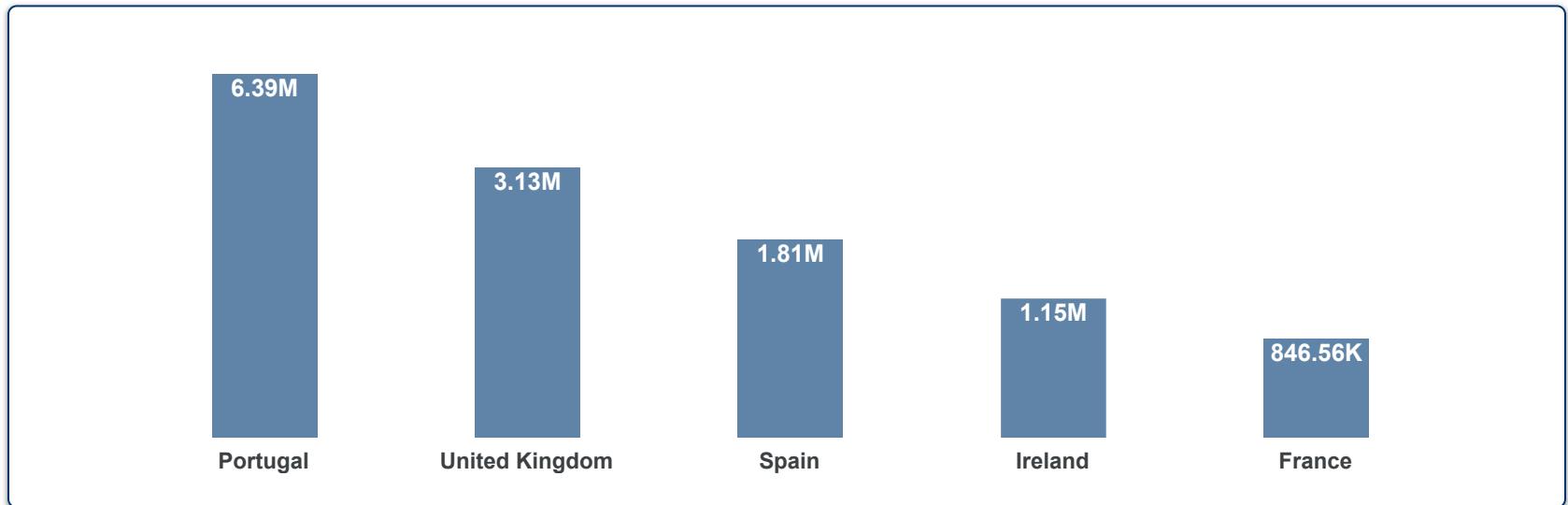
Weekday vs Weekend Stays

## Top Guest Countries

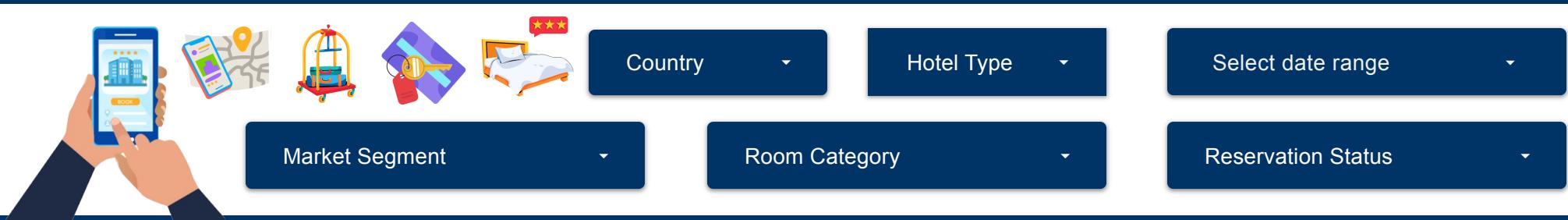
Guest Countries By Total Revenue



## Top 5 Revenue Share By Guest Countries



# Hotel Booking Analysis



Cancellation Trends

Booking Channels

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Top Guest Countries

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Special Requests

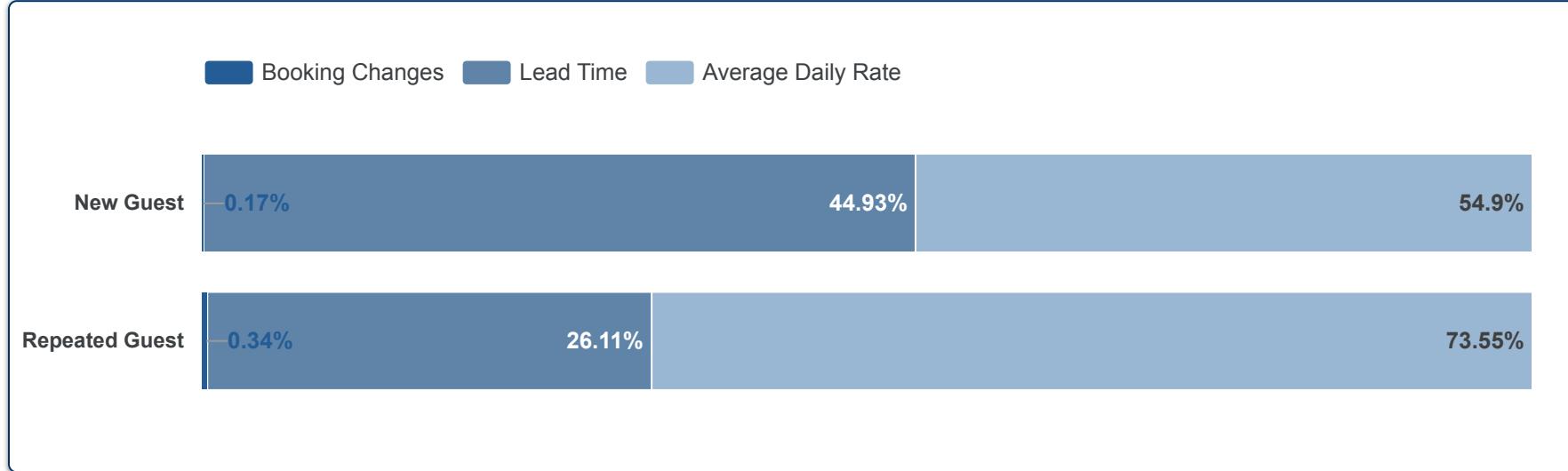
Guest Segment Insights

Parking Usage

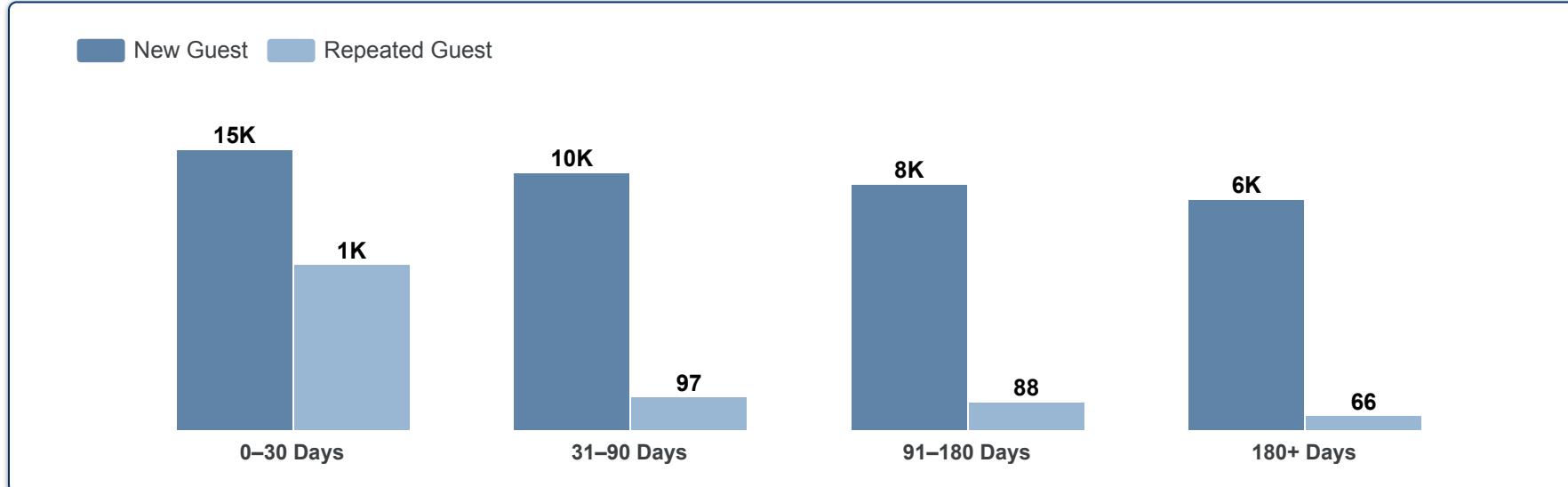
Weekday vs Weekend Stays

## Guest Loyalty Analysis

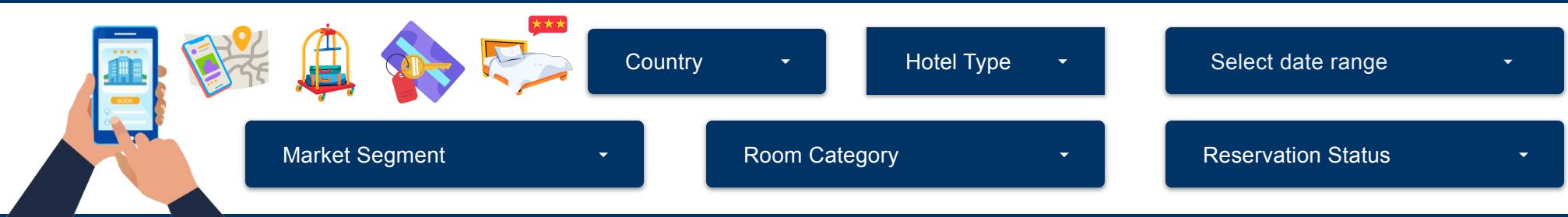
### Guest Booking Patterns



### Total Booking Volume By Lead Time & Guest Type



# Hotel Booking Analysis



Cancellation Trends

Booking Channels

Lead Time Behavior

ADR & Pricing Trends

Top Guest Countries

Guest Loyalty Analysis

Special Requests

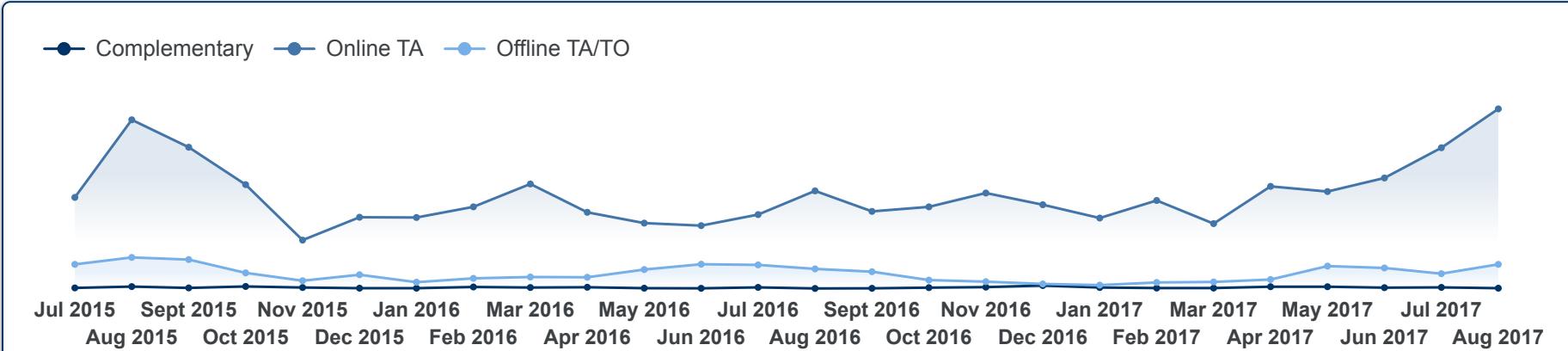
Guest Segment Insights

Parking Usage

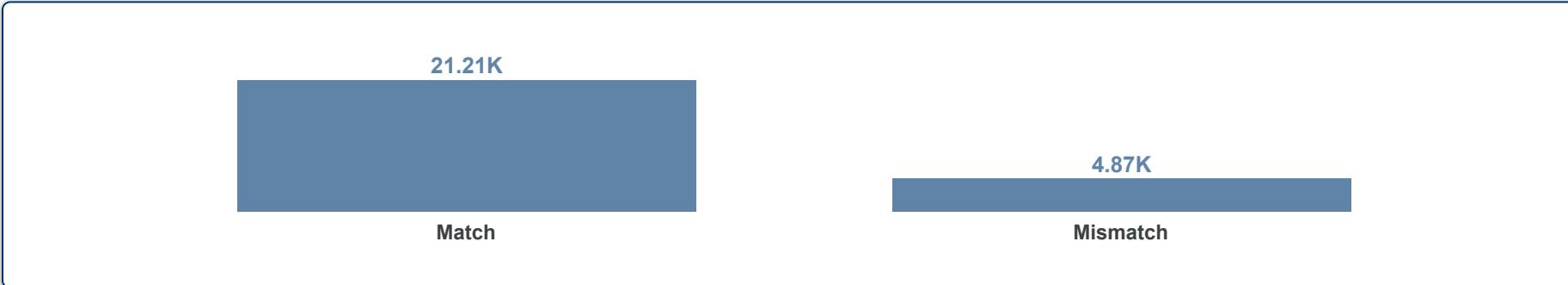
Weekday vs Weekend Stays

## Special Requests

### Special Requests Trend Over Time By Market Segment



### Special Requests vs Room Allocation



### Top 5 Special Requests By Room Assignment

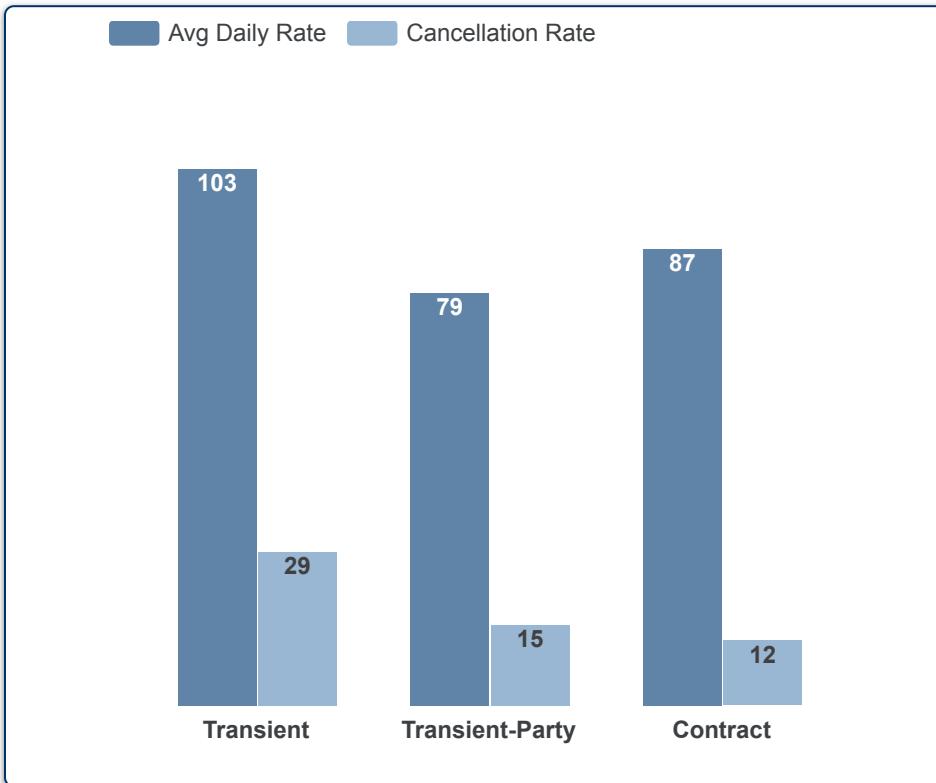
Reserved Room Type	Assigned Room Type	Total Special Requests
1. Ambassador Suite	Ambassador Suite	10,050
2. Deluxe Room	Deluxe Room	4,856
3. Executive Suite	Executive Suite	3,599
4. Ambassador Suite	Deluxe Room	2,124
5. Garden View Room	Garden View Room	882



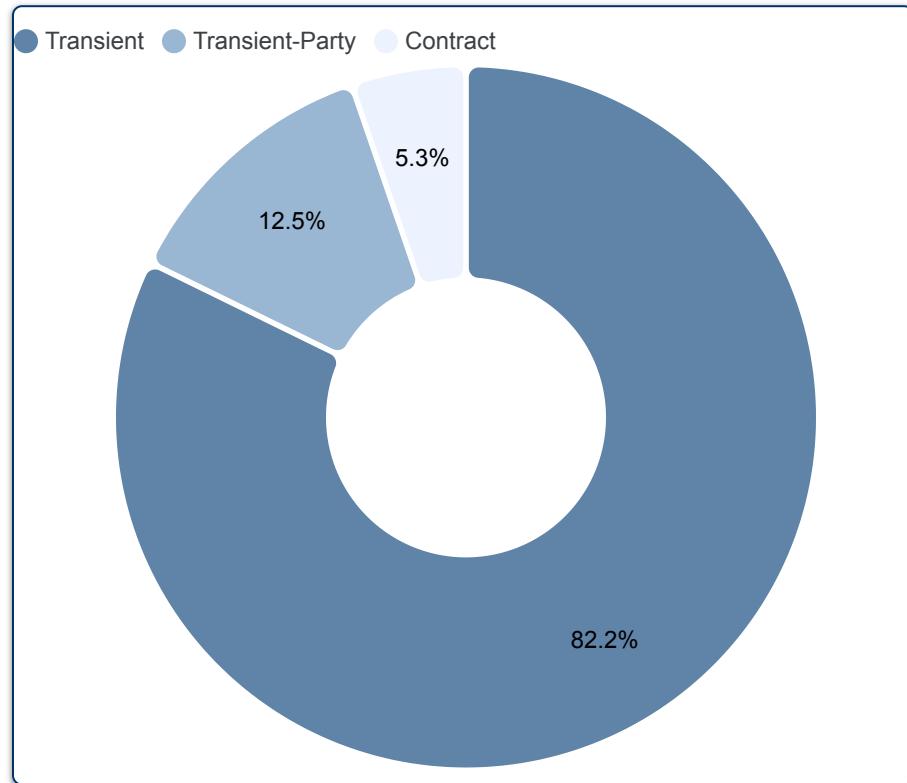
- Cancellation Trends
- Booking Channels
- Lead Time Behavior
- ADR & Pricing Trends
- Top Guest Countries
- Guest Loyalty Analysis
- Special Requests
- Guest Segment Insights
- Parking Usage
- Weekday vs Weekend Stays

## Guest Segment Insights

### Avg Daily Rate & Cancellation Rate By Guest Segment



### Total Revenue Contribution By Guest Segment



### Top 4 Guest Segment By Revenue, Booking Volume & Cancellation Rate

Guest Segment	Revenue	Booking Volume	Cancellation Rate
1. Transient	3.16M	30.86K	29.30
2. Transient-Party	479.95K	6.09K	15.44
3. Contract	203.10K	2.33K	12.40

# Hotel Booking Analysis



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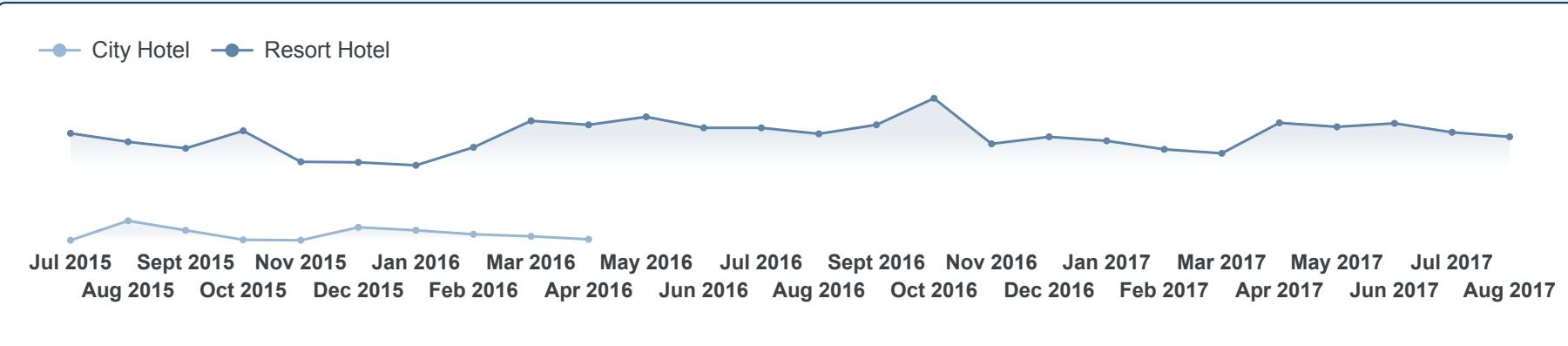
Guest Segment Insights

Parking Usage

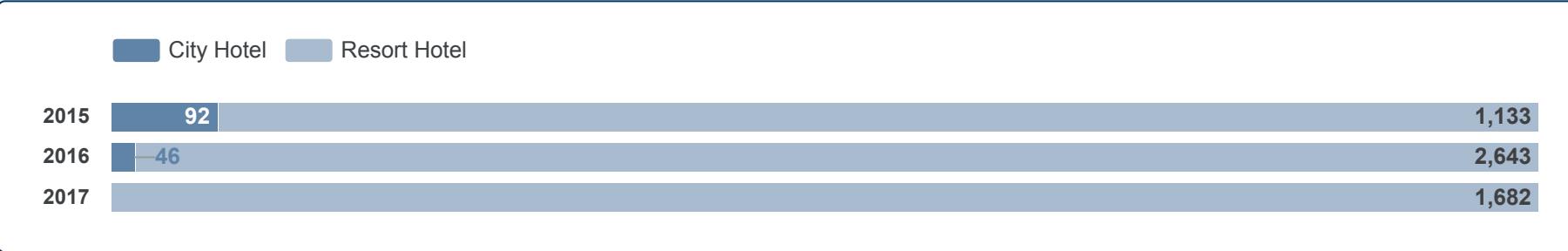
Weekday vs Weekend Stays

## Parking Usage

### Parking Requests Trend By Hotel Type



### Hotel-wise Yearly Parking Usage



### Top 6 Arrival Months By Parking Requests & Booking Volume

Arrival Month	Parking Requests	Booking Volume
1. August	660	5,580
2. July	659	4,564
3. September	438	3,524
4. March	424	3,498
5. April	471	3,477

# Hotel Booking Analysis



Cancellation Trends

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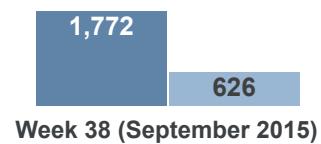
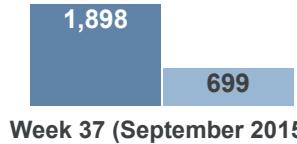
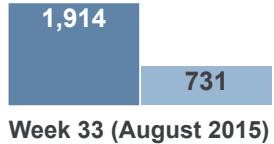
Parking Usage

Weekday vs Weekend Stays

## Weekday vs Weekend Stays

### Top 3 Arrival Weeks By Total Nights Stayed

Week Nights      Weekend Nights



### Top 3 Arrival Weeks By Avg Stay Duration

#### Top 3 – Arrival Weeks / Guest Stay Duration Avg

Arrival Year	Week 31 (August 2015)	Week 27 (July 2016)	Week 28 (July 2016)
2017	0	0	0
2016	0	7	6
2015	7	0	0

### Week Nights vs Weekend Nights Avg Stay Duration

Week Nights

Weekend Nights

