



HOTEL BOOKINGS ANALYSIS

CUSTOMER DEMOGRAPHICS

CUSTOMER PREFERENCES

TOTAL BOOKINGS 119K	CANCELLATION RATE 37	AVG LEAD TIME 104	AVG DAYS OF WAITING CONFIRMATION 2	ADR 12M
------------------------	-------------------------	----------------------	---------------------------------------	------------

BOOKINGS AND CANCELLATION

country

All

arrival_date_year

☐ 2015

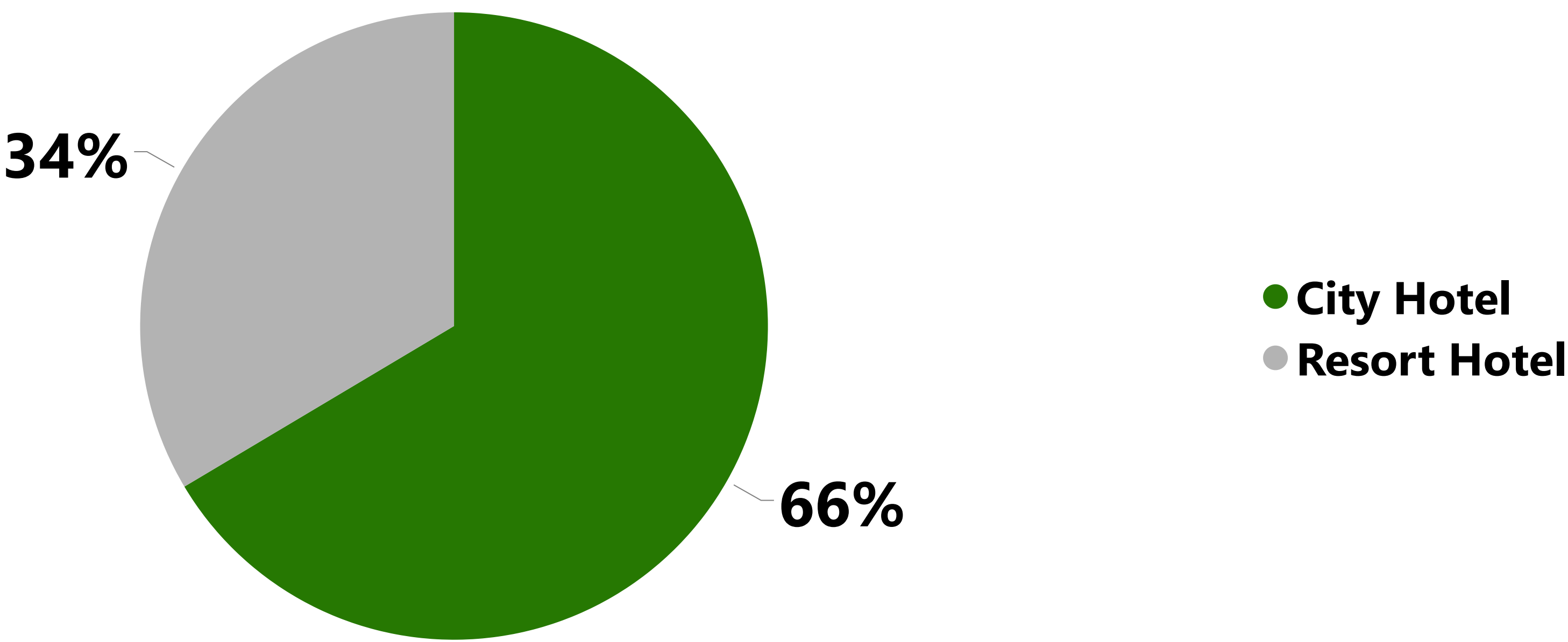
☒ 2016

☐ 2017

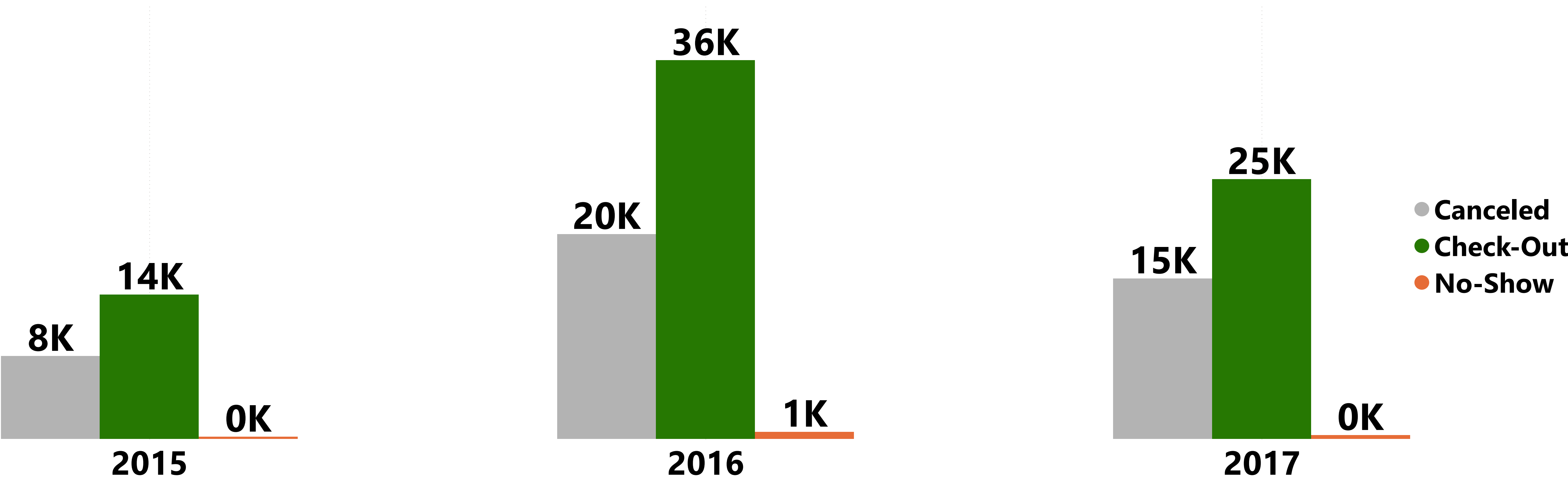
BOOKINGS AND CANCELLATIONS

BOOKINGS AND CANCELLATIONS

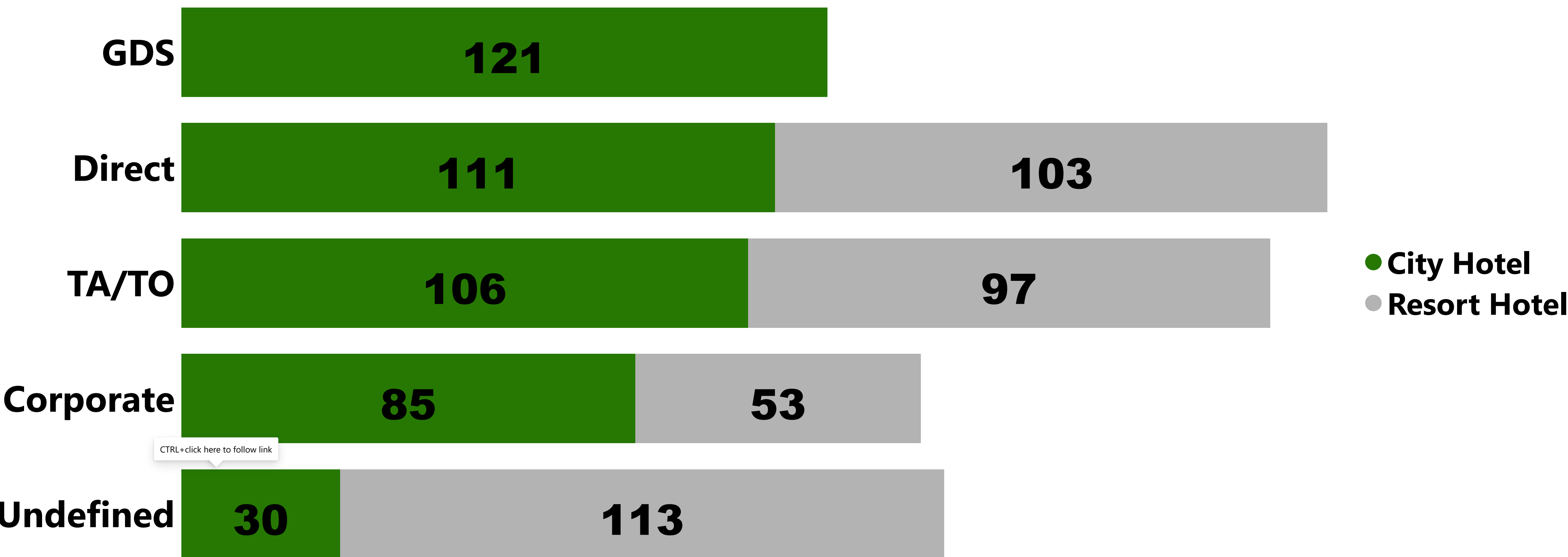
Bookings For City Hotels Are Higher Than Resort Hotels



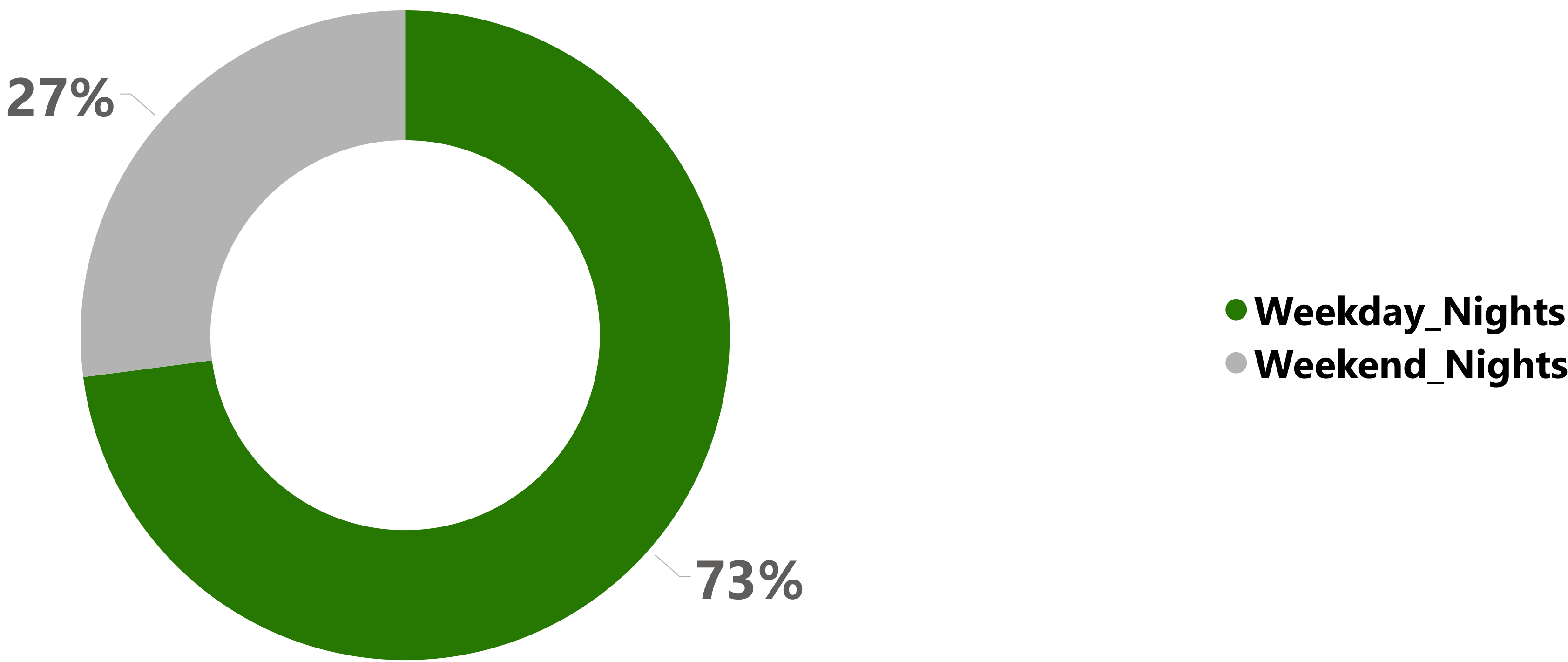
Check-Out Rate And Cancellation Rate Both Slightly Decreased In 2017 As Compared To 2016



Average Daily Rate(ADR) Less For Corporate Customers



Bookings For Weekdays Are More Than Weekend





HOTEL BOOKINGS ANALYSIS

BOOKINGS AND CANCELLATIONS

CUSTOMER PREFERENCES

Average of adults

1.86

Average of children

0.10

Average of babies

0.01

Repition_Rate

3.19

CUSTOMER DEMOGRAPHICS

country

All

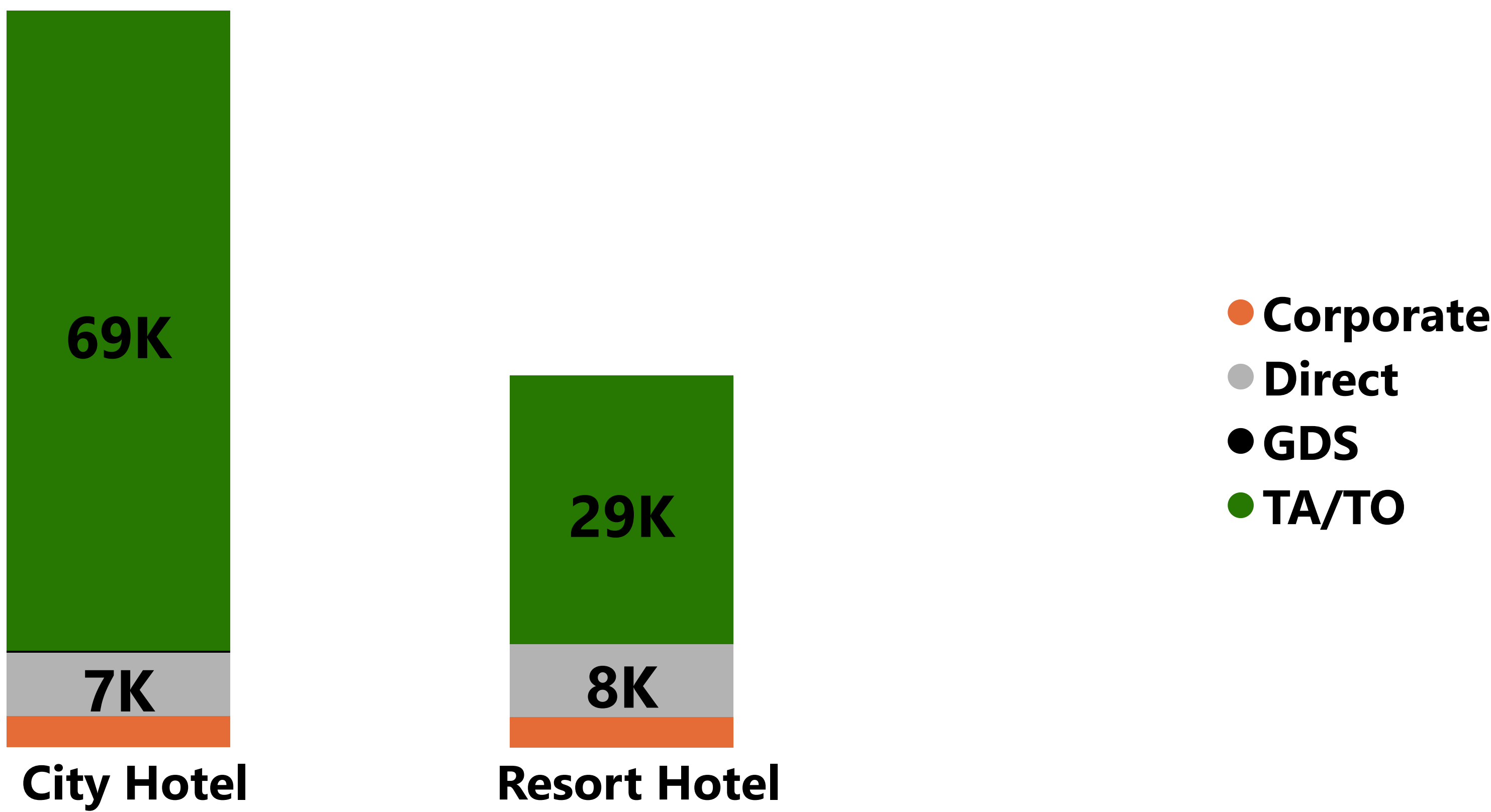
arrival_date_year

2015

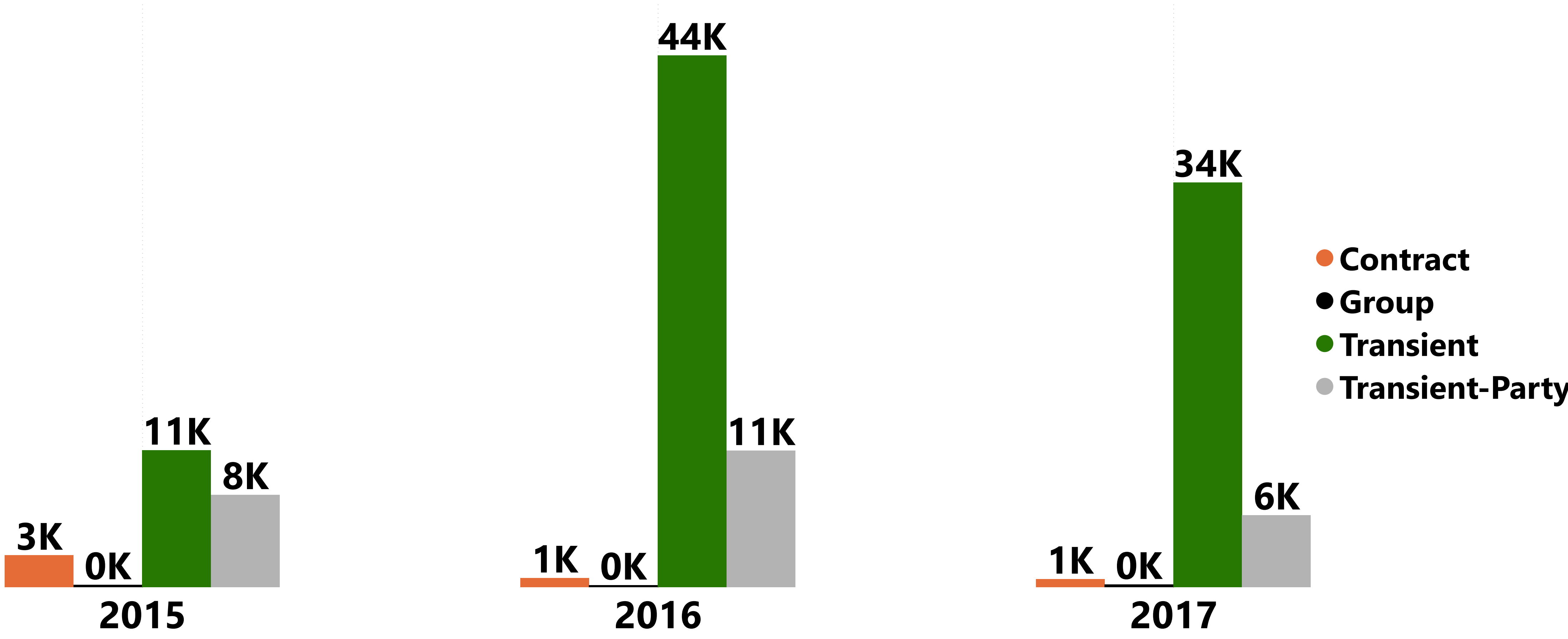
2016

2017

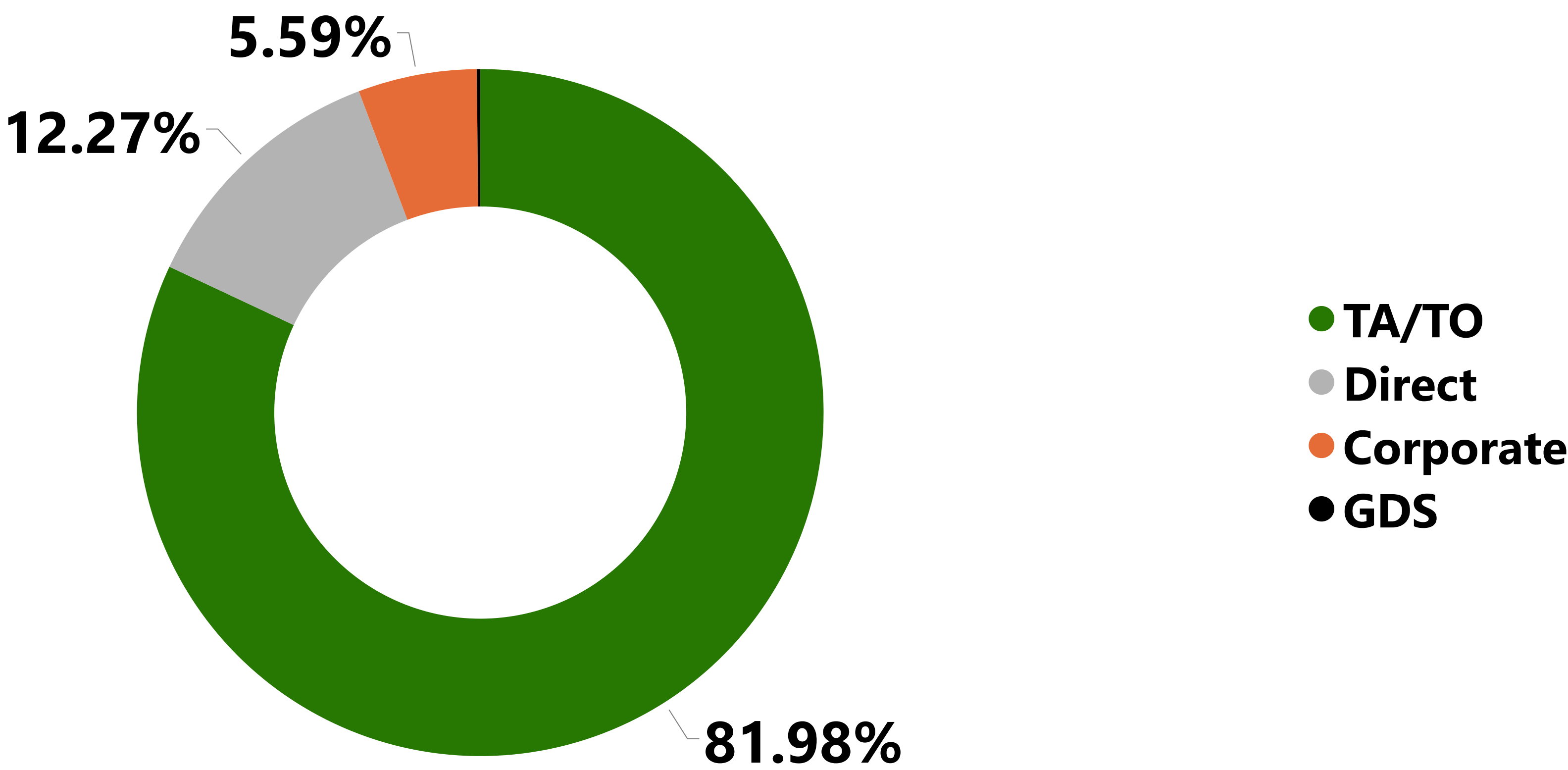
87% And 72% Customers Prefer To Book Hotel And Resort Respectively From Tour Agents



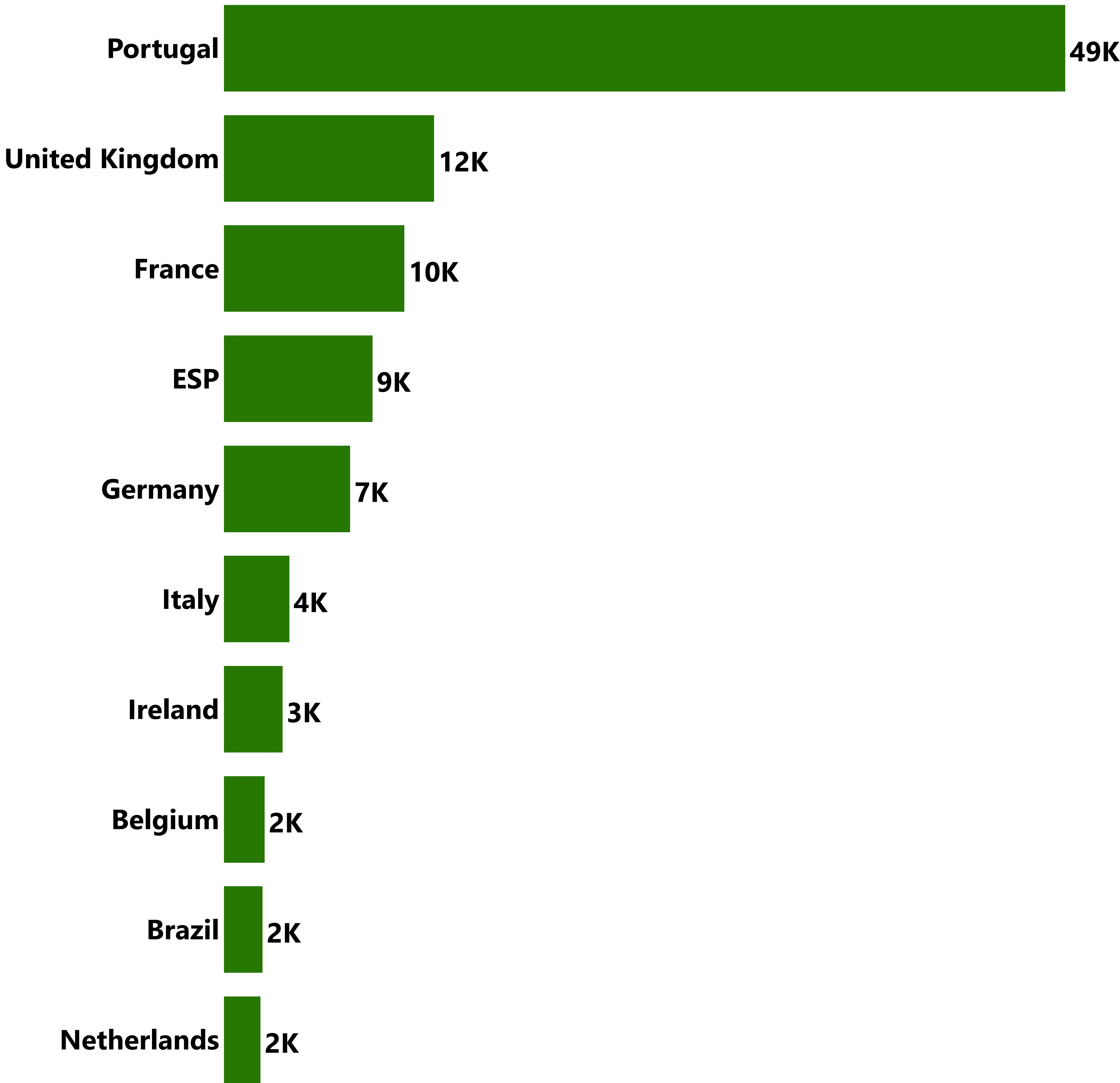
Transient Is The Top Customer Since 2015



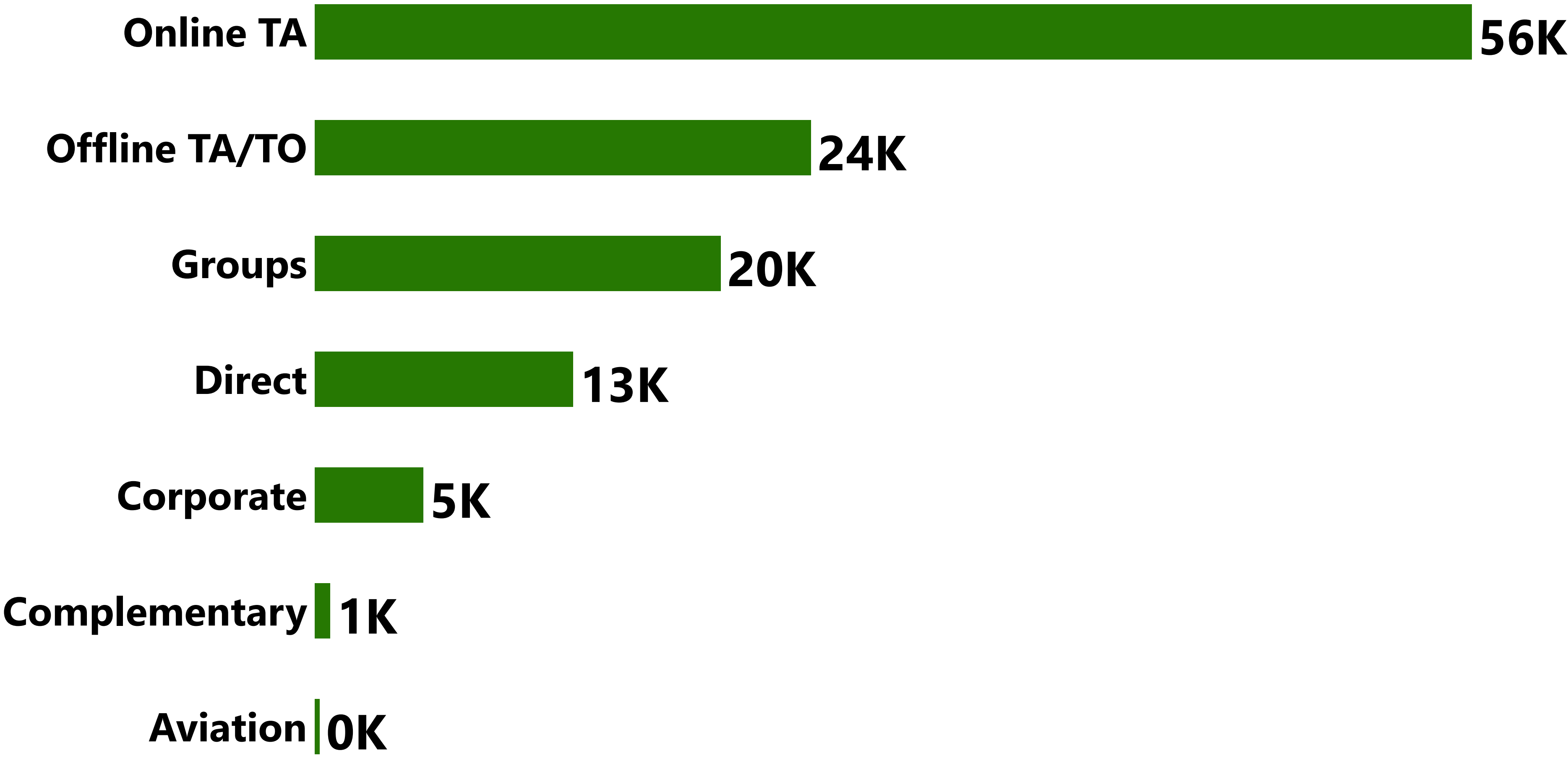
Tour Agents Are The Most Prefrred Distribution Channel



Top 5 Customers Are From Europe



Online Tour Agents Are The Most Preferred Market Segment





HOTEL BOOKINGS ANALYSIS

BOOKINGS AND CANCELLATIONS

CUSTOMER DEMOGRAPHICS

CUSTOMER PREFERENCES

country

All

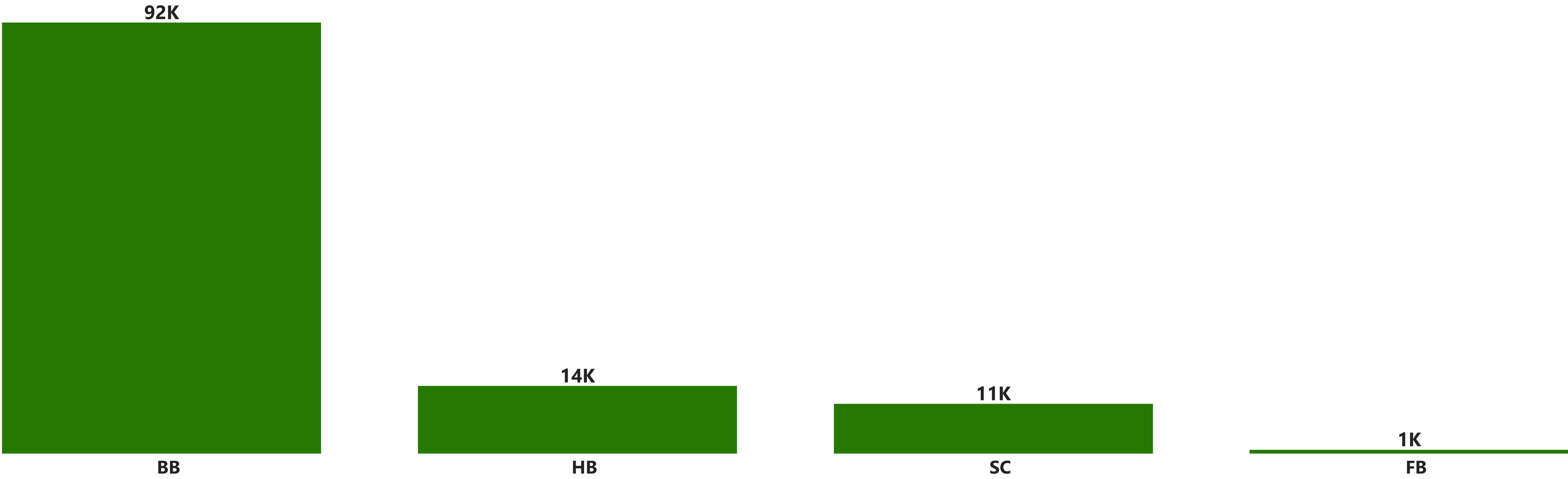
arrival_date_year

☐ 2015

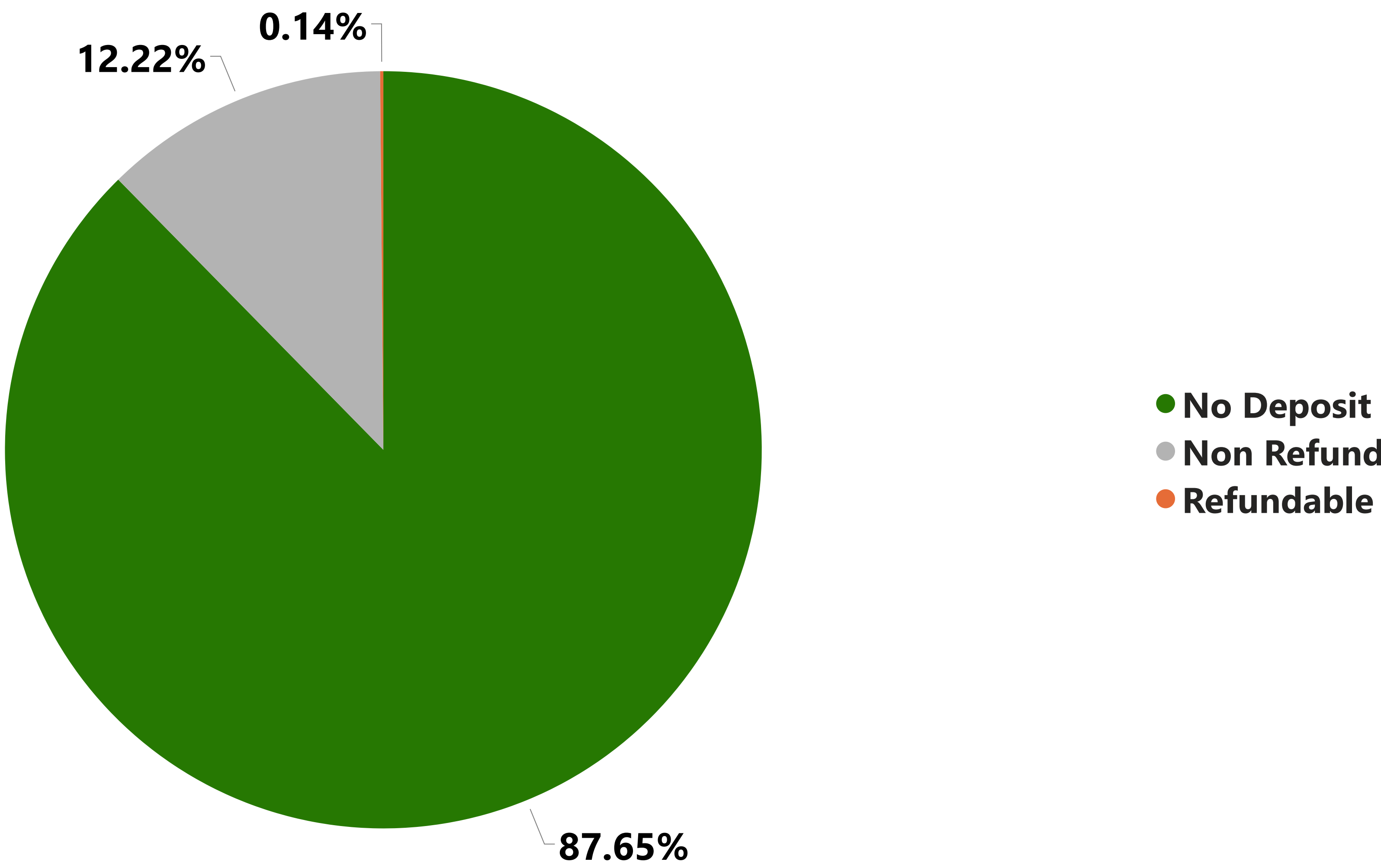
☐ 2016

☐ 2017

Most Customers Prefers Bread And Breakfast Meals



No Deposit Option Is Preferred By Customers



Only 6% Prefers Parking Space

