Reservation Optimization Dashboard

Country ▾
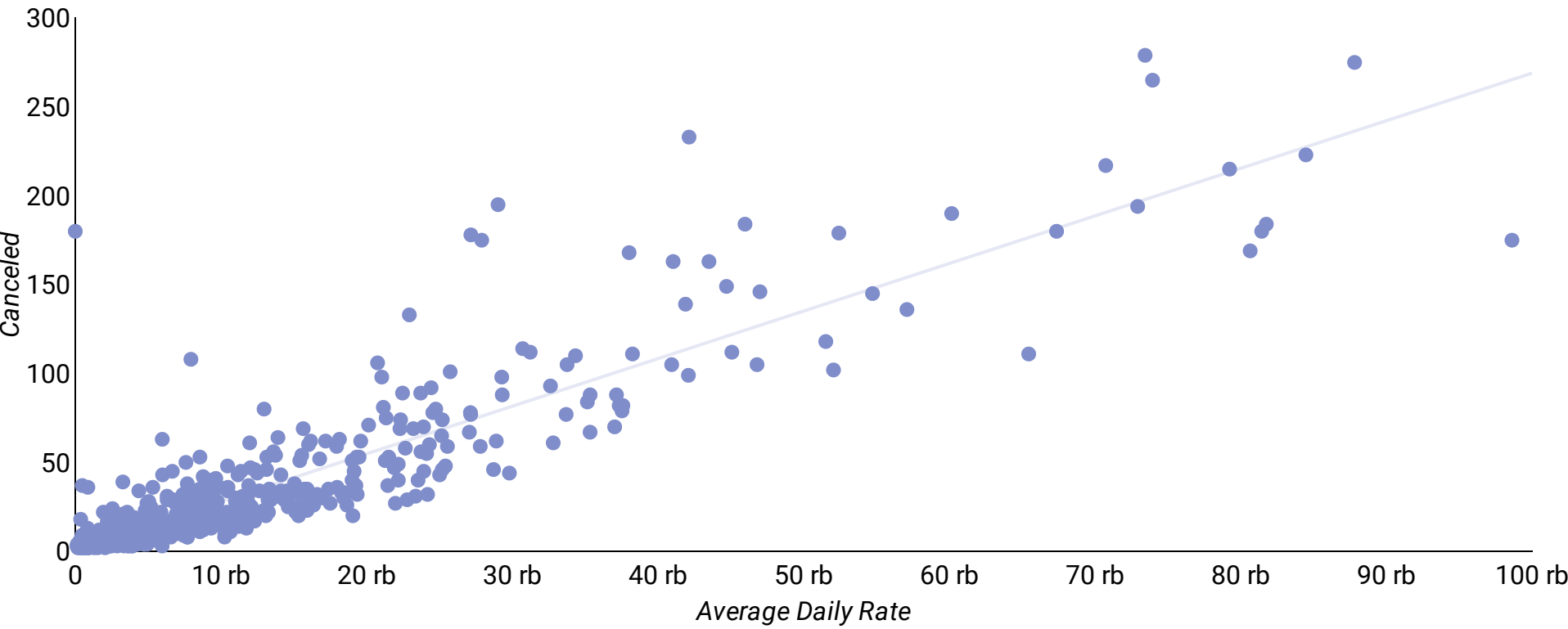
Arrival Date Year ▾

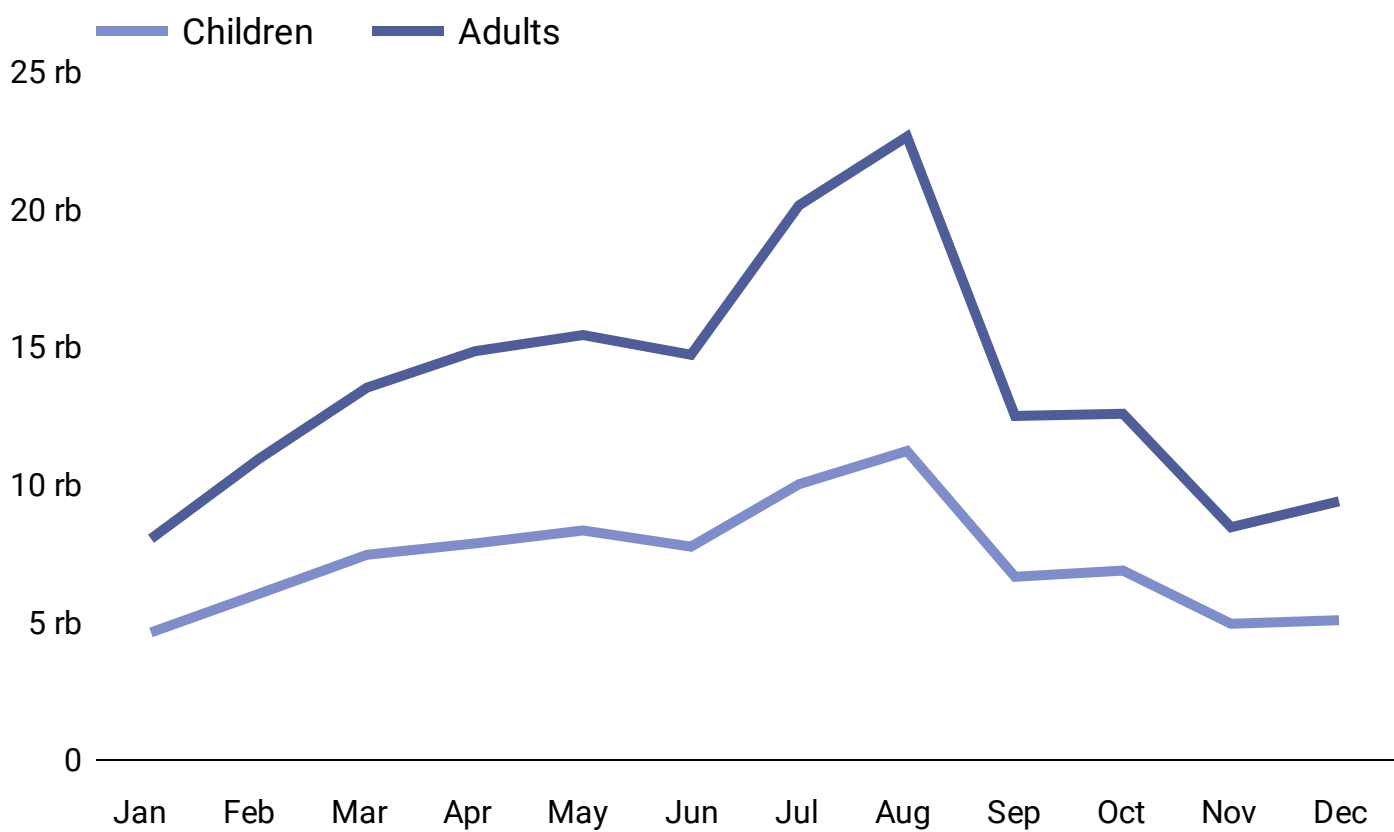| Total Reservations	Amount Cancelled	Booking Count
33.510	7.944	5.132

Retention Rate

Customer Type	2015	2017	2016
Transient	5,2 rb	9,2 rb	12,5 rb
Transient-Party	818	1,6 rb	2,2 rb
Contract	536	593	539
Group	50	126	91

ADR-Cancellation Correlation

Customer Segmentation

Children — Adults

Monthly Active Users

2017
- Agustus 27,4%
- Juli 22,9%
- Juni 14,1%
- Lainnya 35,7%

2016
- Agustus 22%
- Juli 15,1%
- September 10,1%
- Lainnya 52,8%

Duration of Use

Transient · Transient-Party · Contract · Group

Agustus · Juli · Mei · April · Juni
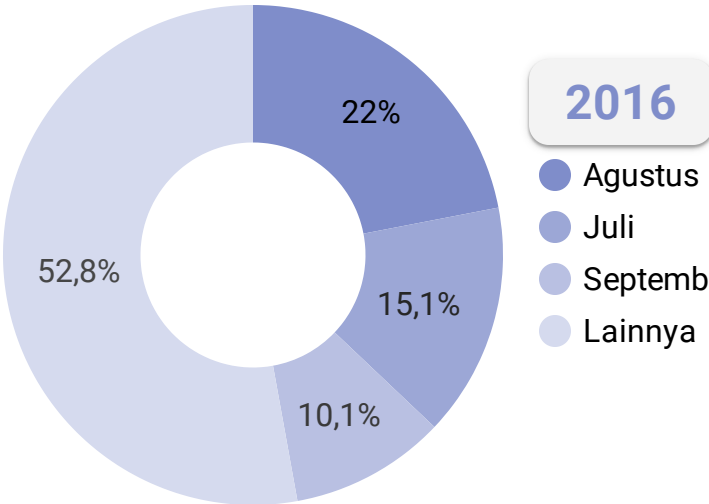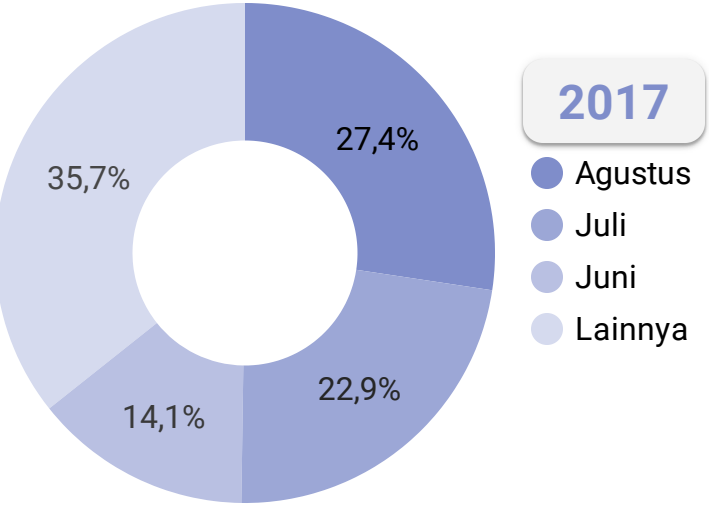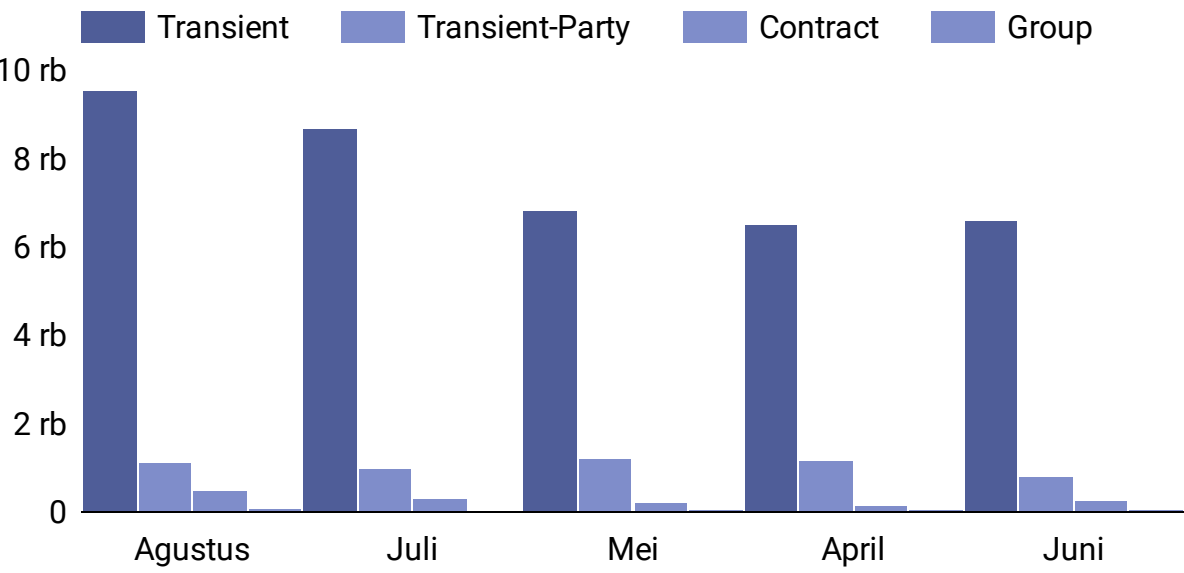
Satisfaction Metric

2015 · 2016 · 2017

FB, HB, SC, BB
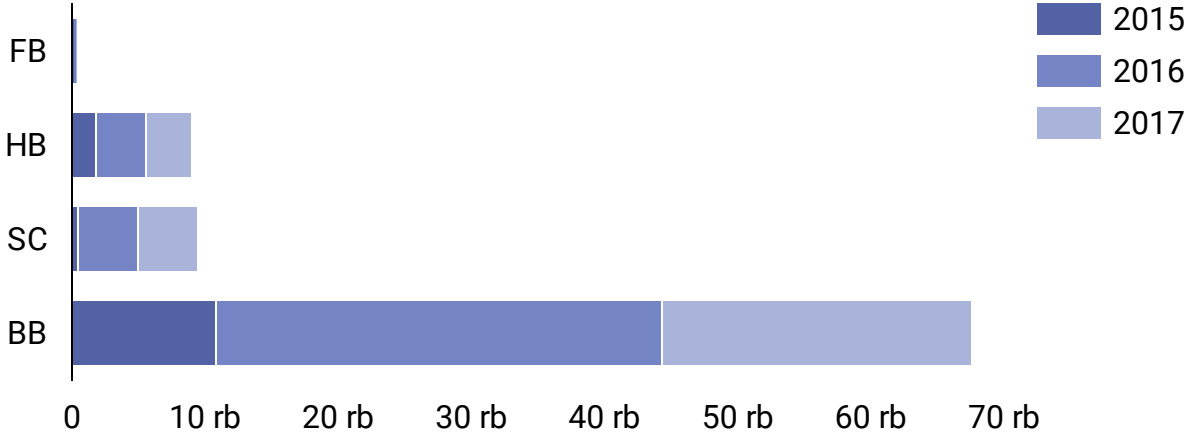
Reservation Channel Preference by Country

PRT · GBR · ESP · IRL · FRA

Online TA
Offline TA/TO
Direct
Groups
Corporate
Complementary