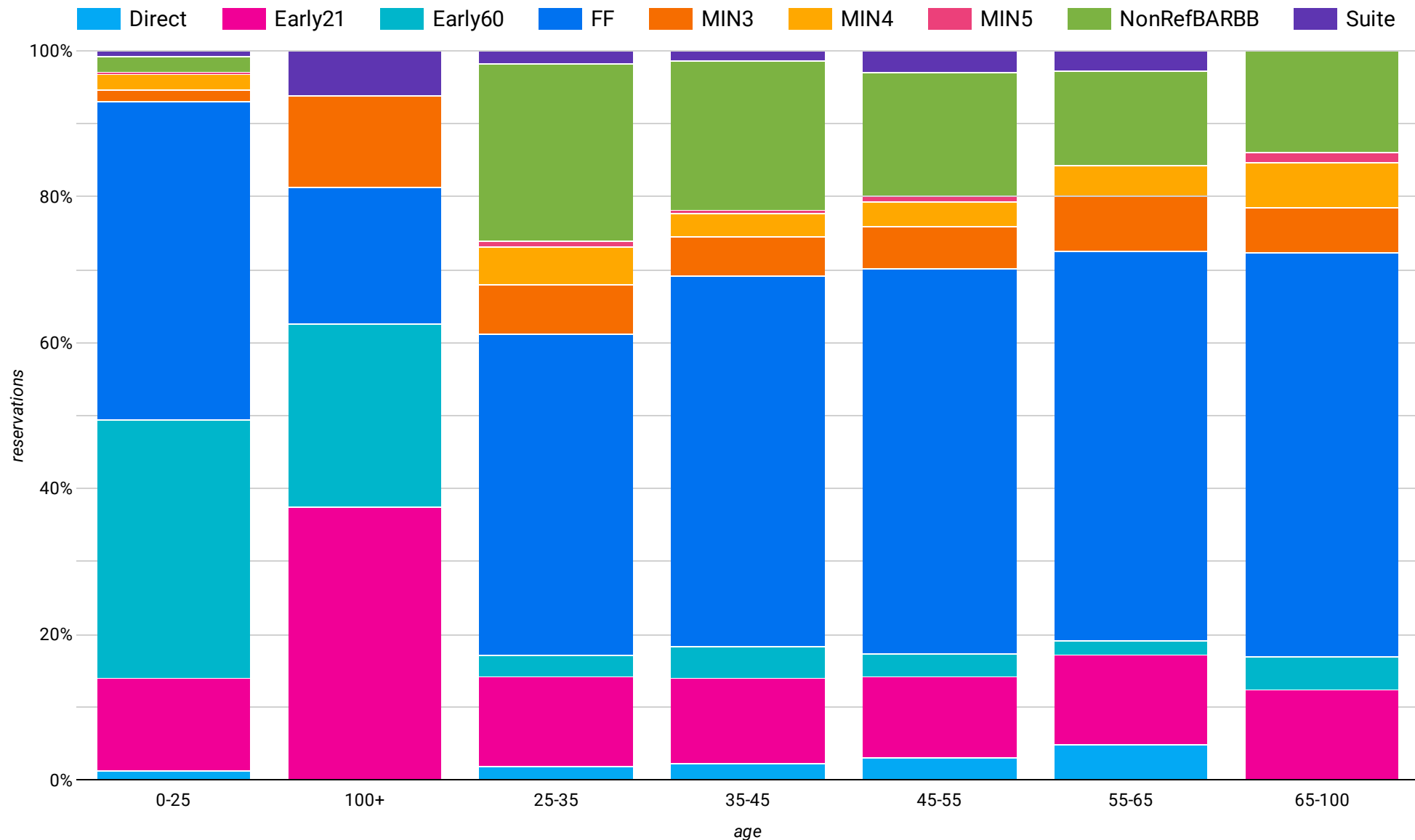


Rates popularity among guest ages



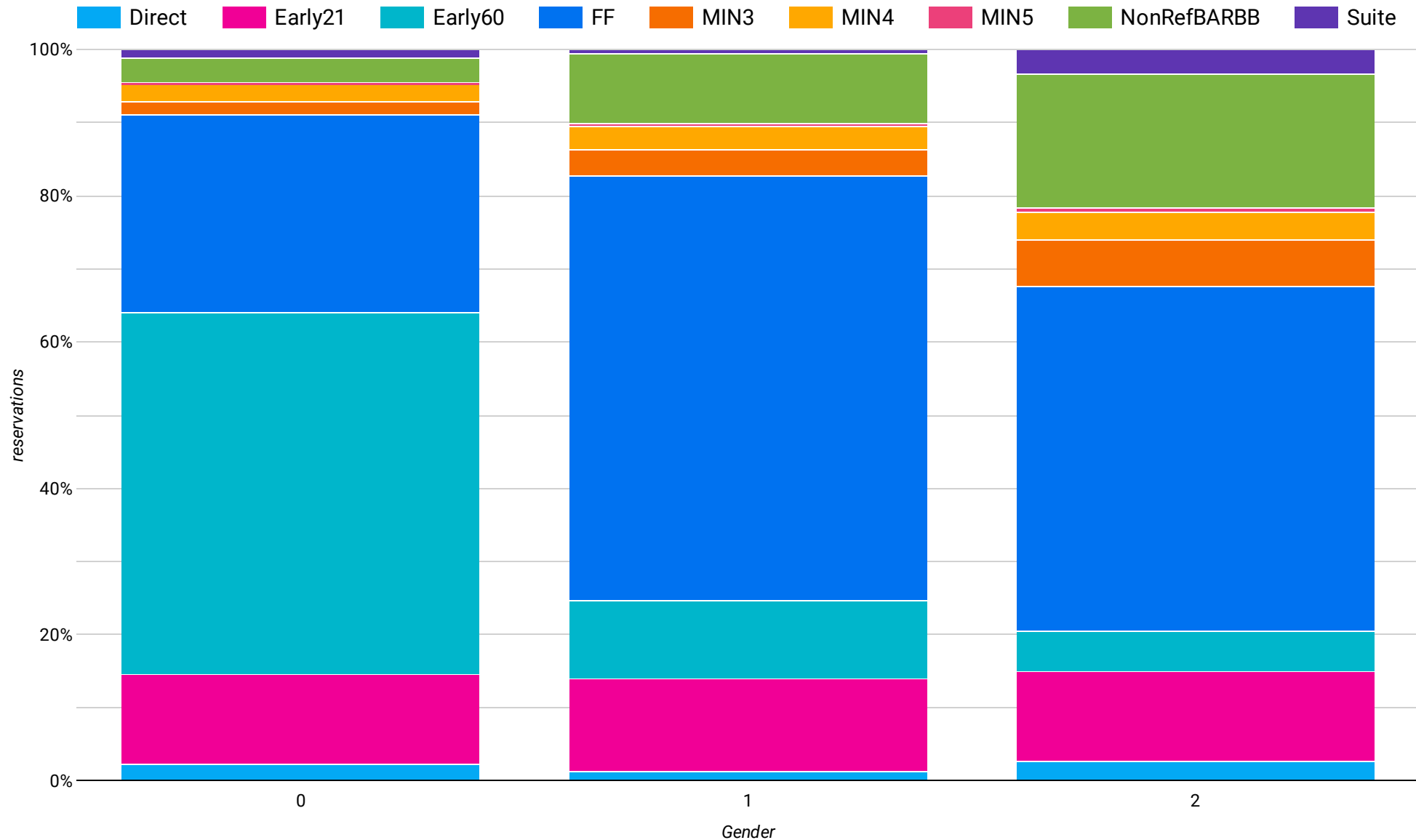
Insights

Fully-flexible policies are more popular among older generations with potentially higher incomes.

Early60 is particularly frequent with children, presumably due to the fact that school holidays are fixed and well known in advance, and that is when the families would travel.

Young adults in their 20s (students or professionals with presumably lower incomes) are more likely to book with non-refundable policies since these are generally cheaper.

Rates popularity among guest genders

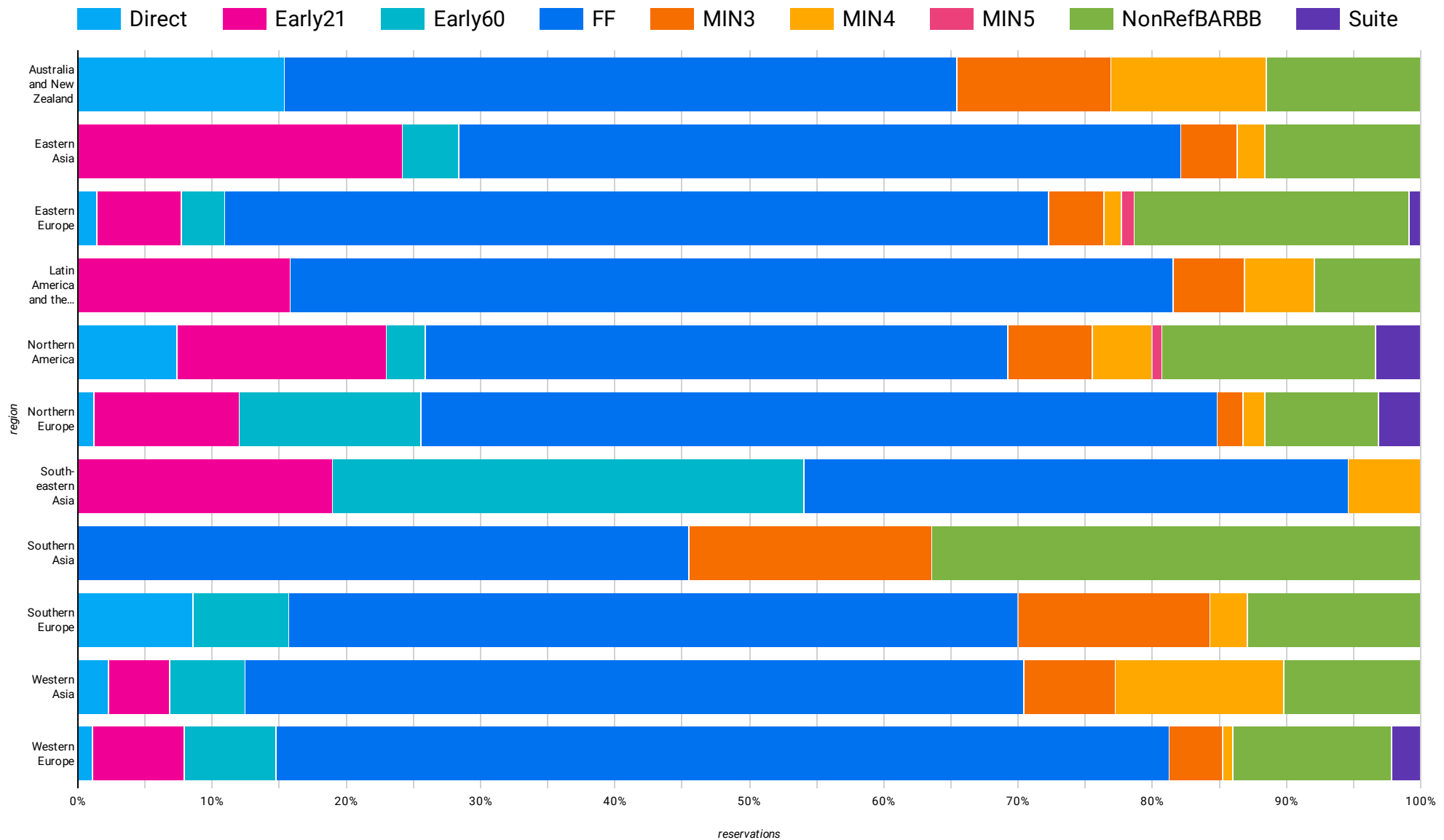


Insights

It is hard to extract insights without knowing which gender corresponds to each number.

We can possibly guess that number 0 refers to unknown or missing gender since the distribution is considerably different to the other two columns.

Rates popularity among guest origin



Insights

Western europeans is the segment who most frequently reserve with fully flexible policies.

South-eastern asians usually travel for longer periods (4/5+ nights)

Non-refundable rates are generally more popular among eastern europeans.

Americans and northern europeans (generally with higher incomes) are more likely to reserve suite rooms than other regions.

Northern europeans and south-eastern asians are the segments that book the longest in advance.