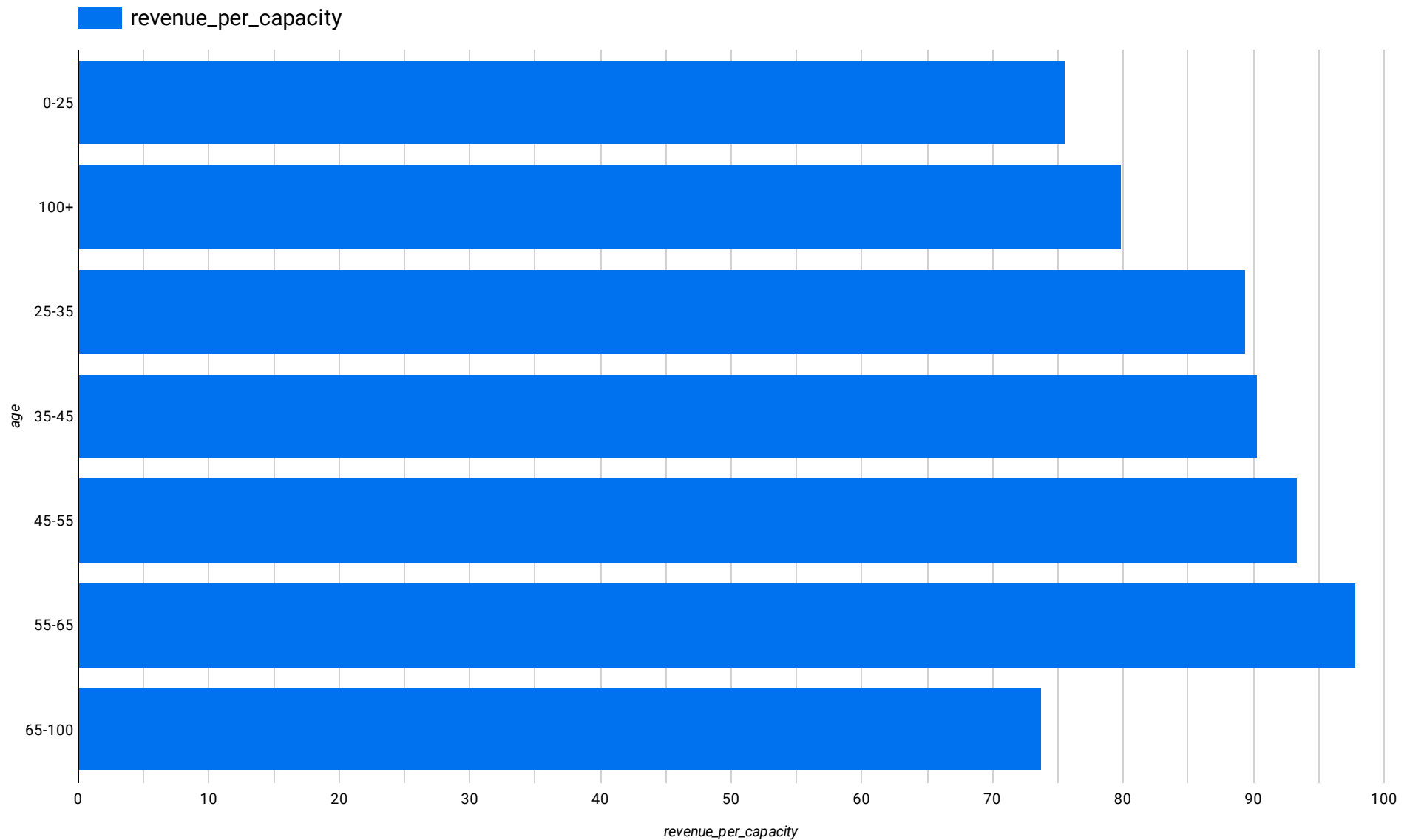


Revenue by guest age

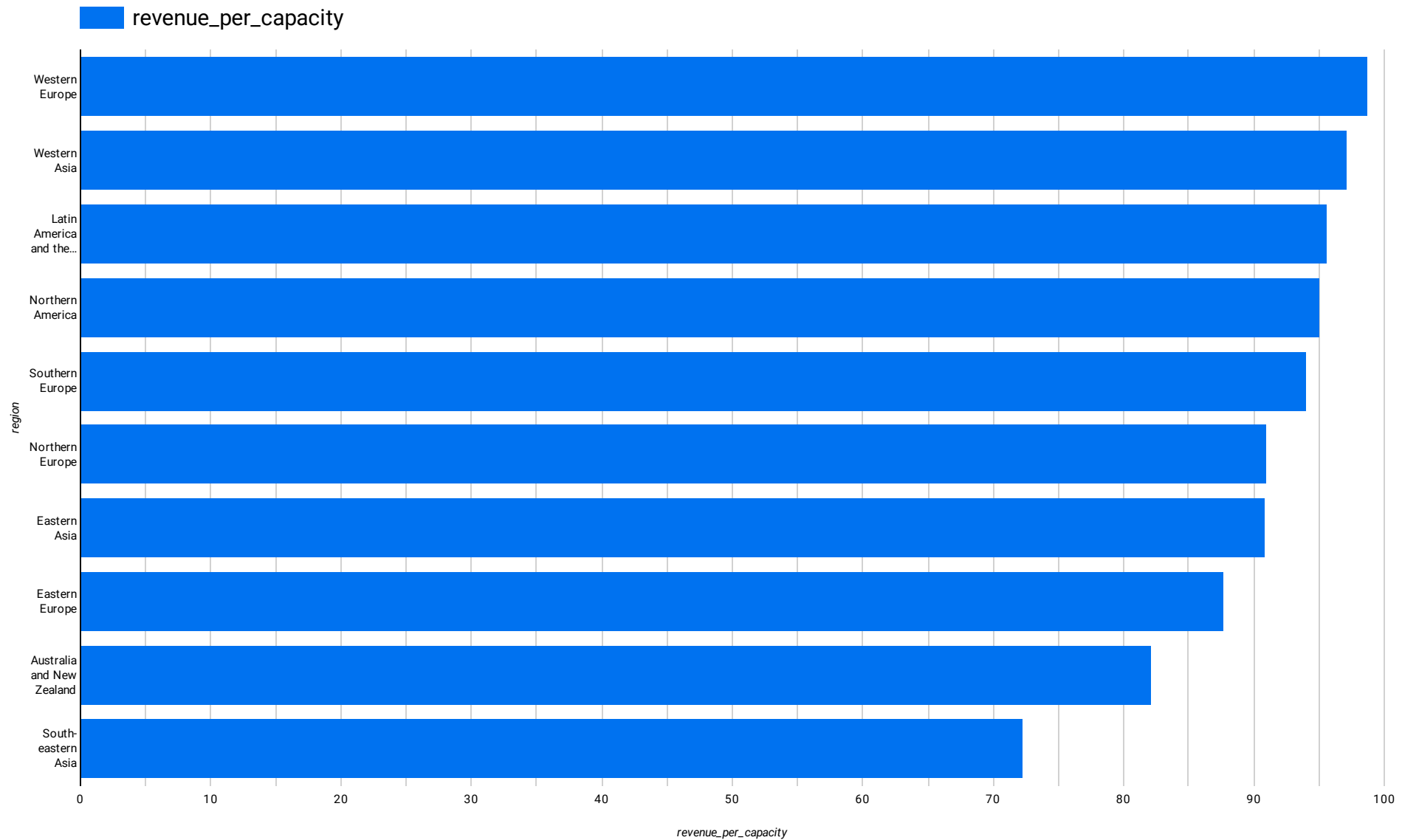


Insights

It seems clear that guest segments with generally lower incomes (either young or retired guests) tend to spend less money when travelling.

On the other hand, people at their peak of their careers and generally with higher incomes tend to reserve at higher rates.

Revenue by guest origin



Insights

It seems south-eastern Asian and Australian/NZ guests usually book cheaper rooms, although it is important to note the data representativeness is low since the records don't contain a large amount of reservations from these regions. On the other side, western Europe is the region where the biggest spenders come from.