

# HOTEL BOOKING DASHBOARD

Is Booking Canceled? ▼

All ▼

hotel ▼

All ▼

Year ▼

All ▼

Month ▼

All ▼

Bookings  
**119,390**

Avg Daily Rate  
**\$101.83**

Special Request  
**68,215**

Repeated Guest  
**3,810**

Childrens  
**12,403**

Babies  
**949**

Adults  
**221,636**

Customers  
**234,988**

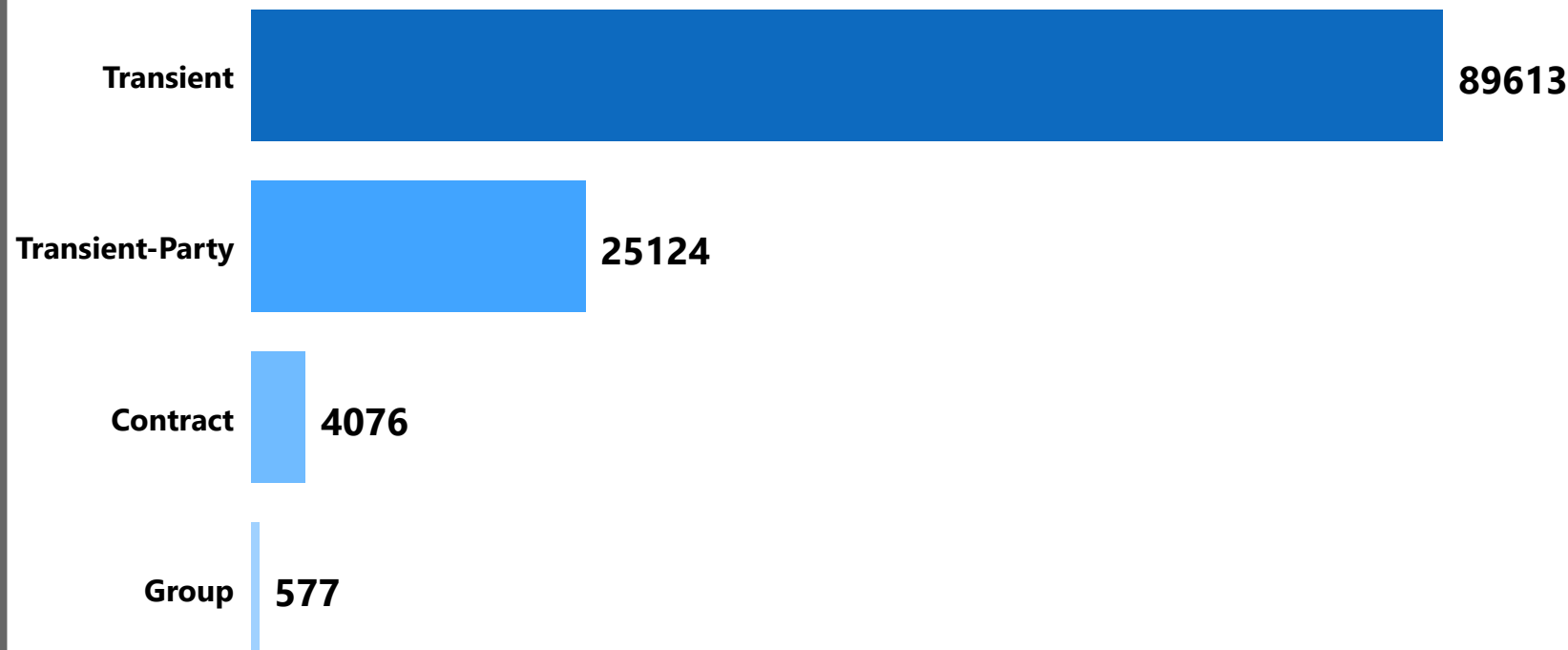
Room Types  
**12**

Meal Types  
**5**

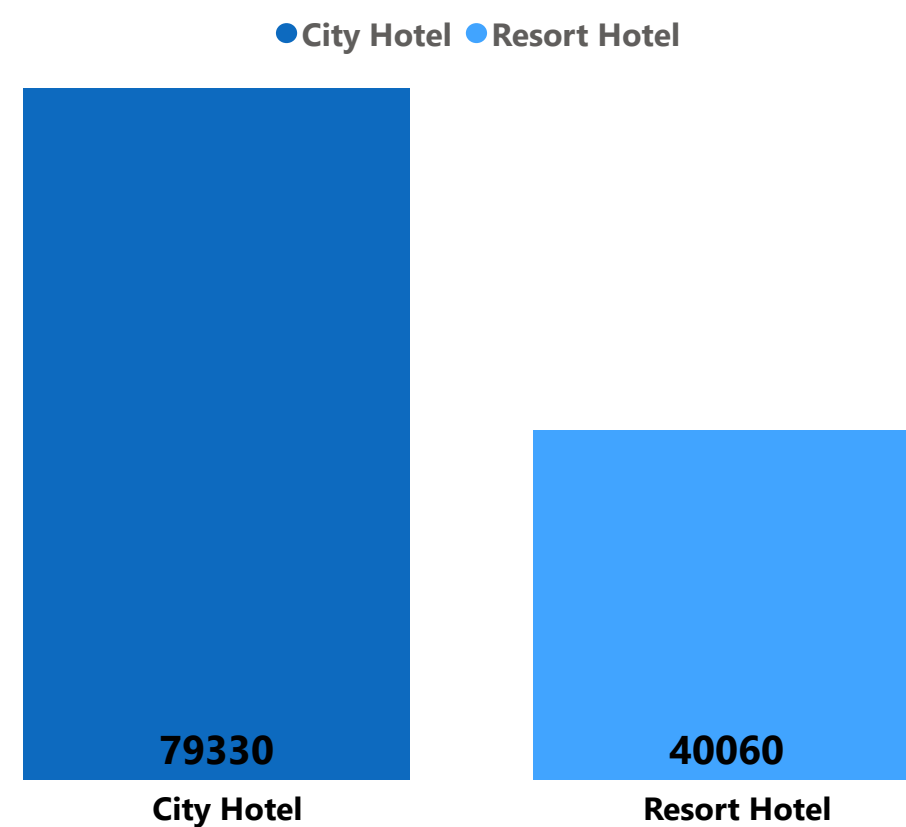
. **Transient** accounted for **75%** of the customer types, constituting the largest proportion, succeeded by **Transient Party, Contract, and Group**. Among these four customer types, the count ranged from **577 to 89,613**. **Transient** had the highest count, surpassing **Group**, which had the lowest.

. **City Hotel** accounted for (79,330) bookings exceeded that of **Resort Hotel (40,060)**. **City Hotel** constituted **66.45%** of the total hotel count. **Resort Hotel** registered a count of **40,060** hotels, while **City Hotel** had **79,330**.

## Customer Type



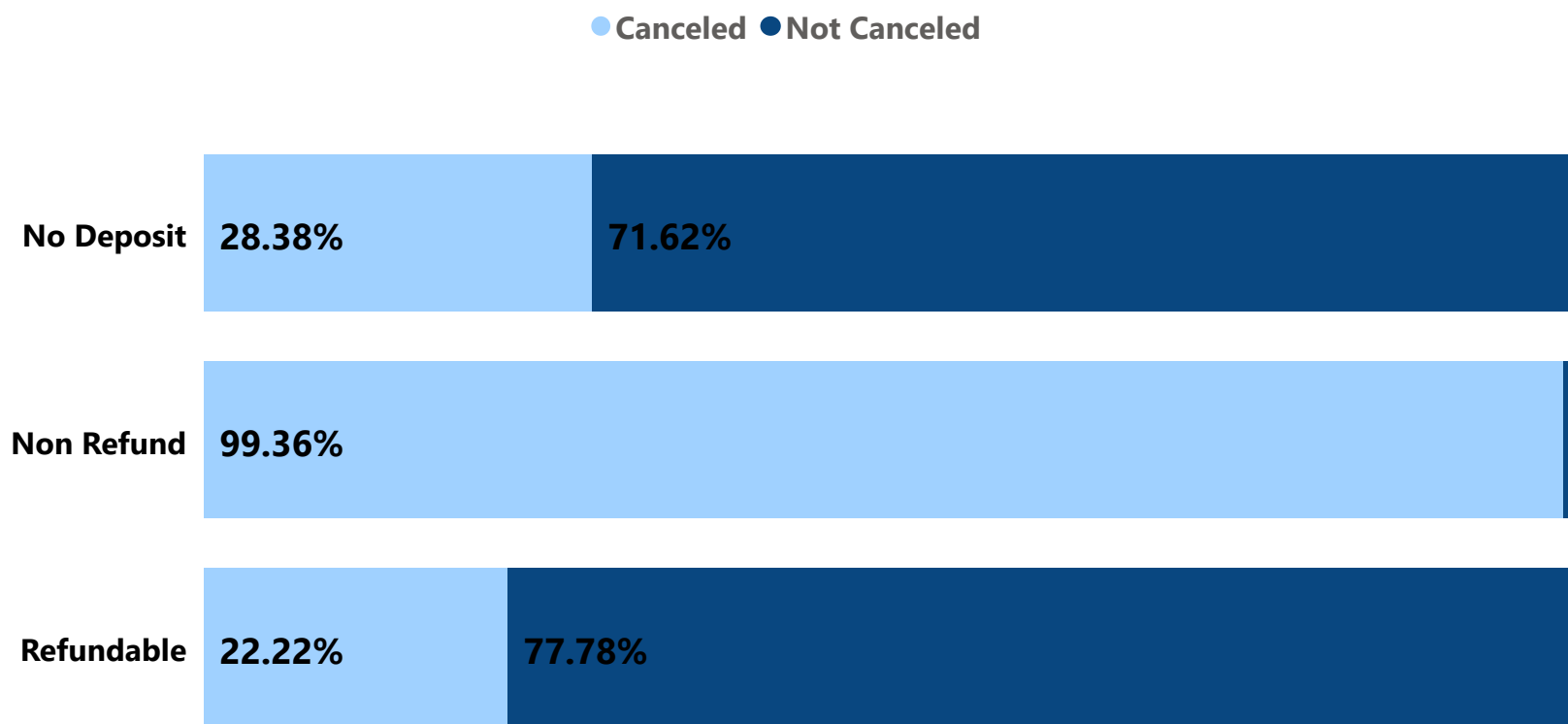
## Booking of Each Hotel



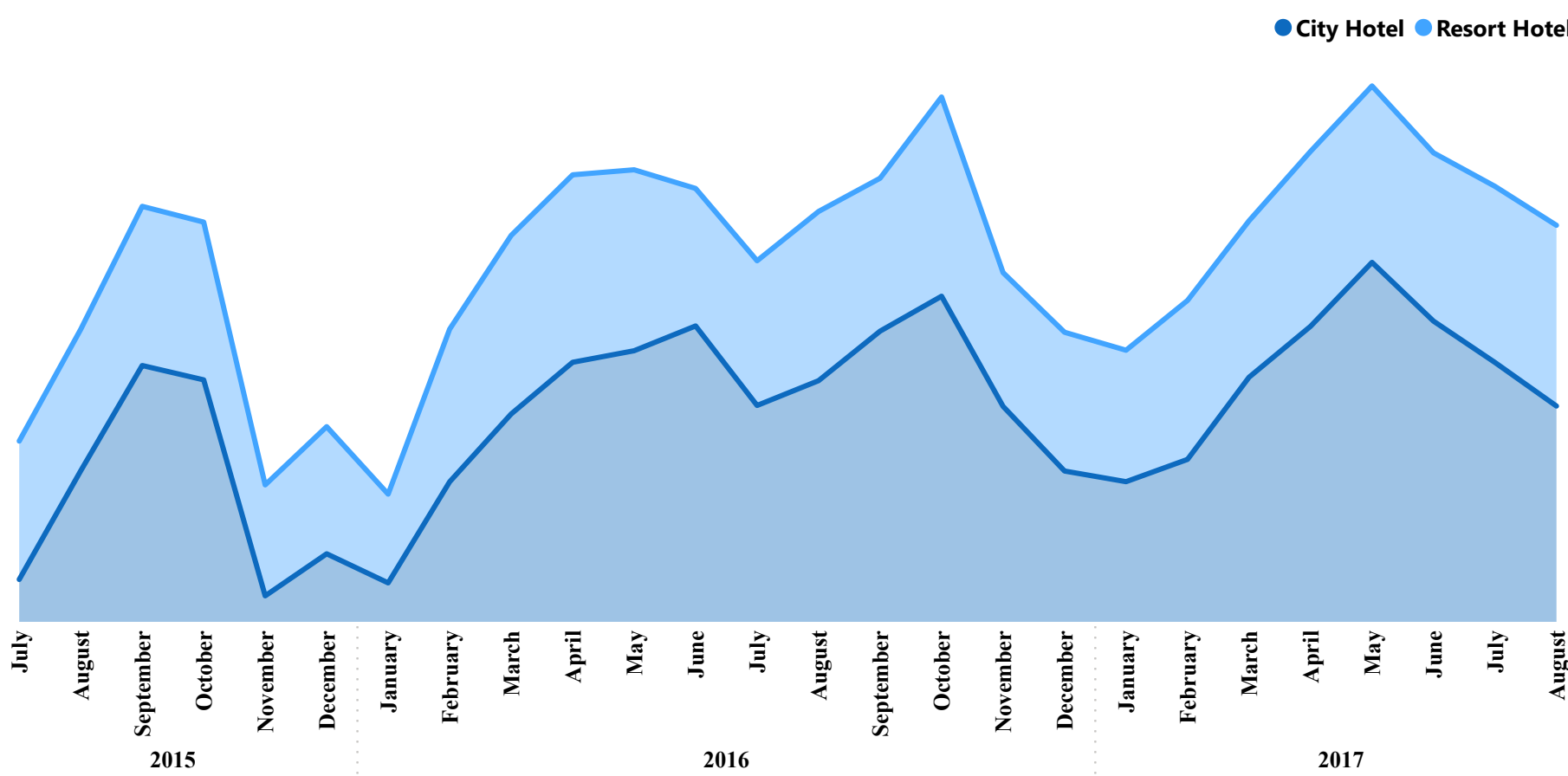
. The total count of **deposit types** was greater for bookings that were **not canceled (75,166)** compared to those that were canceled (**44,224**). **No Deposit** type in the context of booking cancellations constituted **62.77%** of the total count of deposit types.

. The count of hotels for both **City Hotel** (with a **123.53%** increase) and **Resort Hotel** (with a **30.62%** increase) showed an upward trend from **July 2015 to August 2017**. The count of hotels for **Resort Hotel** began to rise in **April 2017**, experiencing a **3.33%** increase (**58 hotels**) over a span of **4 months**.

## Customer Deposit Type by Cancellation Status



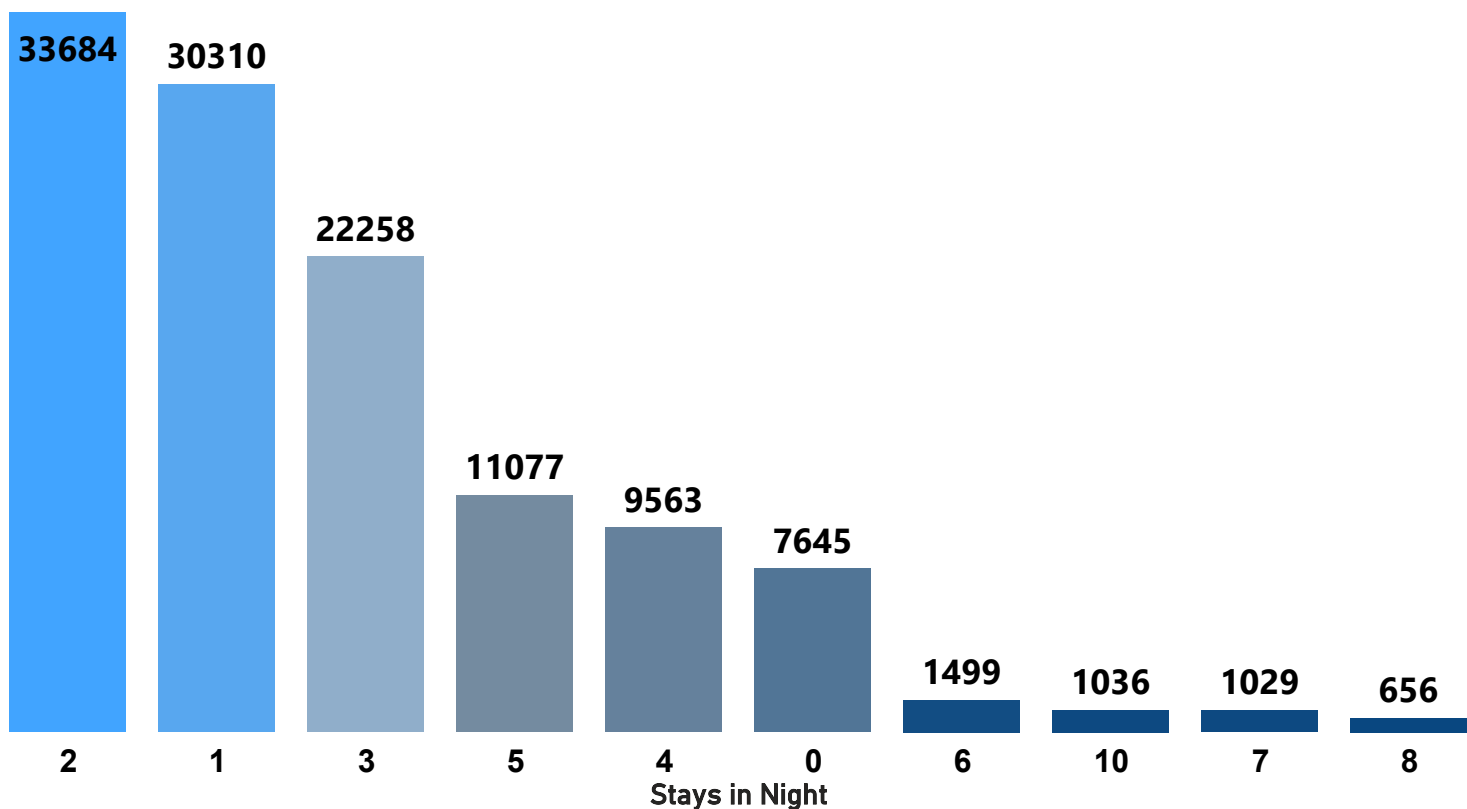
## Monthly Hotel Booking Trends



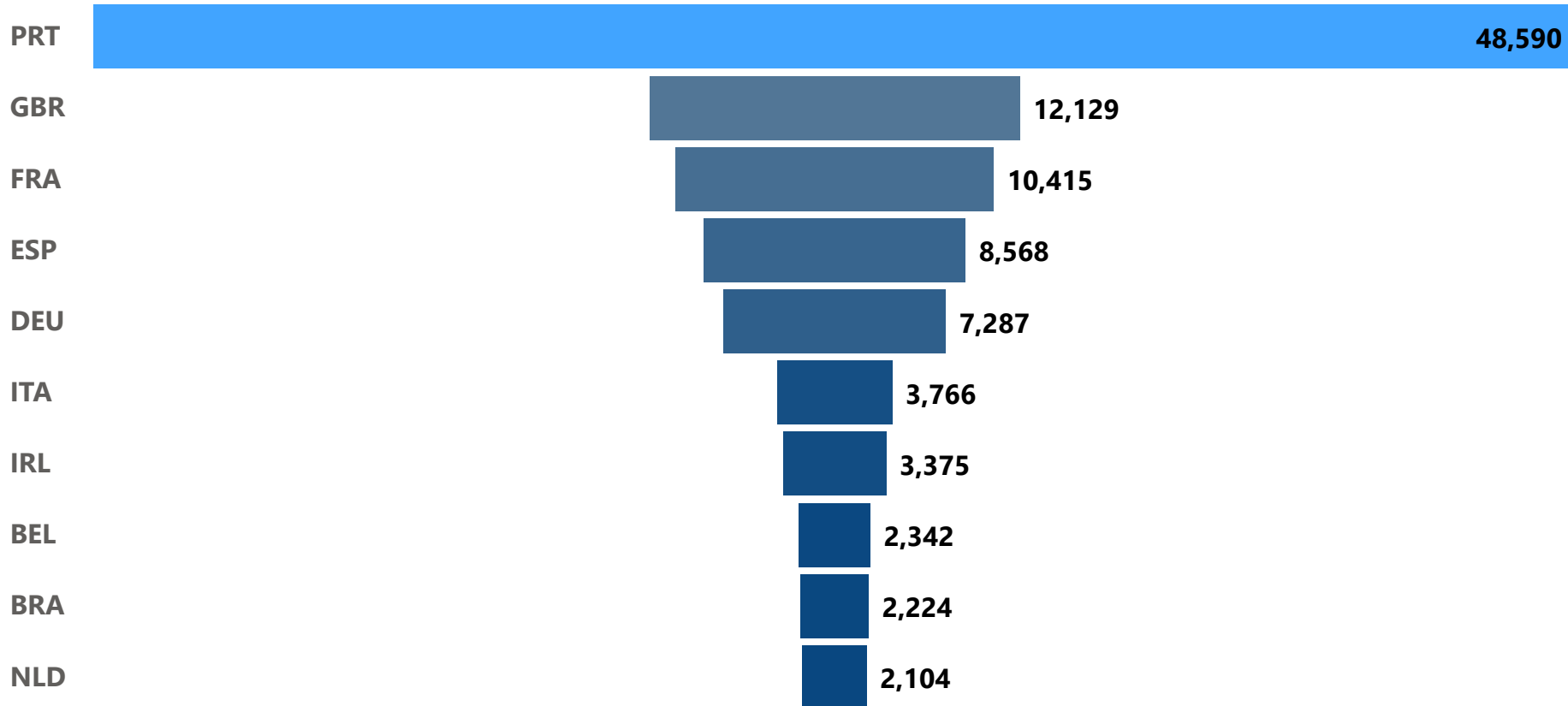
. Majority of the guest stay in the hotel for **2days, 1day, 3days, 5, 4, 6, 10 and 8days**. This are the top days guest stay whenever they visit the hotel which more than 60% of guests stays under these options.

. **Portugal** had the highest number of guest followed by **United Kingdom, France, Spain, Germany, Italy, Ireland, Belgium, Brazil and Netherlands** which are the top 10 countries with the most guests, more than 70% of the guest come from these countries.

## Stays in nights (Top 10)



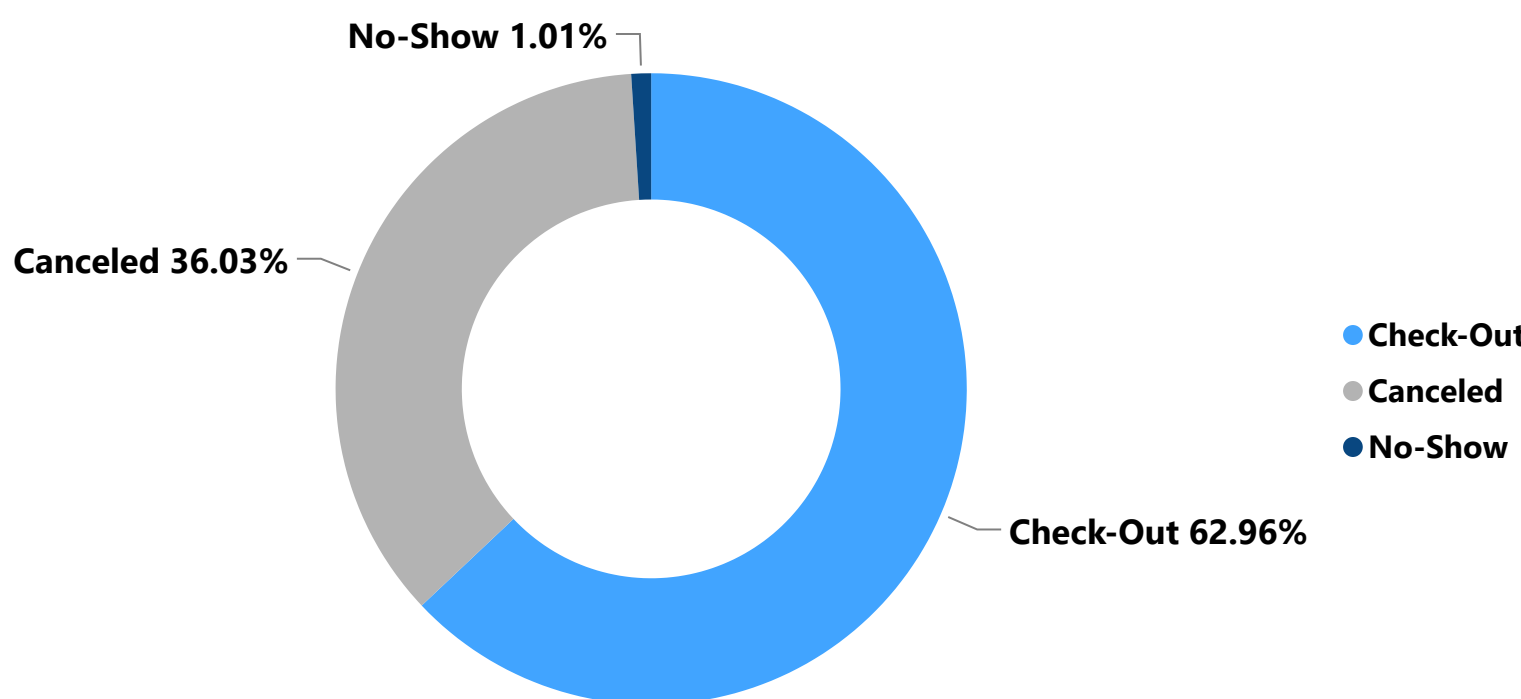
## Countries with top 10 guest



. The **Check-Out** category had the highest hotel count at **75,166**, followed by **Canceled** with **43,017** and **No-Show** with **1,207**. The **Check-Out** category represented **62.96%** of the total hotel count.

. **Online TA** comprised the largest proportion of the market segment at **47%**, followed by **Offline TA/TO** at **20%**. The **Groups** segment accounted for **17%**, while the **Direct** market segment held **11%**. **Corporate, Complementary, Aviation, and Undefined** market segments followed sequentially with the lowest percentages.

## Reservation Status



## Market Segment

