

# Hotel Revenue & Booking Trends

Total Booking

119K

Total Revenue

\$42.7M

Cancellation Rate

37.0%

Average adr

\$101.8

Repeat Guest %

3.19%



Select Year

Select all

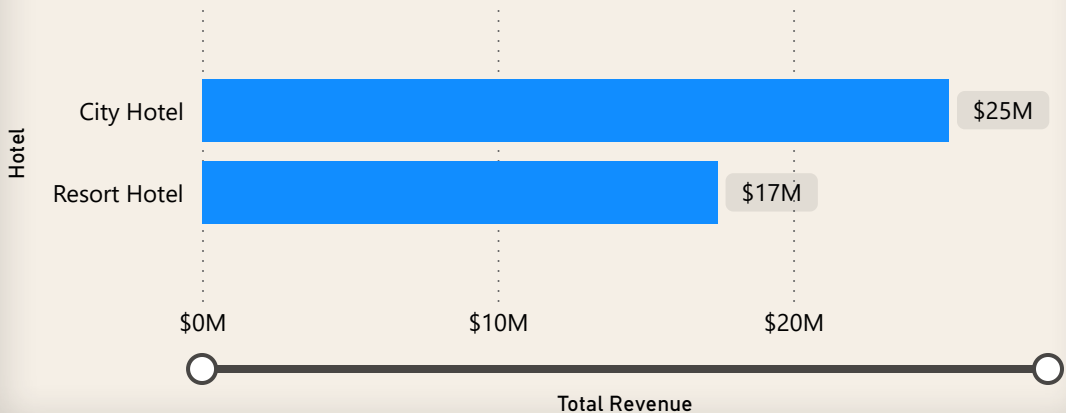
2014

2015

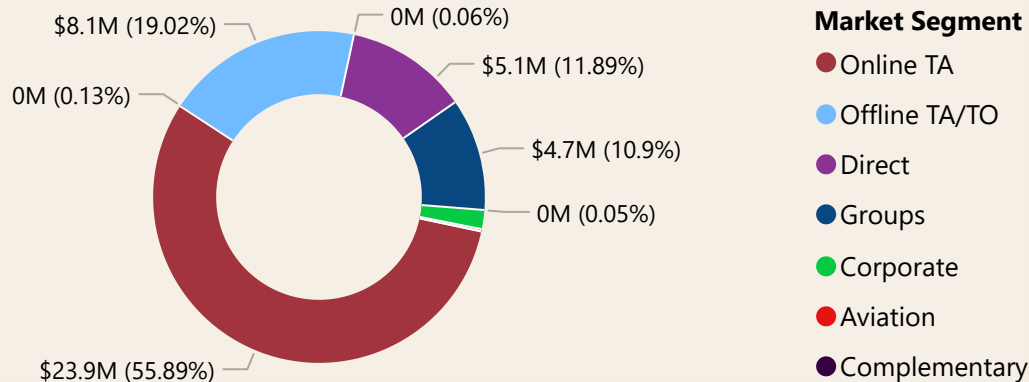
2016

2017

Total Revenue by Hotel



Total Revenue and Total Bookings by Market Segment



Distribution Channel

Select all

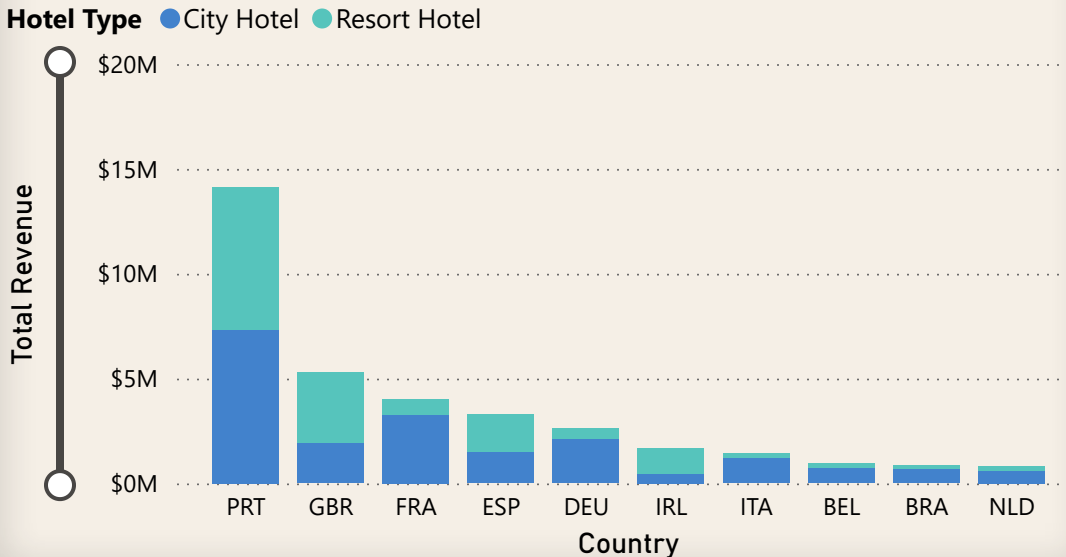
Corporate

Direct

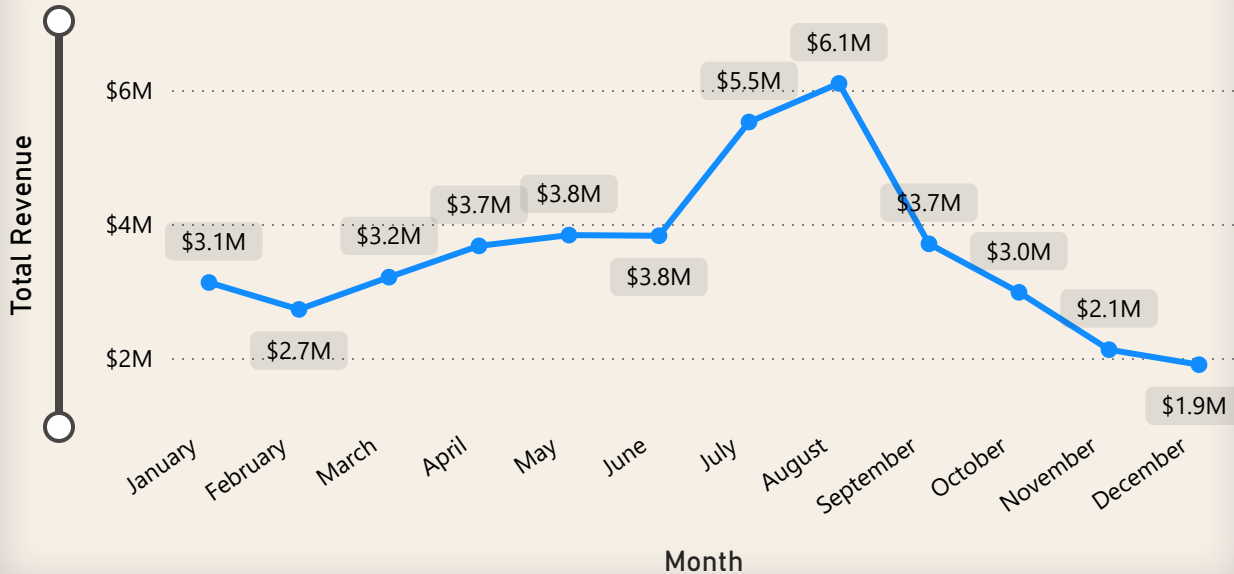
GDS

TA/TO

Top 10 Countries by Revenue

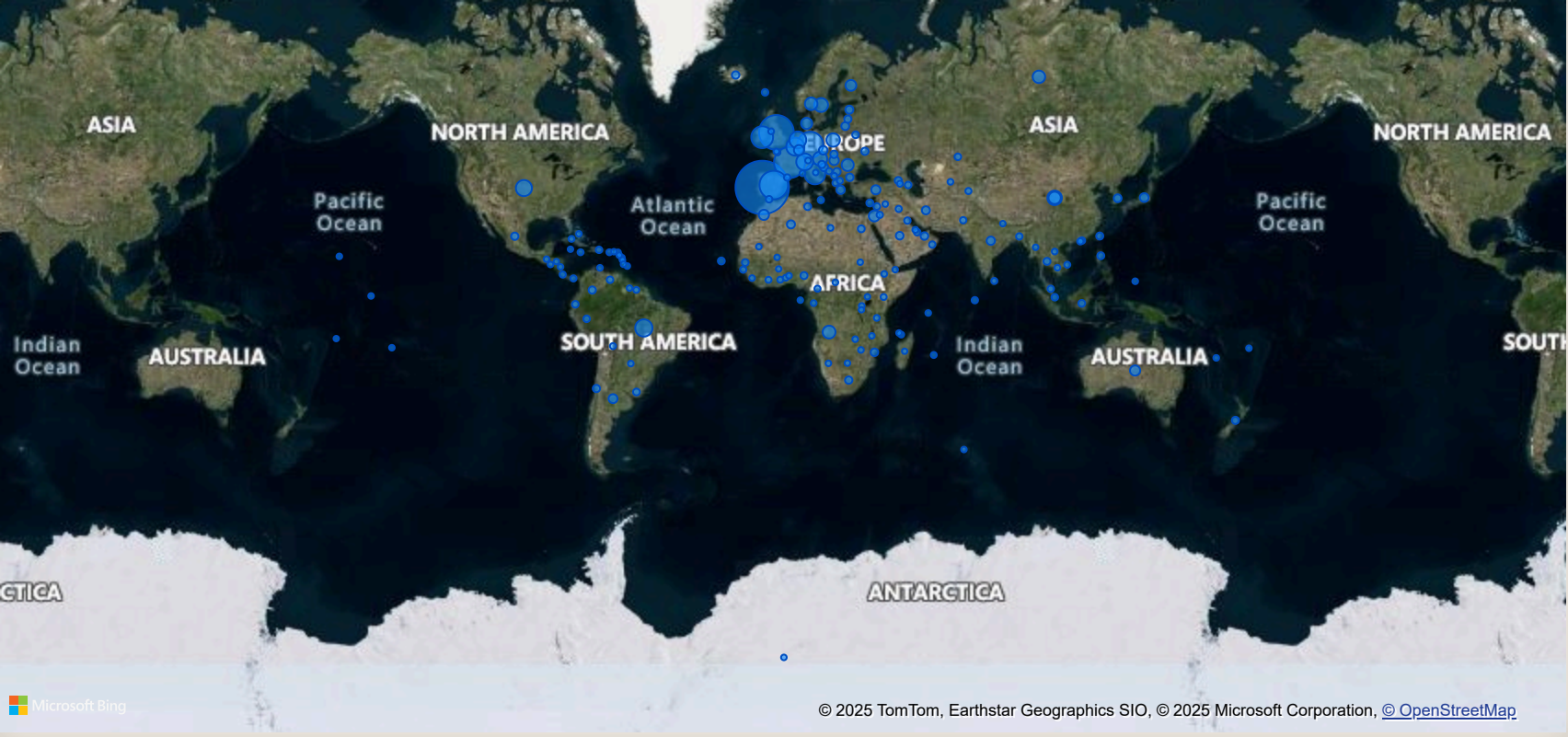


Total Revenue by Month



# Market Segments & Guest Demographics

Total Revenue by Country and Hotel Type



Hotel Type

Select all

City Hotel

Resort Hotel

Year

Select all

2014

2015

2016

2017

Revenue by Distribution Channel

distribution_channel	total booking	total revenue	average adr
Corporate	6677	\$11,14,093.5	\$69.3
Direct	14644	\$54,66,164.6	\$106.7
GDS	193	\$45,997.4	\$120.6
TA/TO	97870	\$3,60,91,734.9	\$103.2
Undefined	5	\$1,171.0	\$46.2
Total	119389	\$4,27,19,161.3	\$101.8

Revenue by Market Segment

market_segment	total revenue	cancellation rate	total booking
Aviation	\$87,446.4	21.9%	237
Complementary	\$5,082.5	13.1%	743
Corporate	\$7,74,295.3	18.7%	5295
Direct	\$50,93,028.4	15.3%	12606
Groups	\$46,69,700.5	61.1%	19810
Offline TA/TO	\$81,47,512.7	34.3%	24219
Online TA	\$2,39,42,047.5	36.7%	56477
Undefined	\$48.0	100.0%	2
Total	\$4,27,19,161.3	37.0%	119389

New Guest % and Repeat guest %

