

261K

Total Bookings

\$100.55

Average ADR

\$96.58M

Total Revenue

\$108

Revenue per Night

\$370.45

Revenue per Booking

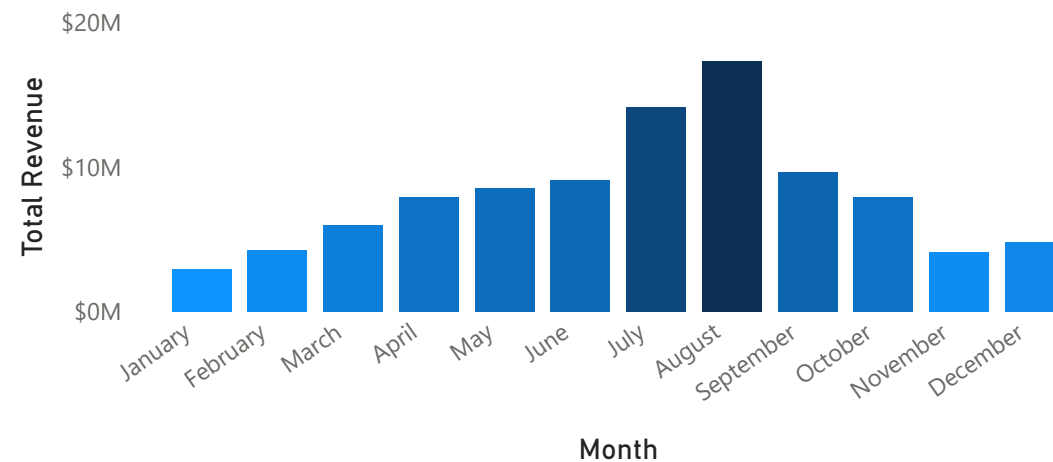
## Hotel Revenue Intelligence Dashboard

Total Revenue by Year

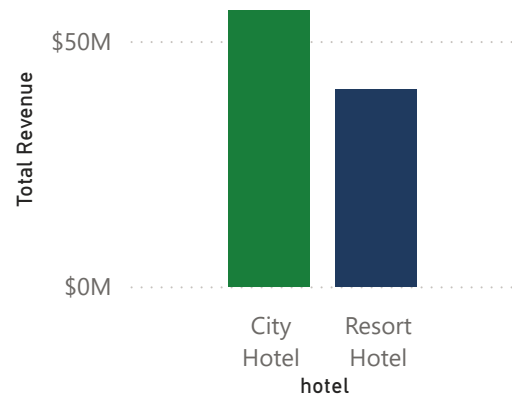


Total Revenue by Month

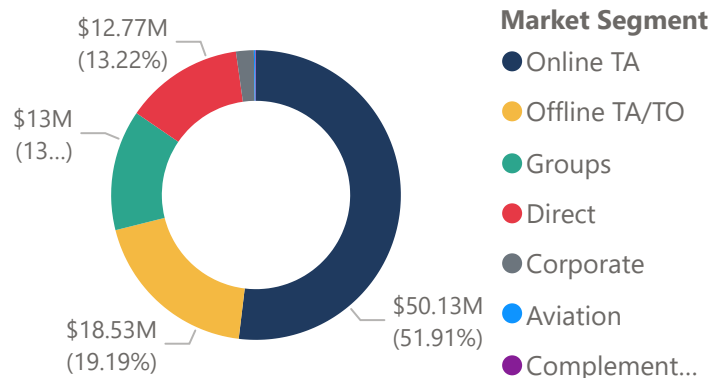
Total Revenue \$2.95M \$17.32M



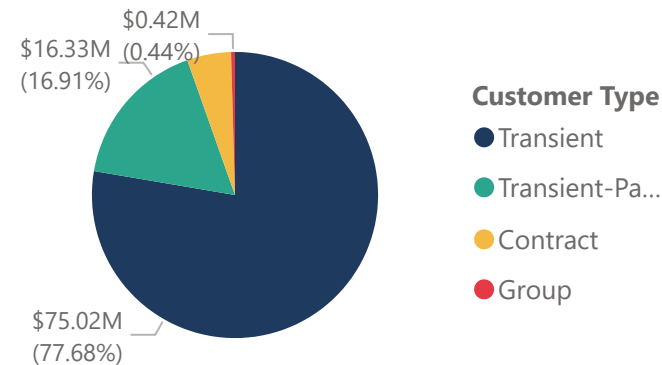
Total Revenue by Hotel



Total Revenue by Market Segment



Total Revenue by Customer Type



Select Date Range

09-07-2015

31-08-2020



512K

Total Guests

103.28

Average Lead Time

1.96

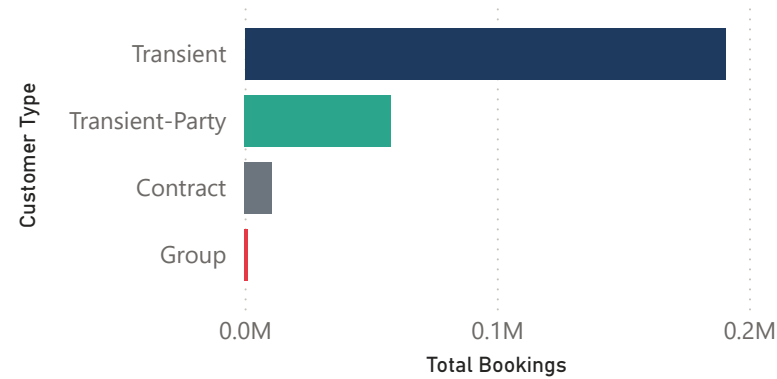
Avg Guests per Booking

3.16%

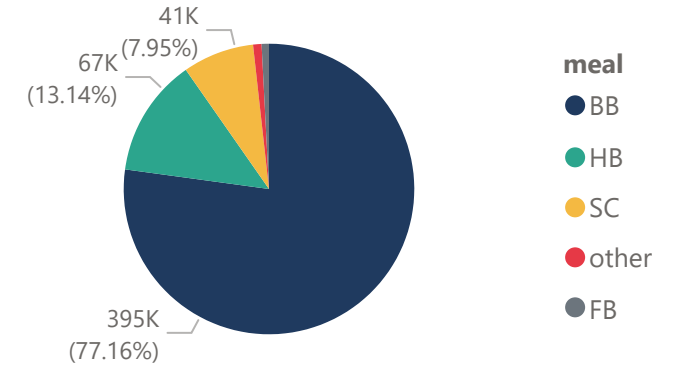
Repeat Guest Rate %

## Customer & Guest Analytics

### Total Bookings by Customer Type



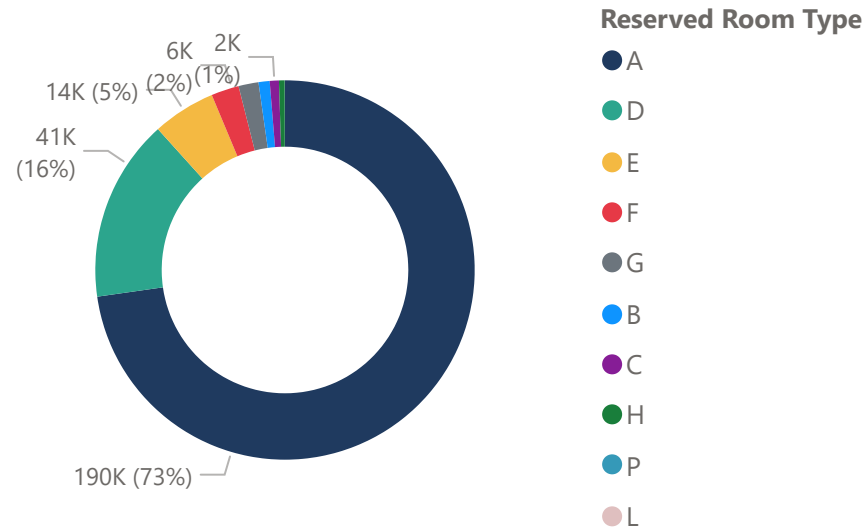
### Total Guests by Meal



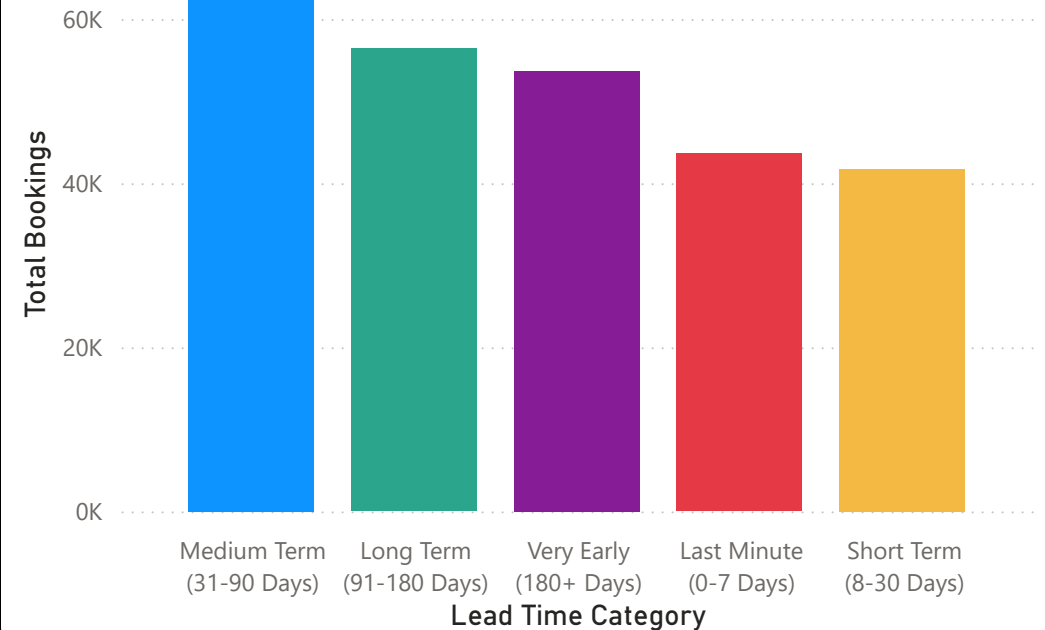
### COUNTRY

- ☐ ABW
- ☐ AGO
- ☐ AIA
- ☐ ALB
- ☐ AND
- ☐ ARE
- ☐ ARG
- ☐ ARM
- ☐ ASM
- ☐ ATA
- ☐ ATF

### Total Bookings by Reserved Room Type



### Total Bookings by Lead Time



\$96.81K

Total Cancellations

164K

Confirmed Bookings

37.13%

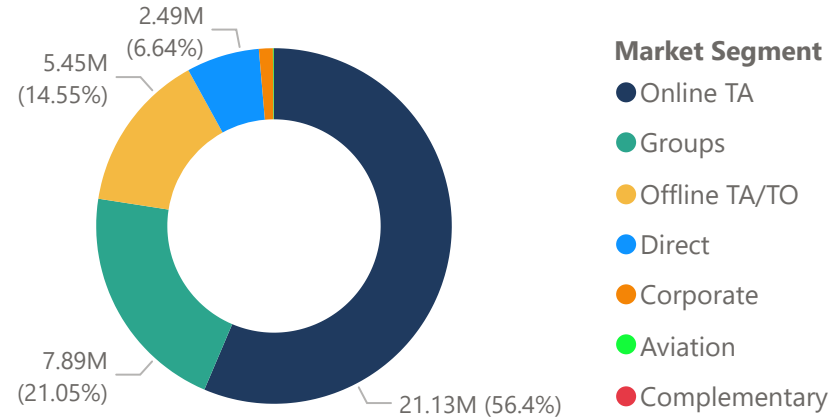
Cancellation Rate %

37.46M

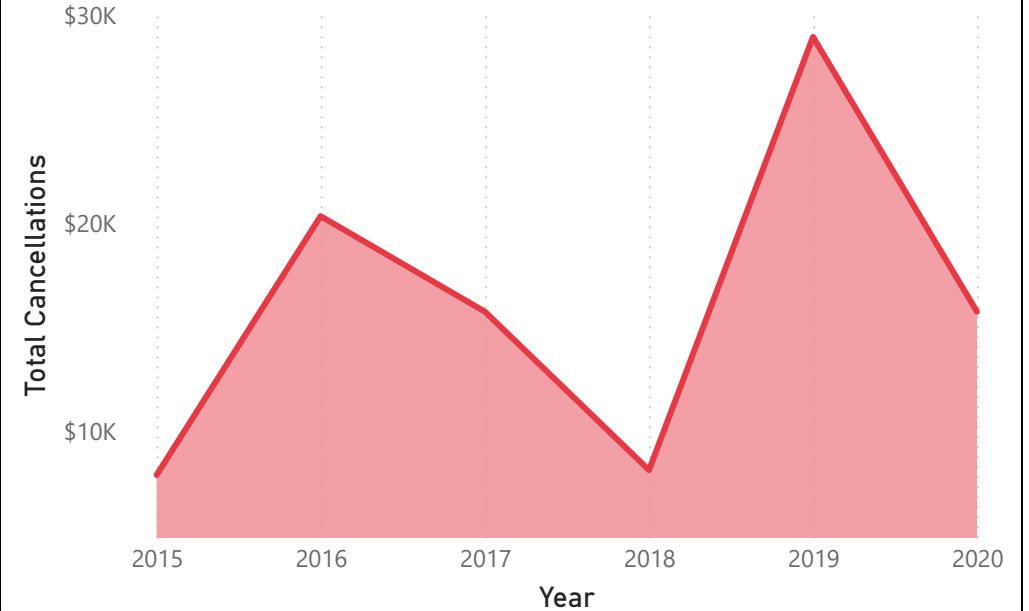
Revenue Loss

## Loss & Risk Insights

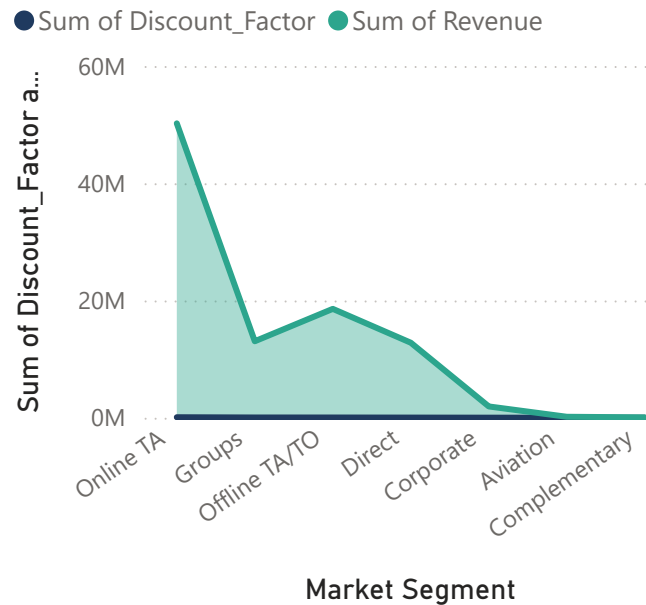
### Revenue Loss by Market Segment



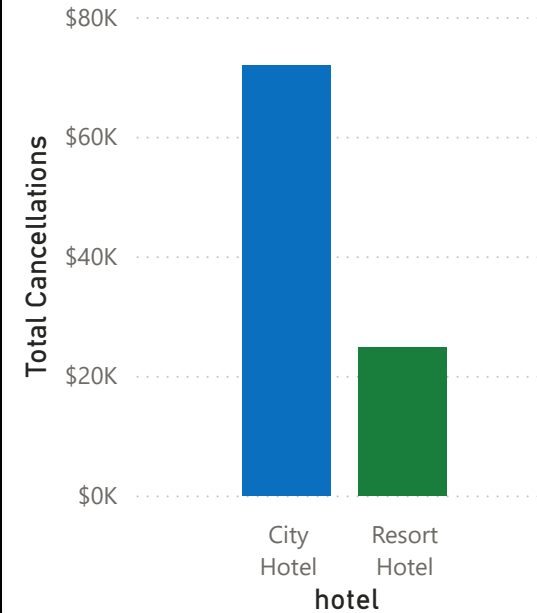
### Total Cancellations by Year



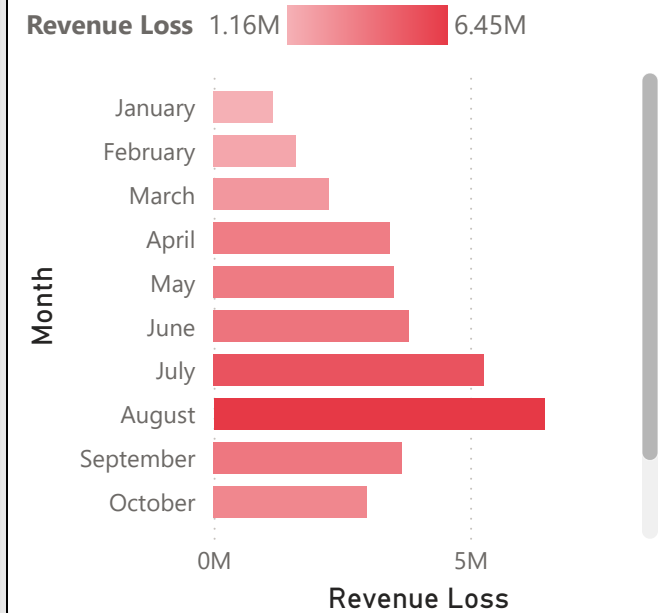
### Discount VS Revenue



### Total Cancellations by Hotel



### Revenue Loss by Month



# AI Future Forecast & Strategic Intelligence

**\$11.23M**

Forecasted Revenue 2021

**20.89K**

Forecasted Bookings 2021

**\$138.33**

Forecasted ADR 2021

**40.87%**

Predicted Cancellation 2021

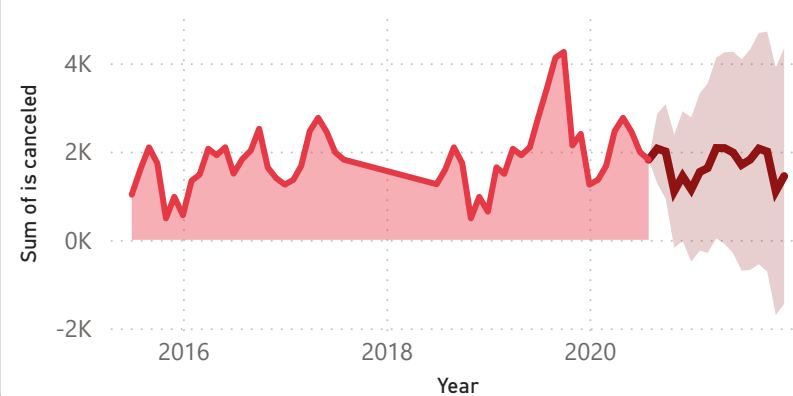
**-6.27%**

Demand Growth Index

## Total Revenue Forecast by Year/Month



## Cancellations Forecast by Year and Month



## Revenue Influencers

① Measures were not included in the analysis because a unique identifier could not be found for Master Table. [Learn more](#)

### Key influencers

### Top segments

What influences is canceled to

Increase



When...

...the average of is canceled increases by

Sum of lead\_time is more than 257

→ 0.35

Market Segment is Groups

→ 0.28

Sum of Meal\_Revenue is 43.98 - 51.96

→ 0.16

Customer Type is Transient

→ 0.13