



Temporada
Todos

La selección de cualquier tabla actualiza el resto de datos (para eliminar selección click sobre celda verde)

Mercados de origen

| Mercado Origen | % RN | % Room Rev.. | % Total Reve.. | ARR | Ingreso medio |
|----------------------|----------------|----------------|----------------|---------------|---------------|
| REINO UNIDO | 17,55% | 17,84% | 17,16% | 120,28 | 148,70 |
| ESPAÑA | 15,48% | 20,36% | 20,68% | 155,66 | 203,13 |
| ALEMANIA | 14,96% | 11,39% | 12,20% | 90,11 | 124,08 |
| PAÍSES BAJOS | 8,75% | 6,88% | 7,07% | 93,06 | 122,95 |
| IRLANDA | 8,13% | 7,47% | 7,37% | 108,71 | 137,81 |
| BÉLGICA | 3,56% | 3,27% | 3,34% | 108,66 | 142,82 |
| NORUEGA | 3,19% | 2,80% | 2,63% | 103,72 | 125,00 |
| FRANCIA | 2,58% | 2,93% | 2,92% | 134,41 | 172,38 |
| Resto | 25,80% | 27,06% | 26,63% | 124,12 | 156,96 |
| Total general | 100,00% | 100,00% | 100,00% | 118,34 | 152,08 |

Canal de venta

| Canal de venta (..) | % RN | % Room Rev.. | % Total Reve.. | ARR | Ingreso medio |
|----------------------|----------------|----------------|----------------|---------------|---------------|
| Internet | 8,92% | 11,61% | 11,19% | 153,97 | 190,68 |
| Particular | 25,43% | 32,48% | 31,95% | 151,15 | 191,11 |
| OTAs | 20,98% | 20,64% | 19,52% | 116,46 | 141,55 |
| TTOO Yieldable | 10,04% | 9,36% | 9,72% | 110,38 | 147,32 |
| Resto | 6,57% | 5,05% | 5,19% | 90,86 | 120,09 |
| TTOO Non yield.. | 24,09% | 18,44% | 19,71% | 90,55 | 124,44 |
| Grupos Directos | 3,13% | 2,15% | 2,22% | 81,36 | 107,67 |
| Grupos indirectos | 0,84% | 0,27% | 0,49% | 38,05 | 89,11 |
| Total general | 100,00% | 100,00% | 100,00% | 118,34 | 152,08 |

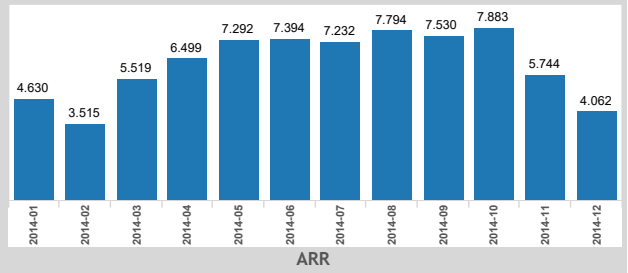
Tramos de edad

| tramos Edad | % RN | % Room Rev.. | % Total Reve.. | ARR | Ingreso medio |
|------------------------|----------------|----------------|----------------|---------------|---------------|
| Mediana edad (55-70..) | 36,62% | 35,47% | 35,86% | 114,59 | 148,91 |
| Adultos (36-55 años) | 30,29% | 31,67% | 31,29% | 123,72 | 157,08 |
| Seniors (>70 años) | 22,47% | 22,53% | 22,98% | 118,68 | 155,55 |
| Jovenes (16-35 años) | 9,61% | 9,42% | 9,04% | 116,07 | 143,07 |
| Sin edad definida | 0,77% | 0,70% | 0,64% | 107,21 | 125,62 |
| Niños (menores de 1..) | 0,24% | 0,21% | 0,20% | 103,76 | 126,22 |
| Total general | 100,00% | 100,00% | 100,00% | 118,34 | 152,08 |

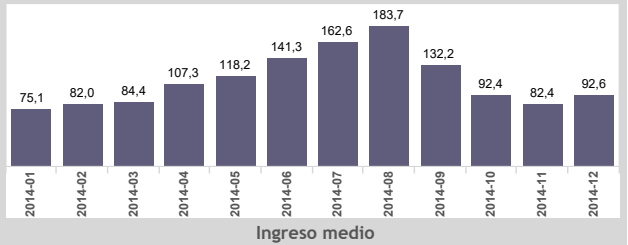
Con / Sin Niños

| Con/Sin Niñ.. | % RN | % Room Rev.. | % Total Reven.. | ARR | Ingreso medio |
|----------------------|----------------|----------------|-----------------|---------------|---------------|
| Con Niños | 5,39% | 7,02% | 7,71% | 154,16 | 217,76 |
| Sin Niños | 94,61% | 92,98% | 92,29% | 116,30 | 148,34 |
| Total general | 100,00% | 100,00% | 100,00% | 118,34 | 152,08 |

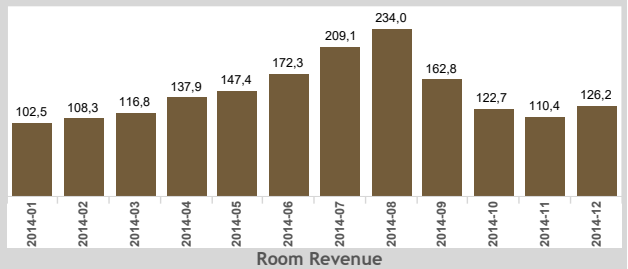
Room Nights



ARR



Ingreso medio



Room Revenue

