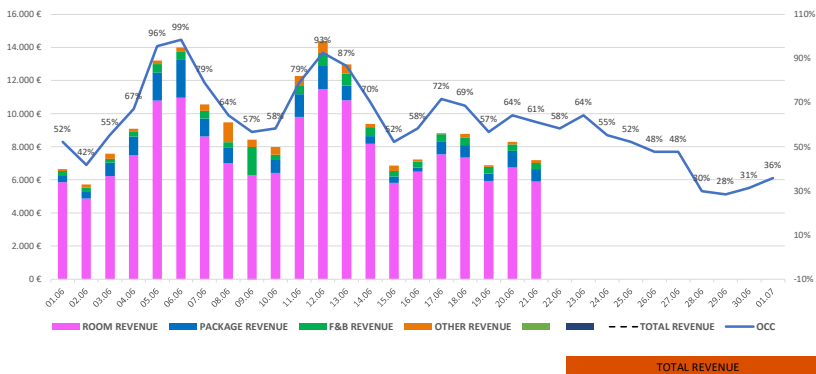


	MTD - Month To Date				RevPAR 114.1 €				Actual & OTB				RevPAR 101.2 €				FORECAST				RevPAR 131.7 €				DIFF.		NEXT MONTH			
	RN	ARR	OCC	REVENUE	RN	ARR	OCC	REVENUE	RN	ARR	OCC	REVENUE	RN	ARR	OCC	REVENUE	RN	ARR	OCC	REVENUE	RN	ARR	OCC	REVENUE	RN	ARR	OCC	REVENUE		
	1.04.2026				21.04.2026																									
TRANSIENT	818	170 €	58%	138.798 €	1061	167 €	53%	176.921 €	1380	167 €	69%	230.168 €	318	179 €	15%	56.774 €														
CORPORATE	44	139 €	3%	6.116 €	59	134 €	3%	7.918 €	77	134 €	4%	10.302 €	3	171 €	0%	514 €														
LEISURE	94	164 €	7%	15.422 €	116	161 €	6%	18.634 €	151	161 €	8%	24.242 €	17	134 €	1%	2.271 €														
GROUP	0	0 €	0%	-5 €	0	0 €	0%	-5 €	0	0 €	0%	-7 €	0	0 €	0%	0 €														
NON REVENUE	2	129 €	0%	259 €	0	0 €	0%	0 €	0	0 €	0%	0 €	0	0 €	0%	0 €														
SPECIFIC	0	0 €	0%	0 €	0	0 €	0%	0 €	0	0 €	0%	0 €	0	0 €	0%	0 €														
TOTAL	958	168 €	68%	160.590 €	1236	165 €	61%	203.467 €	1608	165 €	80%	264.705 €	338	176 €	16%	59.559 €														

MID occupancy	68%
TARGET OCC	80%
LAST MONTH OCC	72%
ESTIMATED OCC	72%
DEFICIT	-8%
BOOST DAILY AVERAGE TO	88%
PROPERTY CAPACITY	2010 RN
TOTAL RN AVAILABLE TO SELL	603 RN
SOLD RN (ACT&OTB)	1236 RN
DAILY SOLD ROOM TARGET	59 RN
DAILY SOLD ROOM (OTB)	46 RN
DAILY ROOM DEFICIT	-14 RN
AVER.ROOM RATE ACT&OTB	165 €
FORECASTED ROOM NIGHT	1608 RN
FORECASTED REVENUE	264.705 €



SUGGESTED RATE ALGORITHM

GEZI HOTEL BOSPHORUS		CAP:67	SUGGESTED												MEDIAN
4	Booking.com	OCC	RATE	DEMAND	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	-5%
22.06.2026	#YOK	39 (58%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
23.06.2026	#YOK	43 (64%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
24.06.2026	#YOK	37 (55%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
25.06.2026	#YOK	35 (52%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
26.06.2026	#YOK	32 (48%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
27.06.2026	#YOK	32 (48%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
28.06.2026	#YOK	20 (30%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
29.06.2026	#YOK	19 (28%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
30.06.2026	#YOK	21 (31%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
1.07.2026	#YOK	24 (36%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
2.07.2026	#YOK	20 (30%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
3.07.2026	#YOK	14 (21%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
4.07.2026	#YOK	11 (16%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
5.07.2026	#YOK	8 (12%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
6.07.2026	#YOK	10 (15%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
7.07.2026	#YOK	11 (16%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
8.07.2026	#YOK	10 (15%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
9.07.2026	#YOK	11 (16%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
10.07.2026	#YOK	17 (25%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
11.07.2026	#YOK	24 (36%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01
12.07.2026	#YOK	22 (33%)	#####	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#YOK	#5AYU/01

WEIGHT	77%	90%	80%	50%	30%	90%	100%	80%	100%	100%	100%
POSITION		-10	-20	-90	-10	-5	15	-5	10		

06/ 21/2026 DAY: 919
Daily by Day Performance Data
Industry: Market : Istanbul

	This Yea % Chg	This Yea % Chg	This Yea % Chg
06/01/2026	57.8 -2%	€ 152 8%	€ 88 5%
06/02/2026	65.4 15%	€ 141 4%	€ 92 20%
06/03/2026	72.8 36%	€ 139 -2%	€ 102 34%
06/04/2026	77.2 42%	€ 144 -1%	€ 111 41%
06/05/2026	78.3 34%	€ 144 -3%	€ 113 29%
06/06/2026	75.8 17%	€ 148 -2%	€ 112 15%
06/07/2026	66.4 5%	€ 141 -7%	€ 94 -2%
06/08/2026	71.2 20%	€ 142 -7%	€ 101 12%
06/09/2026	74.9 12%	€ 142 -4%	€ 107 7%
06/10/2026	78.4 4%	€ 143 -3%	€ 112 1%
06/11/2026	82.7 6%	€ 153 2%	€ 127 8%
06/12/2026	78.0 2%	€ 157 8%	€ 123 10%
06/13/2026	79.9 12%	€ 154 7%	€ 123 19%
06/14/2026	64.2 -1%	€ 153 10%	€ 98 9%
06/15/2026	66.8 -7%	€ 143 4%	€ 95 -3%
06/16/2026	71.7 -6%	€ 147 8%	€ 105 2%
06/17/2026	73.6 -6%	€ 146 7%	€ 108 0%
06/18/2026	72.0 -6%	€ 145 0%	€ 104 -5%
06/19/2026	66.7 -6%	€ 153 4%	€ 102 -2%
06/20/2026	63.0 -3%	€ 154 4%	€ 97 1%
06/21/2026	57.6 -2%	€ 315 125%	€ 181 120%
MTD Jun 2026	71.2 7%	€ 154 6%	€ 109 14%
Period	67.2 0%	€ 134 0%	€ 90 0%
2026 @ CoStar Group	0.0 0%	€ - 0%	€ - 0%

Report Selection: My I 0.0 0% € - 0% € - 0%

JourneyToGo A.I. Generated

22.06	74 €	Moderate demand (62%); competitors mostly higher; slight market demand.
23.06	78 €	Demand stable (61%); competitive price gap (next lowest €74); strong occupancy, high demand; competitors at 81€, rate 75€.
24.06	78 €	Demand 62%, comparable to 18.07; minor upward adjustment.
25.06	75 €	Stronger occupancy, high demand; competitors at 81€, rate 76€.
26.06	76 €	OCC solid, low demand (29%) but competitors remain high.
27.06	85 €	OCC & demand moderate; competitive pricing allows a strong performance.
28.06	83 €	Similar pattern; slight increase warranted to align with competitors.
29.06	83 €	Steady OCC, demand 37%; nearby competitor at 100€, strong performance.
30.06	85 €	Low OCC/demand; slight decrease to improve pick-up.
01.07	87 €	Very low demand; adjust downwards for stimulation.
02.07	82 €	Low demand; competitors lower (88€), reduce to stay competitive.
03.07	84 €	Demand 24%, low OCC; minor reduction to stimulate bookings.
04.07	84 €	Similar to previous day, slight decrease for competitiveness.
05.07	84 €	Very low OCC, stable demand; lower by 3€ to drive sales.
06.07	84 €	Same trend; soft reduction appropriate.
07.07	106 €	Low OCC, but demand rising; maintain premium but slight reduction.
08.07	100 €	OCC 17%, demand 31%; competitors higher, but slight drop.
09.07	92 €	Low OCC/demand; price needs to be more competitive.
10.07	100 €	Very low OCC, demand 33%; too expensive, reduce significantly.
11.07	95 €	Almost no occupancy, lower price essential.
12.07	100 €	Similar low performance, reduce by -10€ to attract demand.

OCC and demand are weak post-25 July; prices are too high vs. market demand.
Competitor rates remain stable, but B&B Hotel's premium positioning isn't converting to bookings post-July.
Suggest adopting a dynamic pricing strategy—more reactive to demand dips.
Consider promotions/discounts between 03.08 - 06.08 to avoid low pick-up.

FULL		RN	ARR	REVENUE		TOTAL (incl. OTHER)
				Room	F&B	
JAN	202601	1323	147 €	194.700 €	34.173 €	238.574 €
FEB	202602	1085	139 €	150.529 €	29.513 €	186.362 €
MAR	202603	931	154 €	143.633 €	38.055 €	188.413 €
APR	202604	1143	170 €	194.459 €	29.365 €	231.802 €
MAY	202605	1506	189 €	284.909 €	42.655 €	336.224 €
JUN	202606	1236	165 €	203.467 €	27.799 €	195.267 €
JUL	202607	338	176 €	59.559 €	0 €	0 €
AUG	202608	200	194 €	38.824 €	0 €	0 €
SEP	202609	109	231 €	25.178 €	0 €	0 €
OCT	202610	53	205 €	10.874 €	0 €	0 €
NOV	202611	26	175 €	4.538 €	0 €	0 €
DEC	202612	5	116 €	578 €	0 €	0 €
2026		7955	165 €	1.311.249 €	201.560 €	1.376.641 €

	SEGMENTS				ROOM NIGHT	
	TR	CO	LE	GR	NR	SP
JAN	0	0	0	0	0	0
FEB	0	0	0	0	0	0
MAR	0	0	0	0	0	0
APR	0	0	0	0	0	0
MAY	0	0	0	0	0	0
JUN	0	0	0	0	0	0
JUL	0	0	0	0	0	0
AUG	0	0	0	0	0	0
SEP	0	0	0	0	0	0

OCT	0	0	0	0	0	0
NOV	0	0	0	0	0	0
DEC	0	0	0	0	0	0
2025	0	0	0	0	0	0

[illegible]

[illegible]