

GUEST SUMMARY

This reports displays guest facts and trends.

How many guests do we have on file?	20870
How many of our guests have agreed to receive promotions?	19325 (93%)
How many of our guests have agreed to receive email and have email addresses?	16904 (81%)
What percentage of guests when booking online have agreed to receive mail or email?	72%
What percentage of guests when booking online have entered their birthday?	66%
How many birthdays do we have on file?	2445
What percentage of guests when booking online have entered their anniversary?	26%
How many anniversaries do we have on file?	1063
What region produces the largest number of guests for us?	FL (1701)

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