ATLIQ GRANDS

HOSPITALITY ANALYSIS

Executive View

Booking Analysis

Performance Analysis

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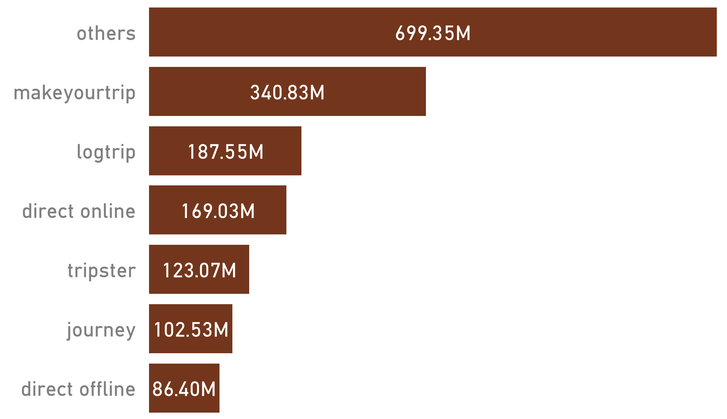
Atliq Hospitality Analysis

Revenue	Occupancy%	Cancellation %	Average Rating	Average Stay Duration (Days)	RevPAR
1.71bn	57.87%	24.83%	3.62	2.37	7,347
Decreased by -0.82% ▼ From Previous Week	Increased by 0.28% ▲ From Previous Week	Decreased by -0.01% ▼ From Previous Week	Decreased by -0.01% ▼ From Previous Week	Increased by 0.03% ▲ From Previous Week	Increased by 0.28% ▲ From Previous Week

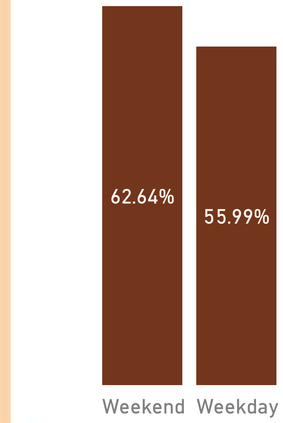
Property by Metrics

Property Name	Revenue	Total Bookings	Occupancy%	Average Rating
Atliq Bay	260.05M	21,389	58.41%	3.71
Atliq Blu	260.86M	21,795	62.02%	3.96
Atliq City	285.81M	23,323	59.51%	3.69
Atliq Exotica	320.31M	23,441	57.26%	3.62
Atliq Grands	211.53M	17,035	52.60%	3.10
Atliq Palace	304.08M	23,625	60.00%	3.75
Atliq Seasons	66.13M	3,982	44.62%	2.29
Total	1,708.77M	134,590	57.87%	3.62

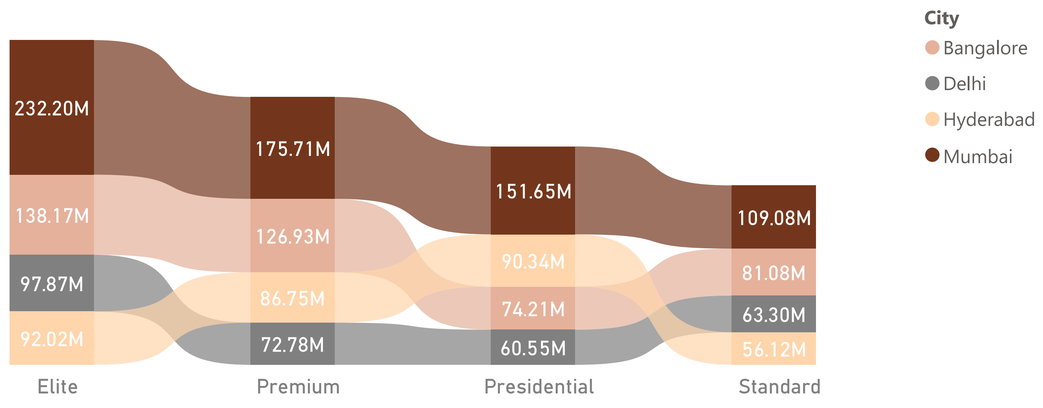
Revenue By Booking Platform



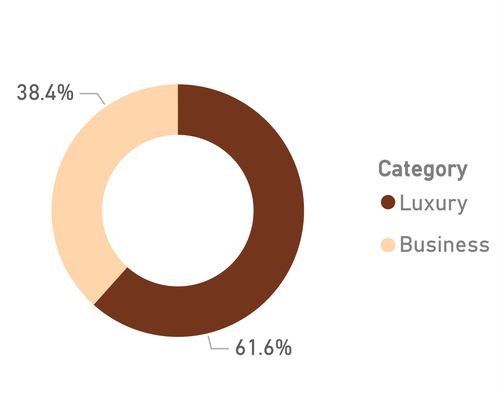
Occupancy % By Day Type



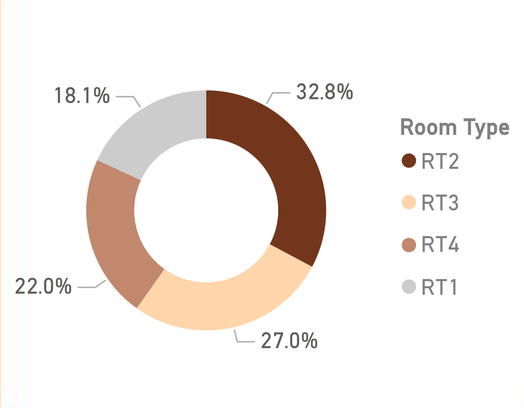
Revenue By Room Class & City



% Revenue By Category



% Revenue By Room Type

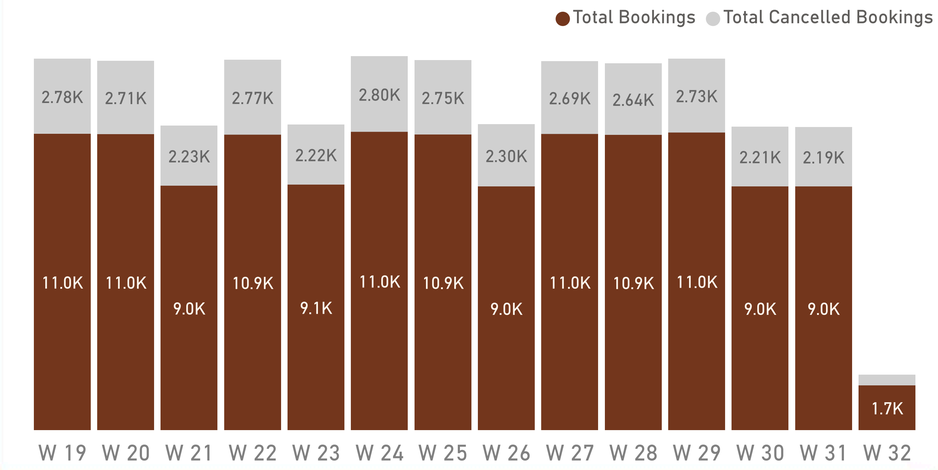


RevPAR - Revenue per available room | **DSRN** - Daily sellable room nights | **ADR** - Average Daily Rate | **DBRN** - Daily Booked Room Nights | **DURN** - Daily Utilized Room Nights

Atliq Hospitality Analysis

Total Capacity	Total Bookings	Total Checked Out	Total No Show Bookings	Total Cancelled Bookings	Occupancy%
232.58K	134.59K	94.41K	6,759	33.42K	57.87%
Decreased by -0.86% ▼ From Previous Week	Decreased by -0.82% ▼ From Previous Week	Decreased by -0.82% ▼ From Previous Week	Decreased by -0.82% ▼ From Previous Week	Decreased by -0.82% ▼ From Previous Week	Increased by 0.28% ▲ From Previous Week

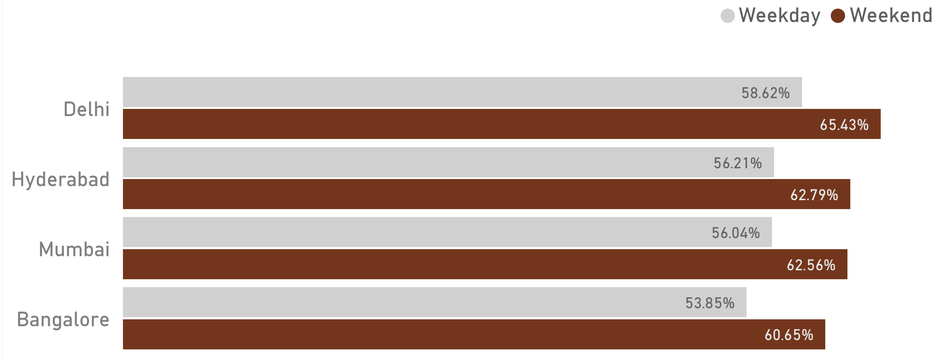
Week Wise Bookings & Cancelled Bookings



Property Booking Trends & Metrics

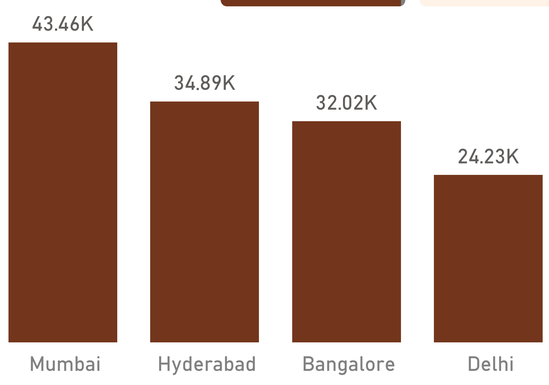
Property Name	Revenue	Total Capacity	Total Bookings	Total Cancelled Bookings	Total No Show Bookings	Total Checked Out
Atliq Exotica	320.31M	40,940	23,441	5713	1,171	16557
Atliq Palace	304.08M	39,376	23,625	5949	1,144	16532
Atliq City	285.81M	39,192	23,323	5811	1,147	16365
Atliq Blu	260.86M	35,144	21,795	5373	1,155	15267
Atliq Bay	260.05M	36,616	21,389	5314	1,110	14965
Atliq Grands	211.53M	32,384	17,035	4273	848	11914
Atliq Seasons	66.13M	8,924	3,982	987	184	2811
Total	1,708.77M	232,576	134,590	33420	6,759	94411

Occupancy % By City & Day Type



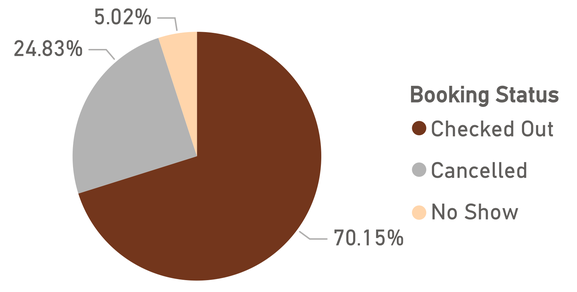
Total Bookings By

Property | City



% Of Bookings By

Booking Status | Room Class



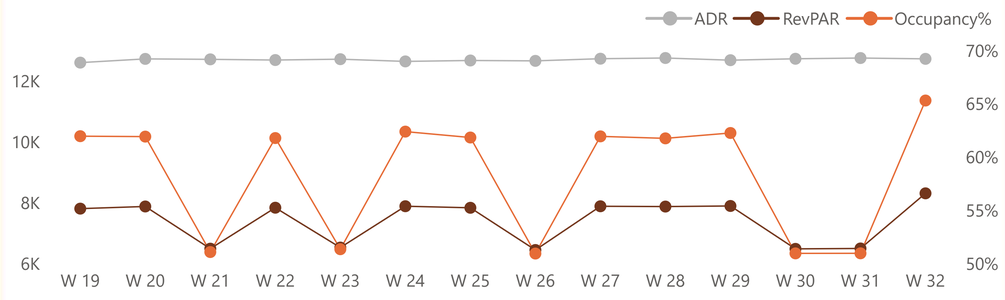
RevPAR - Revenue per available room | **DSRN** - Daily sellable room nights | **ADR** - Average Daily Rate | **DBRN** - Daily Booked Room Nights | **DURN** - Daily Utilized Room Nights

Atliq Hospitality Analysis

RevPAR	ADR	Realisation %	DSRN	DBRN	DURN
7,347	12.70K	70.15%	2,528	1,463	1,026
Increased by 0.28% ▲	Decreased by 0.00% ▼	Increased by 0.01% ▲	Decreased by 0.00% ▼	Increased by 0.28% ▲	Increased by 0.29% ▲
From Previous Week	From Previous Week	From Previous Week	From Previous Week	From Previous Week	From Previous Week

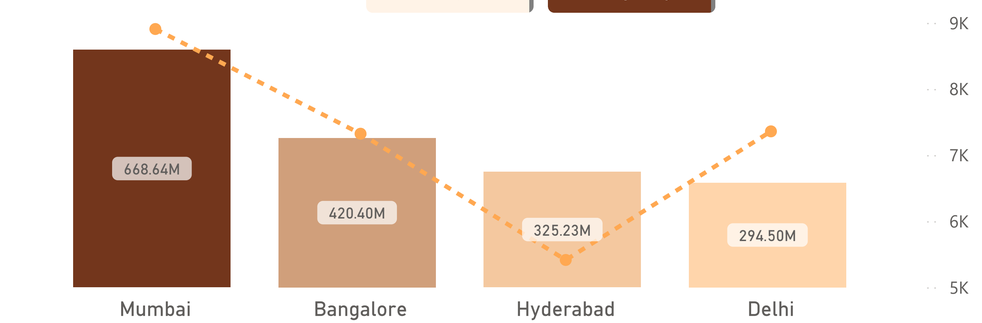
Day Type	Occupancy%	RevPAR	ADR	Realisation %
Weekend	62.64%	7,972	12,725.49	70.59%
Weekday	55.99%	7,101	12,683.18	69.95%
Total	57.87%	7,347	12,696.12	70.15%

Trend By Key Metrics

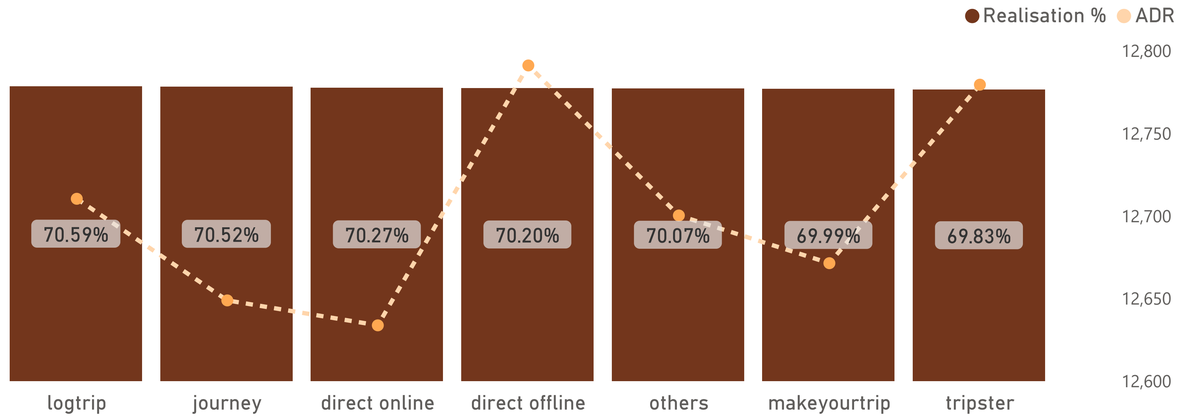


Revenue & RevPAR Across

City | Property



Realisation % & ADR BY Booking Platform



Week Wise Performance By Key Metrics

week no	Revenue	RevPAR	Occupancy%	ADR	Realisation %
W 32	21.01M	8,311	65.31%	12,725.84	70.81%
W 26	114.15M	6,451	50.96%	12,659.69	69.78%
W 30	114.81M	6,488	50.97%	12,728.51	70.38%
W 21	114.92M	6,494	51.10%	12,709.82	70.02%
W 31	115.04M	6,501	50.98%	12,752.72	70.36%
W 23	115.57M	6,531	51.36%	12,715.21	70.40%
W 19	138.18M	7,809	61.96%	12,602.10	69.57%
W 25	138.67M	7,836	61.84%	12,672.42	69.97%
Total	1,708.77M	7,347	57.87%	12,696.12	70.15%

RevPAR - Revenue per available room | **DSRN** - Daily sellable room nights | **ADR** - Average Daily Rate | **DBRN** - Daily Booked Room Nights | **DURN** - Daily Utilized Room Nights

Key Insights

Overall Metrics:

-Total Revenue : 1.71 Billion -Occupancy %: 57.87% -Cancellation%: 24.83% -Average Rating: 3.62 -Average Stay Duration: 2.37 -RevPAR: 7,347	-Total Capacity: 232.58K -Total Bookings: 134.59K -Total Checked Out: 94.41K -Total No Show Bookings: 6,759 -Total Cancelled Bookings: 33.42K	-ADR: 12.70K -Realisation%: 70.15% -DSRN: 2,528 -DBRN: 1,463 -DURN: 1,026

Property Performance: Atliq Exotica shows strong performance in revenue (320.31M) and bookings, with an average rating of 3.62. However, properties with lower average ratings, such as Atliq Seasons and Atliq Grands, may need attention to improve guest satisfaction.

Booking Platforms: Platforms like Others and MakeYourTrip contribute significantly to revenue, suggesting they are key drivers for bookings. In contrast, lower-performing platforms like Direct Offline may need improved marketing or partnership strategies.

Occupancy Trends: Occupancy is higher on weekends (62.64%) compared to weekdays (55.99%). While this trend is typical for leisure travel, there may be potential to increase weekday occupancy through targeted promotions or incentives for business travelers.

Room Classes: The Elite and Premium room classes dominate revenue, particularly in high-demand cities like Mumbai. This indicates a strong market for premium experiences, with opportunities to further market these room classes.

Customer Segments: The majority of revenue comes from the Business category (61.61%), highlighting a strong preference for business travelers. The Luxury category (38.39%) also contributes significantly, though there may be room for growth.

Room Type: Room Types RT2 and RT3 contribute significantly to revenue with 32.8% and 27.0% respectively . However, Room Type RT1 with 18.1% of revenue is the least preferred, warranting further investigation.

Booking Cancellations: All properties show a substantial number of cancellations, with Atliq Palace having the highest (5,949) followed by Atliq City (5,811). Atliq Seasons has the lowest cancellation rate (987), which might be linked to its overall lower bookings.

No-Show Bookings: Atliq Exotica and Atliq Blu also have the highest no-show bookings(1,171 and 1,155 respectively), which might have impacted the overall customer satisfaction and revenue.

Key Insights

Customer Retention: Atliq Exotica and Atliq Palace have the highest number of check-outs (16,557 and 16,532 respectively), indicating a strong customer retention despite the high cancellations.

City-Specific Insights: Delhi shows the highest occupancy on weekends (65.43%) and weekdays (58.62%), indicating strong demand. In contrast, Hyderabad and Bangalore have lower occupancy rates, especially on weekdays, presenting opportunities for targeted marketing or promotions to boost weekday stays.

Bookings Performance: Mumbai has the highest total number of bookings, approximately 43.46K, while Delhi has the lowest, approximately 24.23K. In terms of total bookings, Atliq Palace shows the best performance, followed by Atliq Exotica, while Atliq Seasons showed the weakest performance.

Booking Status: A large majority of bookings are checked out (70.15%), but a notable percentage are cancelled (24.83%), with a smaller portion being no-shows (5.02%). The high cancellation rate may point to issues with booking confidence or satisfaction, which could be addressed through better communication, flexible policies, or enhanced customer support.

Week-Wise Revenue Performance: Week 29 has the highest revenue (139.73M), followed by Weeks 24 and 27. However, Week 32 has the lowest revenue (21.01M).

Market Insights: Mumbai leads in revenue (688.64M) and has the highest RevPAR (8,907), indicating strong market performance. Bangalore follows with revenue (420.40M) and a RevPAR of 7,323. However, while Delhi shows the lowest revenue (294.50M), it maintains a relatively strong RevPAR of 7,359, comparable to Bangalore. This suggests that although overall revenue is lower, Delhi's market remains competitive in terms of price per available room. There is potential for revenue growth if occupancy rates are increased or if the market can attract a higher volume of bookings. The lower revenue could be due to fewer bookings or a smaller market size, but the consistent RevPAR points to opportunities for strategic improvements in marketing, pricing, or customer base expansion.

Revenue Realization: The Logtrip and Journey platforms show high realization percentages (70.59% and 70.52%, respectively), indicating effective revenue capture. Direct Offline bookings have a higher ADR (12,791.17) but a lower realization percentage (70.20%), suggesting potential opportunities to improve direct booking efficiency. Meanwhile, MakeYourTrip and Tripster show lower realization percentages (69.99% and 69.83%), which may require optimization in pricing or booking processes.