



# Hospitality Sector

Optimizing Revenue Leakage & Profitability

ADITYA GUPTA

HARSHWARDHAN

TECH TITANS

# Optimizing Revenue Leakage & Profitability in Hospitality Sector

Avg Time Spent in a Hotel

2.375 Days

RevPAR

₹7,347

Avg Cancellation

24.83%

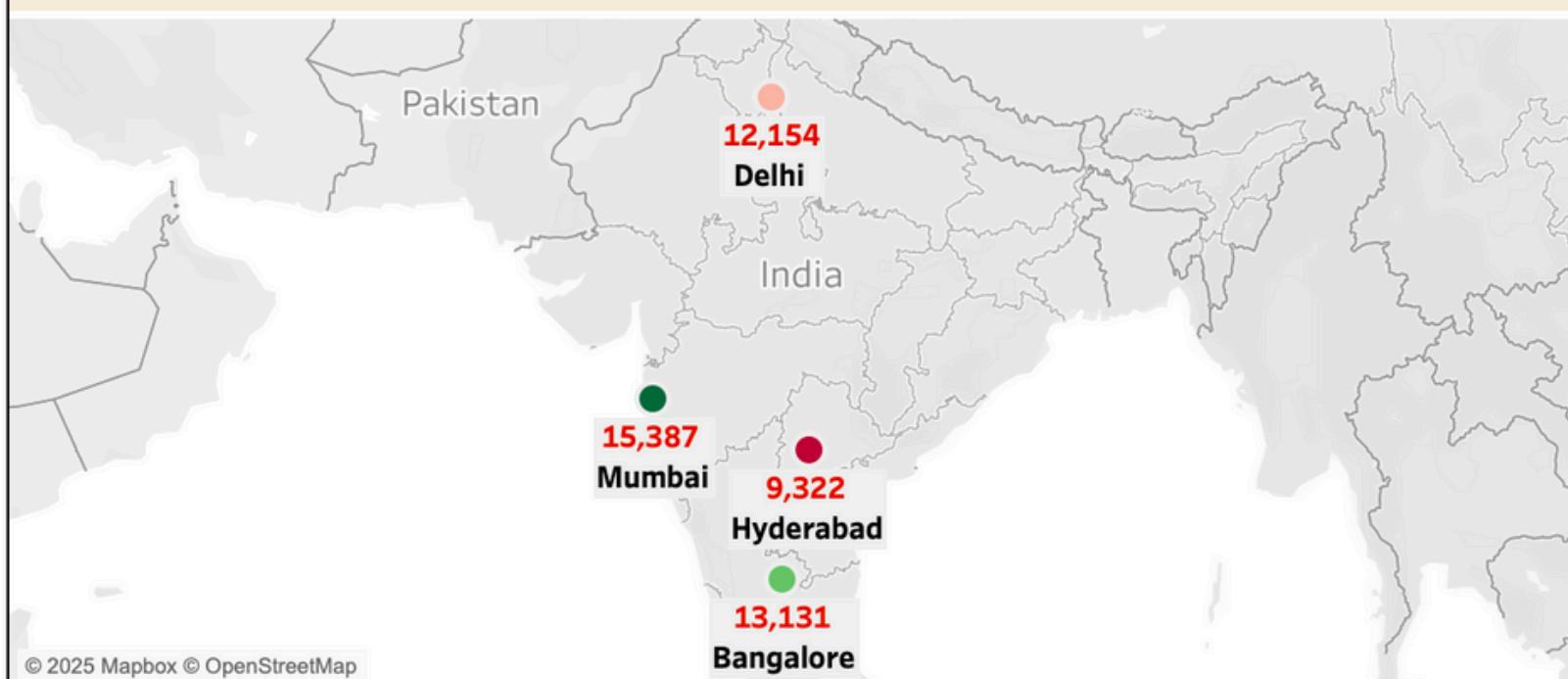
Avg Guest Rating

3.619/5

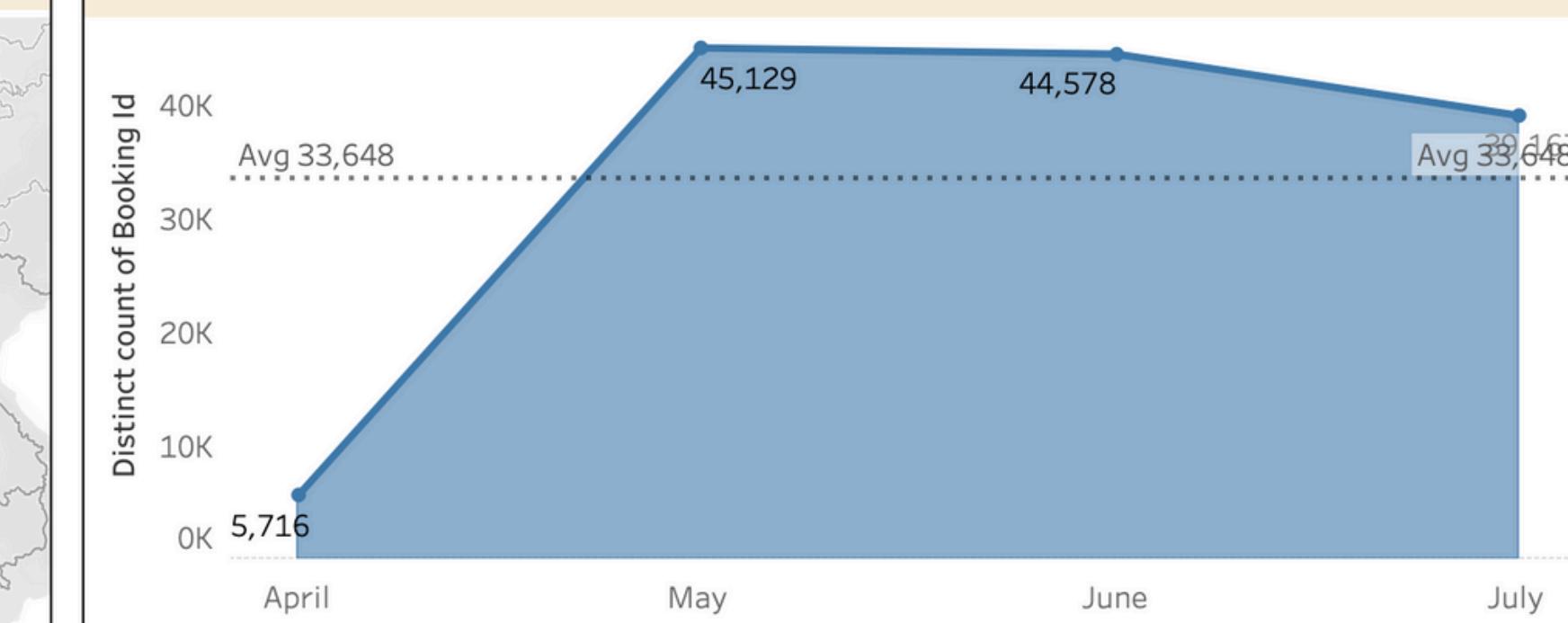
Total Revenue

₹1,709M

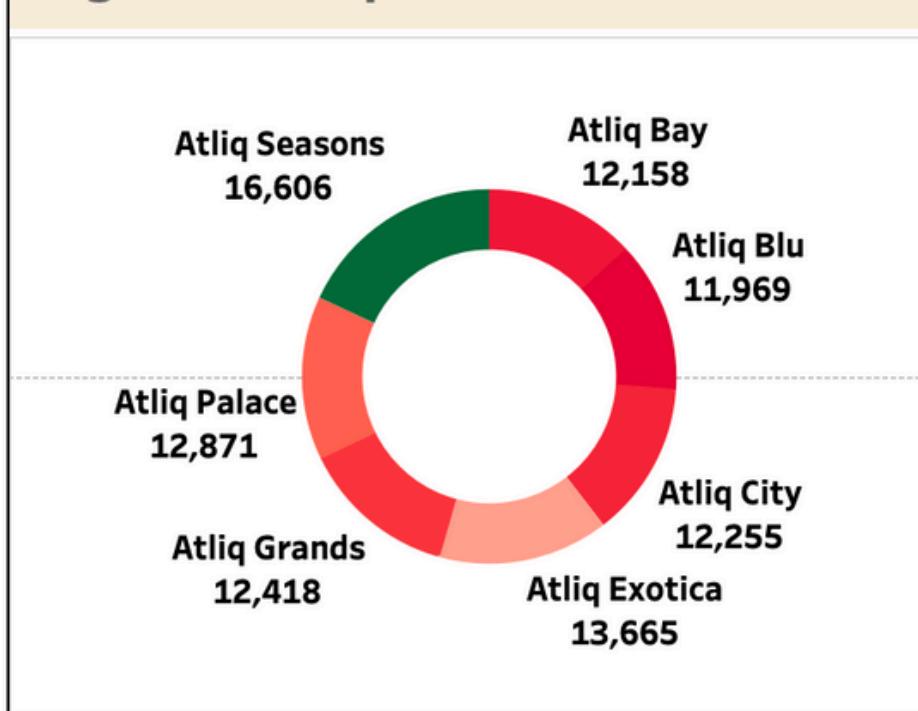
Avg Revenue per City



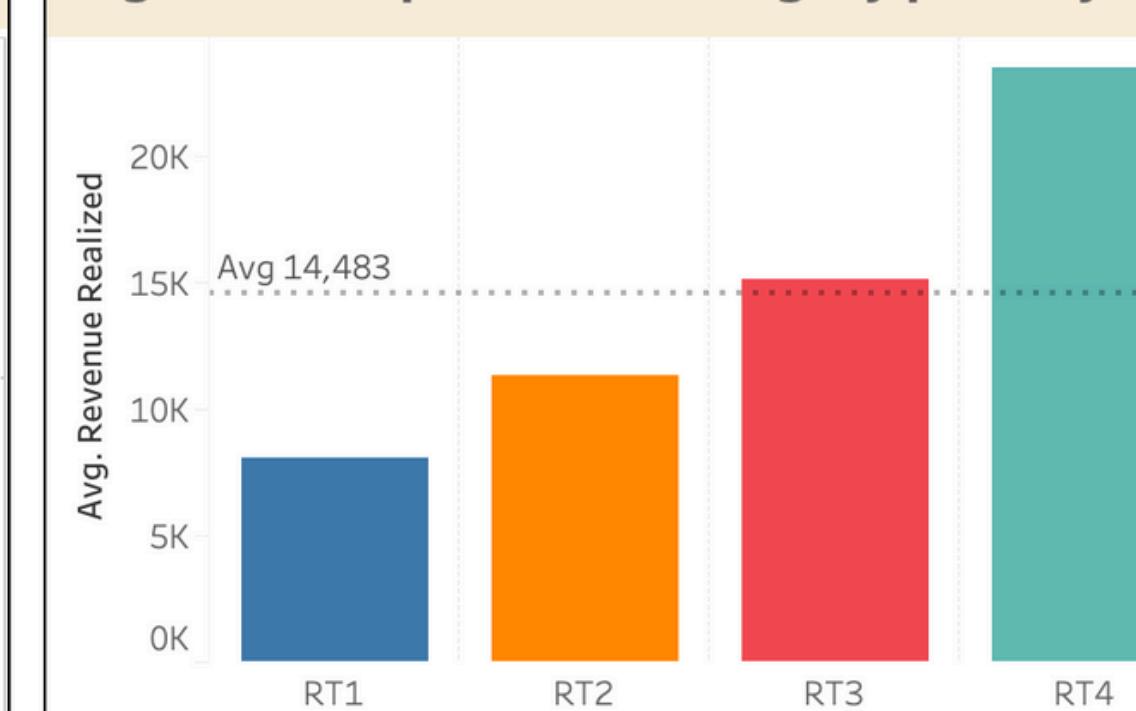
Monthly Bookings



Avg Revenue per Hotel



Avg Revenue per Room Category per City



Avg Revenue per Property

	Hyderab..	Delhi	Bangalore	Mumbai
Business	Atliq Palace	9,484	12,472	12,672
	Atliq City	9,191	11,705	13,694
	Atliq Seasons			16,606
Luxury	Atliq Bay	9,444	11,709	14,185
	Atliq Grands	10,334	11,437	12,467
	Atliq Blu	8,678	13,113	12,720
	Atliq Exotica	9,103	12,757	15,760

# Optimizing Revenue Leakage in Hospitality Sector

Avg Time Spent in a Hotel

2.375 Days

RevPAR

₹7,347

Avg Cancellation

24.83%

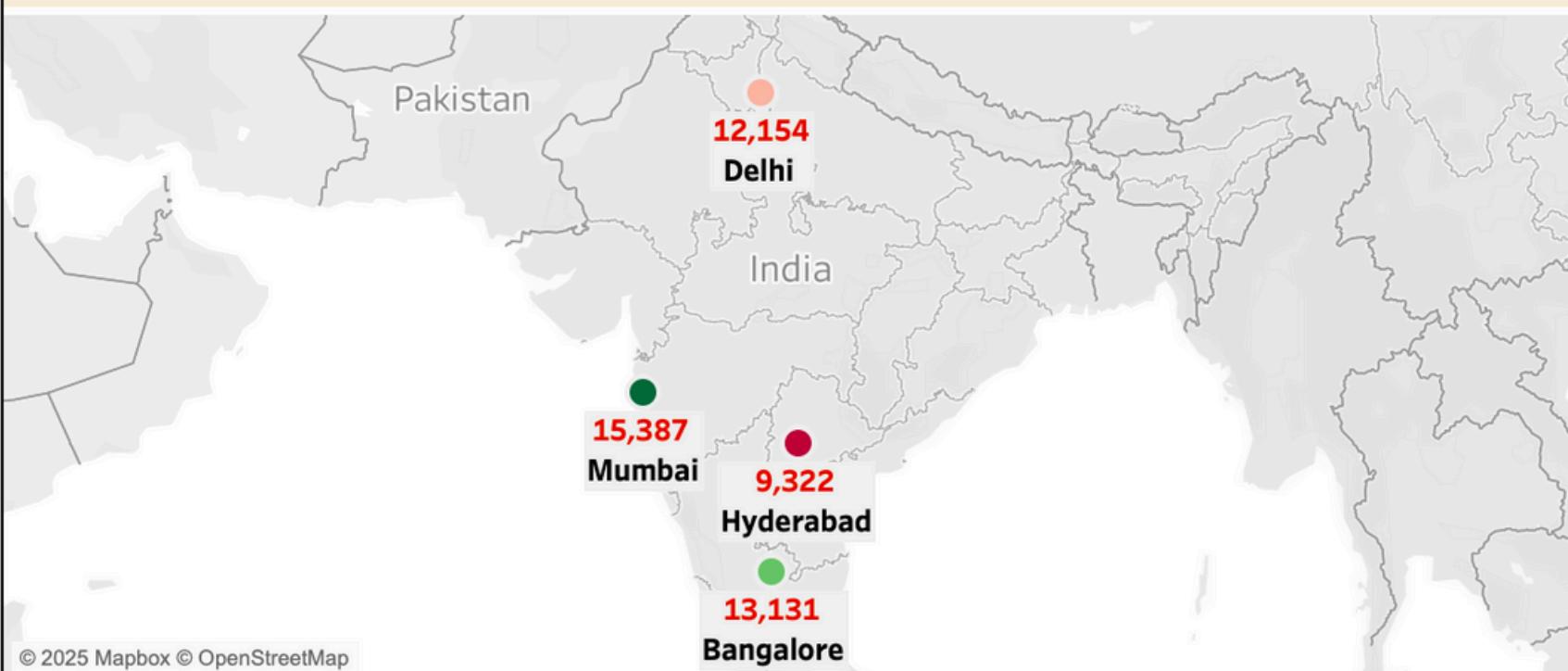
Avg Guest Rating

3.619/5

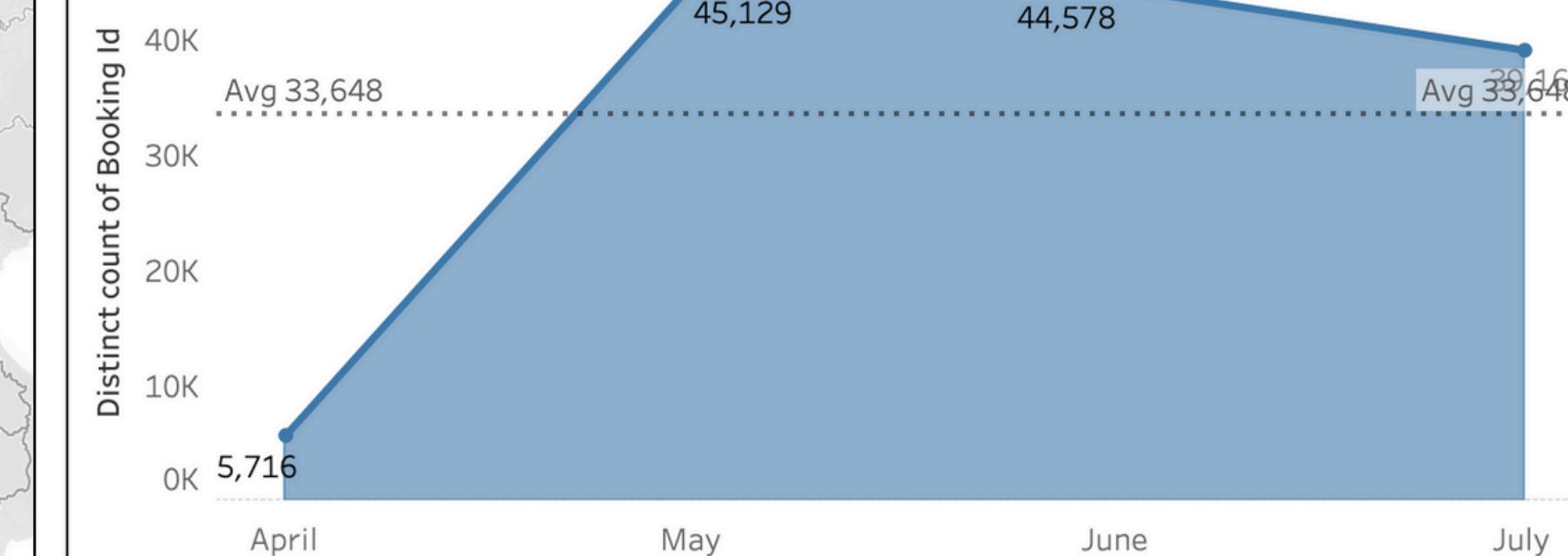
Total Revenue

₹1,709M

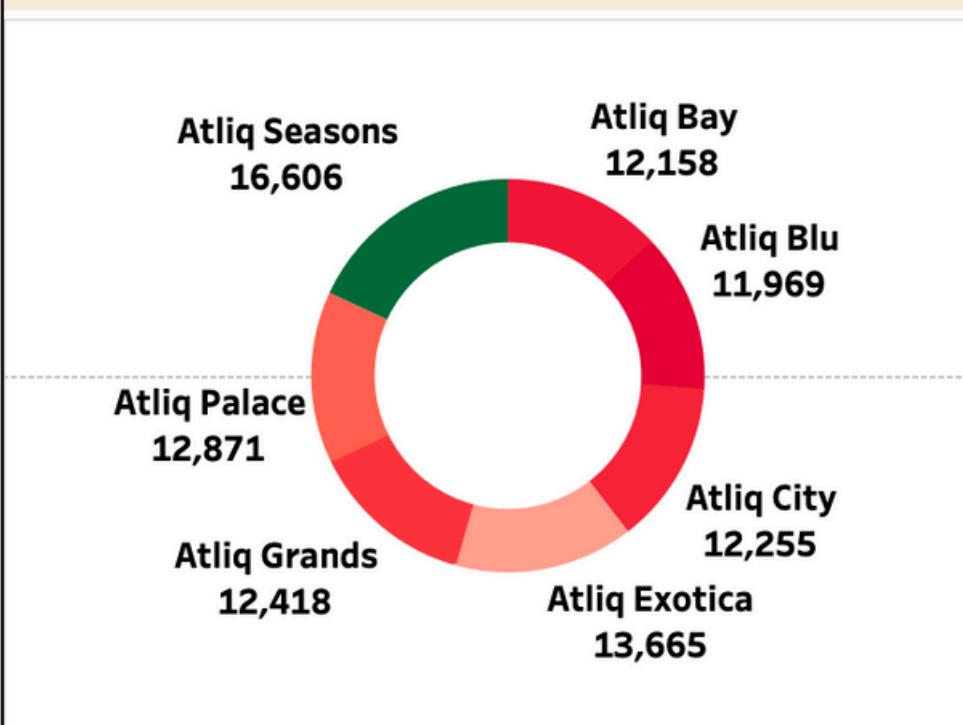
## Avg Revenue per City



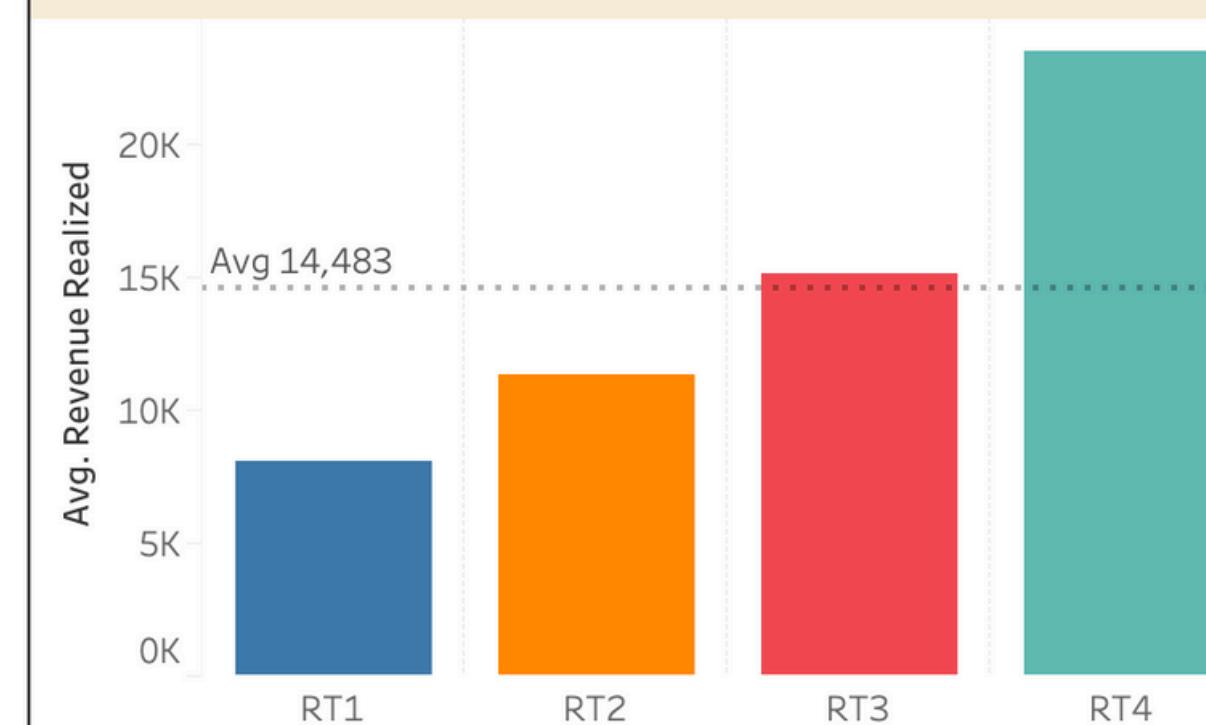
## Monthly Bookings



## Avg Revenue per Hotel



## Avg Revenue per Room Category per City

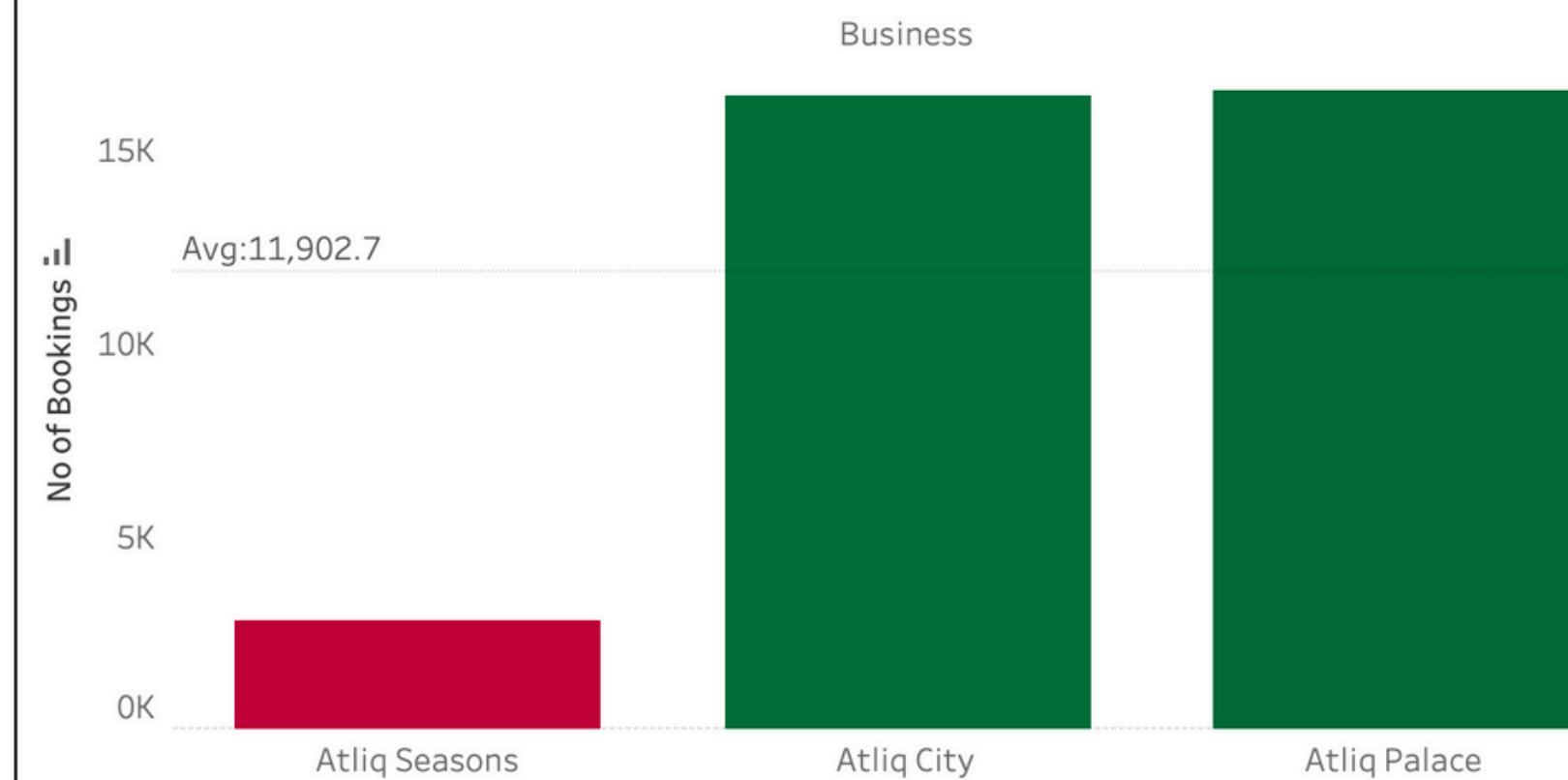


## Avg Revenue per Property

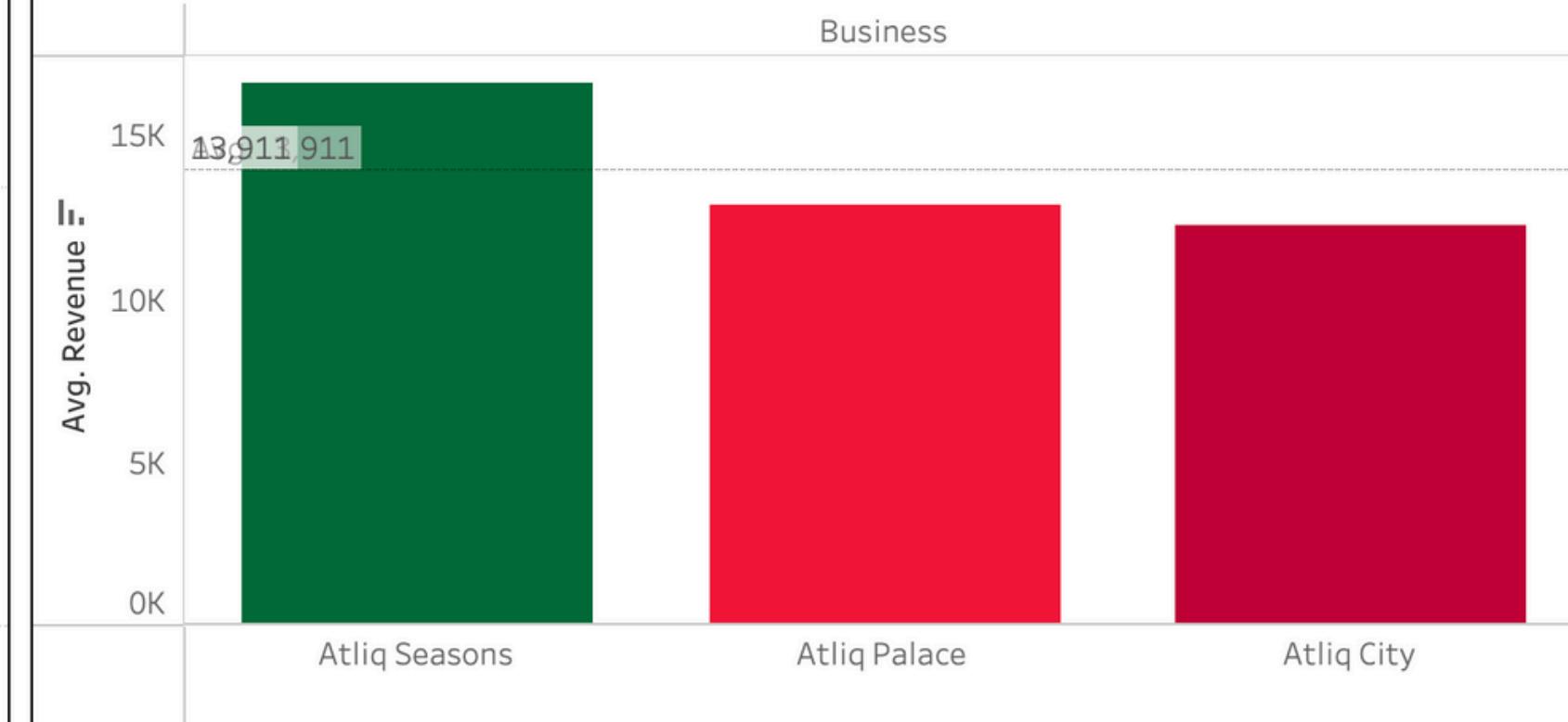
		Hyderabad	Delhi	Bangalore	Mumbai
Business	Atliq Palace	9,484	12,472	12,672	16,019
	Atliq City	9,191	11,705	13,694	14,634
	Atliq Seasons				16,606
Luxury	Atliq Bay	9,444	11,709	14,185	15,162
	Atliq Grands	10,334	11,437	12,467	14,839
	Atliq Blu	8,678	13,113	12,720	14,262
	Atliq Exotica	9,103		12,757	15,760

# Business Category Dashboard

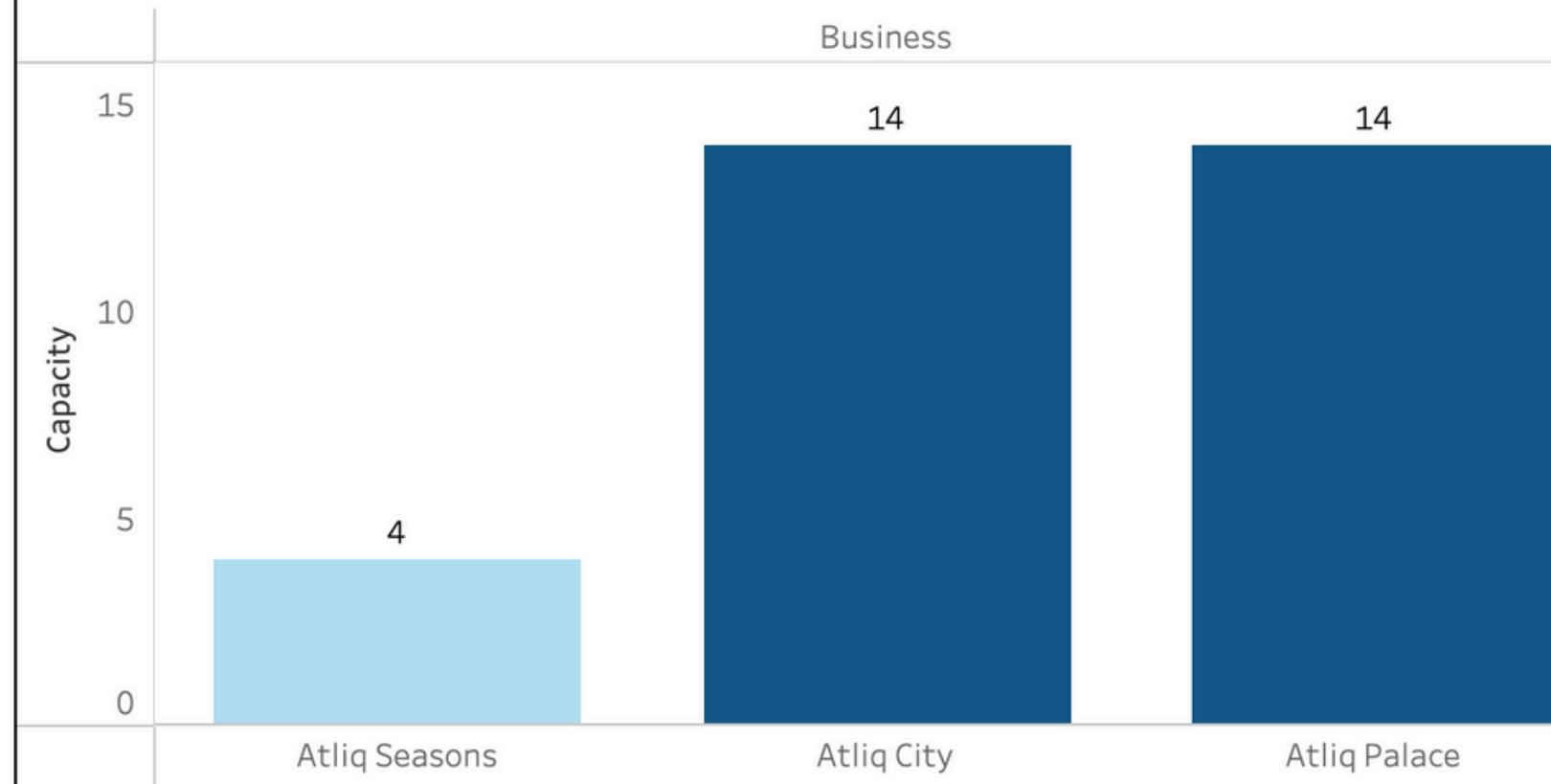
## Avg Bookings Per Hotel



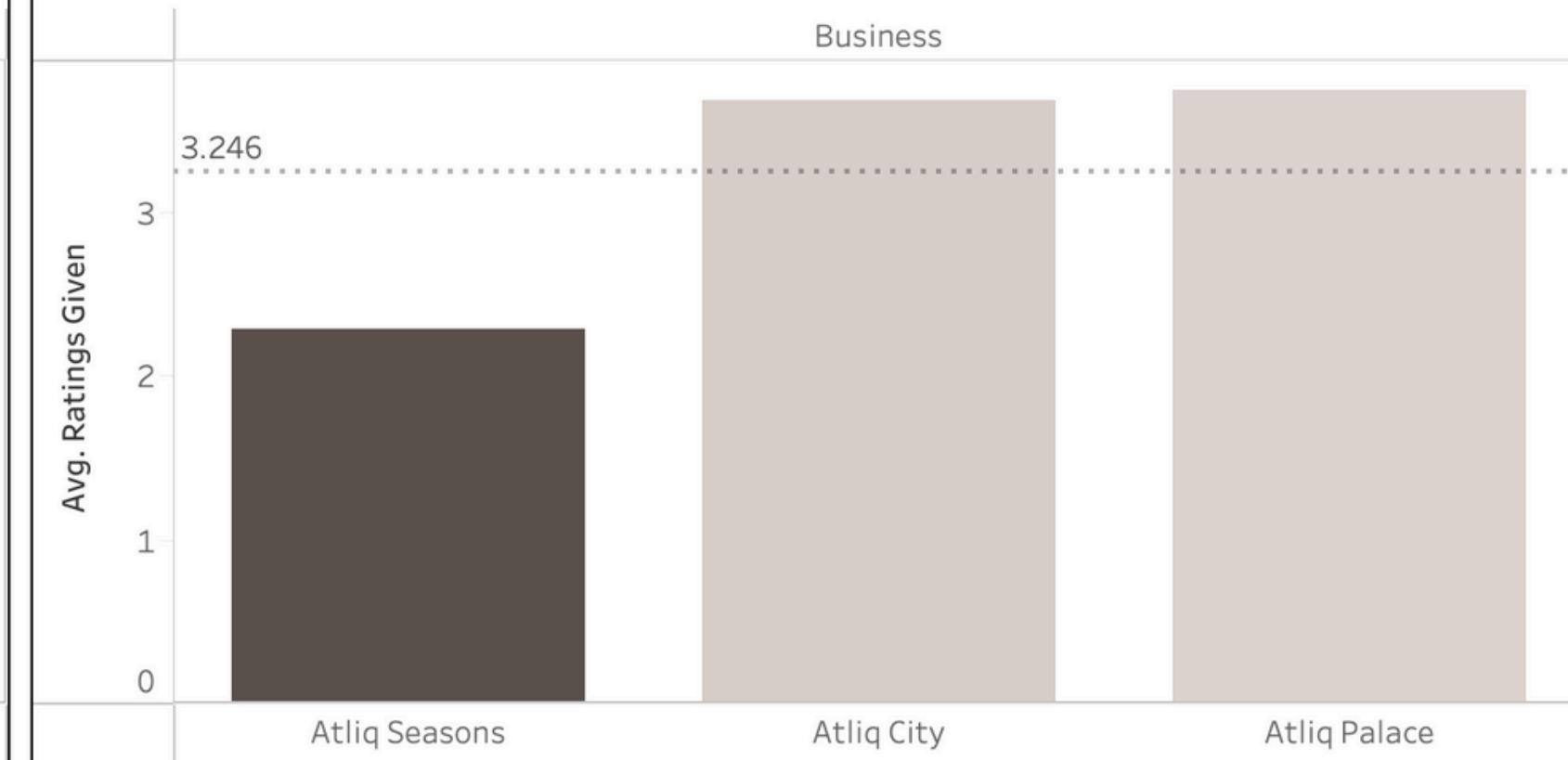
## Revenue Per hotel Per City



## Capacity per Property



## Avg Hotel Ratings

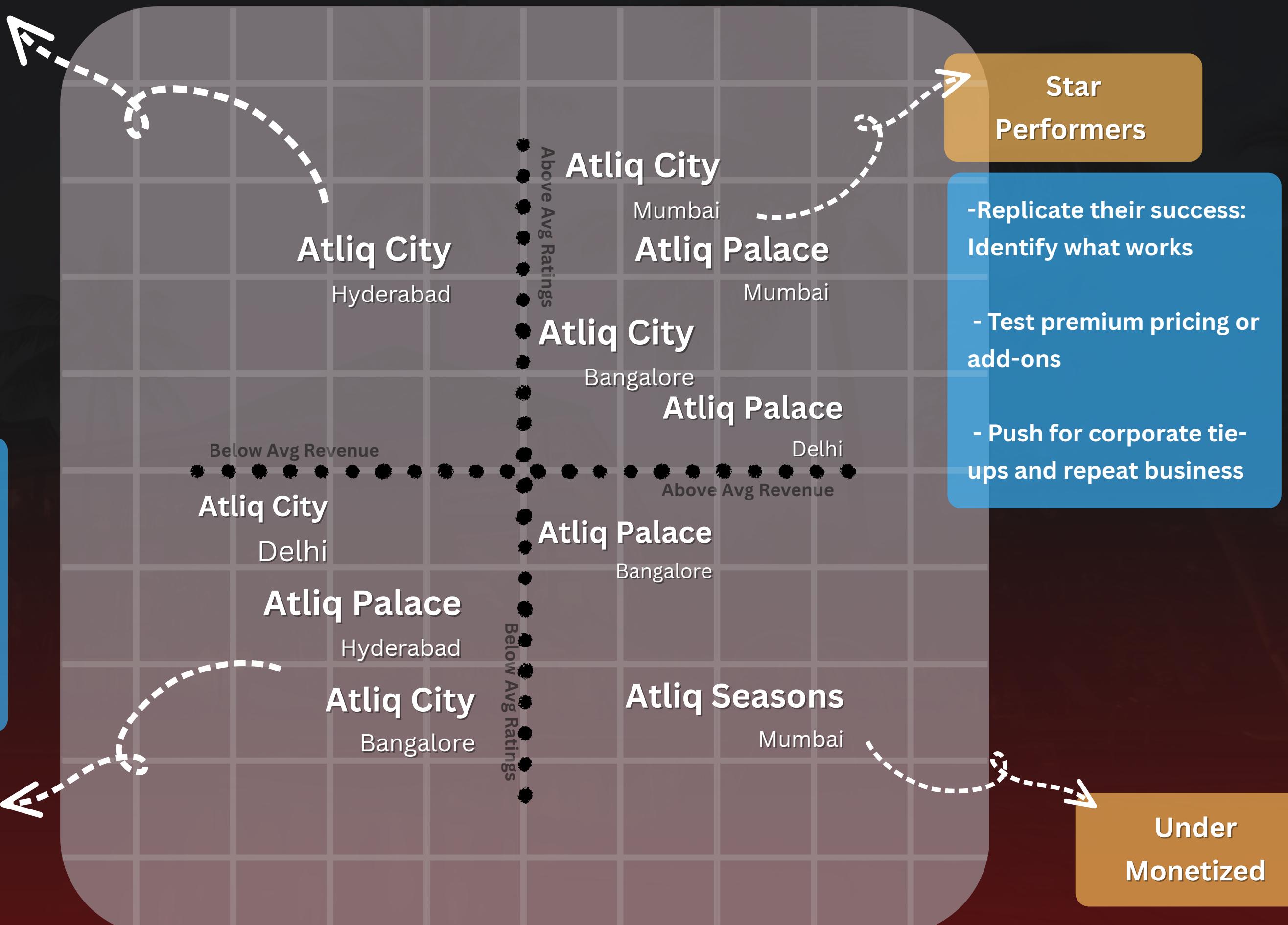


## Business Category Properties

At Risk

- Search for root issues
- Improve training, cleaning, check-in time
- Consider shutting down the property

Struggling hotels  
– fix urgently



Star  
Performers

- Replicate their success: Identify what works
- Test premium pricing or add-ons
- Push for corporate tie-ups and repeat business

Under  
Monetized

# Consulting Recommendations for Business Category Hotels

## Segment: Low Revenue but High Ratings

**Insight:** Guests are **highly satisfied**, but the hotel is **not earning enough revenue**. This **indicates untapped potential** – the hotel has a strong foundation of service but lacks monetization through additional offerings.

### Recommendations:

**Leveraging their positive reputation**, they can introduce value-added service bundles such as workspace access, in-room dining packages, and business amenities.

**Promote co-working zones** or convert underutilized spaces into rentable areas for meetings and remote work – attracting not only hotel guests but also local professionals.

Encouraging direct bookings with **exclusive perks**, can **reduce OTA commissions** and increase profit margins.

## Segment: High Revenue but Low Ratings

**Insight:** The **hotel earns well**, likely through pricing/location, but **guest satisfaction is low**. There's a **risk of revenue decline** due to poor reviews and low retention.

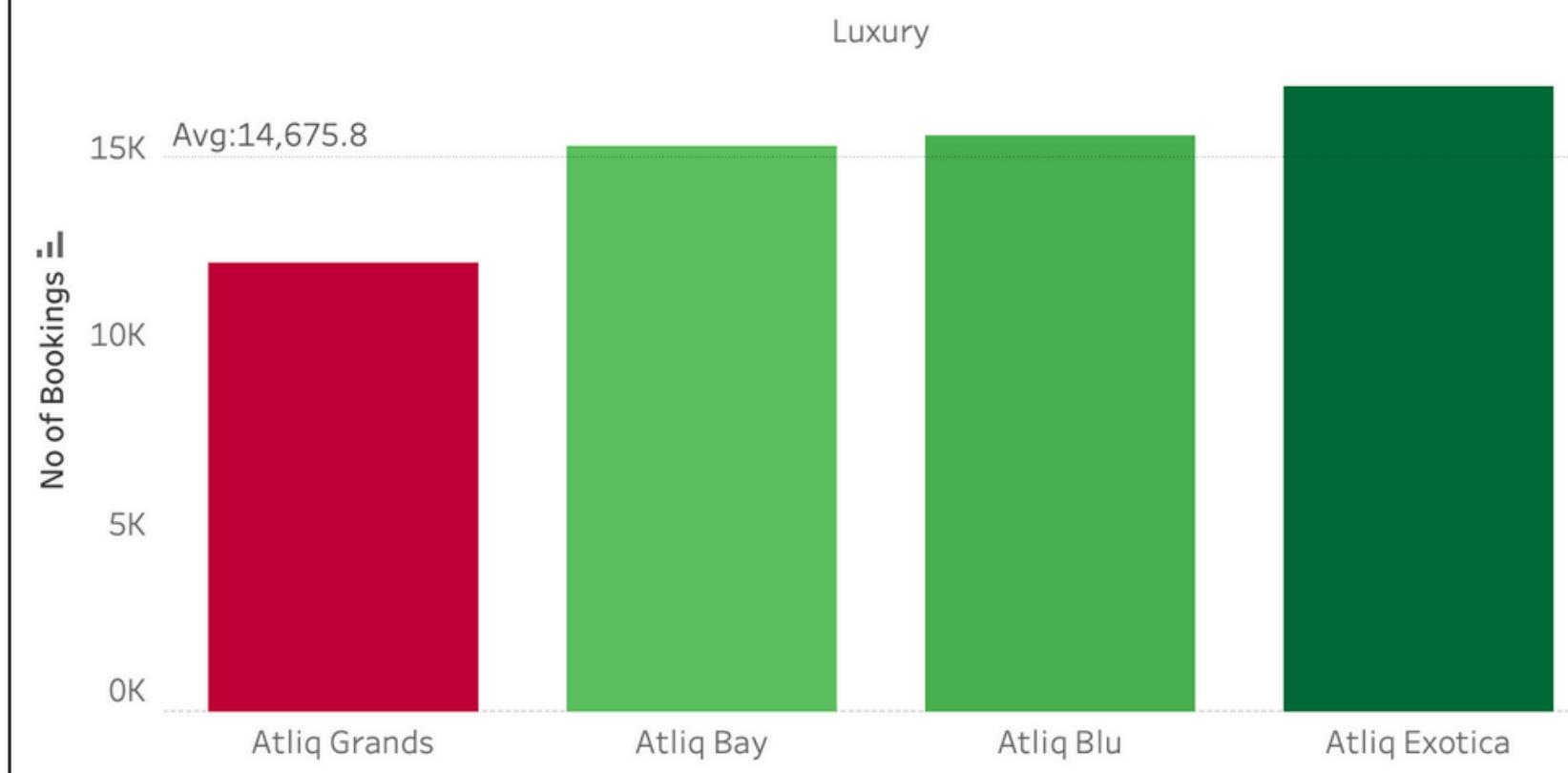
### Recommendations:

To increase sustainable revenue, these hotels should **focus on improving the guest experience** while monetizing additional services.

Introducing **co-working spaces in underused areas** like lounges or banquet halls can add functional value for business travelers while generating new income-**allows hotels to upsell without changing base room rates**. Additionally, offering meeting room rentals or day-use room options can help **monetise daytime capacity** that typically goes unused.

# Luxury Category Dashboard

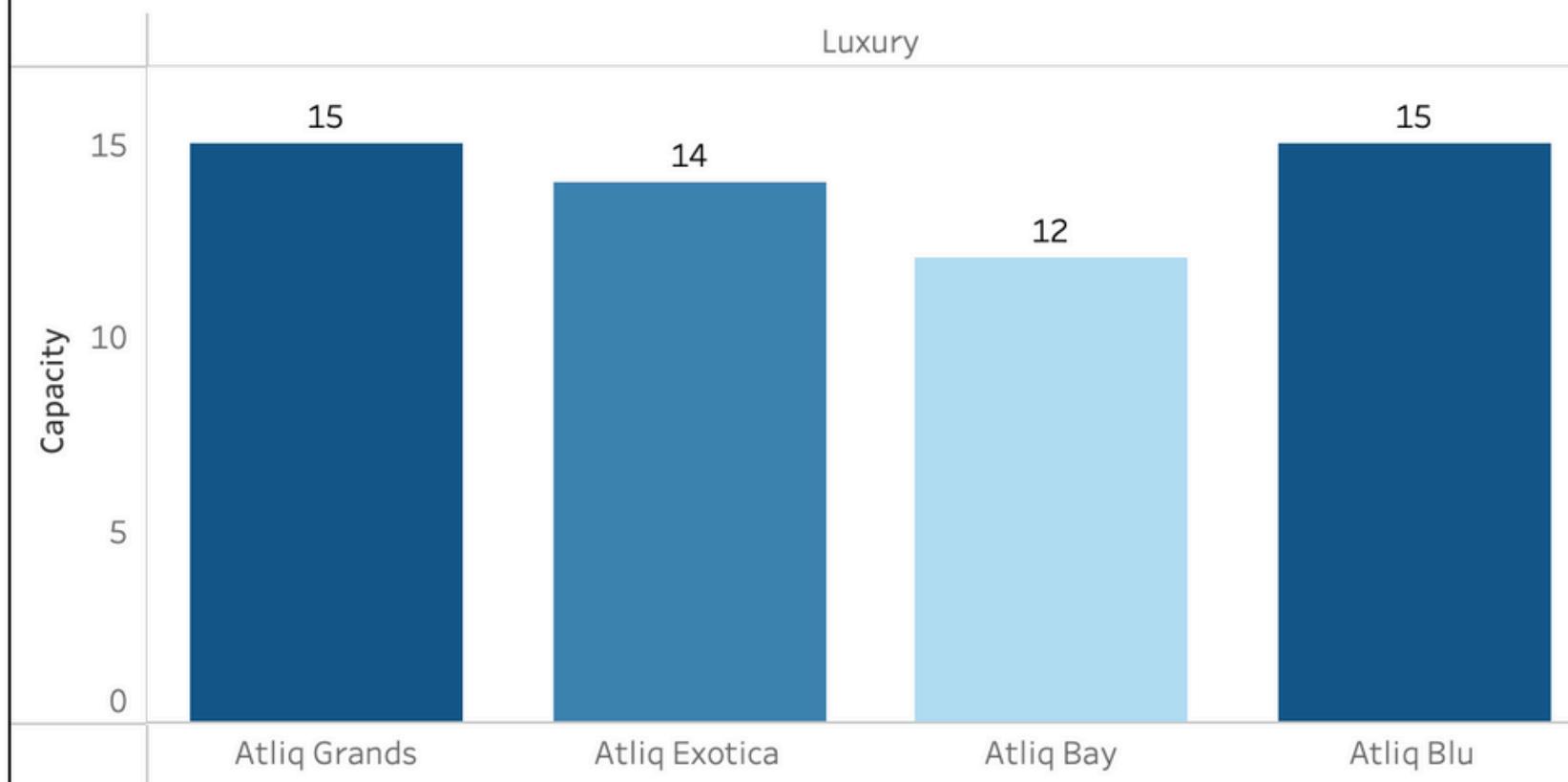
## Avg Bookings Per Hotel



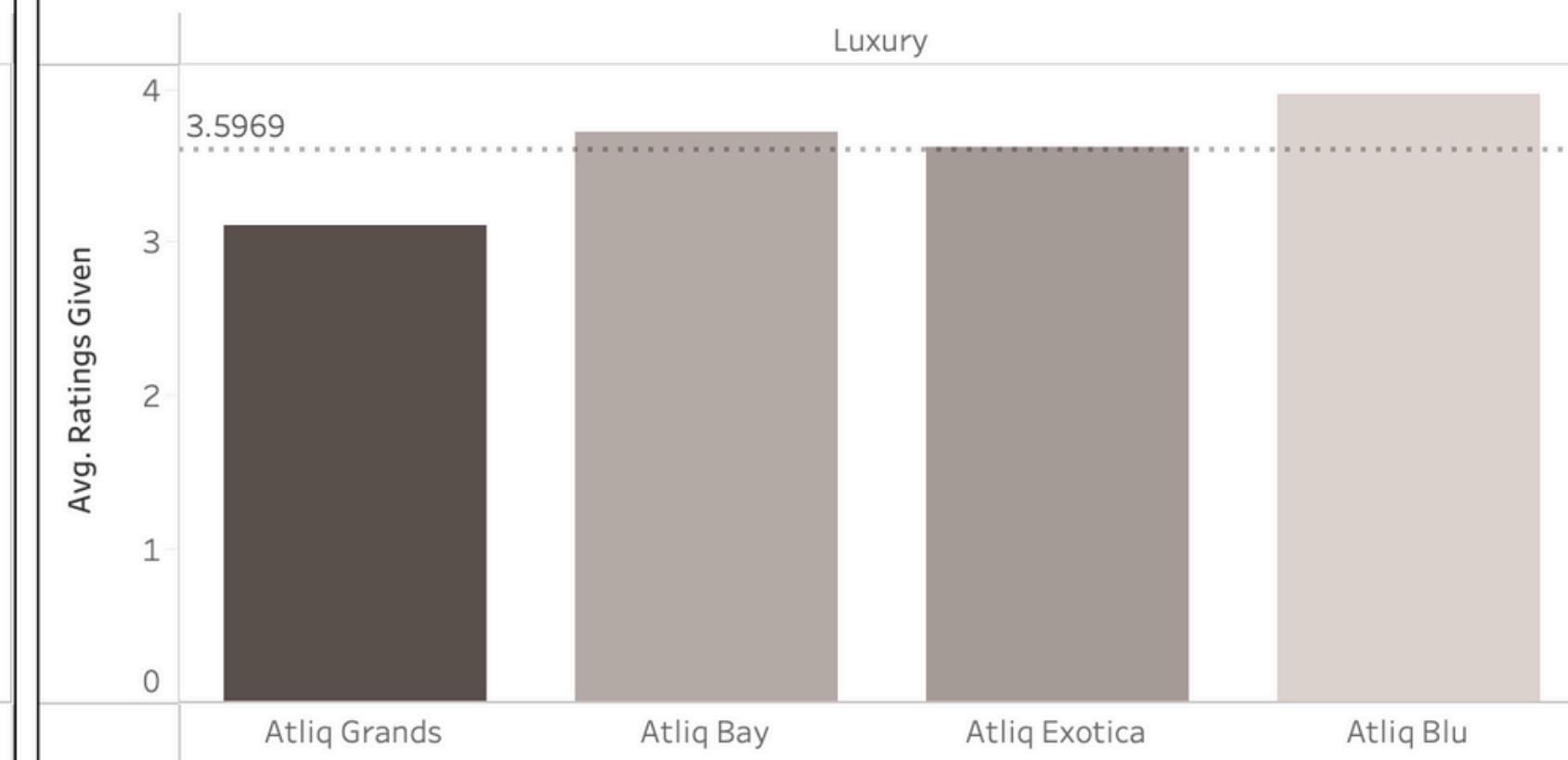
## Revenue Per hotel Per City



## Capacity per Property



## Avg Hotel Ratings



## Luxury Category Properties

At Risk

- Search for root issues
- Improve training, cleaning, check-in time
- Consider shutting down the property

Struggling hotels – fix urgently

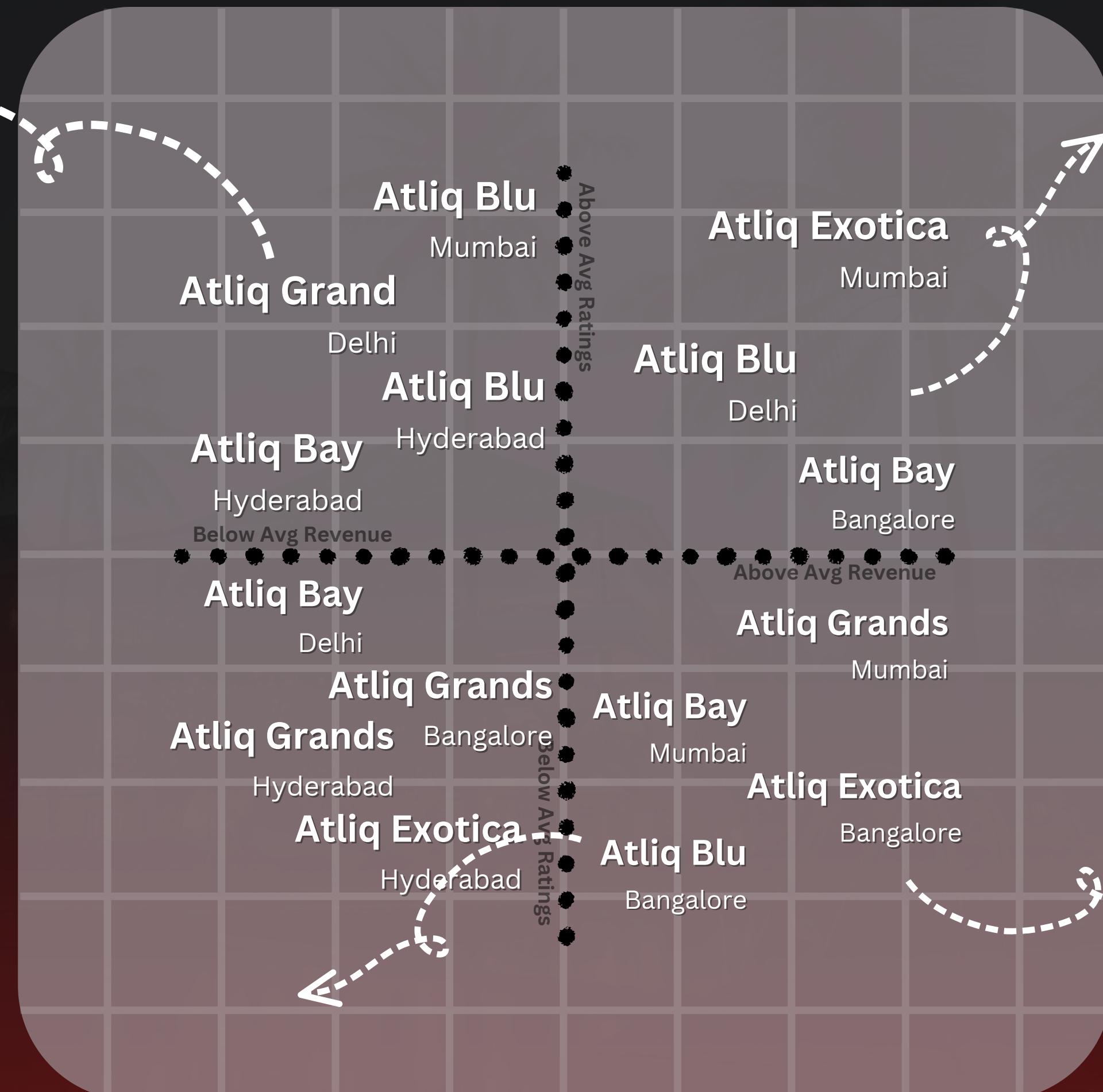
Star Performers

-Replicate their success: Identify what works

- Test premium pricing or add-ons

- Push for corporate tie-ups and repeat business

Under Monetized



# Consulting Recommendations for Luxury Category Hotels

## Segment: Low Revenue but High Ratings

**Insight:** Hotels are delivering a **high-quality experience**, evident from strong guest ratings, but are **not generating sufficient revenue**. This indicates a missed opportunity to monetize guest satisfaction, possibly due to underpricing, limited upselling, or failure to market premium experiences effectively.

### Recommendations:

Introducing **premium add-on** packages—such as spa & wellness retreats, fine-dining chef experiences, or private guided tours—can significantly lift revenue per guest. Underutilised amenities like lounges or spa areas can be opened to non-guests with day-use passes or membership programs

**Partnerships with luxury brands** for co-branded experiences or in-room products can further elevate the perceived value and enable pricing premiums.

## Segment: High Revenue but Low Ratings

**Insight:** These luxury hotels are **generating good revenue**, often due to strong branding, prime location, or high pricing, but **guest dissatisfaction is high**. This disconnect poses a serious **brand reputation and retention risk**, especially in the luxury segment where **expectations are exceptionally high**.

### Recommendations:

Hotels must focus on enhancing the emotional and experiential quality of the stay. **Investing in luxury service training for staff**, introducing **real-time feedback loops**, and improving the consistency of service delivery across departments are essential.

Personal touches like in-room welcome notes, surprise upgrades, or celebrating guest occasions can significantly improve perception

# Specific Consulting Recommndations

## Insight

Charging **premium prices** for a niche audience but **delivering subpar service**, resulting in bad ratings and not attracting volume due to either poor reputation or limited capacity.

## Recommendations

The hotel should consider **expanding its capacity** or repurposing underutilised spaces to accommodate more guests

By adding more rooms or converting unused areas into guest spaces, the hotel can better serve demand, especially from high-paying business travellers. This also helps distribute fixed operational costs more efficiently, improving overall profitability

## Atliq Seasons

Mumbai(business-category hotel)

## RT2 Rooms

Elie Rooms

## Insight

Most booked category, indicating **strong demand**, but they generate **below-average revenue per booking**. This suggests that the rooms may be **underpriced** or **lacking effective monetization strategies**.

## Recommendations

To improve profitability, the hotel should **implement dynamic pricing** based on demand patterns and introduce **tiered options** like "RT2 Basic" and "RT2 Plus" to offer differentiated pricing based on amenities or views.

**Upselling opportunities** such as breakfast, Wi-Fi upgrades, or early check-in should be offered during the booking process. Additionally, bundling RT2 rooms with **business-focused packages**—like workspace access or meal combos—can increase revenue per guest.