AtliQ Hospitality Analysis

Home

Revenue

Occupancy

Performance Trends

Financial Insights

Operational Insights

City: All

Property name: All

May, 2022 | June, 2022 | July, 2022

19 | 20 | 21 | 22 | 23

Revenue	ADR	Occupancy %	RevPar	Realisation %
1.69bn	12.70K	57.79%	7.34K	70.14%
0.00	0.00	0.00	0.00	0.00

property_id	property_name	city	category	Revenue	Total Booking	RevPar	Occupancy %	ADR	DBRN	DSRN	Realisation %	Cancellation %	Average Rating
19560	Atliq City	Bangalore	Business	81M	5904	8,965	65.53%	13,680	65	99	69.00%	26.46%	4.28
18563	Atliq Palace	Hyderabad	Business	44M	4669	5,014	52.89%	9,480	51	97	69.57%	26.00%	3.07
17558	Atliq Grands	Mumbai	Luxury	74M	4975	7,953	53.60%	14,839	55	102	69.91%	25.67%	3.05
16561	Atliq Blu	Delhi	Luxury	57M	4362	8,612	65.66%	13,115	48	73	69.85%	25.56%	4.28
17562	Atliq Bay	Mumbai	Luxury	51M	3388	6,803	44.86%	15,167	37	83	69.60%	25.44%	2.37
19563	Atliq Palace	Bangalore	Business	68M	5347	6,768	53.42%	12,670	59	110	69.50%	25.36%	3.02
16562	Atliq Bay	Delhi	Luxury	56M	4762	6,254	53.40%	11,712	52	98	69.34%	25.24%	3.07
16563	Atliq Palace	Delhi	Business	88M	7054	8,269	66.25%	12,480	78	117	70.02%	25.19%	4.27
17560	Atliq City	Mumbai	Business	87M	5940	7,763	53.07%	14,629	65	123	69.51%	25.12%	3.04
16558	Atliq Grands	Delhi	Luxury	36M	3114	7,525	65.81%	11,436	34	52	70.01%	25.08%	4.25
18558	Atliq Grands	Hyderabad	Luxury	46M	4420	5,514	53.38%	10,331	49	91	69.73%	25.07%	3.06
Total				**1688M**	**132939**	**7,337**	**57.79%**	**12,696**	**1,461**	**2,528**	**70.14%**	**24.84%**	**3.62**

Day Type	RevPar	ADR	Occupancy %	Realisation %
weekend	7,972	12,725	62.64%	70.59%
weekday	7,083	12,682	55.85%	69.94%
Total	**7,337**	**12,696**	**57.79%**	**70.14%**

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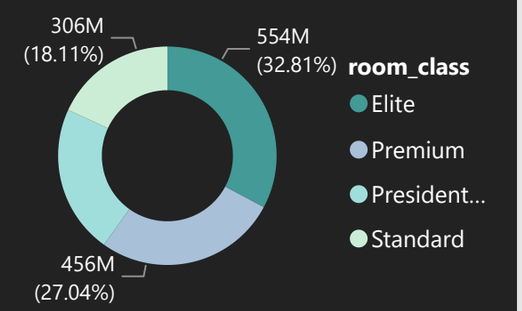
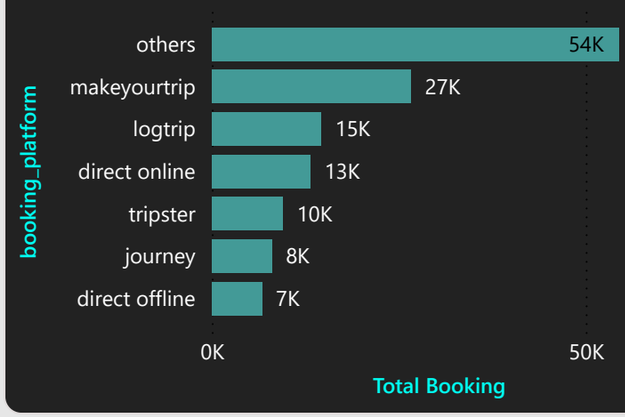
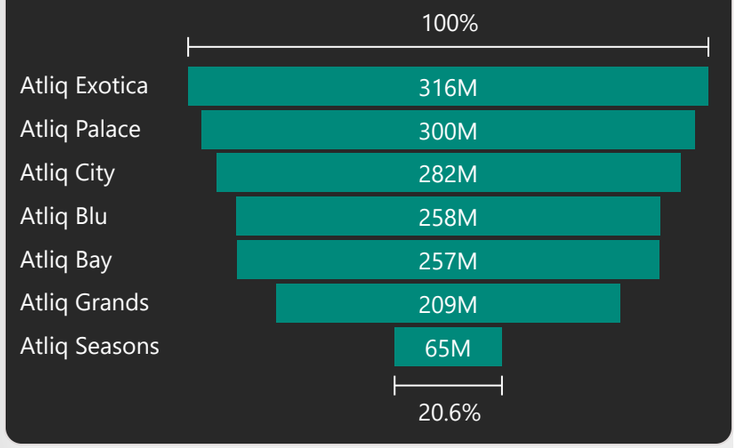
Revenue by room_class



Total Booking by booking_platform

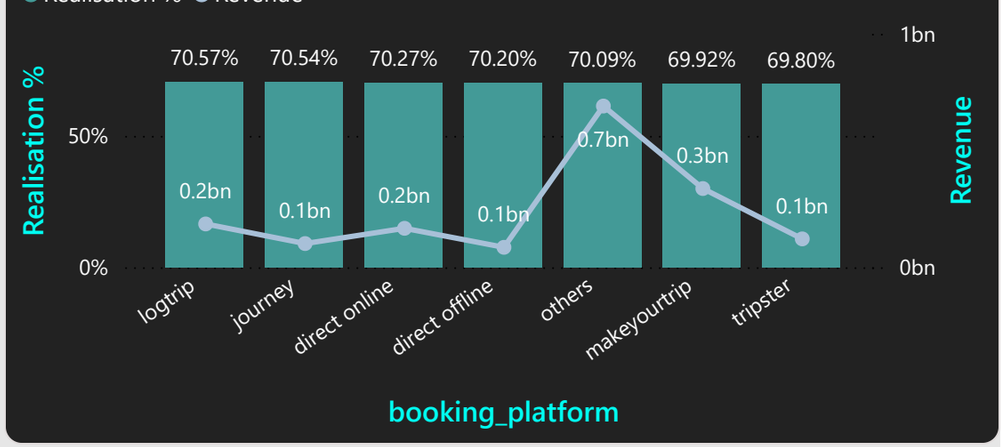


Revenue by property_name

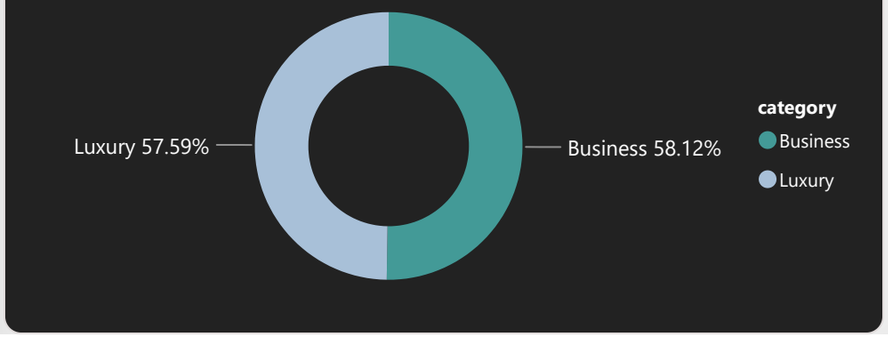


Revenue by city

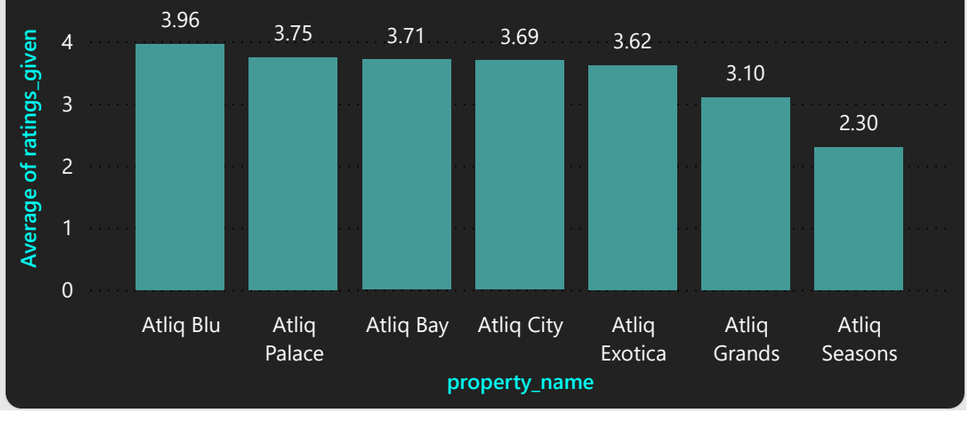
Realisation % and Revenue by booking_platform



Occupancy % by category



Average of ratings_given by property_name



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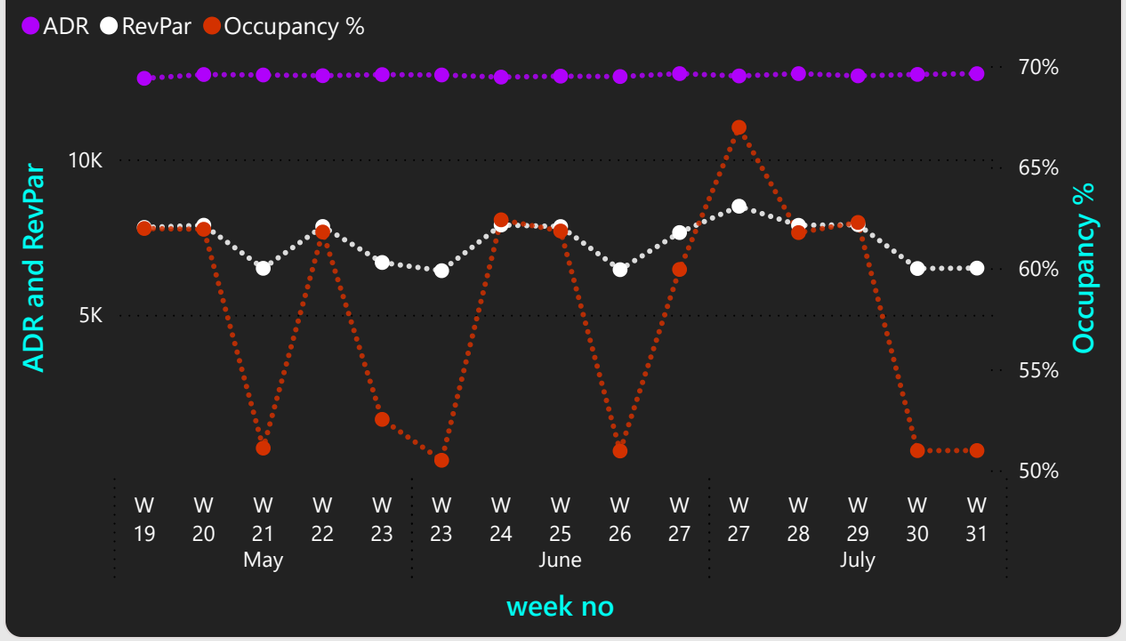
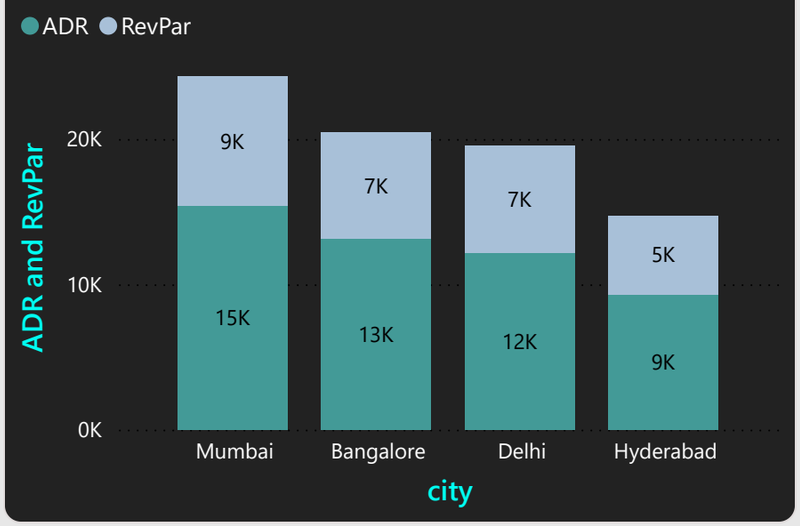
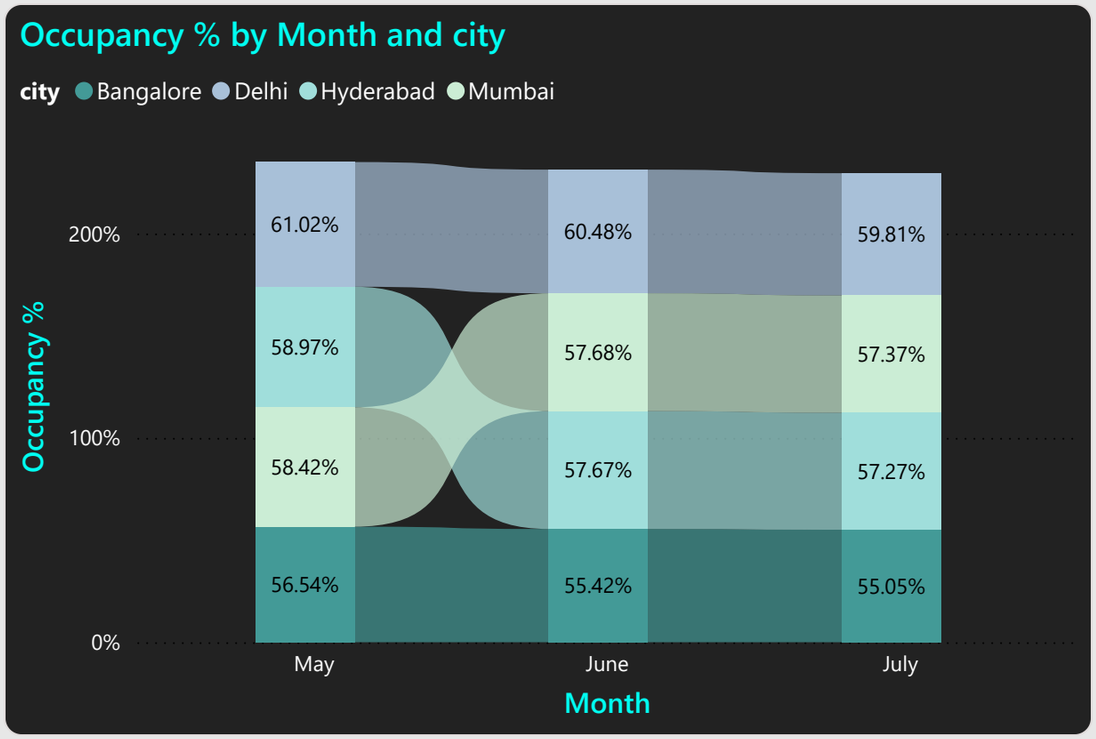
Trend by key Matrix



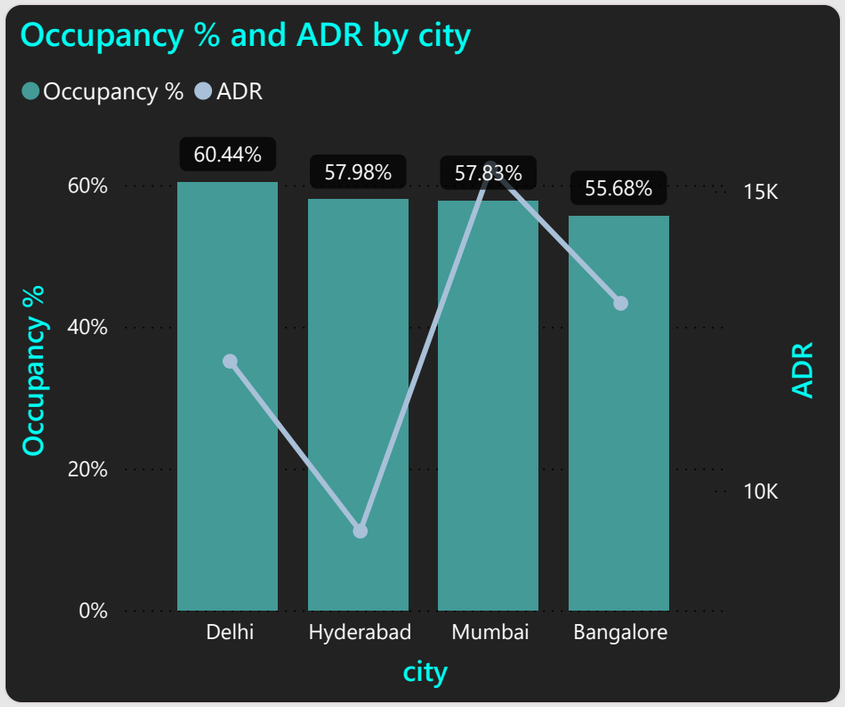
ADR and RevPar by city



Occupancy % by Month and city



Occupancy % and ADR by city



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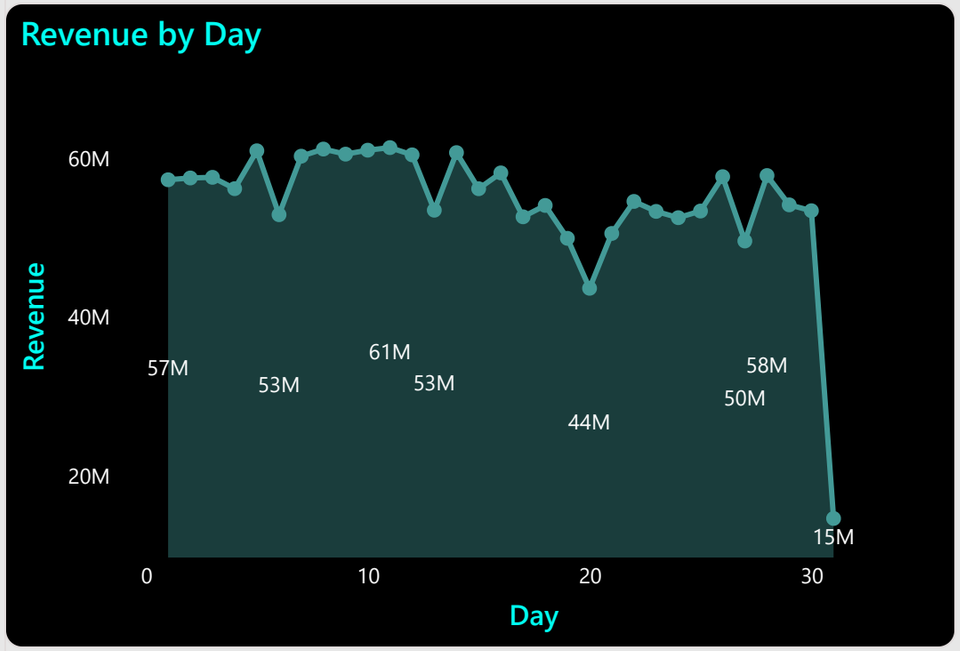

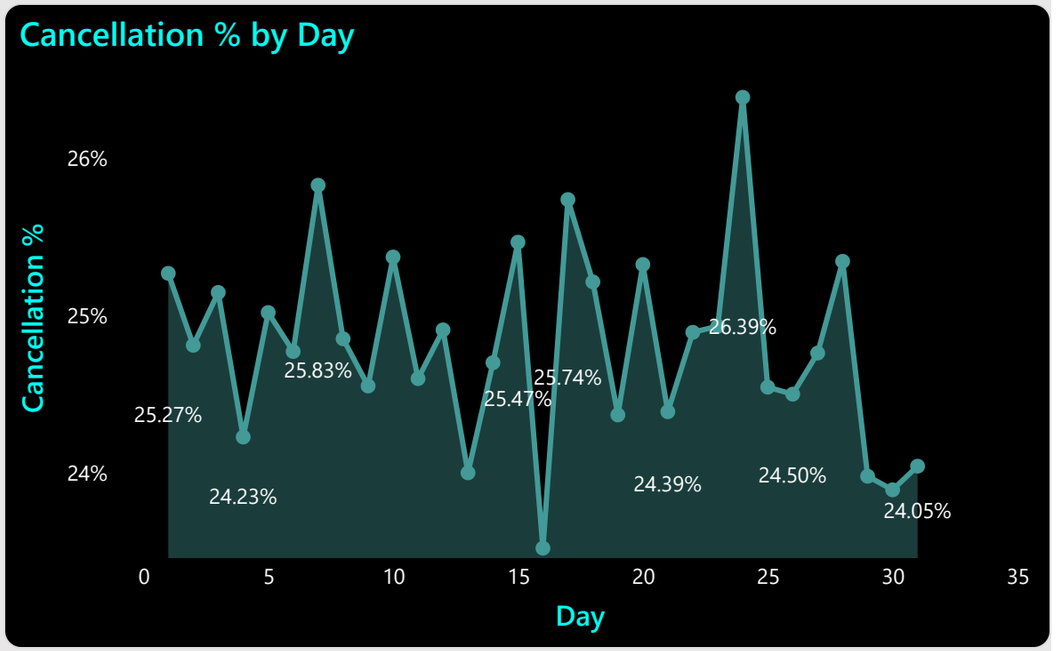

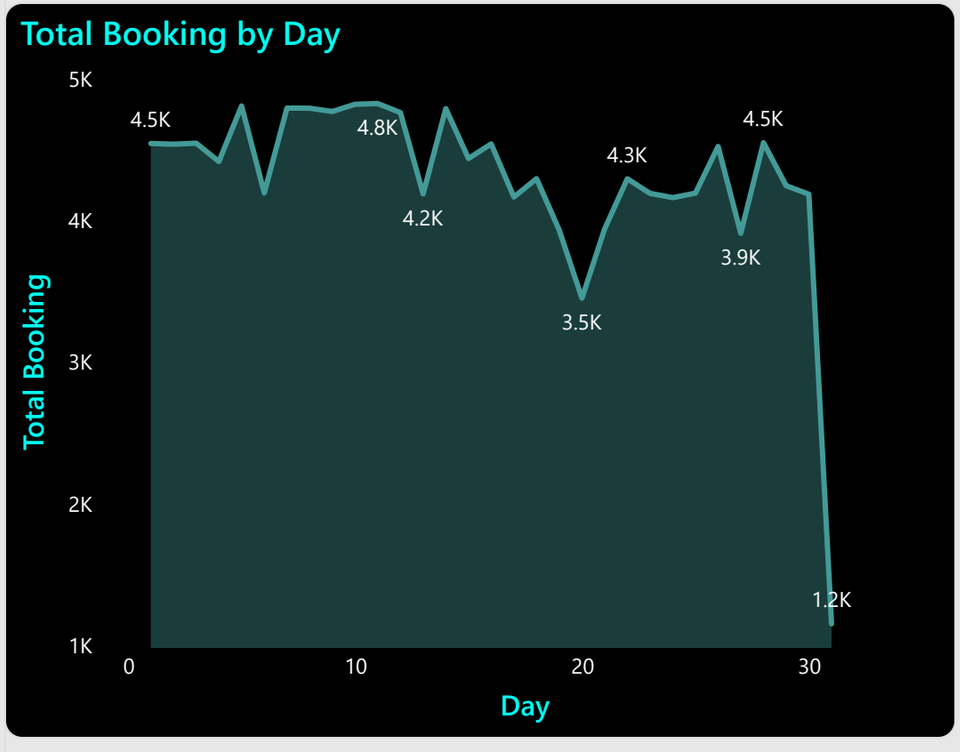

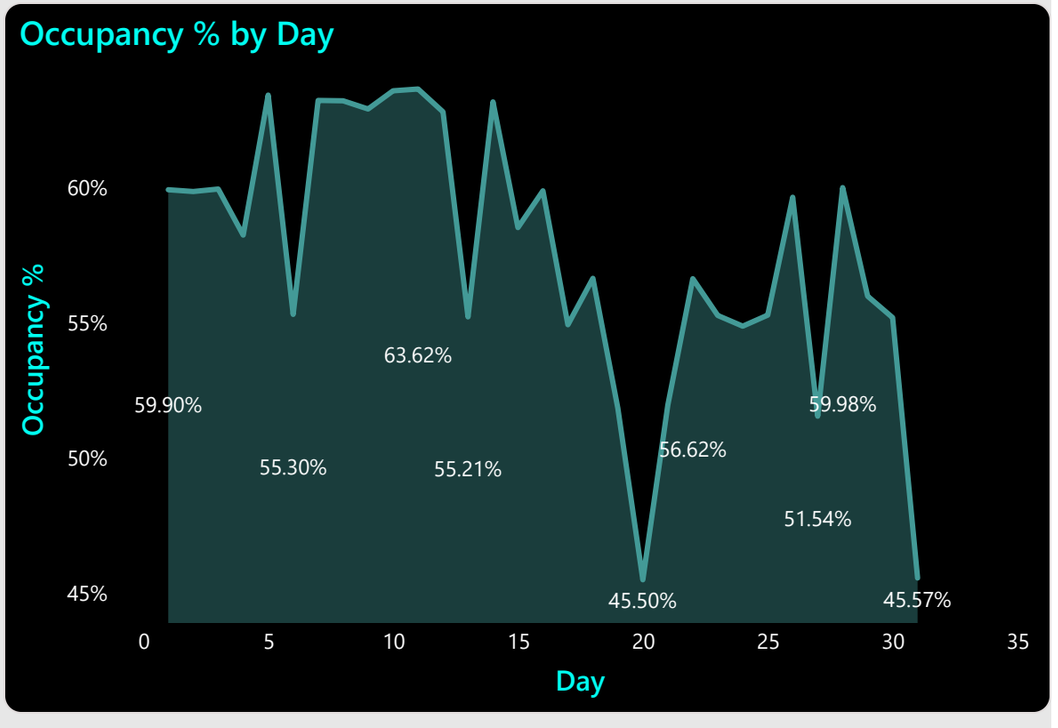

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Revenue:

Total Revenue: 1.69 billions across all properties.

Highest revenue generating property : AtliQ Exotica

Lowest revenue generating property : AtliQ Seasons

Revenue by Property and City:

Mumbai is the top revenue-generating city with 661M, followed by Bangalore (415M) and Hyderabad (321M).

Revenue by Room Class: Premium (32.81%) and Elite(27.04%) dominates.

Occupancy:

- **Overall Occupancy:** **57.79%** which means that nearly **42%** of available rooms remain unoccupied.
- For a hospitality business, maximizing occupancy is critical to increasing revenue.

Insights:

- Cities like **Bangalore (55.68%)** have lower-than-average occupancy, pulling down overall performance.
- **Occupancy Trends by Month and City:** Occupancy fluctuates between 55-60% from May to July, with noticeable dips and peaks during certain weeks.

Insights:

- While some properties perform very well, others lag behind, indicating inconsistent revenue generation across cities and properties.
- **Mumbai** generates the highest revenue overall, which suggests the market is strong but may have opportunities for better optimization across properties.

Recommendations:

- **Benchmarking Best Performers:** Look at the best-performing properties (like Atliq Exotica) and analyze what strategies or factors lead to their success (e.g., pricing strategy, customer base, services offered, etc.). Use these as benchmarks to improve other properties.
- **Tailored Marketing by City:** Create marketing plans that fit the specific needs of each city, like **Mumbai** and **Bangalore**.

Recommendations:

- **Seasonal Promotions:** To boost occupancy during low-demand periods, Atliq Hospitality could introduce discounts, special weekend packages, or holiday-specific offers to attract more guest.
- Target low occupancy cities with regional marketing campaigns.

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ADR & RevPAR Insights :

- ADR : 12.70K (Bangalore highest at 15K).
- RevPAR : 7.34K (Mumbai leads at 9K, Hyderabad lags at 5K).
- Here ADR is almost constant .It indicates that the hotel or property is keeping its room pricing stable over a given period.

Recommendations:

- Implement Dynamic Pricing: Implement dynamic pricing strategies that adjust rates based on demand patterns, competitor pricing, and guest behavior.
- Seasonal Pricing: Identify peak seasons and increase rates accordingly.
- Secure partnerships with business to attract more high-paying corporate travelers during low seasons.

Realization & Cancellations :

- Realization rate: 70.14%.
- Cancellation rate: 24-26%, with notable spikes.

Insights:

- Spikes in cancellations are seen at certain times, often close to the booking date, reducing re-sell opportunities.

Recommendations**:**

- Flexible Policies: Offer non-refundable booking discounts or stricter policies during peak periods to lower cancellations.

Rebooking Offers**:** Provide discounted last-minute deals to fill canceled rooms quickly.

Booking Platforms :

•Top Platforms : 'Others' and 'MakeyourTrip'

Underperformance : Direct channels.

Insights:

- Some booking platforms, such as **"logtrip"** and **"makeyourtrip"**, have a higher realization percentage, while direct channels (offline/online) have lower performance.
- This suggests that reliance on third-party platforms might be driving higher realization but reducing the overall margin due to platform fees.
- Increase direct bookings with loyalty programs and exclusive deals.
- Focus on high-performing platforms while improving low performers.
- Highest booking is done from other source. so need to identify other source for marketing purpose.