



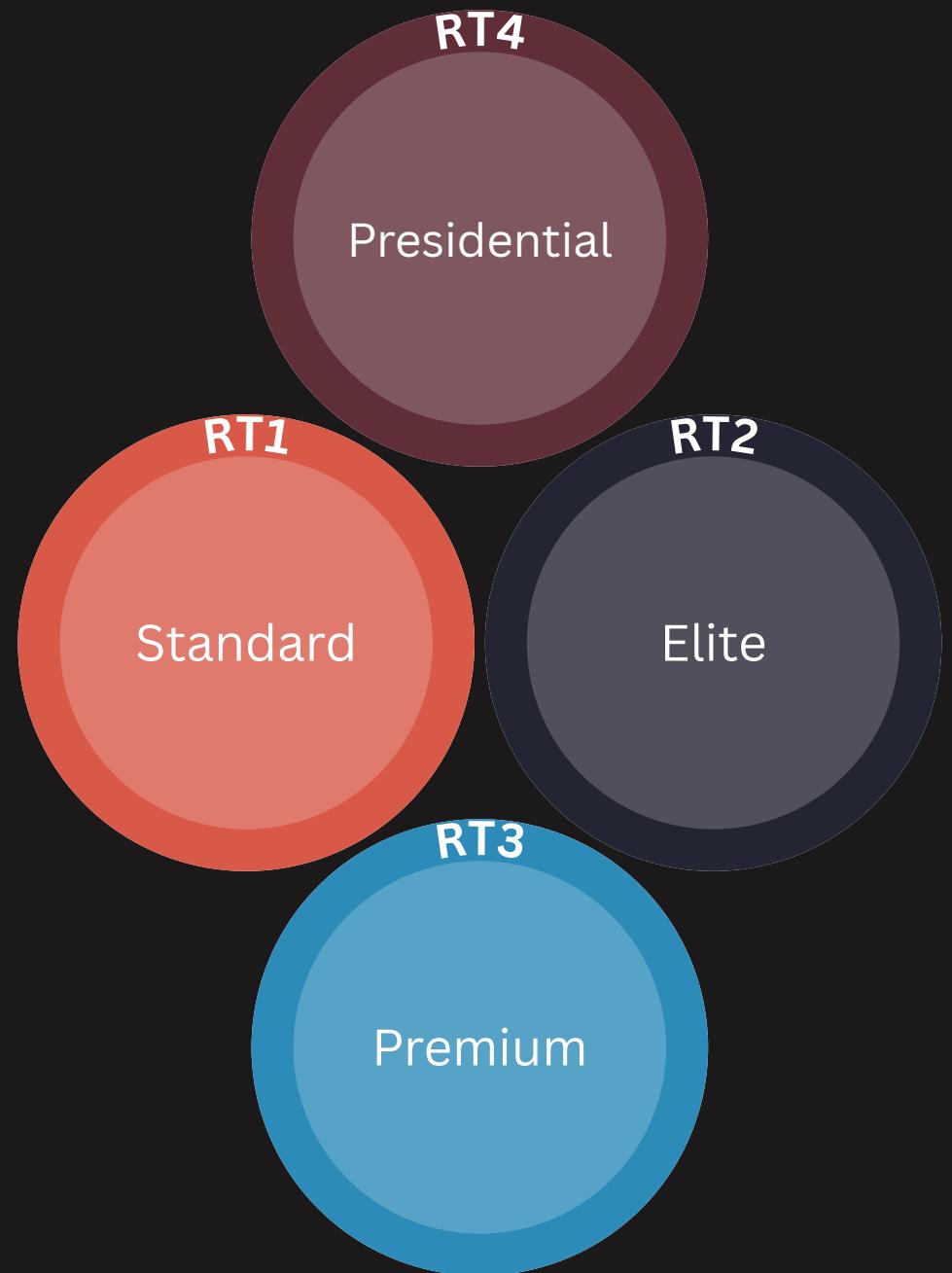
Creating Memorable Stays with
Personalized Services



ATLIQ GRANDS SALES ANALYSIS

Cities Operated In

- HYDERABAD
- DELHI
- BENGALORE
- MUMBAI



KPI Index

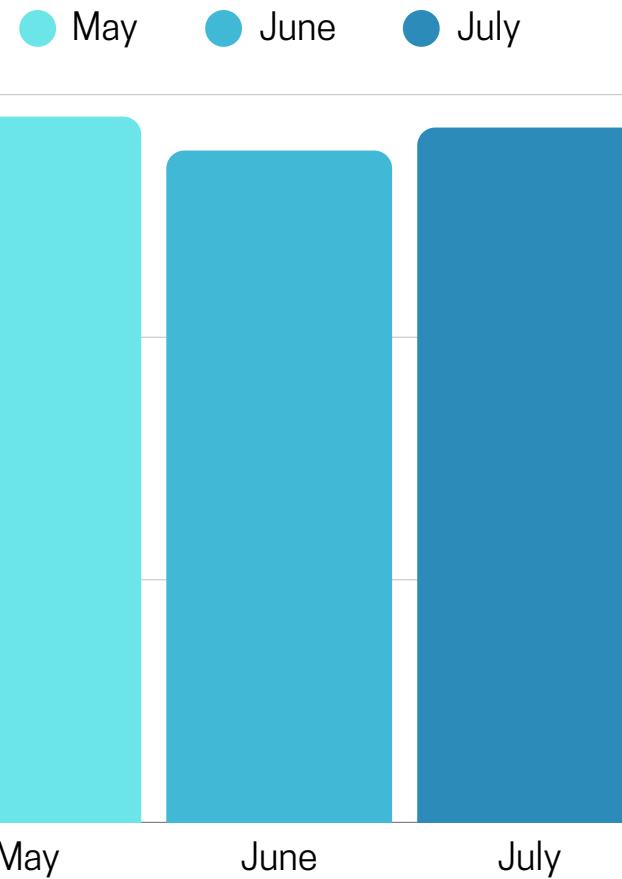
Month	Occupancy Percentage
May	58.54
June	59.60
July	57.45
Overall	57.69

Hotel name	Occupancy percentage	Type
Atliq blu	21.64%	Luxury
Atliq exoctia	17.42%	Luxury
Atliq Grands	2.34%	Luxury
Atliq Palace	17.55%	Business
Atliq seasons	2.96%	Business

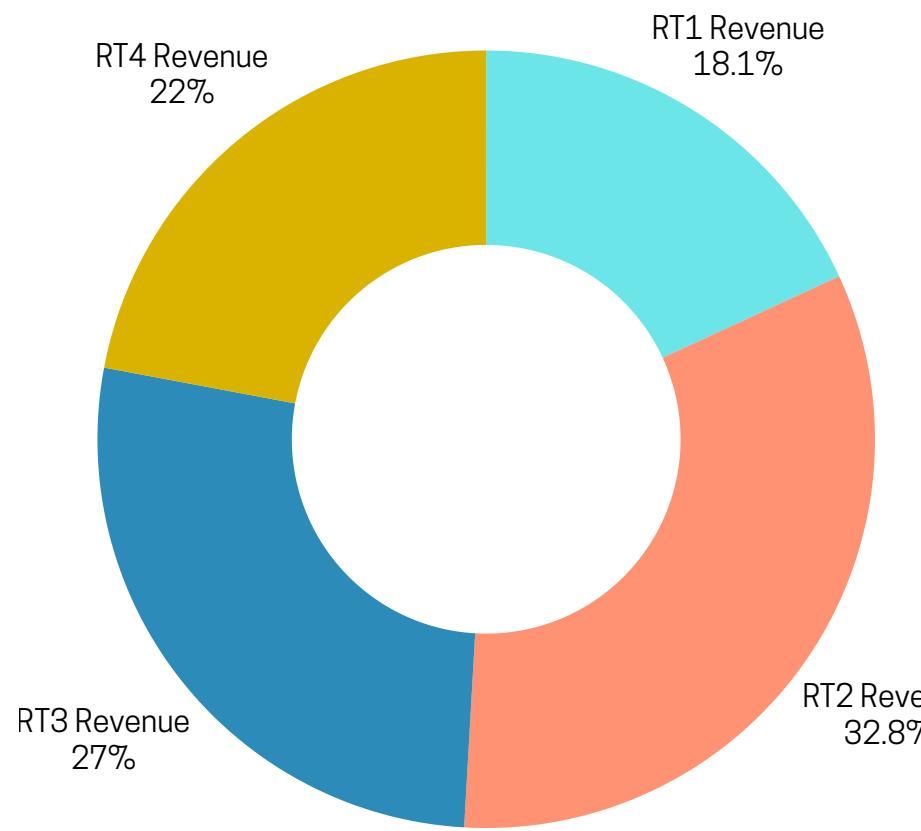


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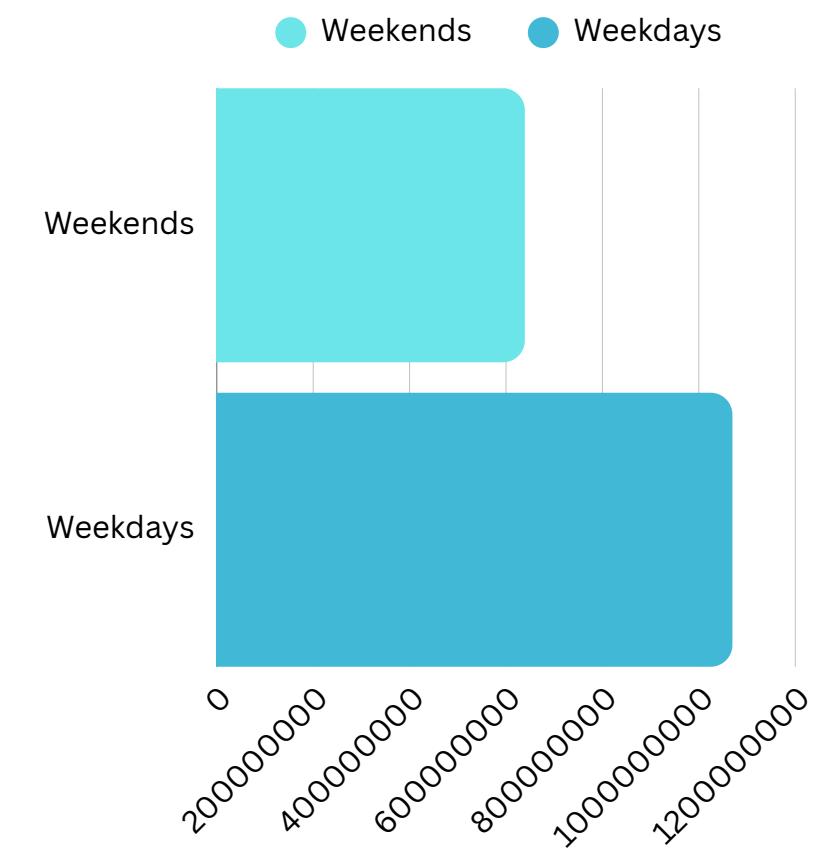
Revenue by Month



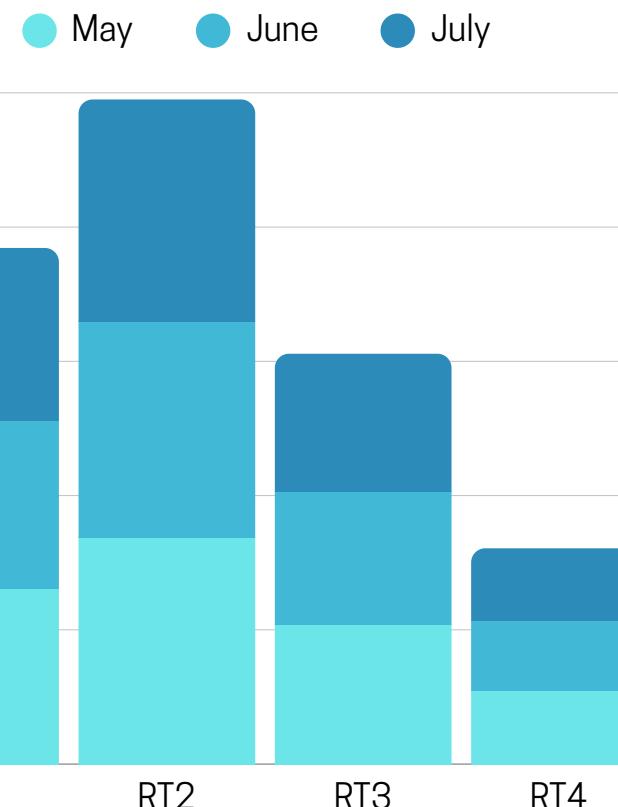
Revenue by Room Type



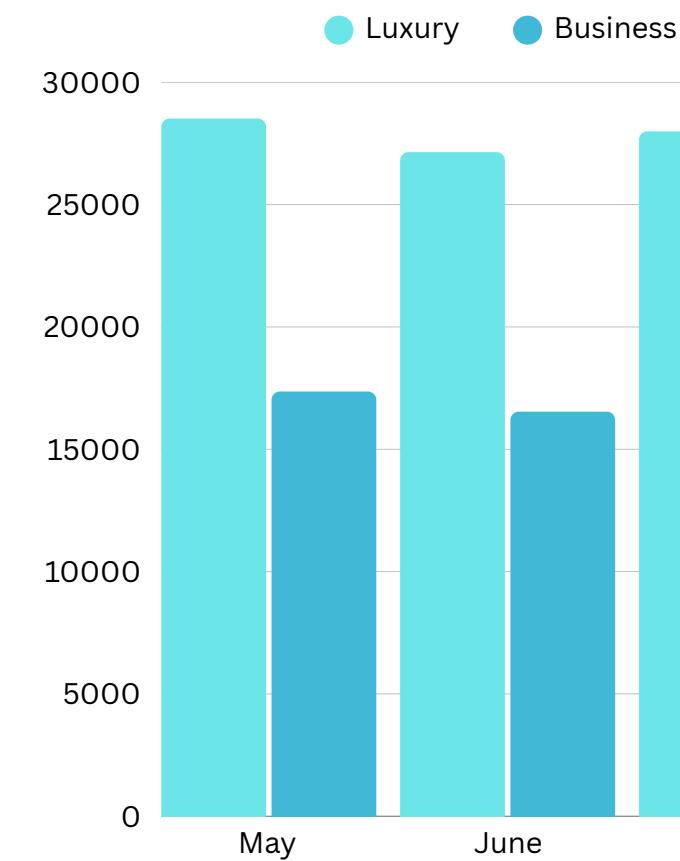
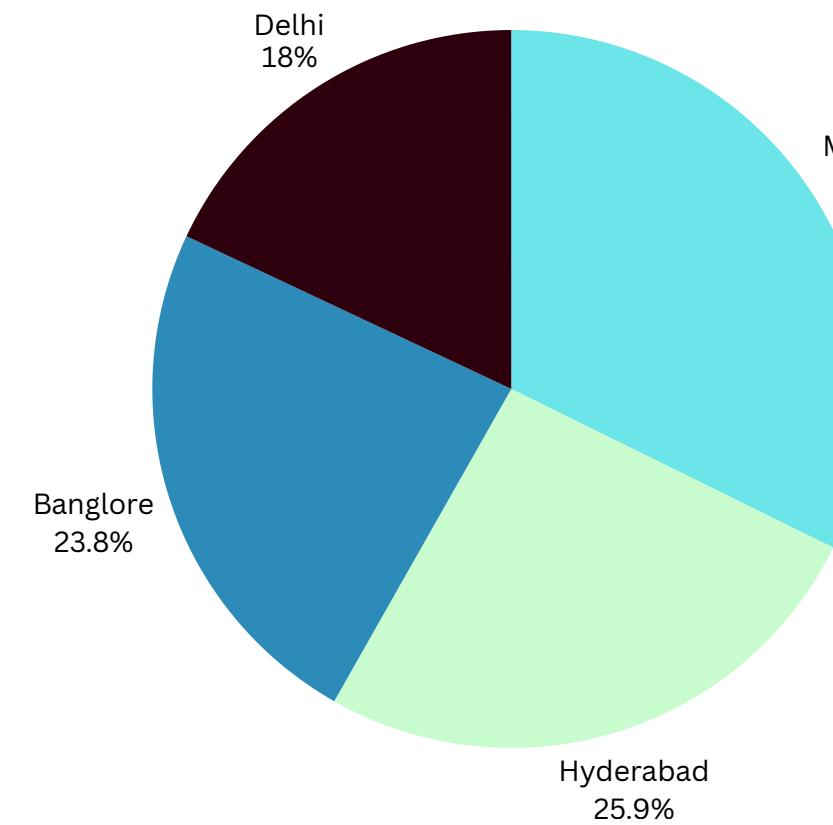
Weekdays and Weekends



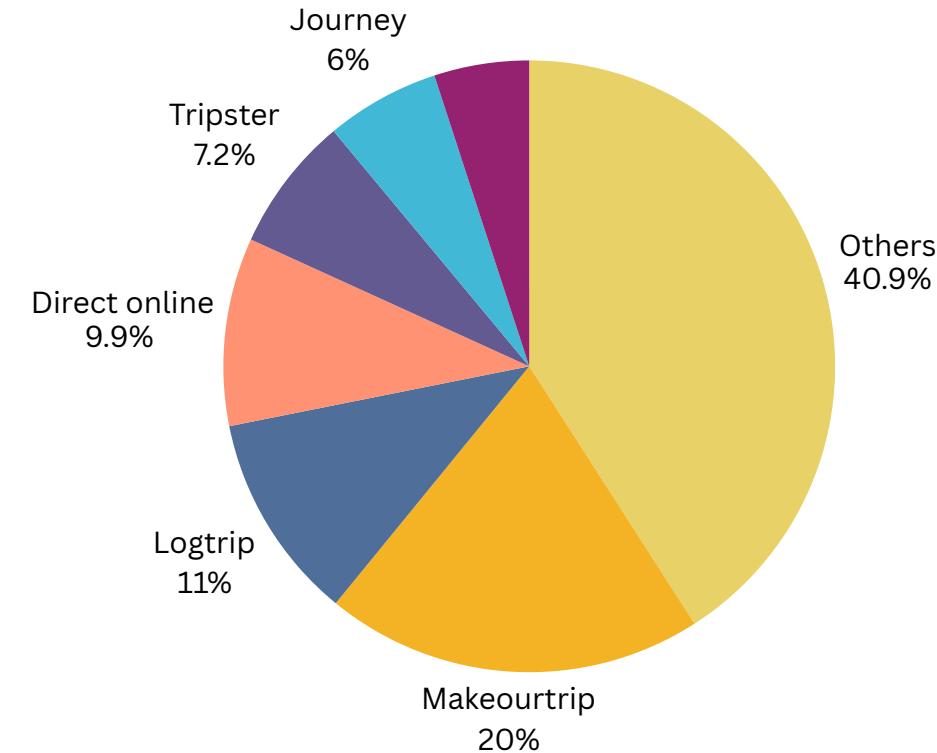
Bookings vs Room Type vs Month



Booking by City



Bookings by Booking Platform



Atliq Blu

Luxury

Atliq Exotica

Luxury

Atliq Palace

Business

Atliq Bay

Luxury

Atliq Grands

Luxury

Atliq city

Business

Atliq City

Business

Atliq Palace

Business

Atliq...

Busine...

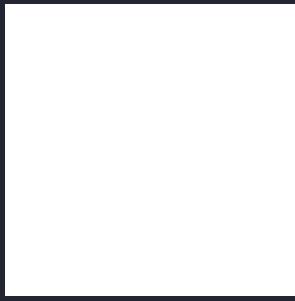
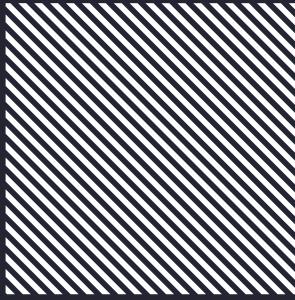
Atliq...

Lux...

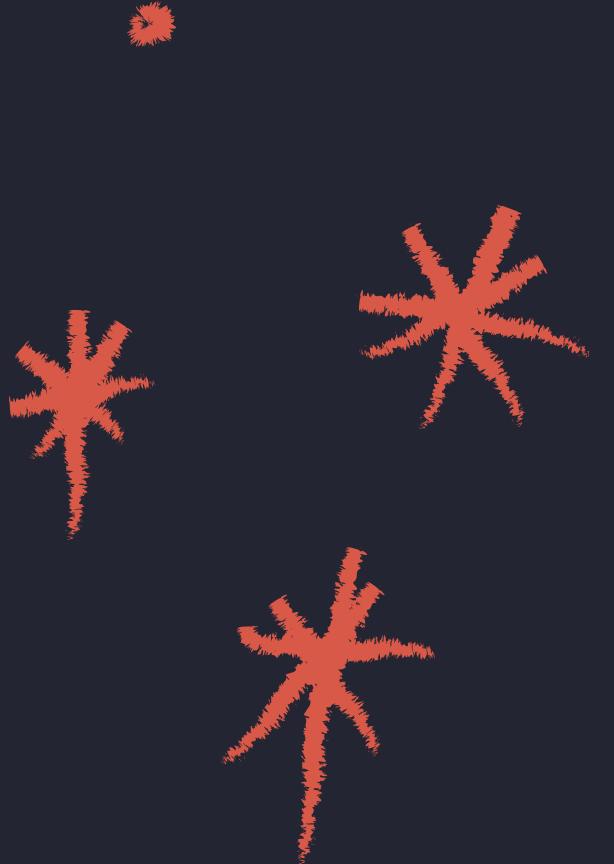
FINDINGS

1. Poor customer retention.
2. Underperformance of business-focused services resulting in lesser booking in business type hotels.
3. Overdependence on third-party platforms leading to: Higher commission costs , Less control over customer data, potential loss of direct business (40.91% bookings from "makeyourtrip", but other platforms like direct online (19.9%), direct offline (6.02%) are low.)
4. RT1 and RT4 has lesser bookings which indicates customer demand is less for small room and too large rooms
5. Revenue generated in all three months is nearly same indicating no growth trend
6. Underperformance in certain city, especially in Delhi, despite being a capital city and major market. May indicate issues with marketing, pricing, reviews, or OTA visibility.

Findings



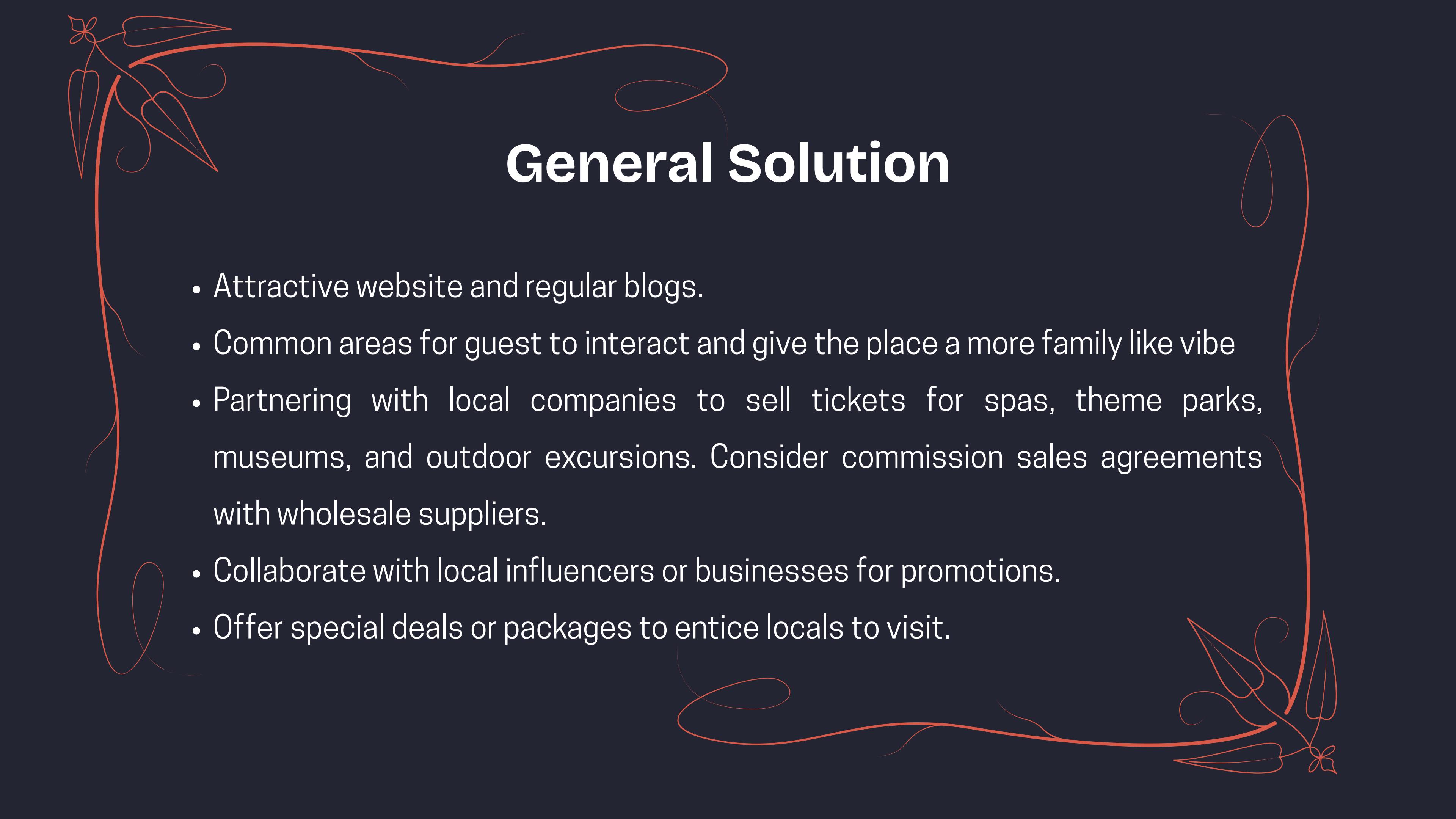
7. Weekday revenue is high along with high revenue generated from luxury type hotels indicating that stays were vacational stays since May-July is off time for schools and colleges.
8. All the hotels are in metro-politan cities which are catering offices of all big multinational companies and are also a tourist attraction. Yet there are no full booking of luxury or business type hotels.
9. Hotels such as Atliq Seasons and Atliq Grands are under huge loss, combined having approximately 5% occupancy over three months.
10. RT2 room type generates the highest revenue and yet faces the highest amount of cancellation.



SOLUTIONS

General Solution

- Make a website or app to promote direct booking and offer discounts on direct bookings along with membership card offer. (increase B2B and customer loyalty)
- Multi-lingual AI bots for foreign guest interaction.(especially in business type hotel)
- Consider creating service packages that can be enjoyed within the hotel.
If possible, include at least one night's stay and offer a special price when combined with other services.
- Organizing musical nights, giving chance to local bands to perform.



General Solution

- Attractive website and regular blogs.
- Common areas for guest to interact and give the place a more family like vibe
- Partnering with local companies to sell tickets for spas, theme parks, museums, and outdoor excursions. Consider commission sales agreements with wholesale suppliers.
- Collaborate with local influencers or businesses for promotions.
- Offer special deals or packages to entice locals to visit.

Luxury Type Hotel

1. Approaching retired personals for travel plans.
2. Turning RT 4 room into some activity room such as pottery, culinary, yoga, meditation, experience sharing,etc. (*case study of Family Coppola Hideaways*)
3. Make seasonal packages / offers such as Ayurvedic detox menus, spa
4. Transform under-used rooftop pools/bars into evening “Rooftop Rendezvous” series—live jazz, mixology masterclasses and chef-led tapas flights. Offer “Stay & Savor” packages bundling room + rooftop access + priority F&B seating. (*Case Study of Urban FS properties in New York, Toronto and Dubai*)
5. Roll out “City Escape” staycation bundles: room + daily breakfast + F&B credits + in-hotel attractions (cooking classes, rooftop yoga). Amplified via targeted SMS and WeChat campaigns .(*Case Study of Accor*)
6. Launch a daily “wine hour” morphing the lobby into a pet-friendly social hub-complete with local-artist pop-ups and on-site pet services. (*Case study of Kimpton Hotels’ “Social Hour Revolution”*. Impact: – 40 % jump in lobby foot traffic during slow hours – 65 % more guest-generated social posts – 25 % lift in on-property F&B spend)



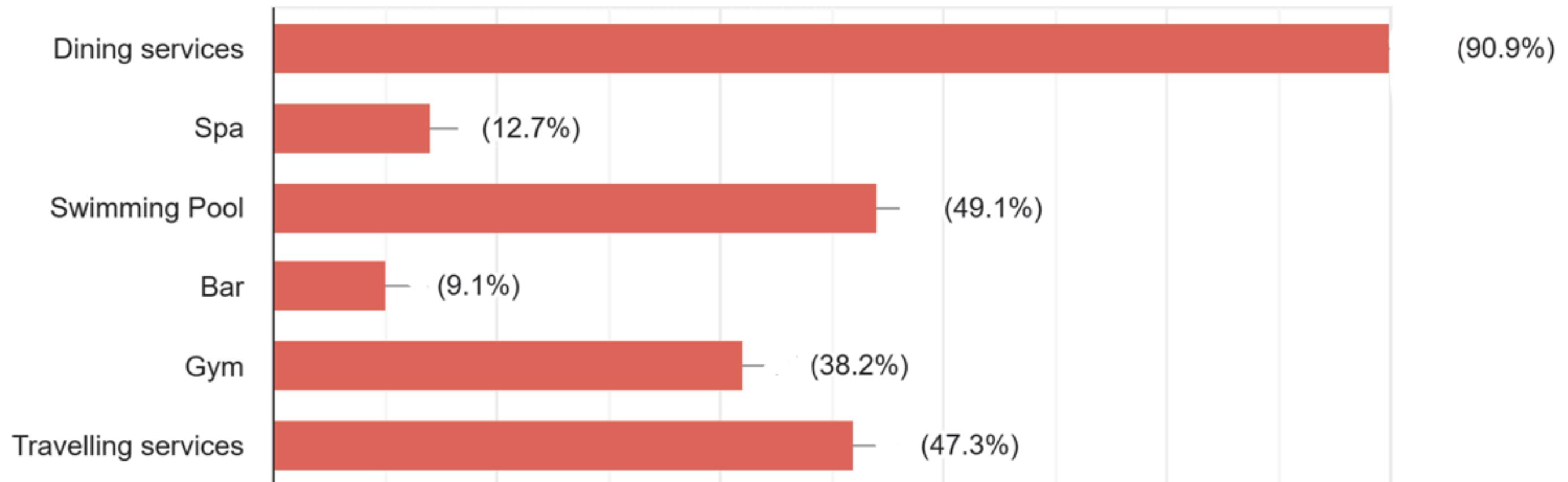
Business Type Hotels

1. Rebranded under used space into coworking hubs—open-plan desks, private booths, day-delegate packages, café service. Introduce monthly corporate memberships with guaranteed book-and-pay terms. (Impact: Day-use bookings increased meeting-space revenue by 25% in Q1 post-launch, and 40% of members converted to over-night stays on travel days. *Case study based on Accor Hotel*)
2. Launch a B2B portal offering volume-discounted day-passes, monthly memberships with meeting-room credits and F&B vouchers. (*from case study of Selina and Hilton*)
3. Programmed daily community events (pitch nights, masterclasses) to foster networking.
4. An online marketplace where planners can check real-time room availability, secure instant quotes (room + AV + F&B), and self-manage amendments. (*case study based on Ginger Hotels, Radisson Hotel Group and Marriott International*)
5. Run target email campaigns to university lists—offering double points and discounted F&B credit on bookings made over summer break. (*Case study of chains like Accor and Marriott*)

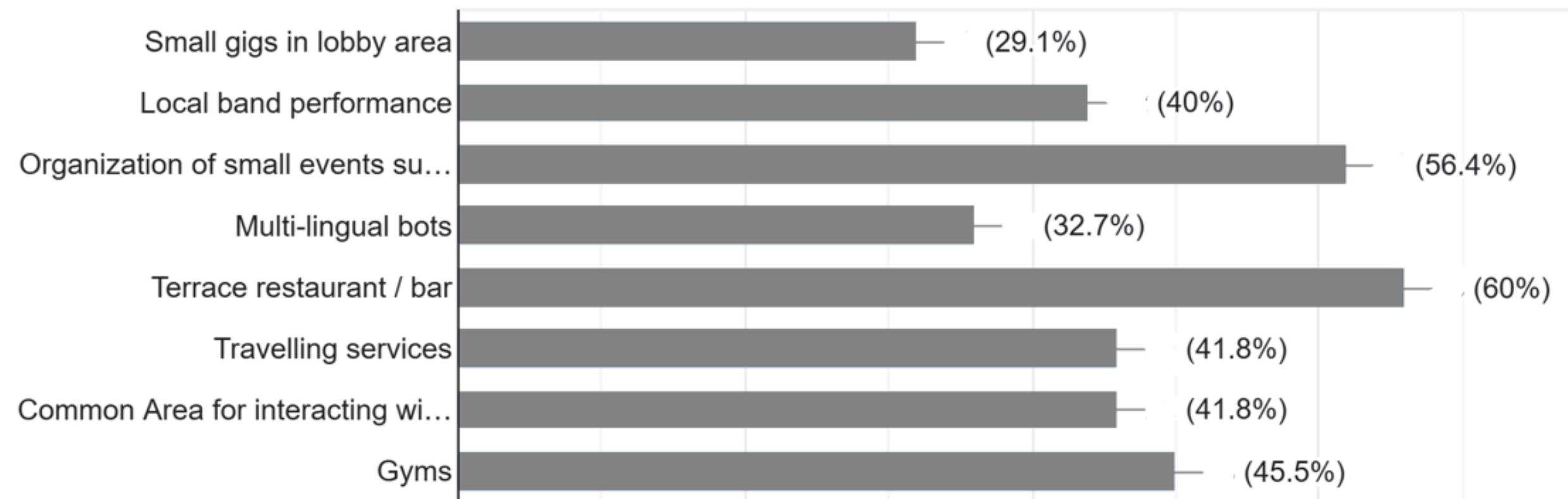
DATA FROM GOOGLE FORM

To understand the needs and expectations of customers, we held survey to get user input

What services do you generally avail while staying in a hotel?



What services or events would you like to see in hotels?(You can think of it as an event you would like to attend in your local hotel)



ThinkerX

MEET SHAH

MRIDU ROHI



THANK YOU