

AtliQ Grands



Analyze **revenue** dynamically with interactive filters, uncover trends, and gain actionable insights.



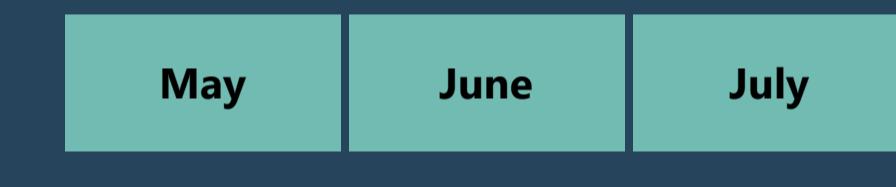
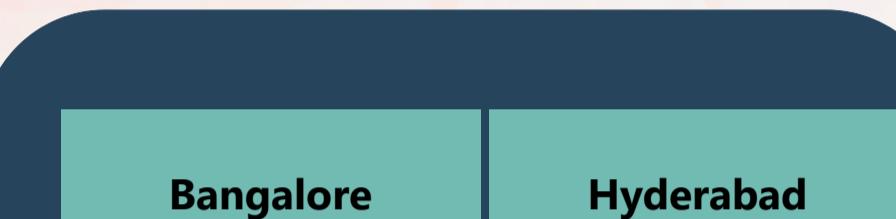
Explore all **booking data** dynamically with filters, track trends, and gain insights.



Key Findings **and** Action Plan



AtliQ
Grands



1709M

Revenue Realized

2008M

Revenue Generated

14.88%

Revenue Loss %

7.35K

RevPAR

12.70K

ADR

Property_name

Revenue
Realized

Total Capacity

Total
Booking

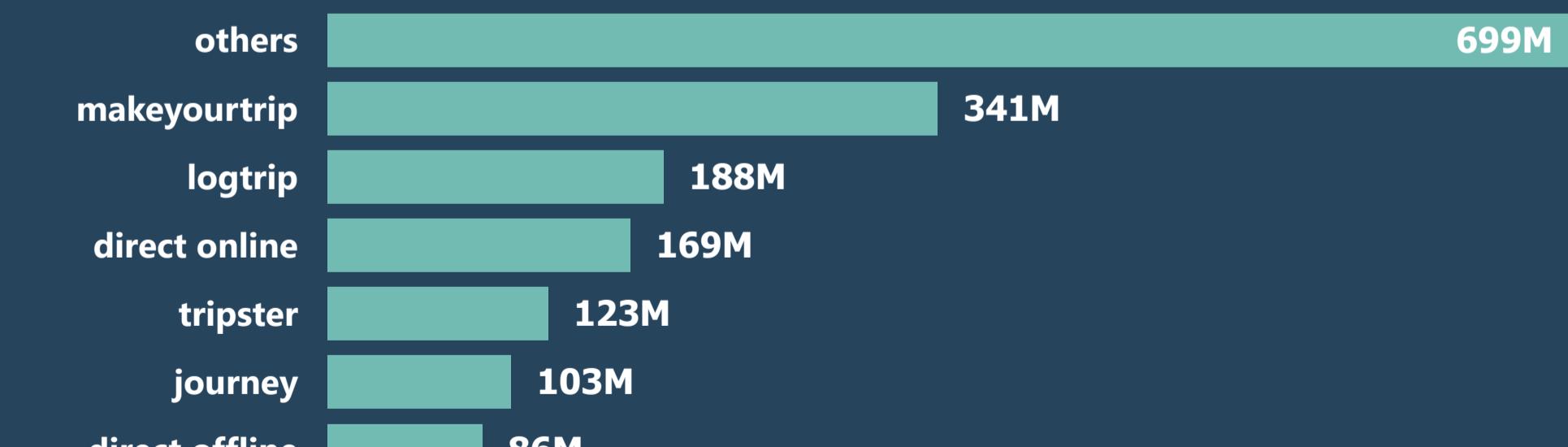
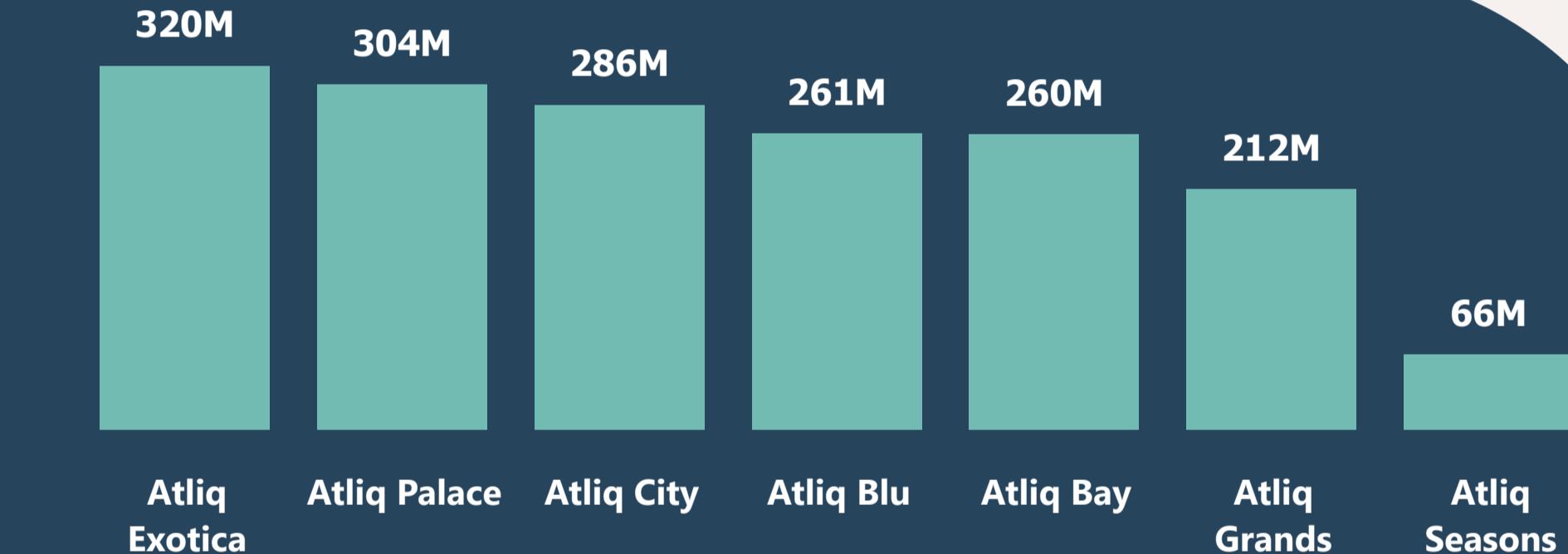
Occupancy %

Cancellation %

Average
Rating

[+ Atliq Blu]	260855522	35144	21795	62.0%	24.7%	4.0
[+ Atliq Palace]	304081863	39376	23625	60.0%	25.2%	3.7
[+ Atliq Bay]	260051178	36616	21389	58.4%	24.8%	3.7
[+ Atliq City]	285811939	39192	23323	59.5%	24.9%	3.7
[+ Atliq Exotica]	320312468	40940	23441	57.3%	24.4%	3.6
[+ Atliq Grands]	211532764	32384	17035	52.6%	25.1%	3.1
[+ Atliq Seasons]	66125495	8924	3982	44.6%	24.8%	2.3

Revenue Contribution



233K

Total Capacity

135K

Total Booking

33K

Total cancelled bookings

24.8%

Cancellation %

5%

No Show Rate %

6759

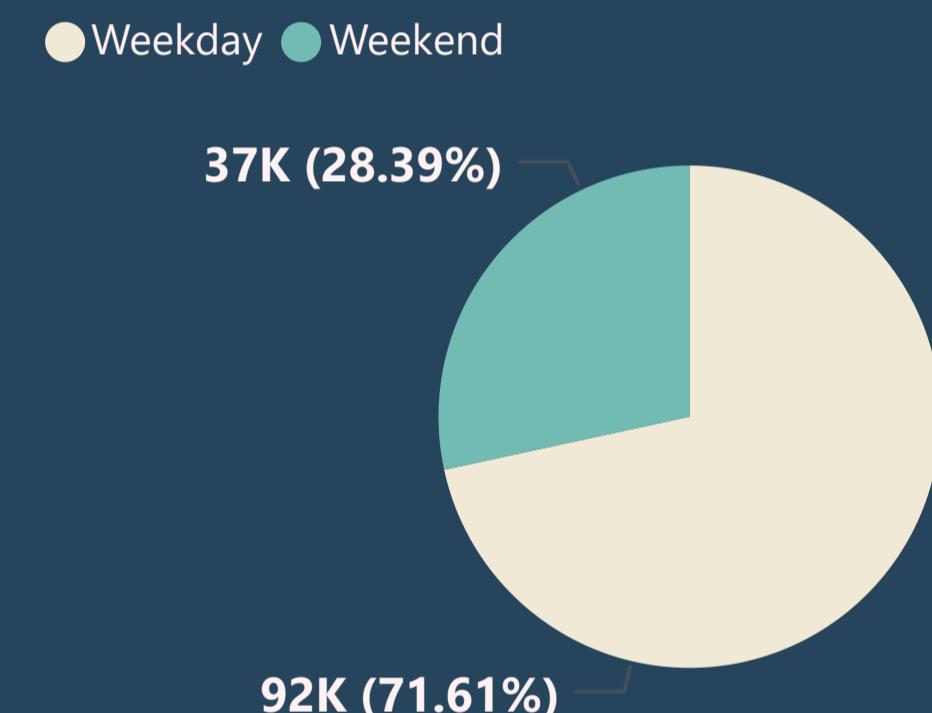
No Show Bookings

57.9%

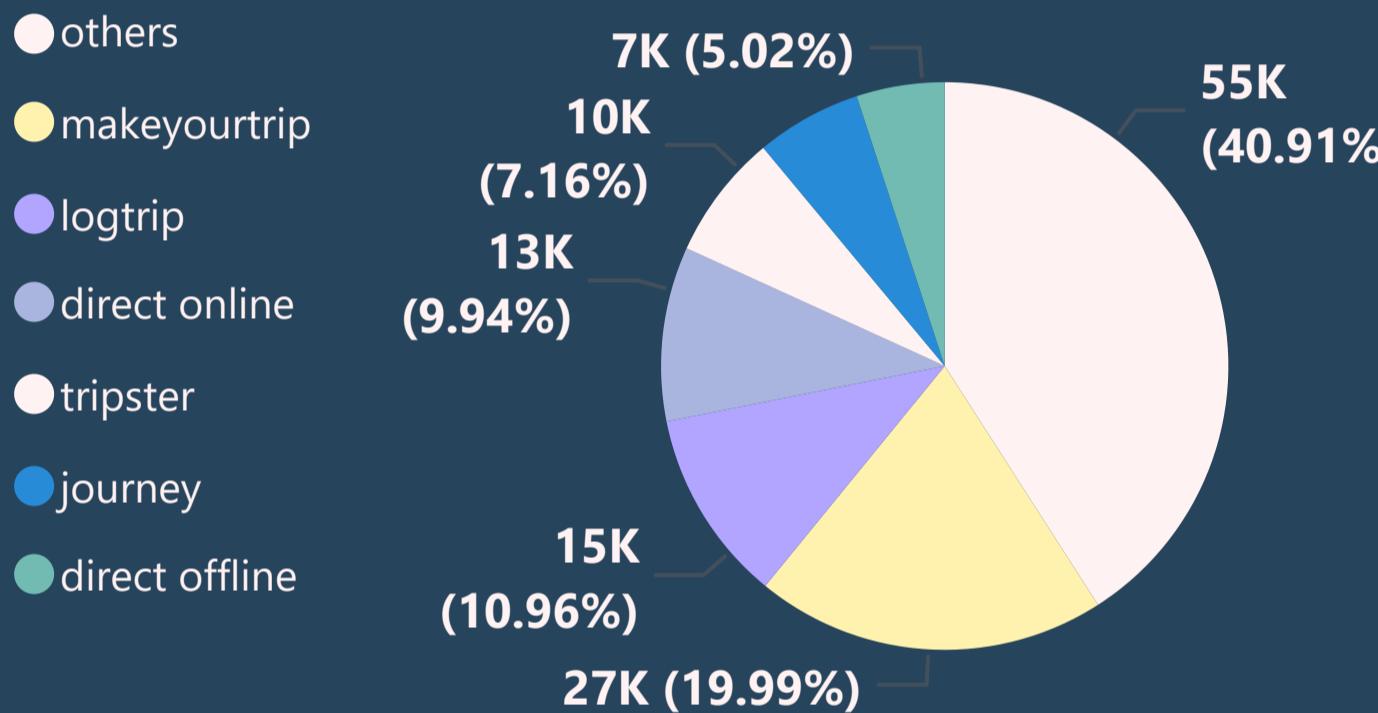
Occupancy %



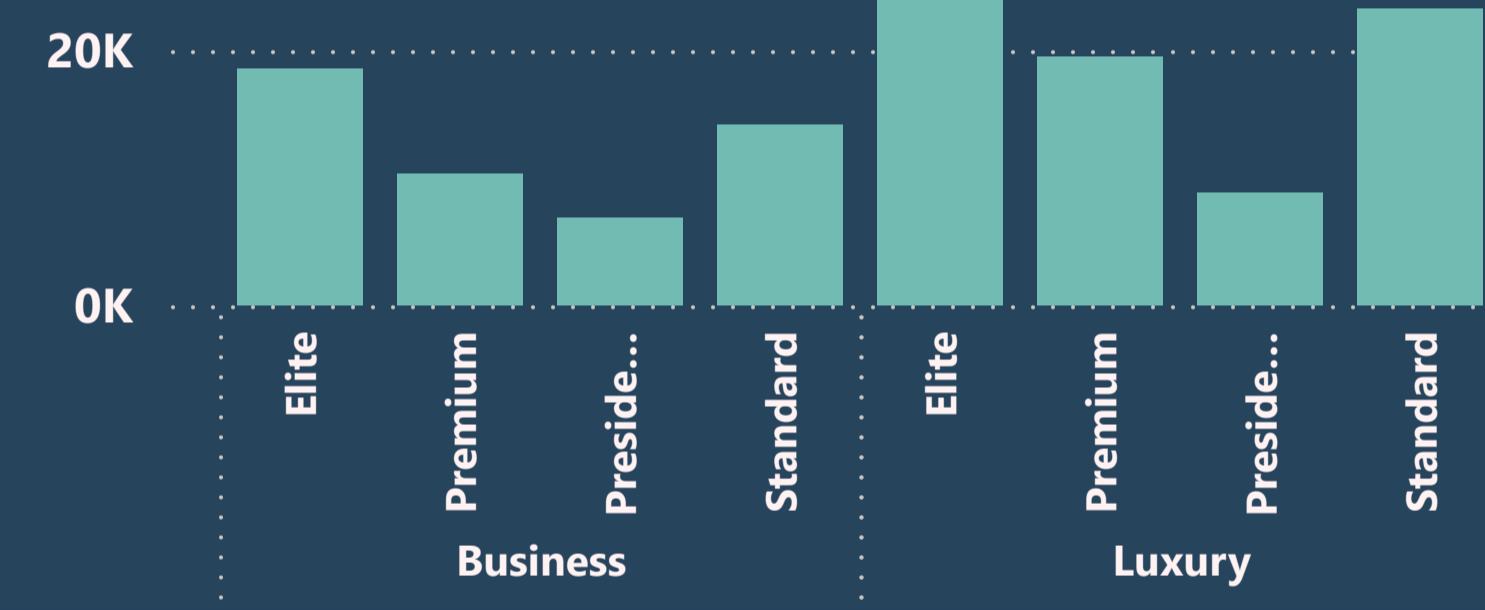
By Day Type



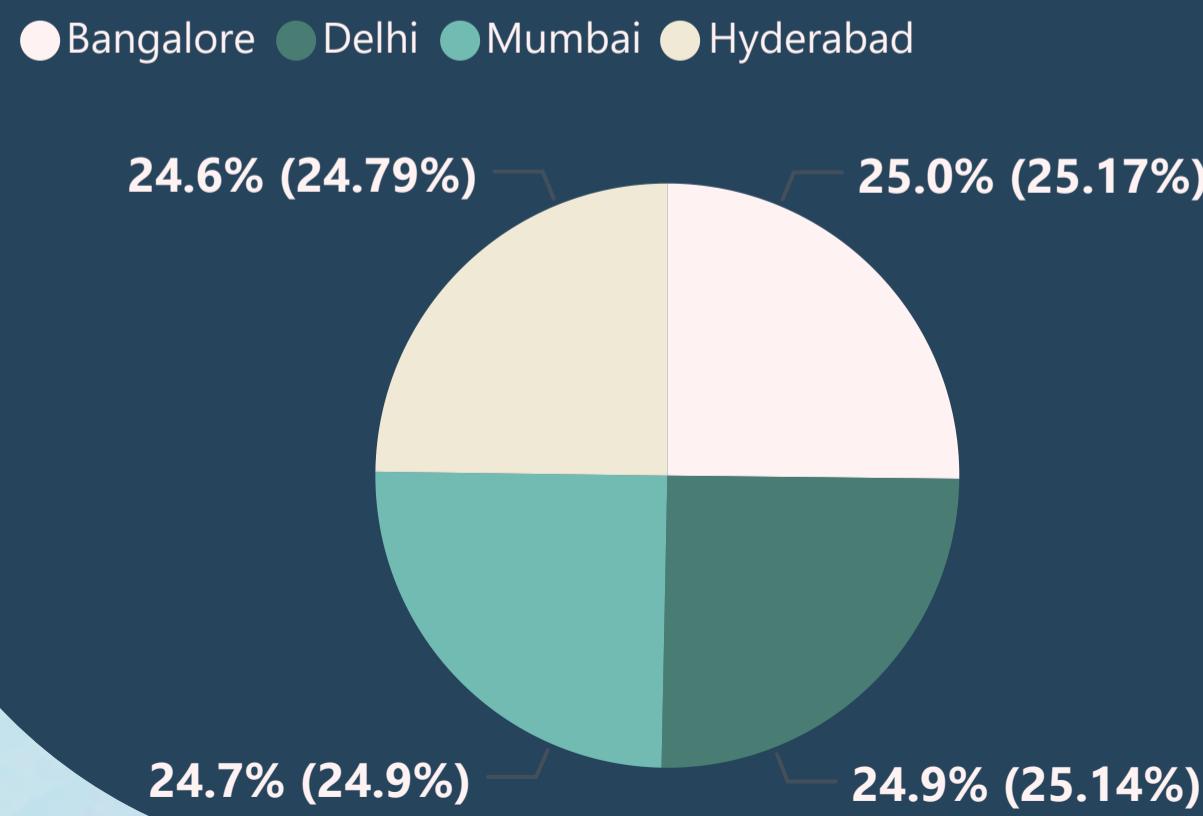
Booking Platform



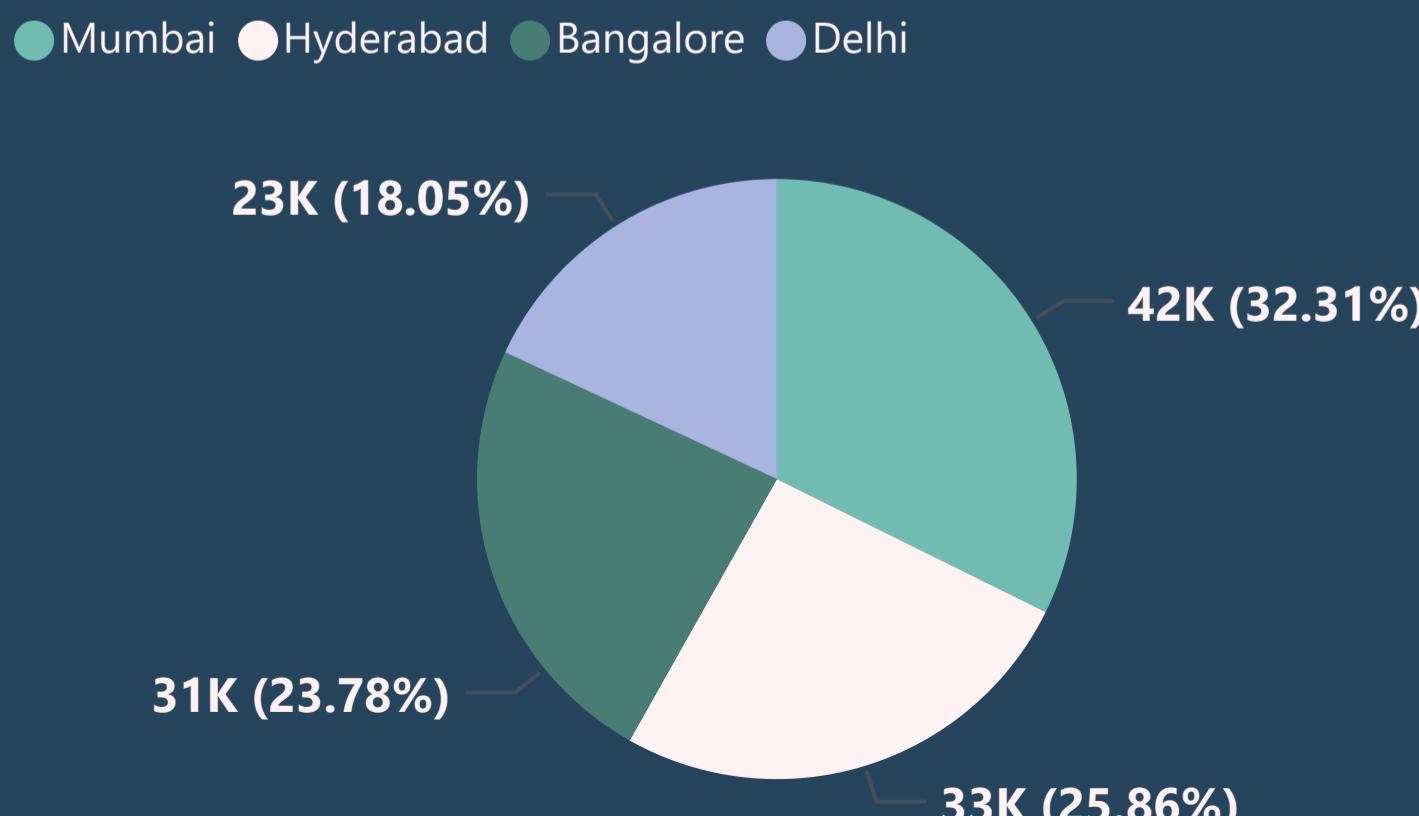
Category and Room Class



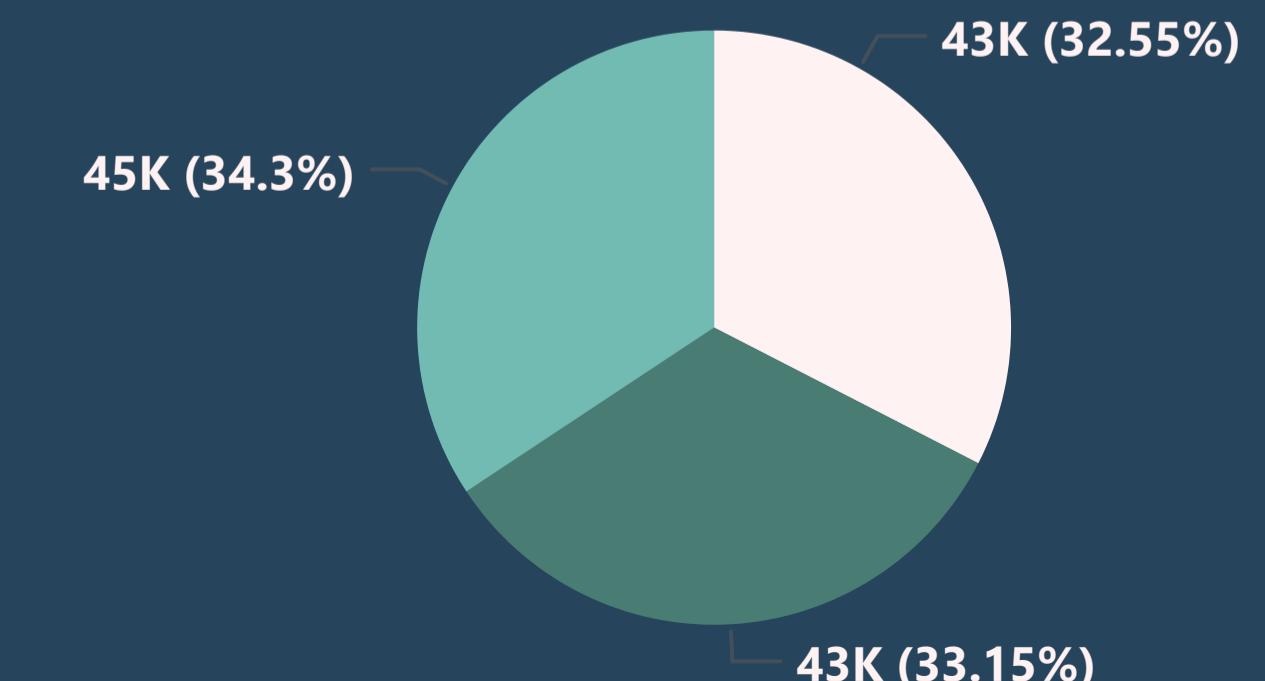
Cancellation %



City



Month





Key Findings

Revenue Loss

Total revenue generated: **\$2.01 billion**

Total revenue realized: **\$1.71 billion**

~15% of revenue is lost, likely due to cancellations or unoccupied rooms.

High Cancellation Rate

24.8% of bookings are canceled

5% are "No Shows", leading to lost revenue

Booking Platform Performance

"Others" (uncategorized platforms) drive the most bookings (55K+)
Makeyourtrip & Logtrip are key players but may need optimization
Direct bookings (both online & offline) are lower compared to OTAs (Online Travel Agencies).

Action Plan

Reduce Cancellations & No-Shows

Tighten Cancellation Policies – Shorten free cancellation periods & charge fees for late cancellations.

Offer Discounts for Non-Refundable Bookings – Encourage guests to commit.

Automate Reminder Emails & Offers – Reduce no-shows with pre-arrival engagement.

Optimize Booking Platform Performance

Strengthen Direct Bookings – Improve website UX, offer exclusive discounts & loyalty perks.

Leverage Top OTAs (Makeyourtrip, Logtrip, Tripster) – Negotiate better deals & improve ad spend.

Identify "Others" Category – Analyze which hidden platforms are driving traffic & capitalize on them.

Maximize Revenue per Stay

Upsell Premium Services – Offer airport transfers, spa deals, or premium Wi-Fi.

Target Business Travelers – Partner with corporations for long-term stays & business packages.

Optimize Room Pricing – Use dynamic pricing based on demand & competitor rates.