



ATLIO GRANDS HOTEL ANALYSIS

HOSPITALITY DOMAIN

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OVERVIEW

AtliQ Grands is a reputed hotel chain serving both luxury and business travelers with premium hospitality services.

Its branches are located in major metropolitan cities including Bengaluru , Hyderabad , Delhi , and Mumbai.

With over **20 years of excellence** in the hospitality industry , AtliQ Grands has built a strong brand presence focused on **guest satisfaction and consistent revenue growth**.

Guided by its motto "**Delivering comfort with class,**" the brand continues to provide a **memorable stay experience** for every guest.



ATLIQ BUSINESS MODEL



ATLIQ BUSINESS MODEL

CATEGORY

LUXURY

BUSINESS



ATLIQ BUSINESS MODEL

CATEGORY

LUXURY

BUSINESS

ATLIQ GRANDS

ATLIQ CITY

ATLIQ EXCLUSIVE

ATLIQ PALACE

ATLIQ BLU

ATLIQ SEASONS

ATLIQ BAY



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ATLIQ BLU

ATLIQ SEASONS

ATLIQ BAY

ROOM TYPES

STANDARD

ELITE

PREMIUM

PRESIDENTIAL

PROBLEM STATEMENT

- AtliQ Grands Hotels is a well-established luxury hotel chain in India. In recent years, they have experienced a decline in both market share and revenue within the luxury and business hotel segment. This decline is mainly due to rising competition and ineffective management decisions.
- To address this challenge, the management decided to adopt Business and Data Intelligence strategies in order to make better decisions and regain their competitive position. However, AtliQ Grands lacks an internal data analytics team. Therefore, they have decided to hire a third-party analytics service provider to analyze their historical data and generate valuable business insights.



OBJECTIVE

The Objective of this Project is to analyze hotel performance through key metrics like occupancy rate , ADR and RevPar , and Provide actionable insights to improve revenue and guest experience .

KEY INSIGHTS :

- AtliQ earned ₹1.7B in revenue during the period, with an Average Daily Rate (ADR) of ₹12.7K. However, occupancy is only 57.9%, meaning almost half of the available rooms remain unsold on average.
- Realisation rate (actual revenue collected vs. potential) is 70.1%, showing a big gap caused by cancellations and no-shows.
- Mumbai is the top-performing city with 668.6M revenue, where as Delhi is in lowest 294M.
- In Delhi, AtliQ properties have good both guest satisfaction (avg. rating 4.25) and occupancy . but low revenue, suggesting poor visibility or low marketing reach.
- In Bangalore, properties have high revenue but very low ratings (2.36), which could damage brand reputation in the long run.
- Some properties like AtliQ Seasons are contributing very little (₹66M), which pulls overall performance down.
- AtliQ Exotica perform better compared to all properties with revenue (320M), rating (3.62), occupancy(57.3) and cancellation rate is 24.4%.
- Elite rooms bring the highest revenue, while Presidential rooms are underperforming despite being premium offering.
- Most bookings and revenue come from third-party platforms like Makeyourtrip and Others.
- Direct bookings are very low, which means high commission costs and less control over the customer relationship.
- Cancellation rate is 24.8%, leading to a ₹299M loss in revenue.
- Cancellations are consistent across major cities like Bangalore, Delhi, Hyderabad, and Mumbai.

RECOMMENDATIONS :

- To reduce cancellations, AtliQ Grands should give discounts for non-refundable bookings and allow guests to easily change their booking dates instead of cancelling. Sending reminders before the stay can also help avoid last-minute dropouts.
- The company is still relying a lot on third-party booking sites, which means paying high commissions. They should try to get more direct bookings by offering loyalty programs, special discounts, and extra benefits like free breakfast or room upgrades for guests who book through the hotel's website or app.
- Some properties need more attention, especially AtliQ Seasons and the Delhi hotels. Delhi hotels have very good ratings (4.25) but low revenue, so more marketing and promotions are needed to bring in new customers. On the other hand, Bangalore hotels make good money but have poor ratings (2.36). This means service quality should be improved by listening to guest feedback, training staff better, and upgrading facilities.
- Weekday occupancy is much lower than weekends, so special offers for business travellers, corporate tie-ups, and weekday discounts can help fill more rooms during the week.
- Lastly, Presidential rooms are not performing well despite being premium. The hotel can lower prices a bit, add extra services, or create special packages to make them more attractive. Keeping track of key numbers like revenue per room, occupancy, and average price regularly will help in making better decisions in the future.



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THANK YOU

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