

# Hospitality Domain INSIGHTS

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ATLIQ GRANDS



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# Introduction



## AtliQ Grands

**AtliQ Grands**, with a two-decade presence in India's hospitality industry and multiple five-star hotels, is facing challenges. They are losing market share and revenue in the luxury/business hotel category due to competition and managerial decision-making issues. To address this, the managing director plans to leverage "Business and Data Intelligence" for recovery. However, lacking an in-house data analytics team, they've opted to engage a third-party service provider to extract insights from their historical data, primarily through their revenue management team.



# AtliQ Grands Properties

AtliQ Bay

AtliQ Blu

AtliQ City

AtliQ Palace

AtliQ Exotica

AtliQ Seasons

# Hospitality Terms

## **RevPAR (Revenue Per Available Room)**

Total room revenue divided by the number of available rooms, indicating the average revenue generated per room.

## **ADR (Average Daily Rate)**

The average price charged for each room sold in a hotel.

## **Occupancy Rate**

Percentage of available rooms that have been successfully booked and occupied by guests.

## **SRN (Sellable Room Night)**

Accommodation unit that is available for reservation and sale to guests.

## **BRN (Booked Room Nights)**

Accommodations that have been reserved by guests for a specified time period.

## **URN (Utilized Room Nights)**

The actual number of rooms that have been occupied by guests on a specific day.

## **Realization**

The actual revenue earned compared to the potential revenue that could have been generated, often expressed as a percentage.

## **No Show**

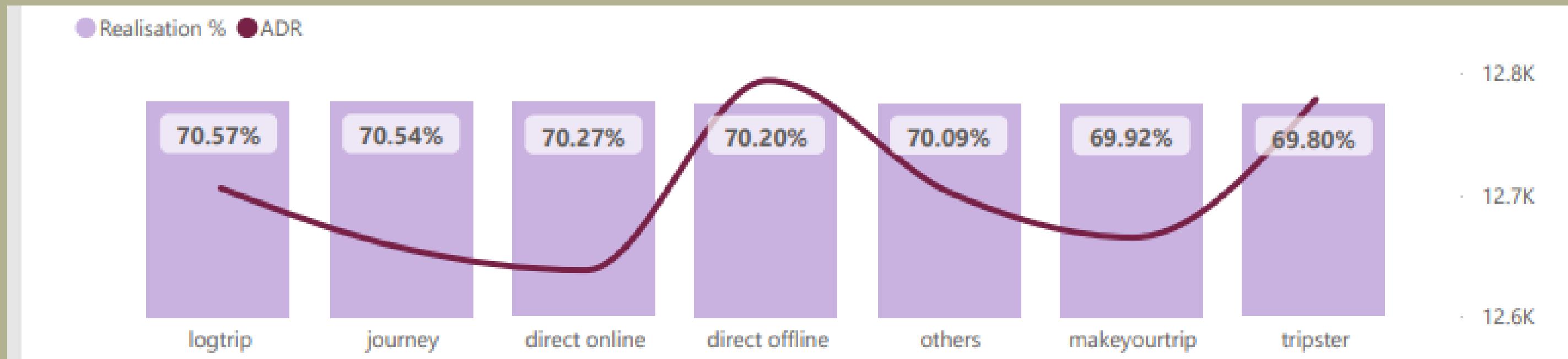
When a guest who made a reservation doesn't arrive or check in as scheduled.

# Key Metrics

1. Atliq Grands has an overall occupancy rate of just 57%, which could be attributed to factors like pricing and the condition of the hotel.
2. Both weekends and weekdays exhibit consistent pricing trends, suggesting the absence of dynamic pricing strategies.
3. AtliQ Grands has achieved 70% of its potential revenue or profit, highlighting a certain level of performance or efficiency in revenue generation.

REVENUE	REVPAR	ADR		
<b>1.69bn</b>	<b>7,337</b>	<b>12.70K</b>		
↑ 0.00	↑ 0.00	↑ 0.00		
OCCUPANCY %	DSRN	REALISATION %		
<b>57.79%</b>	<b>2,528</b>	<b>70.14%</b>		
↑ 0.00	↑ 0.00	↑ 0.00		
DT	RevPAR	Occupancy rate	ADR	Realisation %
Weekday	7,082.53	55.85%	12,682.41	69.94%
Weekend	7,971.63	62.64%	12,725.49	70.59%
Total	<b>7,336.56</b>	<b>57.79%</b>	<b>12,695.75</b>	<b>70.14%</b>

# Channels



1. A 0.7% higher ADR for offline bookings at AtliQ suggests customers using offline methods may be willing to pay more, possibly indicating a different, potentially more affluent customer segment or added value in offline bookings.
2. Realization rates of 70.57% for LogTrip and 70.54% for Journey indicate these platforms excel in converting bookings to revenue, likely because customers booking through them are more likely to stay, boosting AtliQ's revenue.

# Occupancy

## Rate

ATLIQ GRANDS

The observation that low ratings (2+) correspond to a 40% occupancy rate, while high ratings (3.5+) correlate with a 65% occupancy rate suggests that there may be issues with the hotel experience that differ from guest expectations when booking online. This could imply issues with the hotel's condition, service quality, or amenities, which might not meet the expectations set by online descriptions or reviews for guests who rate the hotel lower.

Addressing these discrepancies could potentially improve both customer satisfaction and occupancy rates for the hotel.

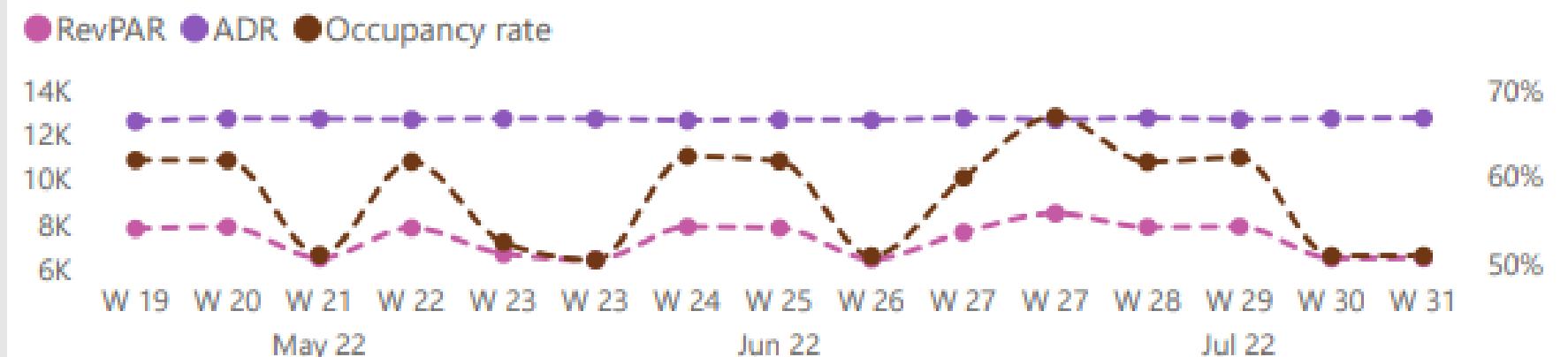
**Property By Key Metrics**

property_id	property_name	city	Revenue	RevPAR	Occupancy rate	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation rate	Average Rating
19558	Atliq Grands	Bangalore	54M	5,527	44.33%	12,468	107	47	33	70.06%	24.49%	2.37
19559	Atliq Exotica	Bangalore	59M	6,851	53.73%	12,751	95	51	36	70.76%	24.54%	3.04
19560	Atliq City	Bangalore	81M	8,965	65.53%	13,680	99	65	45	69.00%	26.46%	4.28
19561	Atliq Blu	Bangalore	72M	6,774	53.25%	12,722	117	62	43	69.80%	24.64%	3.08
19562	Atliq Bay	Bangalore	81M	9,312	65.66%	14,183	96	63	44	70.47%	24.29%	4.28
19563	Atliq Palace	Bangalore	68M	6,768	53.42%	12,670	110	59	41	69.50%	25.36%	3.02
16558	Atliq Grands	Delhi	36M	7,525	65.81%	11,436	52	34	24	70.01%	25.08%	4.25
16560	Atliq City	Delhi	54M	6,281	53.61%	11,714	95	51	36	71.20%	24.03%	3.01
16561	Atliq Blu	Delhi	57M	8,612	65.66%	13,115	73	48	33	69.85%	25.56%	4.28
16562	Atliq Bay	Delhi	56M	6,254	53.40%	11,712	98	52	36	69.34%	25.24%	3.07
16563	Atliq Palace	Delhi	88M	8,269	66.25%	12,480	117	78	54	70.02%	25.19%	4.27
18558	Atliq Grands	Hyderabad	46M	5,514	53.38%	10,331	91	49	34	69.73%	25.07%	3.06
18559	Atliq Exotica	Hyderabad	47M	4,061	44.57%	9,111	128	57	40	70.57%	24.33%	2.33
18560	Atliq City	Hyderabad	60M	6,068	66.07%	9,185	109	72	51	70.91%	24.13%	4.26
18561	Atliq Blu	Hyderabad	55M	5,679	65.46%	8,676	107	70	49	70.36%	24.27%	4.25
18562	Atliq Bay	Hyderabad	68M	6,216	65.81%	9,446	121	80	56	70.20%	24.68%	4.31
18563	Atliq Palace	Hyderabad	44M	5,014	52.89%	9,480	97	51	36	69.57%	26.00%	3.07
16559	Atliq Exotica	Mumbai	117M	10,629	65.85%	16,141	121	80	56	70.39%	24.63%	4.32
17558	Atliq Grands	Mumbai	74M	7,953	53.60%	14,839	102	55	38	69.91%	25.67%	3.05
17559	Atliq Exotica	Mumbai	93M	10,107	66.09%	15,293	101	67	47	70.81%	24.04%	4.32
17560	Atliq City	Mumbai	87M	7,763	53.07%	14,629	123	65	45	69.51%	25.12%	3.04
17561	Atliq Blu	Mumbai	73M	9,447	66.19%	14,271	85	56	39	70.14%	24.41%	4.30
17562	Atliq Bay	Mumbai	51M	6,803	44.86%	15,167	83	37	26	69.60%	25.44%	2.37
17563	Atliq Palace	Mumbai	100M	10,592	66.13%	16,016	104	69	49	70.67%	24.38%	4.29
17564	Atliq Seasons	Mumbai	65M	7,397	44.57%	16,597	97	43	31	70.59%	24.81%	2.30
Total			1688M	7,337	57.79%	12,696	2,528	1,461	1,025	70.14%	24.84%	3.62

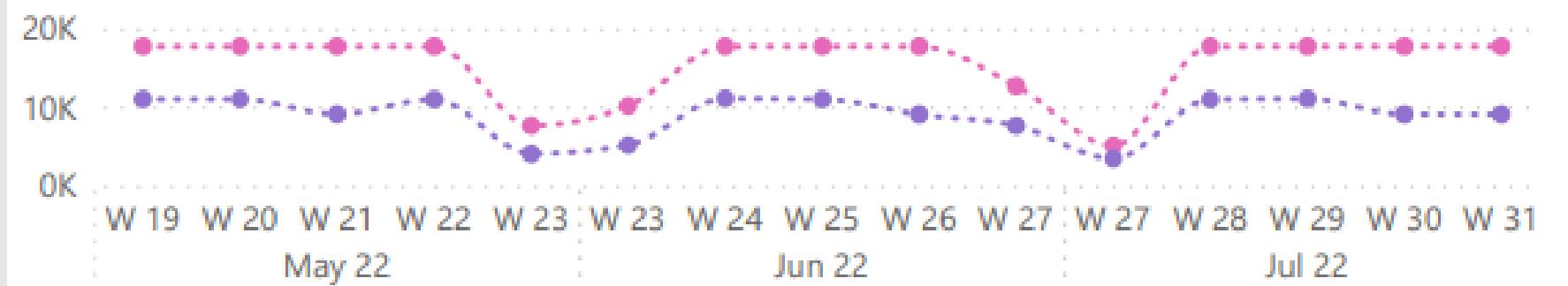
# Trends

The constant Average Daily Rate (ADR) over the three months (May to June) while observing fluctuations in RevPAR driven by changes in occupancy rate suggests that the hotel may not be implementing dynamic pricing strategies. This situation presents a significant growth opportunity, as dynamic pricing could help optimize revenue by adjusting rates based on demand and occupancy levels to maximize revenue.

## Trends By Key Metrics



## Trends By Key Metrics



# Recommendations

- 1. Leverage Offline Bookings:** Consider targeting offline booking methods for a potentially more affluent customer segment
- 2. Channel Focus:** Focus marketing efforts on LogTrip and Journey due to their high realization rates, which translate to better revenue generation.
- 3. Enhance Guest Experience:** Address the gap between online expectations and the actual hotel experience, possibly related to condition, service, or amenities, to boost guest satisfaction and occupancy.
- 4. Dynamic Pricing Strategies:** Implement dynamic pricing strategies to optimize revenue, adjusting rates based on demand and occupancy levels to maximize profitability during peak times and stay competitive during slower periods.

Thank you