

# Optimizing Revenue Leakages

## Atliq Hospitality

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### 1. Executive Summary

In the competitive and dynamic hospitality industry, many mid-sized hotels and resorts tend to underperform despite having a surplus of demand. This can be due to a multitude of reasons — inconsistent profitability, underutilized service, or even poor customer satisfaction. This report analyzes the scope and impact of each factor causing revenue leakage and aims to provide actionable solutions to fixing the same.

This framework integrates advanced data analytics to uncover underperforming areas. Root cause analysis highlights issues such as inefficient pricing, misaligned offerings, and suboptimal customer targeting. The insights following these lead to multiple recommendations — ranging from seasonal pricing strategies to repurposing services and readjusting the staffing requirements.

To validate the impact, the report is accompanied by a dashboard featuring KPIs like RevPAR, ADR, occupancy rates etc. By simplifying data into actionable business models, this initiative empowers profit generation by plugging revenue leaks and optimizing on-ground operations.

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## 2. Introduction

### 2.1 Industry Context

The hospitality industry around the globe has had to face a massive paradigm shift in the past years. This can be attributed to rising consumer demands, the improving technological advancements and the ever evolving patterns of travel and leisure. Gone are the days when hotels used to get away with just providing accommodation — the expectation to provide a multitude of experiences and services have now become the norm. Thus, the industry requires constant monitoring of demand to allocate resources and provide services to a diverse customer profile.

At the same time, the sector positions itself in a challenging environment - factors like fluctuating occupancy rates, seasonal demand spikes, last-minute cancellations, and growing competition from alternative platforms (eg. Ola, AirBnB) significantly impact profitability. Auxiliary revenue sources such as spas, restaurants, and events represent untapped potential that often remain underutilized due to the lack of targeted analytics.

### 2.2 Problem Overview

We are analyzing data of Atliq Hospitality over a span of 4 months — from April, 2022 to July 2022. Atliq Hospitality has multiple hotels and suites all over India — in the major cities of Mumbai, Bangalore, Hyderabad and Delhi. The corporation has been facing revenue leakages through multiple facets of organization. The average occupancy rate is just a little bit over 40%. Some common leakage points include underperforming room categories, low-margin events and/or spa services, and inconsistent pricing. Seasonal demand mismanagement often leads to overstaffing during lean periods and missed upsell potential during peaks. Moreover, service cancellations, customer churn, and uncompetitive rate strategies further erode top-line performance.

As evident, without appropriate changes in the business plans and actions, the organization may fail to derive profits in a consistent manner. Without holistic KPI - driven analysis and action plans to identify root causes and identify business values, most interventions shall remain short term and surface level.

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### 3. Project Objective

The primary objective of this project is to outline facets of the organization where revenue leakage occurs, and bring forth actionable recommendations to enhance the profit margins. By leveraging internal data streams such as booking patterns, occupancy trends and customer segmentation, the project aims to translate raw data into business insights.

The goal is not just to detect where and how revenues are being lost, but to create actionable strategies that directly improve financial performance. This includes diagnosing low-performing service segments like underperforming rooms, evaluating the effectiveness of current pricing, and uncovering structural inefficiencies that dilute margin potential. Each insight is grounded in business logic and is backed with KPI insights.

Ultimately, this project aims to empower Atliq Hospitality with a scalable, replicable business model to minimize revenue inefficiencies and maximize profitability. By moving from intuition-based decisions to insight-driven actions, Atliq Hospitality can strengthen their market position by improving customer satisfaction and building long-term operational resilience.

### 4. Project Methodology

#### 4.1 Data Analysis Module

The given data is spread across 4 csv files - dim\_hotels, dim\_rooms, fact\_aggregate bookings and aggregate bookings. There are a total of 25 hotels under Atliq Hospitality spread over 4 major cities - Mumbai, Bangalore, Hyderabad and Delhi. Hotels are broadly divided into 2 categories - Luxury and Business. There are 4 Room Types - Standard, Elite, Premium and Presidential, in the order of their booking cost.

Since the data for auxiliary services such as spas and transports were not recorded, we shall go with the Industry average as a starting point to improve the same.

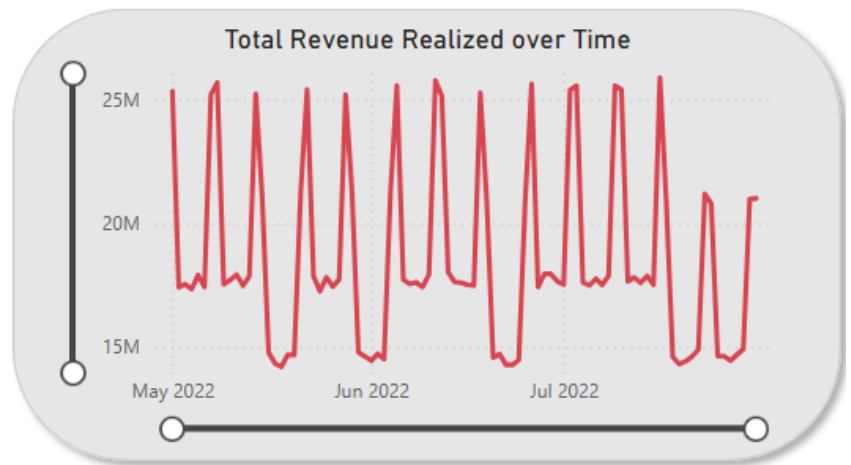
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Some of the key KPIs recorded are the Revenue Per Available Room (RevPAR), Occupancy Rate, Cancellation Rate, Online Travel Agency (OTA) Dependency Rate and the Revenue Split between Weekdays and Weekends.

The cleanup of the data was done in Excel, and was represented in a visual format using PowerBI. To analyze the data, we used Python with Jupyter Notebook.

After cleaning the data and analyzing them, it has come to our notice that there are multiple null cells in the ratings section, which implies that these customers haven't bothered to put up a rating. This is a telltale sign that these customers may not have had a great experience with the services.

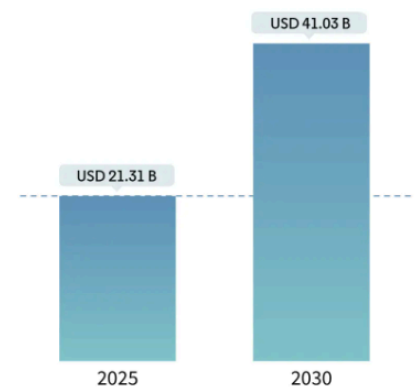
The Revenue Per Available Room (RevPAR) throughout the hotels is ~Rs. 8000, which is greater than the industry average in India. This implies that there is not particularly a lot to be tweaked in the overall pricing of the rooms, but rather in the dynamics of pricing, i.e. adjusting the price as per the seasonal flow of customers across hotels. The need for this can be seen from the graph of the Revenue Realized over time. Mitigating the pricing conflict that occurs during lean periods will benefit the long term sustainability of operations.



The Occupancy Rate averaged across all the hotels throughout the time period is just 40.59%. This can be attributed to 2 main factors - the cancellation rate of 24.83% and the underutilization of rooms and services during peak seasons.

The guest uptake of spas and other auxiliary services sits between **10–25%** at most hotels. With the advent of Wellness

**India Wellness Tourism Market**  
Market Size in USD Billion  
CAGR 14%



Source : Mordor Intelligence



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Tourism in India, this metric can be increased by partnering with travel agencies to provide Service Packages at a discount, amongst others (more in **Section 4.3**).

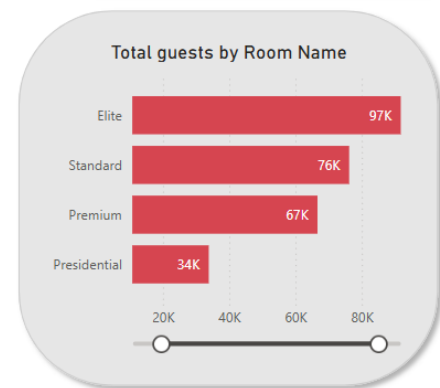
The Online Travel Agency (OTA) Dependency Rate for Atliq Hospitality is at **44.13%**, and compared to the industry standard of **15-30%**, it is quite high. This implies that there is a huge section of the customer base that prefers using online services to book hotels (might be due to the discounts they might receive). This dependency can be leveraged by partnering up with travel agencies to give customers exclusive discounts. Further details regarding the implementation is available in **Section 4.3**.

The Occupancy Ratios between the Weekends and Weekdays is, on average, 59:41, which displays the heavy reliance of hotels under Atliq to tourists and not to business travellers (even though the hotels are located in prime metropolitan cities). This shows the untapped market potential that exists in the cities.

Analyzing the guest distribution across rooms, it is evident that Elite and Standard rooms make up a bulk of our revenue. Thus, targeting the constituent customers would yield a far better outcome than making customers wishing to avail Presidential or Premium Suites.

Prioritization and cost analysis of these segments is imperative to ensuring that the hotel's resource allocation aligns with actual demand patterns. By

focusing marketing and package deals toward Elite and Standard room occupants, we can maximize the ROI. Meanwhile, maintaining the exclusivity and appeal of Premium and Presidential Suites should be seen as a branding and upselling tool rather than as a primary revenue driver.



## 4.2 Root Cause Analysis

The financial and operational challenges faced by Atliq Hospitality are multi-dimensional, stemming from inefficiencies across pricing strategies, service utilization, and customer targeting. A deep dive into the data and business operations has uncovered the following key root causes of revenue leakage:

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## 1. Suboptimal Occupancy Rates

- **Observation:** The average occupancy rate across Atliq's properties is 40.59%, with weekdays contributing disproportionately low occupancy (41%) compared to weekends (59%).
- **Cause:** Over-reliance on leisure travelers and an absence of targeted marketing for business travelers, who could improve weekday occupancy.
- **Impact:** Substantial underutilization of available rooms during weekdays, resulting in revenue losses and an inability to capitalize on the business traveler segment.

## 2. High Cancellation Rates

- **Observation:** The cancellation rate of 24.83% is alarmingly high across all properties, with peak cancellations observed during off-season months.
- **Cause:** Weak cancellation management policies, lack of competitive retention offers (e.g., rescheduling discounts), and ineffective booking platform dependency.
- **Impact:** Significant revenue loss due to last-minute cancellations, which disrupt booking stability and planning.

## 3. Overdependence on Online Travel Agencies (OTA)

- **Observation:** Atliq's OTA dependency rate is 44.13%, significantly exceeding the industry benchmark of 15–30%.
- **Cause:** Heavy reliance on OTAs for bookings, driven by discounts and a lack of strong direct booking incentives.
- **Impact:** Reduced profit margins due to high commission payouts and diluted customer loyalty, as OTAs dominate the booking process.

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#### 4. Static Pricing Models

- **Observation:** Atliq employs static pricing, which fails to account for demand fluctuations, competitor pricing, or seasonal trends.
- **Cause:** Absence of a dynamic pricing framework that adjusts rates in real time based on market demand, booking trends, and local events.
- **Impact:** Revenue leakage from both underpricing during high-demand periods and overpricing during low-demand periods, leading to inefficient occupancy.

#### 5. Underutilization of Auxiliary Services

- **Observation:** The usage rate for ancillary services (e.g., spas, event spaces) ranges between 10–25%, far below the industry potential.
- **Cause:** Poor integration of auxiliary services into core offerings, lack of bundled packages, and insufficient promotion of these services.
- **Impact:** Unused services generate maintenance costs without proportional revenue, resulting in missed upselling and cross-selling opportunities.

#### 6. Inefficient Room Category Allocation

- **Observation:** Standard and Elite rooms dominate revenue, while Premium and Presidential suites remain largely underutilized.
- **Cause:** Misaligned customer targeting and a lack of perceived value for higher-category rooms. Elite and Standard rooms attract price-sensitive customers, while Premium and Presidential suites fail to appeal to high-value customers.
- **Impact:** Disproportionate resource allocation and lost potential revenue from high-margin room categories.

#### 7. Idle Event Spaces on Weekdays

- **Observation:** Event spaces are rarely utilized during weekdays, particularly in off-peak seasons.

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- **Cause:** Lack of innovative repurposing strategies for unused spaces, such as co-working hubs for business travelers or local professionals.
  - **Impact:** Increased operational costs (maintenance, staffing) without corresponding revenue generation, leading to negative ROI on these assets.

## 8. Operational Inefficiencies

- **Observation:** Staffing schedules are poorly aligned with demand trends, leading to overstaffing during lean periods and understaffing during peak demand.
- **Cause:** Reactive workforce planning and absence of predictive scheduling models.
- **Impact:** Escalated labor costs during low-demand periods and diminished service quality during high-demand periods, impacting customer satisfaction.

## 9. Weak Customer Retention & Satisfaction

- **Observation:** A high proportion of null ratings in customer feedback highlights dissatisfaction or disengagement from guests.
- **Cause:** Service quality gaps, unmet guest expectations, and lack of personalized experiences. Additionally, no structured loyalty program exists to retain repeat customers.
- **Impact:** Lost opportunities for repeat bookings, negative word-of-mouth, and a weaker overall brand reputation.

## 10. Untapped Business Traveler Market

- **Observation:** Despite being located in metropolitan hubs, Atliq properties primarily cater to leisure travelers, as evidenced by the 59:41 weekend-to-weekday occupancy ratio.
- **Cause:** Limited offerings tailored to business travelers, such as weekday-specific packages or co-working options.



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- **Impact:** Missed revenue opportunities from corporate clients and traveling professionals, who are less price-sensitive and more consistent in their demand patterns.

## 11. Inconsistent Revenue Streams Across Cities

- **Observation:** Revenue contribution and occupancy rates vary significantly across cities. For instance, Mumbai dominates revenue generation while properties in Hyderabad and Delhi underperform.
- **Cause:** Ineffective city-specific strategies, lack of local market insights, and unbalanced resource allocation.
- **Impact:** Inequitable revenue distribution and missed opportunities to maximize potential in underperforming regions.

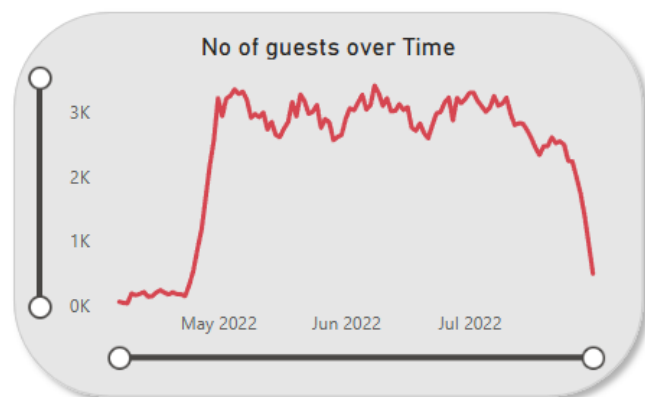
By addressing these root causes, Atliq Hospitality has the opportunity to not only plug revenue leakages but also implement sustainable growth strategies. Prioritizing dynamic pricing, optimizing auxiliary services, and targeting untapped markets will create a robust and competitive operational model.

## 4.3 Consulting Recommendations

Based on the given data, we have come up with the following recommendations to promote sustainable profit generation within hotels under Atliq Hospitality:

### 4.3.1 Introducing Dynamic Pricing

The current static pricing model across Atliq Hospitality's properties does not reflect real-time changes in demand, leading to suboptimal occupancy and revenue performance. This can be seen during the weekdays, where average occupancy is just 41%. By introducing dynamic pricing, we aim to maximize Revenue per Available Room (RevPAR) by adjusting rates based on market demand, booking



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behavior, local events, competitor activity, etc.

This shall be implemented in a multitude of methods. The first step would be to define and identify booking windows into quantifiable segments such as high, medium, or low demand, based on historic booking patterns. Within these windows, dynamically adjust prices for each individual based on their location, search history, device used etc. Evaluate the price sensitiveness of the individuals and analyze their behaviors. This shall be accompanied by scraping competitor price rates. However, ensure a “rate barrier” of sorts is implemented so that Atliq’s pricing remains competitive whilst avoiding aggressive undercutting that may ruin profit margins and the perceived brand value. The next step will be to set up algorithmic pricing models based on the customer traffic. Say, if weekday occupancy < 45%, reduce ADR by 8%. Or if demand spike is forecasted, increase ADR by 10–15%. To prevent price disparity across platforms, use channel managers to sync all listings of the property.

#### **4.3.2 Rebranding Unused Event Spaces as Co-Working Hubs**

Event spaces are often idle on weekdays, especially during off-peak seasons. As a result, these large indoor areas often remain idle from Monday to Thursday, incurring maintenance charges whilst generating no revenue whatsoever. To combat this, we shall implement a “Day Pass” system, where guests shall be given access to the space for a single day. The pass cost shall be nominal, ranging from Rs. 300-500, and will give them access to a singular workstation with a table, chair, WiFi and power outlets. Existing furniture can be rearranged. We shall also offer multi-day passes at a discounted rate, and shall have food and beverage options. A detailed working scheme of the same is given under **Section 5**.

#### **4.3.3 Offer Bundled Packages**

There has been a rise in the population of middle income earners in India, and with it has borne a new class of customers who wish to avail a multitude of services at an affordable rate. Atliq Hospitality offers a range of ancillary services, many of which operate below full capacity and are underutilized. Poor integration of these services into the core room booking flow disruptions the utilization of the same.

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To increase both the service uptake and the per-guest revenue, we recommend the development and marketing of bundled packages that combine rooms with select ancillary services at a slight discount or as an add-on. This can be accompanied with a loyalty program. Customers with a certain number of points shall receive free passes to a particular service. Pricing should be such that the bundle is offered at 10–15% cheaper than the combined standalone price, ensuring a perceived value whilst still preserving profit margins. Holiday Packages in Travel Agency sites can also include the same so that the customer feels as if they're receiving their bang for the buck. Guest reception to each service should be monitored regularly, and price should be adjusted as per the need.

#### **4.3.4 Shift Staffing Schedules to match peak demand periods**

A constant number of staff throughout the year would be a waste of manpower during lull periods and might decrease customer satisfaction during peak seasons. Instead of having a static staffing size throughout the year, we shall opt for contract laborers during peak seasons. The timings can be adjusted after analyzing check-in and service usage patterns. Within the context of the recorded data, this shall be between the months of May and July. Hired labor can either be trained in the month of April, or there could be a selection process in place so that the customer experience does not deteriorate.

#### **4.3.5 Tapping into the “Business Traveller” Market**

Weekday occupancy rate is just 41% even though all hotels belonging to the Atliq Hospitality Portfolio are present in the metropolitan cities of Mumbai, Bangalore, Delhi and Hyderabad. This implies a lack of presence of the hotels in the market of business travellers in a country where ~34 % of employees travel once or twice a quarter domestically. Having tie ups with corporates where a bulk of the employees travel (eg. consultancy firms) can bring in a constant source of revenue.

#### **4.3.6 Partnering with Online Travel Agencies**

The OTA Dependency Rate for Atliq Hospitality is over 40%, which is high when compared to the industry standard of 15-30%. However, this can rather be interpreted as these platforms favoring hotels under the portfolio of Atliq. Thus, we can leverage this dependency in our favor. Pivoting from traditional methods and partnering up with OTAs

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would be a much better approach to gaining profit from the entire process. Makeyourtrip and logtrip make up ~40000 of all bookings. Partnering with just these two will bring in more profit than having provisions to book directly offline (~300% increase).

#### **4.3.7 Improve Customer Satisfaction**

Week 19 (May 2022) had the highest Average Rating and was 1.63% higher than Week 30 (July 2022), which had the lowest Average Rating at 3.59. May had the highest average Total Successful Bookings at 8,009.25, followed by July at 7,943.25 and June at 7,650.25. However, during our analysis, it has come to our notice that a significant portion of the ratings columns were empty. Happy customers never leave without saying their thanks. Thus, ensuring customers give feedback on the services is as important as the service itself. Setting up a rating system during checkout ensures this.

With 3.96, Atliq Blu had the highest Average Rating and was 72.54% higher than Atliq Seasons, which had the lowest Average Rating at 2.29. However, there is no data as to what aspect of the service were not to the customer's liking. Thus, a semi-detailed survey system should be set up throughout the course of each customers' stay so that the burden of filling a form is left out. Staff should be trained to ask each question throughout the customers' stay and log them in an online registry. Token based incentives (which can later be converted to cash) shall encourage the staff in doing so subtly. This way, even if the customer experience deteriorates due to a particular experience or administrative fault, quick action can be taken. We propose having an online survey checklist for the same.

### **4.4 Business Justifications**

#### **4.4.1 Introducing Dynamic Pricing**

Implementing dynamically adjusting pricings during weekdays is a low-risk, high-reward business move. The only requirement would be to buy/rent software for the same and train staff to operate the same. This can add up to ~Rs. 40000 in initial setup costs, and a nominal cost of Rs.2000-5000 per month in case of renting the license to the software. However, this price is simply too less when compared to even the worst case scenario (in case the customers are highly price sensitive) where the occupancy rate gain is less than 5%, and the weekly revenue uplift is ~Rs.15,000. This adds up to Rs. 60000 per month, and

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the initial investment cost is returned. In the most likely case, we estimate the weekday occupancy to rise to 48% (assuming with a slight drop in ADR), and the revenue gain adds up to Rs. 27,000 in a week. This shall add up fast, and we estimate around 600% of ROI annually.

#### **4.4.2 Rebranding Unused Event Spaces as Co-Working Hubs**

During lean periods or during the weekdays, event spaces remain empty. We shall convert these to co-working hubs for remote workers and travellers at a nominal fee. The setup presents a high-ROI opportunity with minimal investment. Furniture adjustments, setting up high-speed WiFi routers, etc. shall take up an initial investment of Rs. 20,000-25,000. With a pass fee of Rs. 400 per day, the break even can take place in just 2 months (assuming a 30 seater event space with a modest 30% occupancy rate). Even in the worst case, with under 20% usage, the space still nets around ₹15,000 per week.

#### **4.3.3 Offer Bundled Packages**

Bundled Packages provide the benefit of enhancing customer satisfaction whilst incurring no additional cost to the hotels, since it is just a repackaging of existing services. This strategy is expected to generate an additional Rs. 1,000–2,000 per guest for approximately 20% of guests, leading to a 10–20% increase in ancillary revenue per stay. There is no need to worry about breaking even due to the lack of implementation costs. In the best-case scenario, if over 25% of bookings opt in, monthly ancillary revenue could rise by ₹2,50,000. Even the most likely outcome is an 18–20% adoption rate, which generates around ₹1,50,000 per month, whilst the worst-case scenario with less than 10% adoption would still bring home ₹50,000 per month. This can also be coupled with a loyalty program.

#### **4.3.4 Shift Staffing Schedules to Match Peak Demand Periods**

Shifting staffing schedules to align with peak demand periods involves no direct financial cost, as it relies solely on internal analysis and HR coordination. Reducing excess staffing cuts costs by 8–10% per property. This strategy boosts profitability through optimized labor use without compromising on the quality of services during check-in surges.

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#### 4.3.5 Tapping into the Business Traveller Market

Tapping into the weekday traveller market requires a marketing investment of Rs. 20,000–30,000, primarily for digital ads, corporate outreach, and OTA listings. This targeted approach is expected to generate around an additional Rs. 1,00,000 in monthly revenue (solely looking at weekdays), delivering an impressive ROI of 300–400% within the first three months. In the best-case scenario, weekday occupancy could increase from 41% to 52%, resulting in a Rs. 1,30,000 monthly uplift. The most likely outcome is an increase to 48% occupancy, generating around ₹1,00,000, while the worst case still yields ₹50,000 from minor gains. This strategy combined with **Recommendation 4.3.1** effectively addresses weekday underutilization by targeting corporate and remote workers and it does so without impacting premium pricing or weekend performance.

#### 4.3.6 Partnering with Online Travel Agencies (OTAs)

Partnering with Online Travel Agencies (OTAs) involves a variable cost of 15–18% commission per booking but provides a valuable channel to boost short-notice occupancy during off-peak periods. The return on investment typically breaks even or performs better, depending on commission negotiations, with a payback period of around one month. In the best-case scenario, over 50 additional bookings (in absolute numbers, per hotel) per month could generate around Rs. 2,00,000 in revenue. The most likely outcome is an increase in the bookings by 30–35 people, contributing Rs. 1,20,000, while even in the worst case (due to low visibility or higher fees), a Rs. 50,000 in uplift is possible. OTAs are particularly effective for capturing last-minute demand, especially for underutilized properties.

#### 4.3.7 Improve Customer Satisfaction

Improving guest feedback mechanisms can significantly enhance Atliq Hospitality's online reputation and revenue. A 0.5-star rating boost on platforms like makemytrip or logtrip can increase bookings by 10–15%, and given Atliq Seasons' current low rating of 2.29, even a modest improvement to 3.0 could help recover lost guests and grow booking share. Additionally, prompt service recovery based on real-time feedback can cut refunds and compensation payouts by Rs. 25,000–40,000 per month per hotel. Enhanced service also fosters better customer retention, with 15–20% repeat guest rates contributing substantial

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long-term value. The implementation cost is modest: a one-time investment of Rs. 15,000 for a feedback platform (or Rs. 2000/month, depending on the service nature), staff incentives of Rs. 5,000–7,000/month, and a one-time training cost of Rs. 10,000 per property. The initiative is expected to yield approximately Rs. 80,000–1,20,000 in monthly revenue gains, with a monthly cost of Rs. 10,000–12,000, delivering an annual ROI of 600–900% after a payback period of just 2–3 weeks. Best case scenario, a 0.7-star improvement could uplift OTA bookings by 15%, generating Rs. 1,20,000 in revenue and a net benefit of Rs. 1,08,000, but the most likely case shows a 0.5-star gain and ₹90,000 uplift. However, even the worst case still delivers Rs. 40,000 in added revenue with a net gain of Rs. 28,000.

## **5. Example Use Case - Dynamic Weekday Pricing**

In the course of our analysis, we identified that the hotels had severely underperforming rooms on the weekdays. The occupancy rate during the weekdays were just 41% as compared to 59% during the weekends. This implied that the major traffic for profit generation given the current circumstances were tourists. We believe extending services to business travellers and corporations can serve to increase revenue flow during the weekdays.

Implementing a dynamic pricing model based on competitor pricings and real time demands will help grab this section of the consumer base. By ever so slightly adjusting the rate, we can increase the occupancy rate from 41% to 50%. Assuming the average RevPAR to be Rs. 8630, we can calculate the Weekday ADR (Average Daily Rate) as ~Rs. 21,048, and the Weekend ADR ~Rs. 14,627. However, this huge difference implies high variance among the datasets, so we shall move with Rs. 18,000 as our average ADR. To achieve a 15% uplift in weekday RevPAR, the hotel can either increase occupancy while maintaining the current ADR of Rs. 18,000, or slightly reduce ADR to around Rs. 17,000 to stimulate demand. In the first case, raising occupancy from 41% to 47.1% would be sufficient, a modest and realistic improvement. Alternatively, reducing ADR to Rs. 17,000 while increasing occupancy to 50% would also yield the desired RevPAR. The best strategy, however, would be a mix of both cases. The hostel may reduce the ADR in an attempt to capture the market, and increase the cost once the customer is acquired. This is a fail proof strategy as the impact is

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financially significant: across 240 weekday room-nights (60 rooms over 4 nights), revenue would rise from Rs. 1.77 Lakhs to almost Rs. 2.04 Lakhs per week — an increase of Rs. 27,000. Over a month, this adds up to over Rs. 1.08 lakh in additional revenue per hotel, promising a high-return, low-risk intervention. Over a 6-month period, this can recover any implementation costs (e.g., dynamic pricing tools, OTA integration) and directly boost profitability from an otherwise low-performing segment.

To further this idea, we propose repositioning the underutilized event space as a flexible weekday co-working hub targeted at local freelancers and traveling professionals. This pivot involves a low operational lift (minor furniture rearrangement and Wi-Fi optimization) and allows for diversified weekday revenue generation without cannibalizing weekend event bookings. Operation and setup costs are minimal, and this offering requires no additional staffing requirements than usual. Assuming an event space can seat ~25–30 guests, we can adjust the daily price to be around Rs. 300-500 (Industry average across India). Even with a utilization rate of 20%, the revenue comes out to be Rs. 10000 per week (daily price of Rs. 400). With an assumption of ~Rs. 20000 for the setup costs (staff already hired), break-even can be expected in less than a month.

## **6. Conclusion**

Even though this report goes in depth into the various causes of revenue leakages and administrative inefficiencies, we cannot help but state that it does not paint the full picture. A vast majority of the bookings were done from “others”, and it makes up 70 Cr of our realized revenue, which is the highest. Unavailability of data regarding such a key player has not left our attention. And the rating system does not

The Indian Hospitality Industry is one of turbulence, with multiple competitors lining up to tap into the market of an increasing middle class as well as the influx of international and domestic tourists. Rising disposable incomes and changing consumer preferences have created a dynamic yet volatile environment. In this challenging economy, innovation is the need of the hour. With appropriate business plans and actions, Atliq Hospitality can position itself in the market as a key player and capture much of the market.

## **7. Appendix**



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Dataset Link

<https://www.todaystraveller.net/indias-corporate-travel-deloitte-report>

<https://travel.economictimes.indiatimes.com/news/research-and-statistics/research/indias-corporate-travel-market-to-double-to-usd-20-8-billion-by-fy-2030/113638329>

<https://www.hotelierindia.com/uncategorized/so-spa-so-good>