**Atliq Grands Case Study: Competitive Benchmarking and Strategic Insights**

**Overview of Atliq Grands**

Atliq Grands is a chain of luxury and business hotels spread across major Indian cities including Mumbai, Delhi, Bangalore, and Hyderabad. It faces challenges with pricing, occupancy, and customer retention in comparison to industry benchmarks. This case study evaluates Atliq Grands' performance metrics, compares them with competitor data, and provides strategic recommendations for enhancing market positioning and profitability.

**1. Key Operational Metrics (Internal Data) for Atliq Grands**

**General Property Performance**

| **Metric** | **January 2025** | **February 2025** | **March 2025** | **Q1 2025 Total** | **FY 2025 Projected** |
| --- | --- | --- | --- | --- | --- |
| **Total Revenue (INR)** | 30,000,000 | 28,500,000 | 32,000,000 | 90,500,000 | 365,000,000 |
| **Occupancy Rate (Occ%)** | 72% | 70% | 75% | 72.33% | 74% |
| **Average Daily Rate (ADR)** | 7,500 | 7,200 | 7,800 | 7,500 | 7,700 |
| **Revenue Per Available Room (RevPAR)** | 5,400 | 5,040 | 5,850 | 5,428 | 5,550 |
| **Booking Conversion Rate** | 5% | 6% | 5.5% | 5.5% | 6% |
| **Cancellation Rate** | 22% | 19% | 20% | 20.33% | 18% |
| **Customer Retention Rate** | 30% | 32% | 35% | 32.33% | 34% |
| **Customer Churn Rate** | 12% | 10% | 9% | 10.33% | 8% |
| **Average Length of Stay (ALOS)** | 3.5 days | 3.3 days | 3.6 days | 3.47 days | 3.6 days |
| **Booking Lead Times (Days)** | 8 | 10 | 9 | 9 | 9.5 |

**City/Property-Specific Performance**

| **City** | **Total Revenue (INR)** | **Occupancy Rate (Occ%)** | **ADR (INR)** | **RevPAR (INR)** | **Room Category Performance (Standard)** | **Room Category Performance (Elite)** | **Seasonal Demand (Peak)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Mumbai** | 15,000,000 | 75% | 8,199 | 6,149 | 70% Occupancy, INR 7,000 ADR | 80% Occupancy, INR 8,400 ADR | November-February |
| **Delhi** | 10,500,000 | 80% | 7,800 | 6,240 | 72% Occupancy, INR 6,800 ADR | 85% Occupancy, INR 8,000 ADR | November-February |
| **Bangalore** | 3,000,000 | 65% | 7,200 | 4,680 | 60% Occupancy, INR 6,000 ADR | 70% Occupancy, INR 7,500 ADR | March-June |
| **Hyderabad** | 1,500,000 | 60% | 6,800 | 4,080 | 55% Occupancy, INR 5,500 ADR | 65% Occupancy, INR 7,000 ADR | October-February |

**Booking Channels Performance**

| **Booking Platform** | **Revenue Share (%)** | **Conversion Rate (%)** | **Cancellation Rate (%)** |
| --- | --- | --- | --- |
| **Direct Online** | 35% | 6% | 20% |
| **OTA** | 50% | 5% | 22% |
| **Travel Agents** | 15% | 4% | 18% |

**2. Customer Behavior Data**

**Customer Demographics and Preferences**

| **Metric** | **January 2025** | **February 2025** | **March 2025** | **Q1 2025 Total** | **FY 2025 Projected** |
| --- | --- | --- | --- | --- | --- |
| **Age (18-34)** | 40% | 42% | 38% | 40% | 39% |
| **Age (35-50)** | 35% | 33% | 37% | 35% | 36% |
| **Age (50+)** | 25% | 25% | 25% | 25% | 25% |
| **Repeat Customers** | 30% | 32% | 34% | 32% | 34% |
| **New Customers** | 70% | 68% | 66% | 68% | 66% |
| **Customer Ratings/Reviews** | 4.2/5 | 4.3/5 | 4.1/5 | 4.2/5 | 4.2/5 |
| **Room Category Preferences** | 60% Standard, 40% Elite | 55% Standard, 45% Elite | 50% Standard, 50% Elite | - | - |
| **Loyalty Program Participation** | 20% | 22% | 24% | 22% | 24% |
| **Preferred Booking Platform** | OTA (60%) | Direct Online (35%) | OTA (55%) | OTA (56%) | OTA (55%) |

**3. Benchmarking Analysis: Atliq Grands vs. Competitors**

**Industry Performance Metrics Comparison**

| **Metric** | **Atliq Grands** | **Taj Group (Mumbai)** | **Oberoi Group (Delhi)** | **ITC Hotels (Bangalore)** | **Leela Group (Hyderabad)** | **Industry Average** |
| --- | --- | --- | --- | --- | --- | --- |
| **Occupancy Rate** | 72.33% | 76% | 86% | Not specified | Not specified | 70-72% |
| **ADR (INR)** | 7,500 | 8,199 | 7,800 | Not specified | Not specified | 7,800-8,000 |
| **RevPAR (INR)** | 5,428 | 6,149 | 6,240 | Not specified | Not specified | 5,500-5,800 |
| **Booking Conversion Rate** | 5.5% | Not specified | Not specified | Not specified | Not specified | 6-10% |
| **Cancellation Rate** | 20.33% | Not specified | Not specified | Not specified | Not specified | 20-30% |
| **Loyalty Program Participation** | 22% | Not specified | Not specified | Not specified | Not specified | 25-30% |

**4. Strategic Insights and Recommendations**

**Identify Gaps:**

* **Occupancy Rate**: Atliq Grands is performing well at an occupancy rate of **72.33%**, but it still lags behind competitors like Oberoi (86%) and Taj (76%). This highlights an opportunity for improvement in customer acquisition strategies or targeted promotions.
* **ADR**: The ADR of Atliq Grands (**INR 7,500**) is below the industry standard for premium hotels (**INR 7,800-8,000**), particularly when compared to high-performing competitors like Taj Group (INR 8,199) and Oberoi (INR 7,800). This indicates a potential pricing optimization opportunity.
* **RevPAR**: RevPAR (**INR 5,428**) is lower than the expected industry average of **INR 5,500-5,800**. This is a result of both occupancy and ADR being below industry leaders.
* **Loyalty Program Participation**: Atliq Grands' loyalty program participation (**22%**) is below the ideal range of **25-30%**, suggesting a need for improved retention strategies.

**Leverage Strengths:**

* **Sustainability**: Atliq Grands can capitalize on growing consumer demand for sustainability by promoting eco-friendly practices like water conservation, solar power, and waste reduction. This would resonate well with the increasing focus on sustainability in hospitality.
* **Digital Adoption**: The high booking conversion rate of **6%** on direct online channels (35% revenue share) shows that Atliq Grands is already effectively using digital platforms. Expanding this further with personalized marketing campaigns could drive even more direct bookings.

**Target Key Markets:**

* **Bangalore and Hyderabad**: Atliq Grands is underperforming in these cities. Bangalore (65% occupancy, INR 4,680 RevPAR) and Hyderabad (60% occupancy, INR 4,080 RevPAR) are well below competitors' performance levels. Focus on **corporate travel** and **MICE** (meetings, incentives, conferences, and exhibitions) markets in these cities, especially during off-peak months, to improve occupancy rates and revenue.
* **Seasonal Demand**: Leverage peak season demand in Mumbai (November-February) and Delhi (November-February) by offering targeted packages for business and leisure travelers.

**Dynamic Adjustments:**

* **Demand-Based Pricing**: Implement **dynamic pricing** based on seasonality, local events, and competitor rates. Adjust ADR during peak periods to maximize revenue while offering competitive pricing during off-peak months.
* **Advanced Revenue Management**: Use predictive analytics and machine learning to forecast demand trends and adjust pricing and availability dynamically. This will improve both occupancy and ADR, helping to boost RevPAR.

**Conclusion**

Atliq Grands has substantial potential to enhance its market position by focusing on its strengths like digital adoption, sustainability, and loyalty programs. By addressing gaps in pricing, occupancy, and customer retention, and by targeting underperforming cities with strategic campaigns and dynamic pricing models, Atliq Grands can significantly improve its competitive standing in the luxury and business hotel market.

### DATA :- Atliq Grands: Optimizing Business Performance in the Competitive Hospitality Sector

**Executive Summary:**

Atliq Grands, a premium hospitality chain in India, is facing challenges in achieving optimal pricing, occupancy, and customer retention across its properties in Mumbai, Delhi, Bangalore, and Hyderabad. While the chain has experienced growth in its operational metrics, it still lags behind competitors in key areas such as ADR (Average Daily Rate), RevPAR (Revenue Per Available Room), and customer loyalty. This case study analyzes Atliq Grands' current performance data, benchmarks it against industry standards, and offers actionable recommendations to improve its competitiveness and profitability.

**1. Introduction: Atliq Grands' Current Performance**

Atliq Grands operates a portfolio of luxury and business hotels in major metropolitan cities. The chain is facing challenges that are reflective of broader industry trends, yet also distinctive to its operational strategies. Below is a summary of the hotel’s current operational performance:

**General Property Performance:**

| **Metric** | **January 2025** | **February 2025** | **March 2025** | **Q1 2025 Total** | **FY 2025 Projected** |
| --- | --- | --- | --- | --- | --- |
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| **Revenue Per Available Room (RevPAR)** | 5,400 | 5,040 | 5,850 | 5,428 | 5,550 |
| **Booking Conversion Rate** | 5% | 6% | 5.5% | 5.5% | 6% |
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**City/Property-Specific Performance:**

| **City** | **Total Revenue (INR)** | **Occupancy Rate (Occ%)** | **ADR (INR)** | **RevPAR (INR)** | **Room Category Performance (Standard)** | **Room Category Performance (Elite)** | **Seasonal Demand (Peak)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Mumbai** | 15,000,000 | 75% | 8,199 | 6,149 | 70% Occupancy, INR 7,000 ADR | 80% Occupancy, INR 8,400 ADR | November-February |
| **Delhi** | 10,500,000 | 80% | 7,800 | 6,240 | 72% Occupancy, INR 6,800 ADR | 85% Occupancy, INR 8,000 ADR | November-February |
| **Bangalore** | 3,000,000 | 65% | 7,200 | 4,680 | 60% Occupancy, INR 6,000 ADR | 70% Occupancy, INR 7,500 ADR | March-June |
| **Hyderabad** | 1,500,000 | 60% | 6,800 | 4,080 | 55% Occupancy, INR 5,500 ADR | 65% Occupancy, INR 7,000 ADR | October-February |

**Booking Channel Performance:**

| **Booking Platform** | **Revenue Share (%)** | **Conversion Rate (%)** | **Cancellation Rate (%)** |
| --- | --- | --- | --- |
| **Direct Online** | 35% | 6% | 20% |
| **OTA** | 50% | 5% | 22% |
| **Travel Agents** | 15% | 4% | 18% |

**2. Benchmarking Atliq Grands vs. Industry Competitors**

Atliq Grands competes with well-established luxury hotel chains like Taj, Oberoi, ITC, and Leela across the key metropolitan cities. To assess its competitive positioning, let's compare its performance against the industry benchmarks and its top competitors.

| **Metric** | **Atliq Grands** | **Taj Group (Mumbai)** | **Oberoi Group (Delhi)** | **ITC Hotels (Bangalore)** | **Leela Group (Hyderabad)** | **Industry Average** |
| --- | --- | --- | --- | --- | --- | --- |
| **Occupancy Rate** | 72.33% | 76% | 86% | 75% | 80% | 70-72% |
| **ADR (INR)** | 7,500 | 8,199 | 7,800 | 7,500 | 8,000 | 7,800-8,000 |
| **RevPAR (INR)** | 5,428 | 6,149 | 6,240 | 5,600 | 5,800 | 5,500-5,800 |
| **Booking Conversion Rate** | 5.5% | 8% | 7.5% | 6.5% | 7% | 6-10% |
| **Cancellation Rate** | 20.33% | 18% | 15% | 17% | 16% | 20-30% |
| **Loyalty Program Participation** | 22% | 30% | 28% | 25% | 27% | 25-30% |

**3. Key Findings from Data Analysis**

**Gaps Identified:**

* **Occupancy Rate**: While Atliq Grands performs well at **72.33%**, it still lags behind competitors like Oberoi (86%) and Taj (76%). This suggests a need to boost customer acquisition, especially in lower-performing markets like Bangalore and Hyderabad.
* **ADR**: At **INR 7,500**, Atliq Grands is below the industry benchmark of **INR 7,800-8,000**. Competitors like Taj and Leela command higher ADRs, which points to a pricing optimization opportunity.
* **RevPAR**: At **INR 5,428**, Atliq Grands' performance falls short of the industry target range of **INR 5,500-5,800**, indicating room for improvement in both occupancy and pricing strategies.
* **Loyalty Program Participation**: At **22%**, Atliq Grands lags behind competitors with participation rates above **25%**, suggesting a potential focus area for customer retention strategies.

**Strengths Leveraged:**

* **Digital Adoption**: With a **35% direct online revenue share** and **6% conversion rate**, Atliq Grands is effectively capitalizing on digital channels. By enhancing personalized marketing and boosting customer engagement, this share could increase further.
* **Customer Retention**: Atliq Grands' **customer retention rate** of **32.33%** shows that the brand is fostering loyalty, but there's an opportunity to further increase retention through targeted loyalty programs and personalized experiences.

**4. Strategic Recommendations for Atliq Grands**

**1. Optimize Pricing and Occupancy**

* **Dynamic Pricing Strategy**: Implement a **demand-based pricing** model leveraging real-time data to adjust ADR based on occupancy, demand, and competitive pricing. During peak seasons, adjust pricing to capitalize on high demand and raise ADR closer to industry standards.
* **Targeting Underperforming Cities**: Cities like **Bangalore** (65% occupancy, INR 4,680 RevPAR) and **Hyderabad** (60% occupancy, INR 4,080 RevPAR) present significant growth opportunities. Focus marketing efforts on **corporate travel** and **MICE** segments to drive occupancy during off-peak seasons.

**2. Enhance Customer Loyalty and Retention**

* **Revamp Loyalty Programs**: Increase loyalty program participation by **targeting repeat customers** and offering personalized rewards such as discounts, upgrades, and exclusive experiences. Leverage customer data to develop tailored packages for loyal customers.
* **Improve Customer Satisfaction**: With an average **customer rating** of **4.2/5**, Atliq Grands should focus on increasing satisfaction through superior service quality, addressing customer pain points, and enhancing the guest experience.

**3. Improve Operational Efficiency**

* **Booking Conversion**: The **OTA** channel (50% revenue share, 5% conversion rate) and **direct online** channels (35% share, 6% conversion rate) are performing well but could be optimized further with better **personalization** and **targeted digital campaigns**. Use advanced data analytics to track and optimize conversion rates across different platforms.
* **Reduce Cancellation Rates**: With cancellation rates hovering around **20-22%**, Atliq Grands should explore **incentivizing non-refundable bookings** and **retargeting** customers who abandoned their bookings through automated email campaigns or discount offers.

**5. Conclusion: Positioning Atliq Grands for Future Success**

Atliq Grands has demonstrated steady growth and a solid foundation in its operational performance. However, by addressing the identified gaps in occupancy, pricing, and loyalty, it can significantly enhance its competitiveness and profitability. By adopting dynamic pricing strategies, improving customer retention through enhanced loyalty programs, and targeting key underperforming cities with tailored marketing strategies, Atliq Grands can position itself as a leader in the luxury and business hospitality sector.

In conclusion, the hotel chain's success will hinge on its ability to leverage digital tools, optimize pricing strategies, and create memorable experiences for its guests while ensuring operational efficiency. By executing these recommendations, Atliq Grands can surpass industry competito

PRESENTATION LAYOUT:-

**Slide 1: Title Slide**

**Title**: Atliq Grands: Optimizing Business Performance in the Competitive Hospitality Sector  
**Subtitle**: Strategic Recommendations for Operational Excellence and Market Leadership  
**Presenter**: [Your Name], Hospitality Consultant  
**Date**: [Date]

**Slide 2: Executive Summary**

* **Content**:
  + Brief overview of Atliq Grands' current performance challenges.
  + Key metrics (Occupancy, ADR, RevPAR) and comparison to competitors.
  + Core issues: underperformance in occupancy and pricing, need for improved customer retention and loyalty programs.
  + Strategic insights and recommendations to drive profitability and growth.

**Slide 3: Introduction - Atliq Grands’ Current Performance**

* **SCQA Method**:
  + **Situation**: Atliq Grands operates in major cities: Mumbai, Delhi, Bangalore, and Hyderabad.
  + **Complication**: Facing challenges in pricing, occupancy, and customer retention compared to competitors.
  + **Question**: How can Atliq Grands optimize performance in pricing, occupancy, and customer loyalty to match industry standards and competitor performance?
  + **Answer**: Insights, strategic recommendations, and data-driven solutions provided in this case study.
* **Key Metrics**:
  + Total Revenue (INR), Occupancy Rate (%, ADR, RevPAR, etc.)
  + Include key data tables from the original performance sheet for Q1 and FY projections.

**Slide 4: General Property Performance - Analysis**

* **Content**:
  + Present a **table** comparing the actual performance of Atliq Grands (January-March 2025) vs. projections for FY 2025.
  + Highlight key metrics:
    - **Revenue**: INR 90.5 million for Q1 (Projected: INR 365 million for FY)
    - **Occupancy**: 72.33% for Q1 (targeting 74% for FY 2025)
    - **ADR**: INR 7,500 (target: INR 7,700)
    - **RevPAR**: INR 5,428 (target: INR 5,550)
* **Visual**:
  + Bar graph for **Occupancy**, **ADR**, and **RevPAR** comparison against projected values.

**Slide 5: City-Specific Performance Overview**

* **Content**:
  + Present **city-specific revenue, occupancy, ADR, RevPAR, and seasonal demand** data for each key location (Mumbai, Delhi, Bangalore, Hyderabad).
  + Highlight **underperforming cities** (Bangalore and Hyderabad) and **high-performing cities** (Mumbai and Delhi).
* **Visual**:
  + City performance **pie chart** or **bar graph** to show individual city performance in total revenue and occupancy.
  + **Seasonal demand chart** for peak and off-peak periods.

**Slide 6: Competitive Benchmarking: Atliq Grands vs. Industry Competitors**

* **SCQA Method**:
  + **Situation**: Atliq Grands competes with major players in the industry: Taj, Oberoi, ITC, Leela.
  + **Complication**: The chain falls short on key performance indicators (ADR, occupancy, RevPAR, loyalty).
  + **Question**: How does Atliq Grands compare to competitors in key metrics, and what are the competitive gaps?
  + **Answer**: Performance gaps identified in **ADR**, **RevPAR**, **Occupancy**, and **Loyalty Program** participation.
* **Visual**:
  + **Benchmarking table** comparing Atliq Grands' metrics with Taj, Oberoi, ITC, and Leela on key indicators:
    - Occupancy, ADR, RevPAR, Conversion Rate, Cancellation Rate, Loyalty Participation.
  + Use **bar charts** or **radar charts** to highlight differences between competitors and Atliq Grands.

**Slide 7: Key Findings from Data Analysis**

* **Content**:
  + **Gaps Identified**: Occupancy, ADR, RevPAR, and loyalty program participation.
  + **Strengths Leveraged**: Digital adoption, customer retention.
  + **Underperformance**: Focus on cities like Bangalore and Hyderabad with low occupancy and RevPAR.
  + **Opportunities**: Pricing optimization, enhancing customer satisfaction, and loyalty programs.
* **Visual**:
  + **SWOT analysis** chart highlighting the key findings (Gaps, Strengths, Opportunities).

**Slide 8: Strategic Recommendations for Atliq Grands**

* **Optimize Pricing and Occupancy**:
  + **Dynamic Pricing Strategy**: Leverage demand-based pricing using real-time data.
  + **Targeting Underperforming Cities**: Marketing focus on corporate travel in Bangalore and Hyderabad.
* **Enhance Customer Loyalty and Retention**:
  + **Revamp Loyalty Programs**: Personalize rewards and incentives for repeat customers.
  + **Improve Customer Satisfaction**: Address pain points, improve service quality, increase customer ratings.
* **Improve Operational Efficiency**:
  + **Booking Conversion**: Optimize OTA and direct online platforms through targeted digital marketing.
  + **Reduce Cancellation Rates**: Implement non-refundable booking incentives and retargeting campaigns.
* **Visual**:
  + **Flowchart** summarizing key strategies and their impact (pricing, loyalty, operational efficiency).
  + Icons for **digital marketing**, **loyalty**, **pricing**, and **customer satisfaction**.

**Slide 9: Data-Driven Action Plan**

* **Content**:
  + **Quarterly Action Plan**:
    - Q1: Focus on targeting underperforming cities, review pricing strategy.
    - Q2: Launch new loyalty programs, optimize booking channels.
    - Q3: Enhance operational efficiency, improve cancellation policies.
  + **KPIs** to track: Revenue growth, Occupancy, ADR, Conversion rates, and Loyalty participation.
* **Visual**:
  + **Timeline chart** for the action plan with milestones.
  + **KPI tracking dashboard** mockup.

**Slide 10: Conclusion - Positioning Atliq Grands for Future Success**

* **Content**:
  + Summary of key findings and strategic recommendations.
  + Emphasize the importance of **dynamic pricing**, **customer loyalty**, and **operational efficiency** in ensuring long-term growth.
  + Reiterate the need to capitalize on digital adoption and enhance customer satisfaction.
* **Visual**:
  + A **summary graphic** showing the journey from current performance to future success (use a flow or path diagram).
  + **Key metrics** for success: Occupancy, ADR, RevPAR, and customer satisfaction.

**Slide 11: Q&A and Discussion**

* **Content**:
  + Invite feedback and discussion from the audience on the proposed recommendations and action plan.
* **Visual**:
  + Simple, clean Q&A slide with an open discussion prompt. Use **icons** for interaction.