



REVENUE INSIGHTS

HOSPITALITY DOMAIN

weekday

weekend

June 2022

Average Rating

3.60

W 19

W 20

W 21

W 22

W 23

W 24

W 25

W 26

W 27

W 28

W 29

W 30

W 31

City

All

Hotel

All

Category

All

Room Class

All

Booking Platf...

All

Revenue

114.15M

PW : -17.68%

Occupancy %

50.96%

PW : -17.60%

RevPAR

6.5K

PW : -17.68%

ADR

12.66K

PW : -0.1%

Realisation %

69.78%

PW : -0.27%

DSRN

2.53K

PW : 0.00%

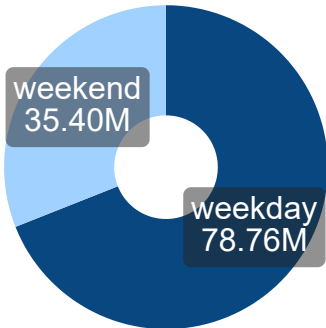
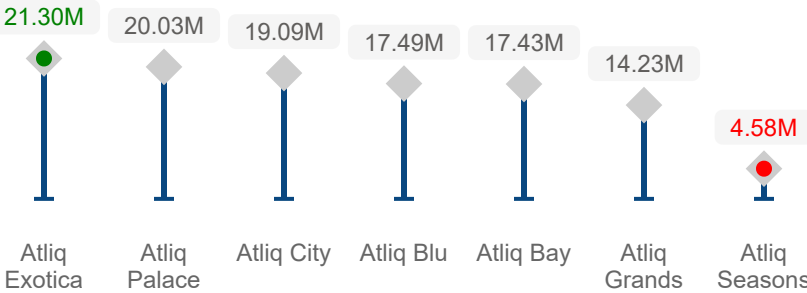
Revenue Contributors : --

Revenue

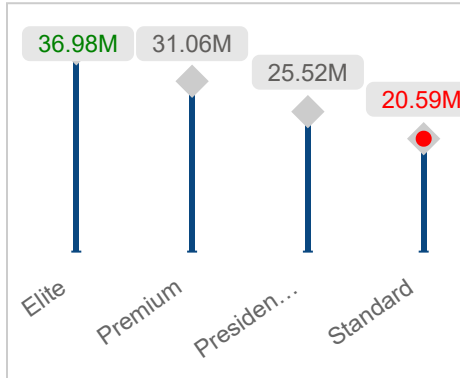
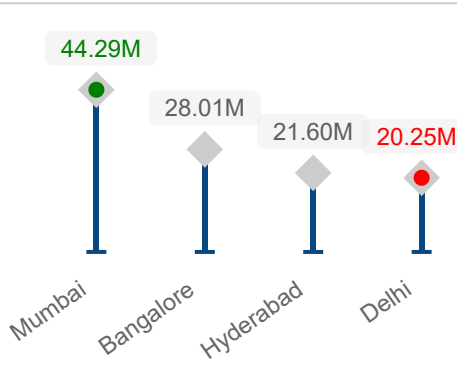
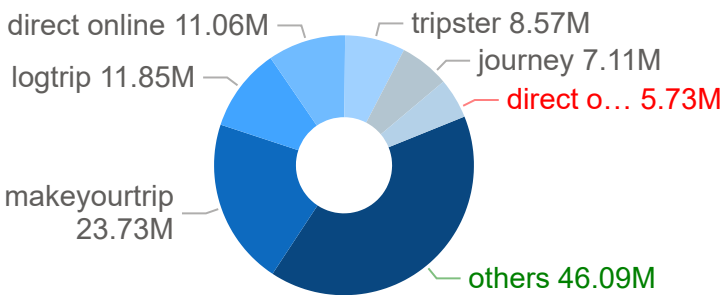
Occupanc...

Revpar

ADR



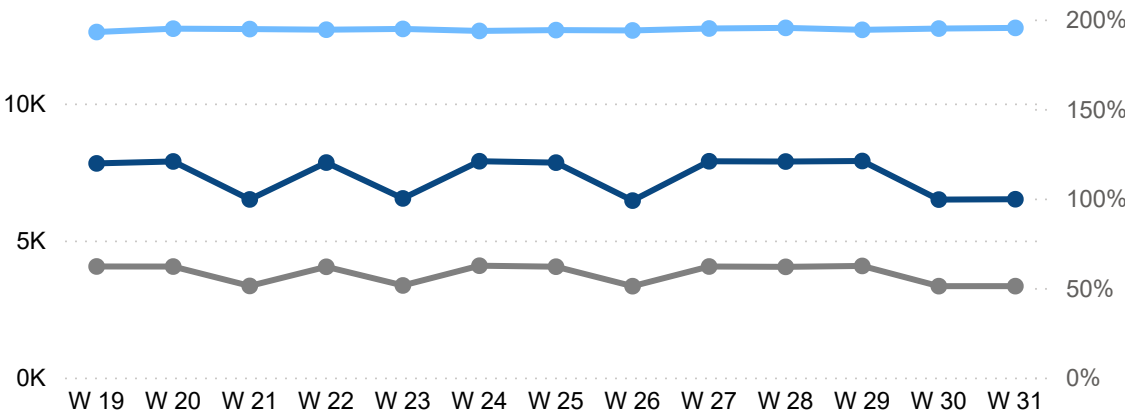
Day_Type	RevPAR	Occupancy %	ADR	Realisation %
weekend	7001	55.34%	12,651	70.16%
weekday	6231	49.20%	12,664	69.61%



Week Trend by key metrics : - -

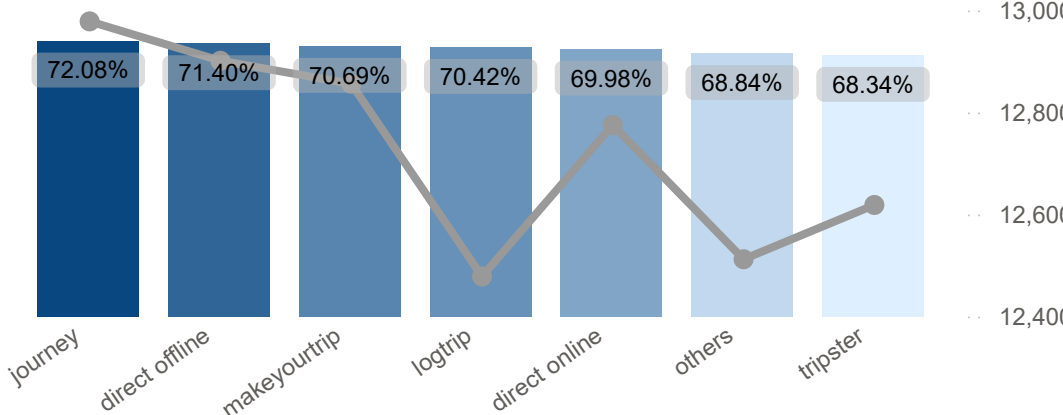
W- 26

RevPAR ADR Occupancy %



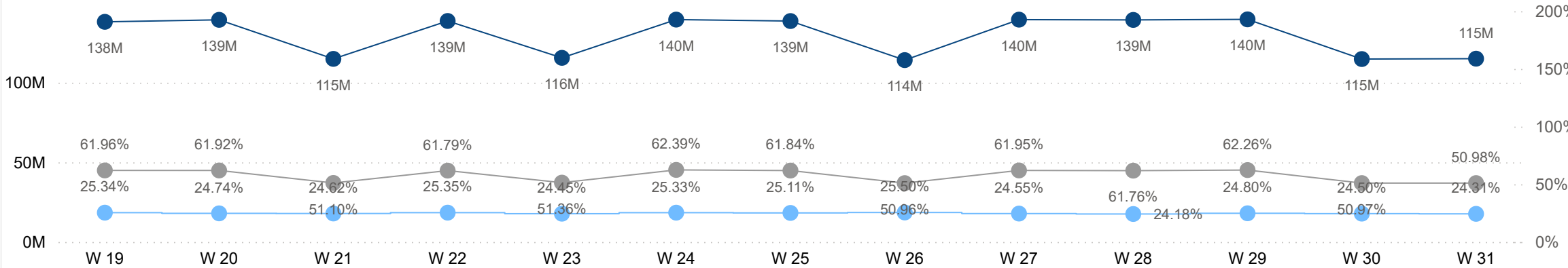
Realisation % & ADR by Plaform : - -

W- 26



Week Trend by key metrics : - -

Revenue Occupancy % Cancellation % total capacity



Property by key metrics : - -

W- 26

Property_name	Revenue	Capacity	Booking	Occupancy %	Cancellat ion %	Avg Rating
Atliq Seasons	4.6M	679	270	39.76%	23.33%	2.15
Atliq Palace	20.0M	2996	1581	52.77%	27.77%	3.77
Atliq Grands	14.2M	2464	1141	46.31%	25.85%	3.08
Atliq Exotica	21.3M	3115	1574	50.53%	25.86%	3.60
Total	114.2M	17696	9017	50.96%	25.50%	3.60

Booking

Cancellation %

City

Bangalore

Category

Luxury

Hotel

Atliq

Cancellation %
25.50%

INSIGHTS

- → The company's financial overview revealed a robust total revenue of 1.71 billion, complemented by a solid occupancy rate of 57.87%. The cancellation rate was notable at 24.83%, with the Revenue per Available Room (RevPAR) reaching 7.3K and the Average Daily Rate (ADR) at 12.70K. The realization percentage stood at 70.15%, with a consistent average rating of 3.62 across the board.
- → Mumbai led the revenue generation significantly with a contribution of 668.64 million, outpacing Delhi which was the least earning location at 294.50 million.
- → AtliQ Exotica demonstrated exceptional performance with a revenue of 320.31 million, an impressive occupancy rate of 57.27%, and managed to maintain the average rating peak of 3.62, alongside a cancellation rate of 24.37%.
- → The AtliQ Grand, in contrast, recorded the lowest revenue within the group at 211.53 million.
- → Revenue breakdown by hotel category highlighted that the business sector brought in 656.02 million, whereas luxury hotels amassed a striking 1.05 billion. The revenue share percentages were 38.38% for business hotels and 61.61% for luxury establishments.
- → In terms of occupancy, Delhi took the lead with 60.55%, despite having the minimum required Daily Sales Rate Needed (DSRN) of 435. Bangalore, on the other hand, had the lowest occupancy rate at 55.77%.
- → Weekends showed a 7.05% increase in occupancy rates compared to weekdays, which surprisingly did not translate to a proportionate rise in RevPAR.
- → The month of May emerged as the most profitable, with revenue soaring to 581.93 million, surpassing both June and July.
- → Within room categories, the elite rooms outperformed all others with a revenue of 560.27 million, whereas the standard rooms trailed with revenue of 309.58 million.
- → Mumbai had the highest RevPAR at 8.9K, while Hyderabad registered the lowest at 5.4K.

Recommendations

- ➡ ****Enhance Occupancy Rates:**** Launch targeted marketing strategies to improve occupancy in areas like Bangalore, using special offers or package deals.
- ➡ ****Cancellation Rate Reduction:**** Examine and address the root causes of high cancellation rates, especially in locations like the AtliQ City Hotel in Bangalore, by introducing flexible rebooking options and incentives.
- ➡ ****Optimize Revenue Management:**** Apply dynamic pricing to take advantage of increased weekend occupancy, aiming to boost RevPAR effectively.
- ➡ ****Focus on High-Performing Segments:**** Prioritize and expand the luxury hotel segment, which significantly contributes to overall revenue, particularly in regions with high demand.
- ➡ ****Seasonal Analysis for Strategic Planning:**** Given May's high revenue performance, strategically allocate resources, staff, and marketing efforts to leverage this peak season.
- ➡ ****Diversify Room Offerings:**** With elite rooms generating substantial revenue, consider adding or upgrading to more premium room types to capture more market share.
- ➡ ****Regional Performance Optimization:**** Emulate successful strategies from Mumbai in underperforming areas like Hyderabad to enhance financial outcomes.
- ➡ ****Customer Satisfaction and Retention:**** Aim to improve the overall guest experience, amenities, and service quality, elevating the average rating from 3.62, thereby influencing booking decisions positively and minimizing cancellations.