

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

Hotel

Category

Room Class

Booking Platf...

All

All

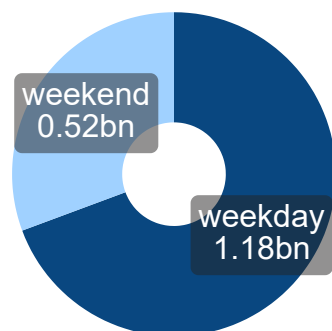
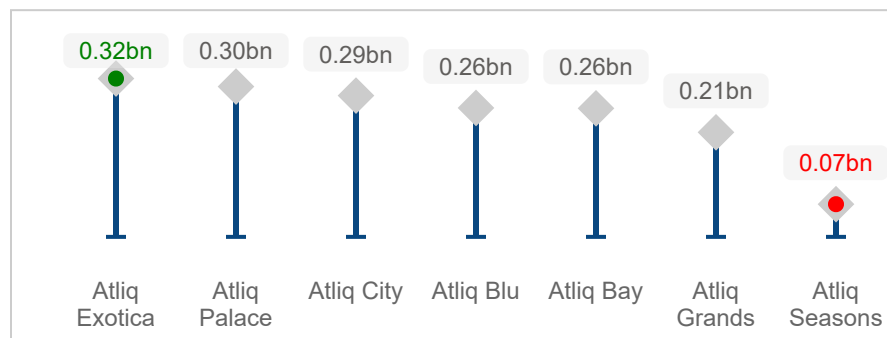
All

All

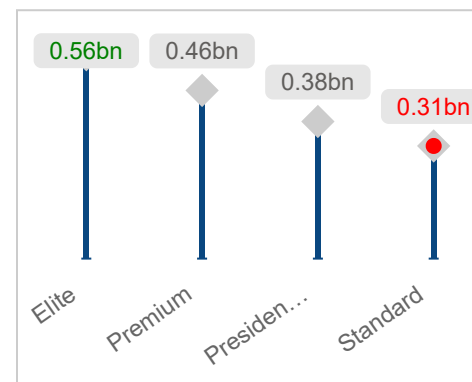
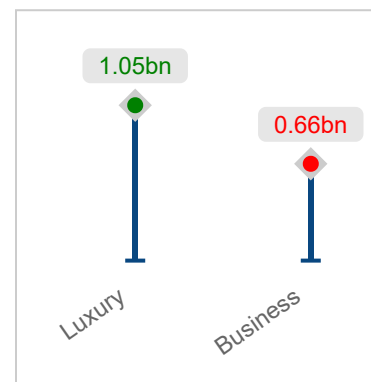
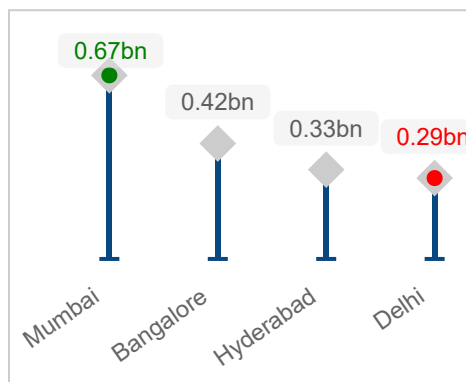
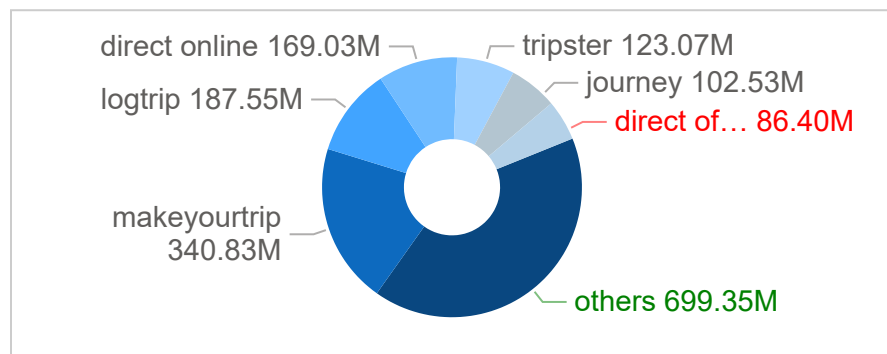
All

<b>Revenue</b>	<b>Occupancy %</b>	<b>RevPAR</b>	<b>ADR</b>	<b>Realisation %</b>	<b>DSRN</b>
1.71bn	57.87%	7.3K	12.70K	70.15%	2.53K
PW : -81.74%	PW : 28.11%	PW : 27.84%	PW : -0.2%	PW : 0.64%	PW : 0.00%

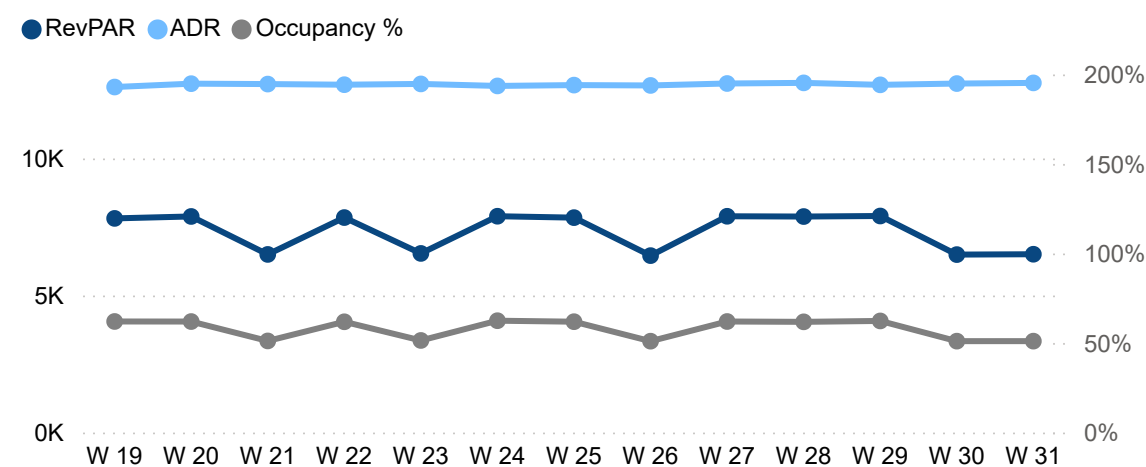
### Revenue Contributors : --



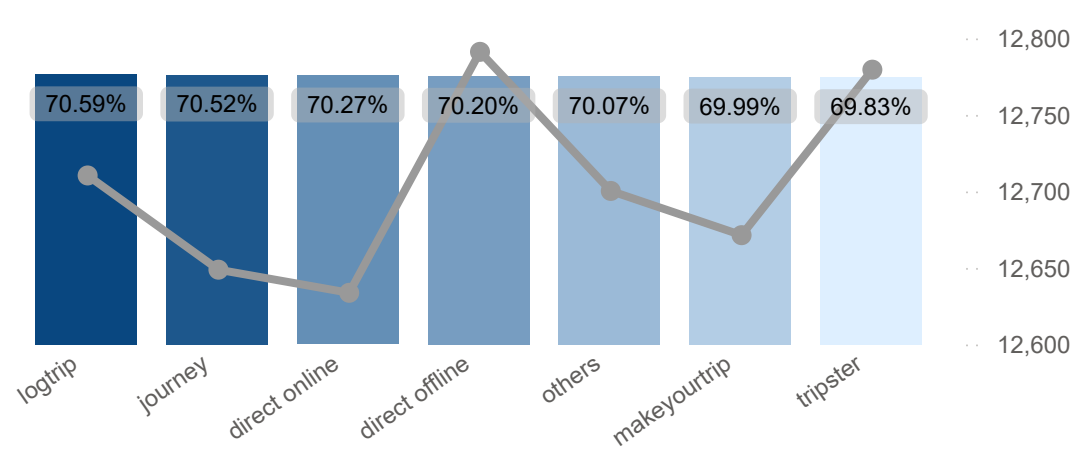
Day_Type	RevPAR	Occupancy %	ADR	Realisation %
weekend	7972	62.64%	12,725	70.59%
weekday	7101	55.99%	12,683	69.95%



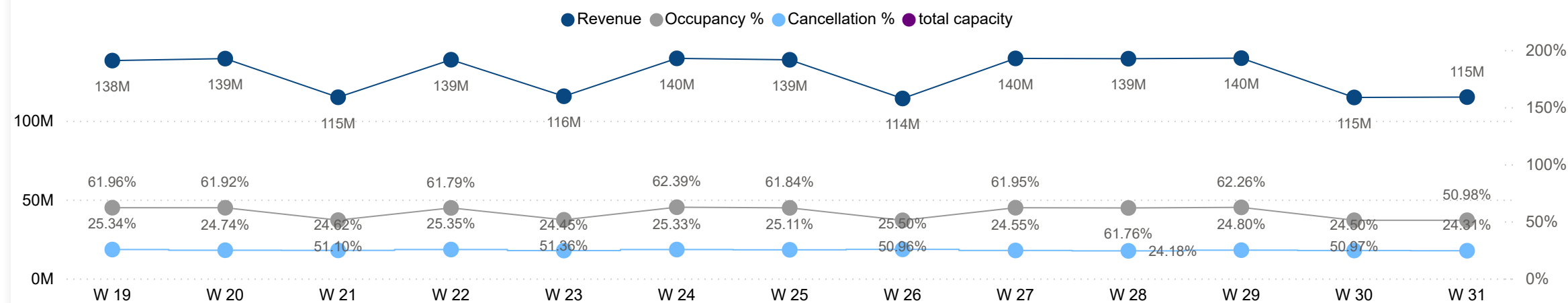
**Week Trend by key metrics : - -**



### Realisation % & ADR by Plaform : - -

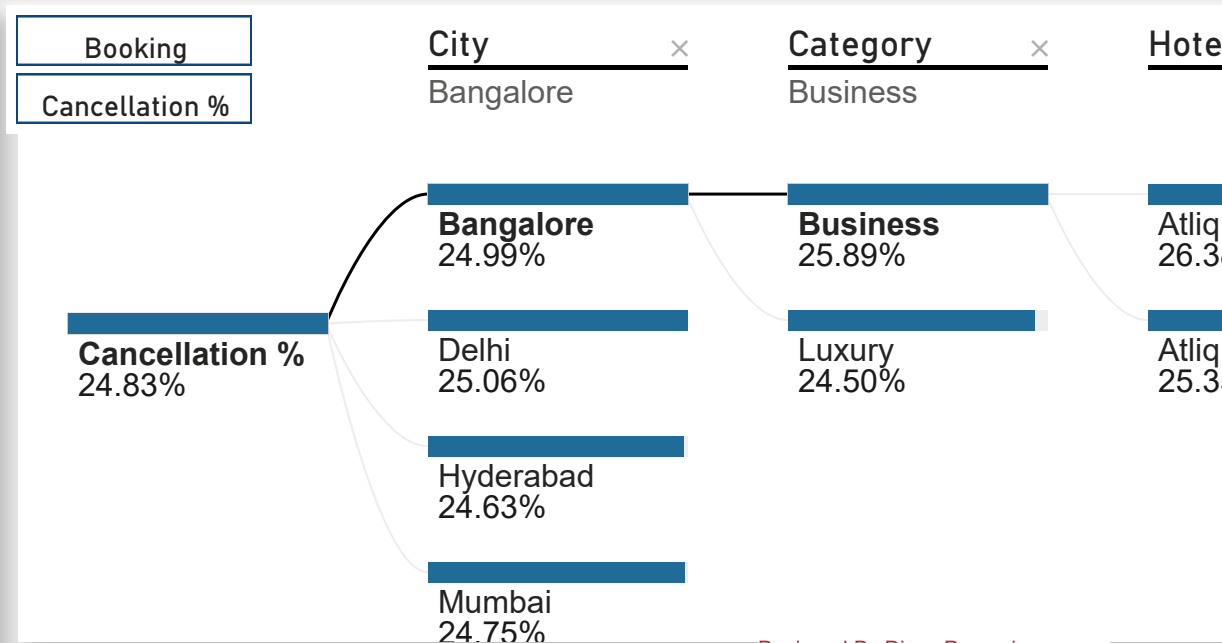


### Week Trend by key metrics : - -



### Property by key metrics : - -

Property_name	Revenue	Capacity	Booking	Occupancy %	Cancellation %	Avg Rating
▼						
<div><div></div><div>Atliq Seasons</div></div>	<div><div></div><div>66.1M</div></div>	8924	3982	44.62%	24.79%	<div><div></div><div>2.29</div></div>
<div><div></div><div>Atliq Palace</div></div>	<div><div></div><div>304.1M</div></div>	39376	23625	60.00%	25.18%	<div><div></div><div>3.75</div></div>
<div><div></div><div>Atliq Grands</div></div>	<div><div></div><div>211.5M</div></div>	32384	17035	52.60%	25.08%	<div><div></div><div>3.10</div></div>
<div><div></div><div>Atliq Exotica</div></div>	<div><div></div><div>320.3M</div></div>	40940	23441	57.26%	24.37%	<div><div></div><div>3.62</div></div>
Total	1708.8M	232576	134590	57.87%	24.83%	3.62



## 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.