

HOTEL REVENUE AND OCCUPANCY PERFORMANCE DASHBOARD

May 22 Jun 22 Jul 22 19 20 21 22 23 24 25 26 >

City

All

Hotel Name

All

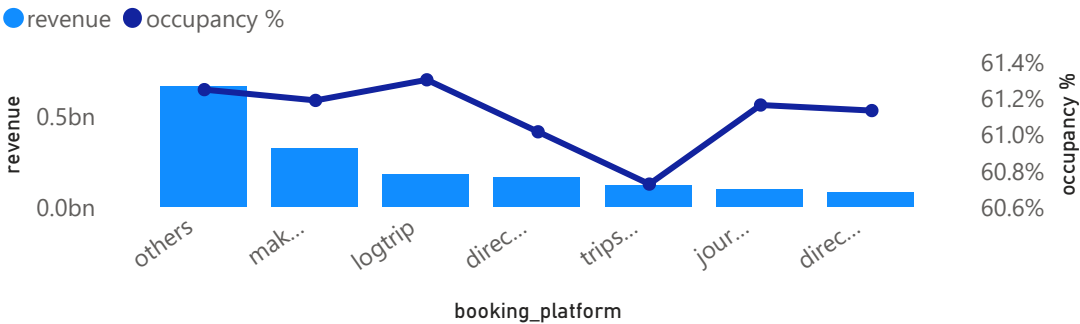
Hotel Catego...

All

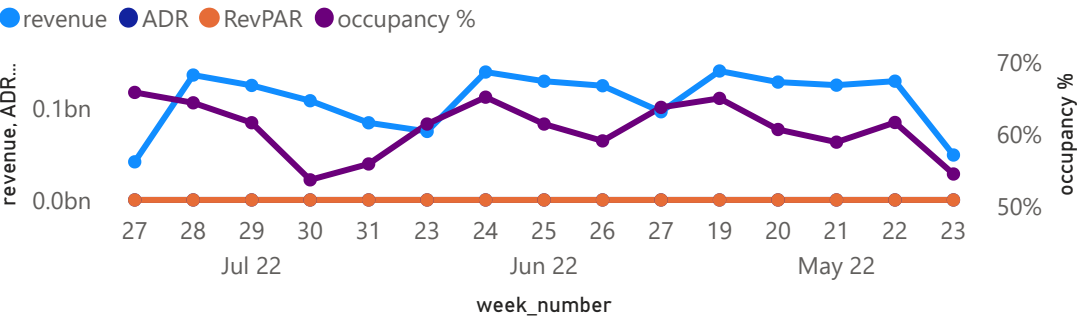
Room Catego...

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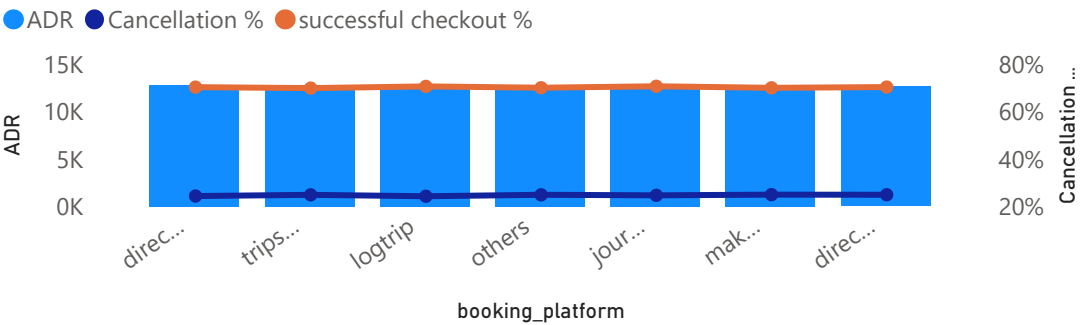
Revenue and Occupancy % by Booking Platform



Revenue, ADR, RevPAR and Occupancy % by Month and Week Number



ADR, Cancellation % and Successful Checkout % by Booking Platform



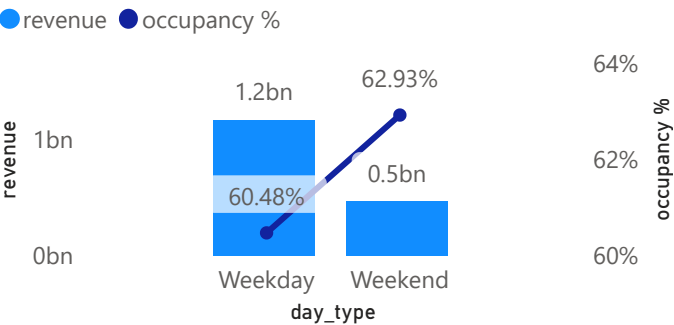
ADR12.70K

RevPAR419.50

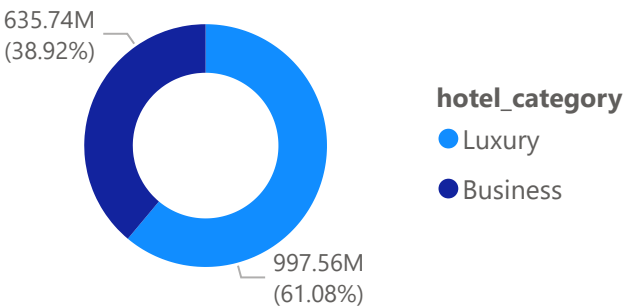
REVENUE1.63bn

OCCUPANCY %61.17%

Revenue and Occupancy % by Day Type



Revenue by Hotel Category



Hotel Name	City	Occupancy %	Revenue	ADR	RevPAR	Avg Rating	Cancellation %	Checkout %
Atliq City	Bangalore	68.58%	79,445,625	13,683.37	495.30	4	26.39%	69.12%
Atliq Palace	Bangalore	55.64%	66,541,965	12,665.01	366.66	3	25.39%	69.41%
Atliq City	Mumbai	55.47%	85,425,085	14,617.57	405.97	3	25.10%	69.51%
Atliq Grands	Hyderabad	55.58%	43,568,670	10,319.44	426.83	3	25.25%	69.66%
Atliq Palace	Hyderabad	55.14%	43,372,350	9,484.44	379.65	3	25.85%	69.74%
Atliq Bay	Delhi	55.52%	53,609,906	11,730.83	363.91	3	24.79%	69.76%
Atliq Blu	Mumbai	68.64%	70,232,406	14,248.81	518.86	4	24.61%	69.85%
Atliq Bay	Mumbai	46.47%	49,420,156	15,215.57	615.50	2	25.25%	69.86%
Atliq Grands	Bangalore	46.16%	51,693,630	12,459.30	370.83	2	24.78%	69.90%
Atliq Palace	Delhi	69.11%	86,178,876	12,455.39	378.34	4	25.31%	69.92%
Atliq Blu	Bangalore	55.67%	68,988,870	12,733.27	353.47	3	24.42%	69.95%
Atliq Blu	Delhi	68.54%	54,957,588	13,132.04	666.15	4	25.28%	70.01%
Atliq Grands	Delhi	68.45%	34,071,006	11,448.02	652.50	4	25.07%	70.00%
Total		61.17%	1,633,295,578	12,702.17	419.50	4	24.79%	70.20%

REVENUE

1.63bn

RevPAR

419.50

ADR

12.70K

MONTH-YEAR

May 22

Jun 22

Jul 22

WEEK NUMBER

19

20

21

22

23

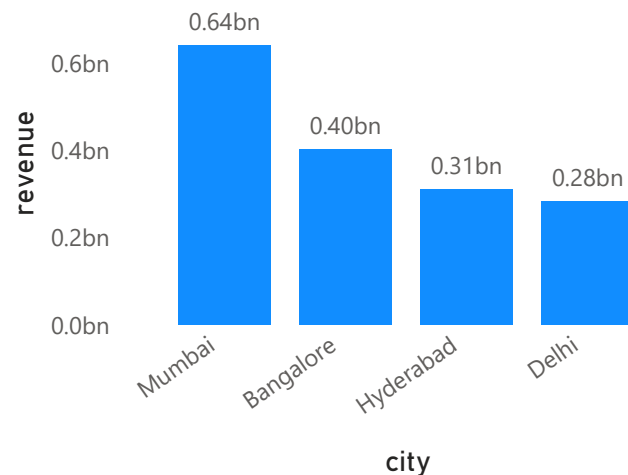
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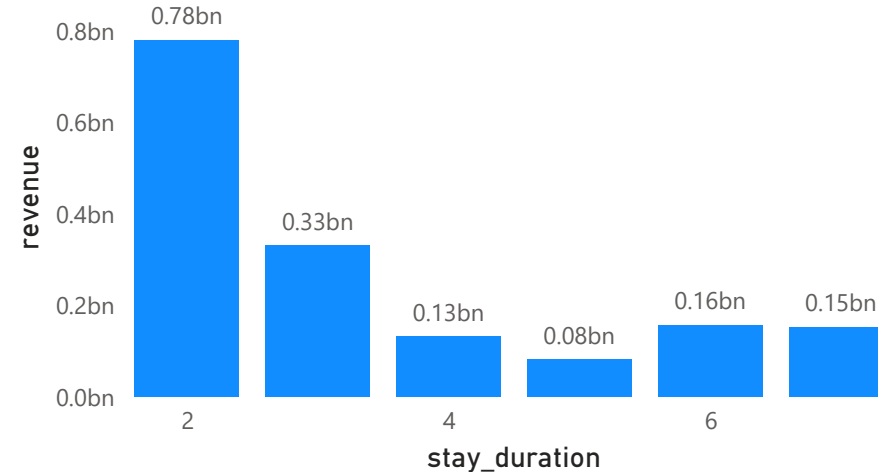
Revenue by City



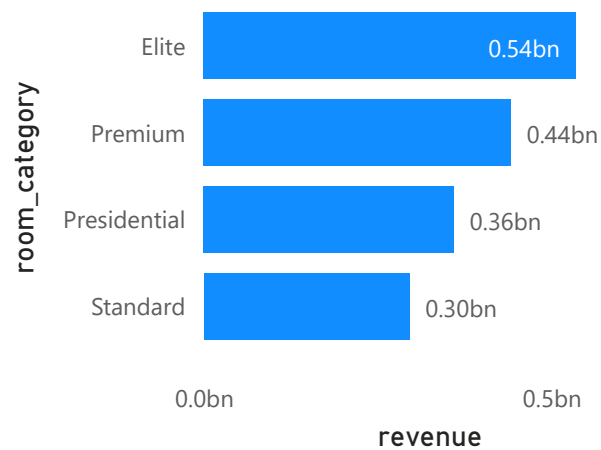
Revenue by Hotel Name



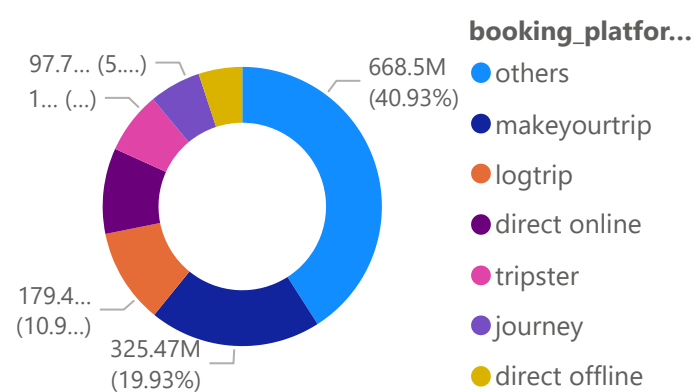
Revenue by Stay Duration



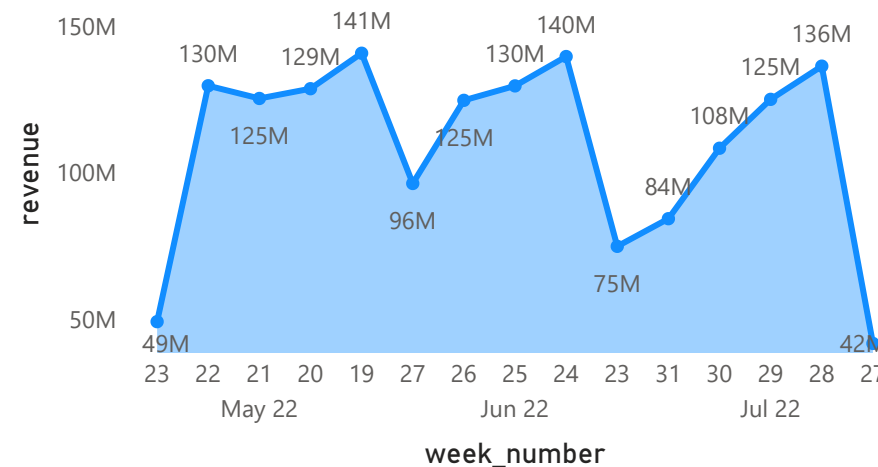
Revenue by Room Category



Revenue by Booking Platform



Revenue by Month and Week Number



OCCUPANCY %

61.17%

OCCUPANCY % WOW

4.10%

AVG, STAY DURATION

3

MONTH-YEAR

May 22

Jun 22

Jul 22

19

20

21

22

23

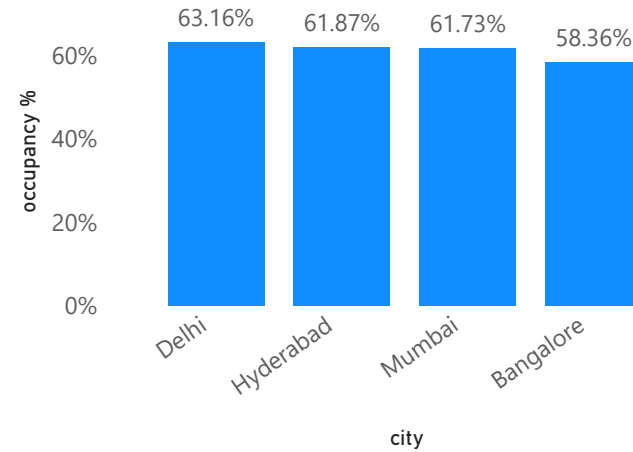
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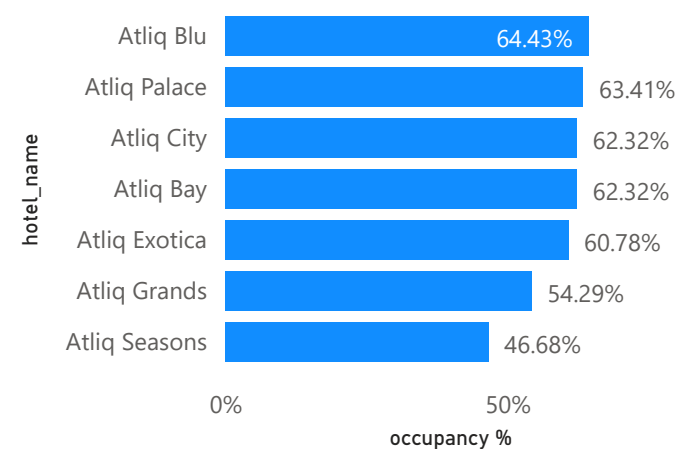
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WEEK NUMBER

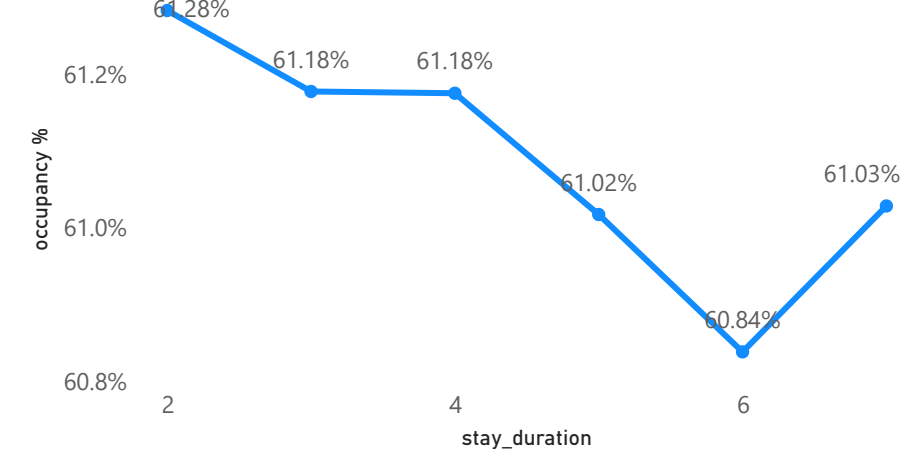
Occupancy % by City



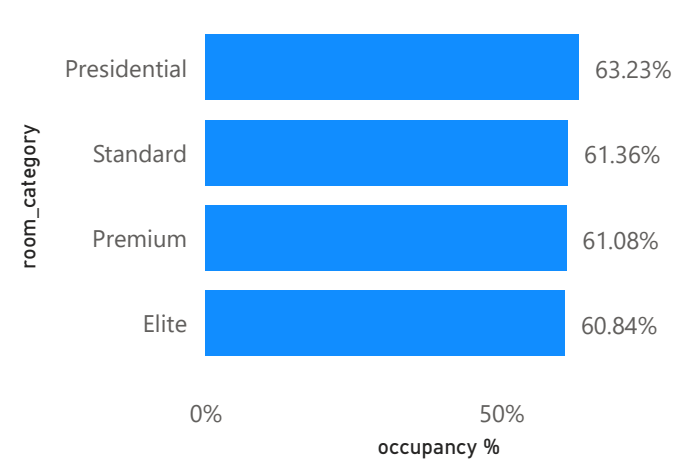
Occupancy % by Hotel Name



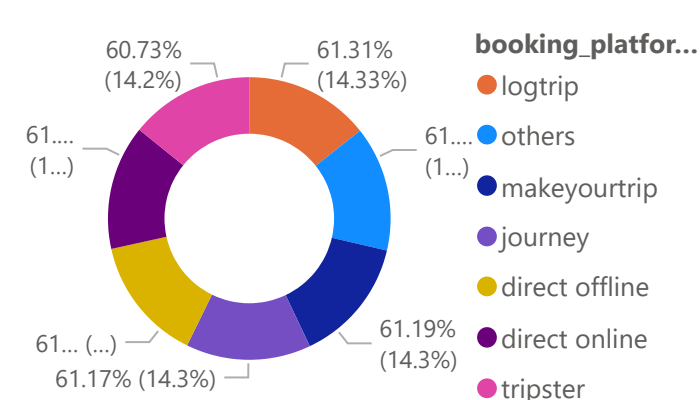
Occupancy % by Stay Duration



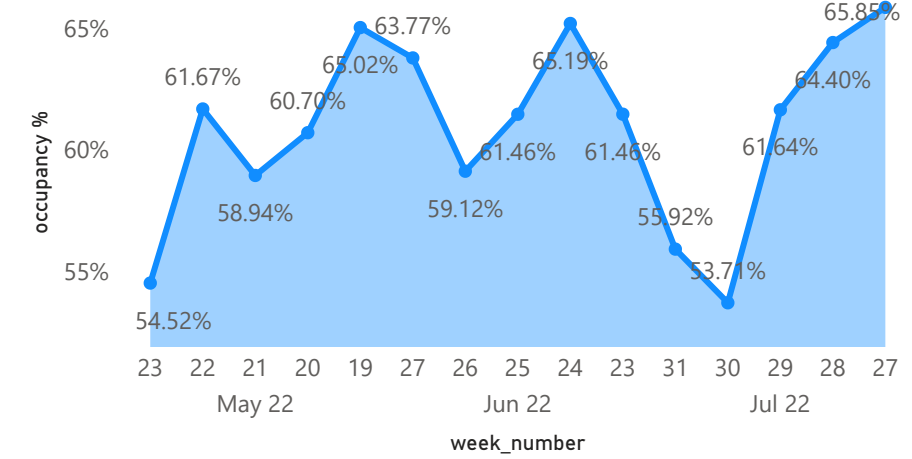
Occupancy % by Room Category



Occupancy % by Booking Platform



Occupancy % by Month-Year and Week Number



Conclusion:

- The total revenue for the 7 hotels in the given period was 1.6 billion, with Atliq Exotica Mumbai generating the highest revenue of 303.49 million, and Atliq Seasons generating the lowest revenue of 64.05 million.
- Mumbai accounted for 39.16% of revenue, followed by Bangalore, Hyderabad, and Delhi. Revenue generated in Mumbai was 126.75% higher than Delhi, which had the lowest revenue.
- Others had the highest revenue at 668.50 million, which was 708.97% higher than direct offline, which had the lowest revenue at 82.63 million. Others accounted for 40.93% of revenue generated by booking platforms.
- The revenue generated was highest in the month of May, followed by June and July. However, there was a significant fall in revenue during the given period.
- The occupancy % ranged from 50.37% to 67.88%, with Delhi having the highest occupancy at 63.16%, and Bangalore having the lowest at 58.36%. Atliq Blu Mumbai had the maximum occupancy with 64.43%.
- The Luxury Hotel Type has a higher occupancy percentage 61.46% compared to the Business Hotel Type 60.74%
- Among the different room types, the Presidential room had the highest occupancy percentage of 63.23% followed by the Premium room with 62.06%, the Standard room with 61.76% and the Elite room with 60.84%.
- The average duration of stay was 3 days, with the Elite room category generating the highest revenue of 535.60 million, followed by the Premium, Presidential, and Standard categories.
- Revenue dropped by 65.66% between May 1, 2022, and July 30, 2022. The steepest decline was between July 24, 2022, and July 30, 2022, with revenue dropping from 15.64 million to 6.94 million.

Strategies:

- Increase revenue: As Mumbai generates the highest revenue, the hotels can focus on improving their marketing efforts in Mumbai and other cities to attract more customers. Additionally, hotels can improve their online presence and increase their ratings on booking platforms to increase their revenue.
- Improve occupancy rates: Hotels can focus on improving their occupancy rates by offering attractive packages, loyalty programs, and personalized services to their guests. Hotels can also work on increasing their direct bookings to reduce their dependency on third-party booking platforms.
- Optimize room rates: Hotels can optimize their room rates by analyzing the demand and supply of rooms in their region. They can adjust their rates based on the season and the occupancy rate to maximize their revenue.
- Increase the duration of stay: As guests staying for 2 days generated the highest revenue, hotels can focus on increasing the duration of stay by offering attractive packages and activities that keep guests engaged.
- Manage seasonality: Hotels can plan for seasonality by forecasting the demand and supply of rooms, and adjusting their rates and offerings accordingly. They can also work on increasing their marketing efforts during off-seasons to attract more customers.
- Improve customer experience: Hotels can focus on improving their customer experience by offering personalized services, amenities, and facilities to their guests. They can also work on improving their online reputation and ratings to attract more customers.

REVENUE

1.63bn

OCCUPANCY %

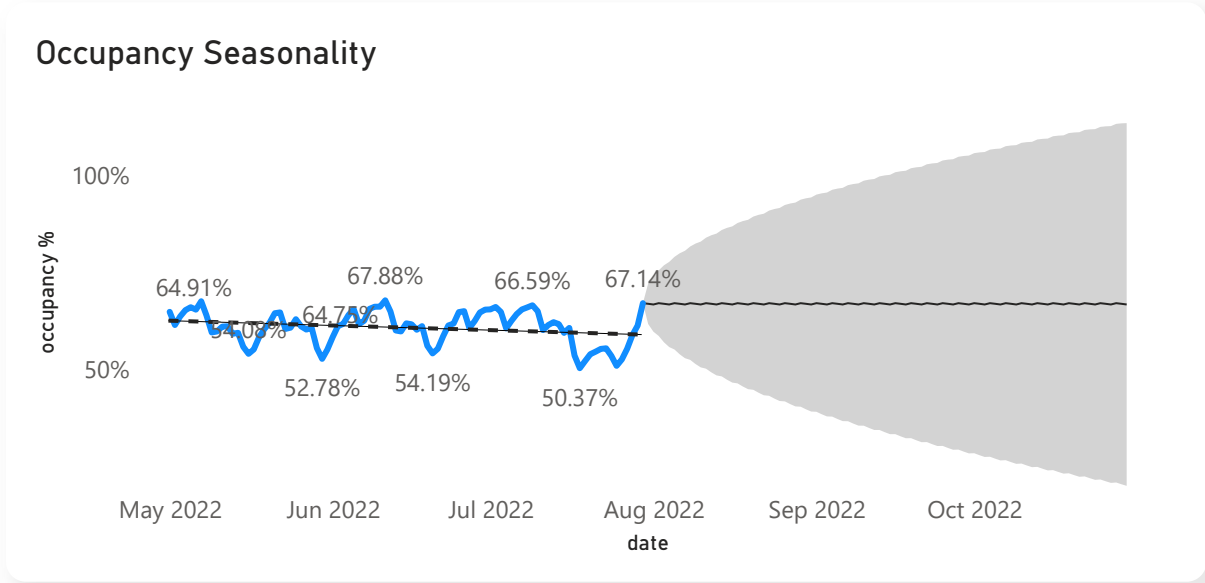
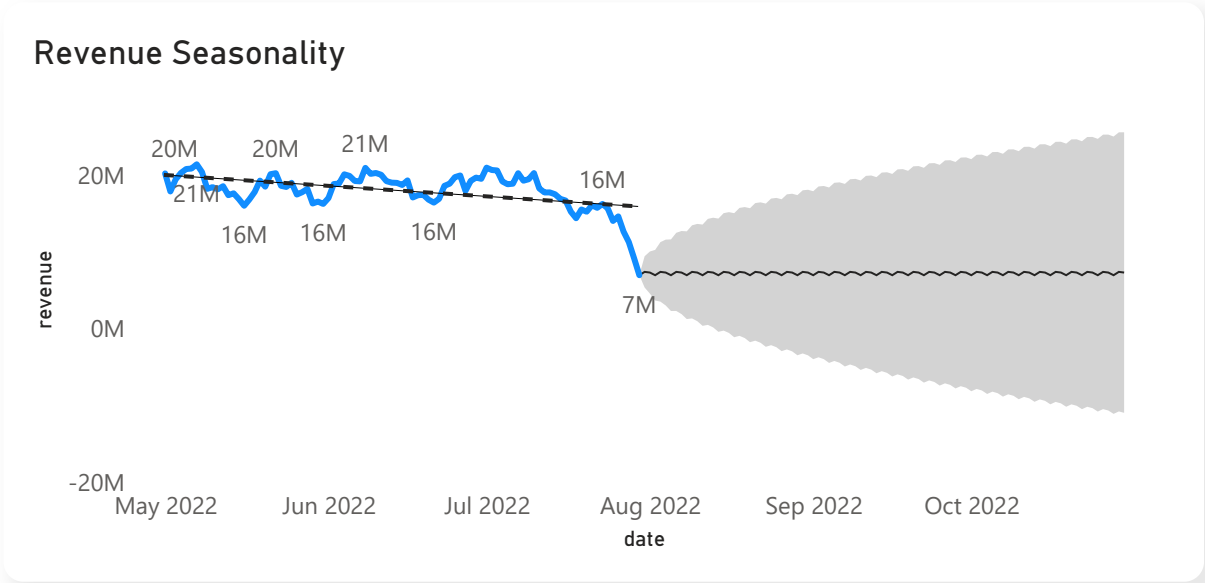
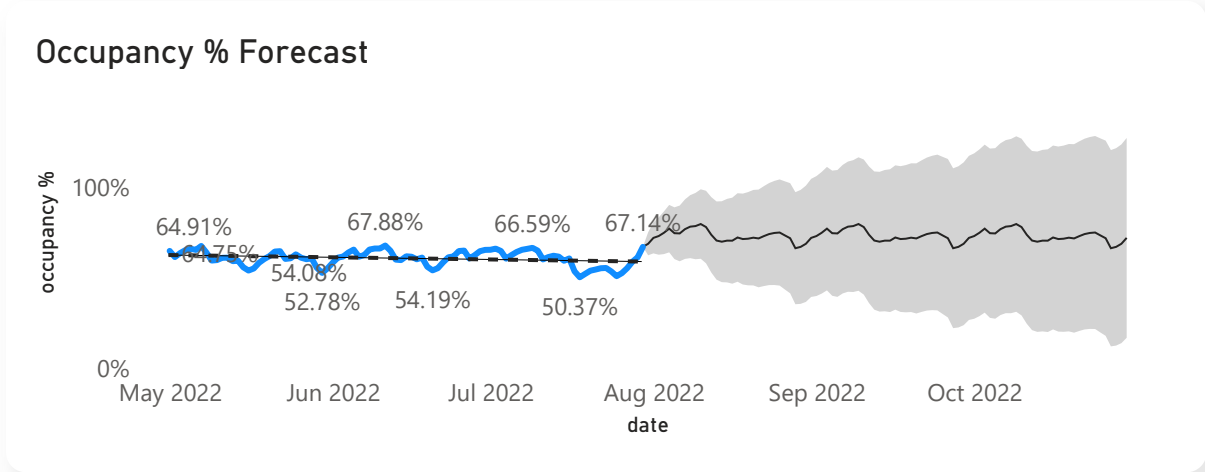
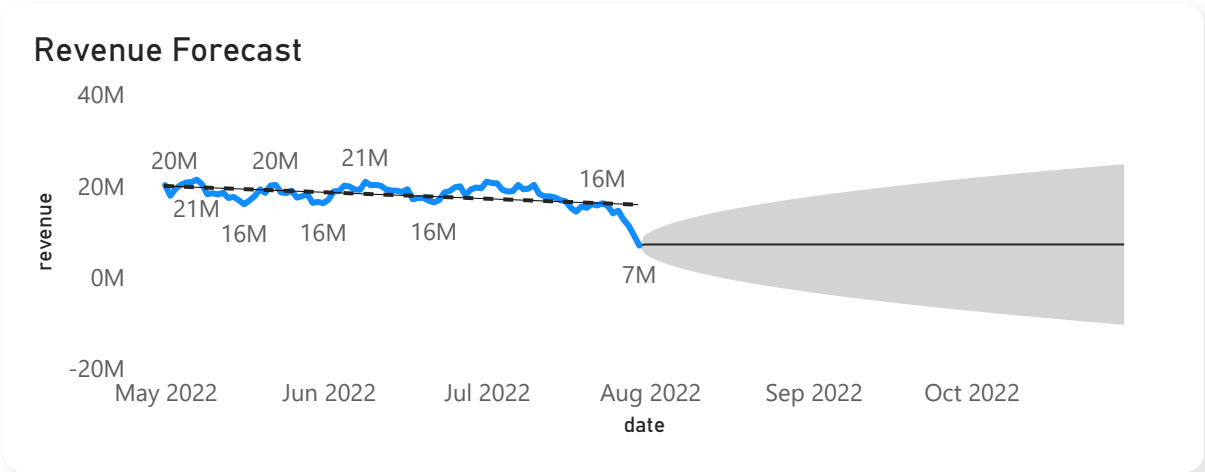
61.17%

MONTH-YEAR

May 22Jun 22Jul 22

WEEK NUMBER

192021222324252627282930>



Based on the given data, the revenue and occupancy rates are expected to remain low during the off-seasons. However, hotels can plan for seasonality and work on increasing their marketing efforts during off-seasons to attract more customers. Additionally, hotels can focus on improving their occupancy rates by offering attractive packages, loyalty programs, and personalized services to their guests. Finally, hotels can optimize their room rates based on the season and the occupancy rate to maximize their revenue.