

# **AtliQ Hospitality**

## **Executive Performance Report**

*Portfolio Project*

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## 1. Executive Summary

- Approximately 25% cancellations drove an estimated ₹295M revenue loss under the 60% refund policy.
- Week 29 peak: RevPAR ₹7,896 (+7.6% vs average) with occupancy 62.6% (+4.4 pts).
- Week 26 weakest: RevPAR ₹6,451 (-12% vs average) with occupancy 50.9% (-6.8 pts).
- Property driver: Atliq Exotica (Mumbai) led at RevPAR ₹11,318; Atliq Exotica (Hyderabad) lagged at ₹3,550.
- Segment mix: Luxury contributed ₹1.04B (61.6%) of revenue — strong premium reliance.
- Weekend strength: 46% of bookings; occupancy 62.6% (+4.8 pts).
- Channel mix: Offline generated ~3.7× Logtrip revenue despite slightly lower realization (70.2% vs 70.6%).
- Price-demand dynamic: Presidential suites outperform (ADR +84.5%, occupancy +1.35 pts).
- Market signal: Delhi contributes lowest revenue (17.2%) but above-average occupancy (60.4%).
- Reputation: Higher ratings drive occupancy (Atliq Blu 3.96 → 61.9% vs Atliq Seasons 2.3 → 44.6%).

2. Snapshot Table — Top & Bottom Performers by KPI

KPI	Top Performer (Property)	Bottom Performer (Property)
Revenue	Atliq Exotica (Mumbai)	Atliq Grands (Delhi)
RevPAR	Atliq Exotica (Mumbai)	Atliq Exotica (Hyderabad)
ADR	Atliq Seasons (Mumbai)	Atliq Blu (Hyderabad)
Occupancy	Atliq Palace (Delhi)	Atliq Grands (Bangalore)
Realisation	Atliq City (Delhi)	Atliq City (Bangalore)

ADR

₹13K

Realization

70.14%

RevPar

₹7.3K

Occupancy %

57.79%

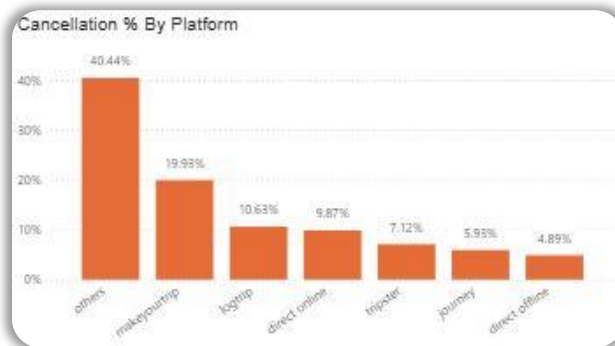
Revenue

₹1.7bn

### 3. Deep-Dive Insights

#### 3.1 Cancellations & Policy Impact

- Portfolio-wide cancellations ~25% are eroding ₹295M under a 60% refund rule.
- Concentration areas: Hyderabad = 25.4% of cancellations; Delhi = 17.9%. MakeYourTrip ~20% of cancellations.
- Action: Pilot tighter refund windows, add small non-refundable deposits, and targeted incentives for rescheduling.



#### 3.2 Weekly Performance & RevPAR Volatility

- Week 29 outperformance was occupancy-led, not price-led.
- Week 26 underperformance was occupancy-driven.
- Action: Replicate Week 29 demand triggers and hedge Week 26 softness with tactical discounts.



#### 3.3 Property Drivers

- Atliq Exotica (Mumbai) is the flagship driver (RevPAR ₹11,318).
- Atliq Exotica (Hyderabad) is a drag (RevPAR ₹3,550).
- Action: Double-down on Mumbai playbook and fix Hyderabad with remarketing, OTA revamp, pricing tests.



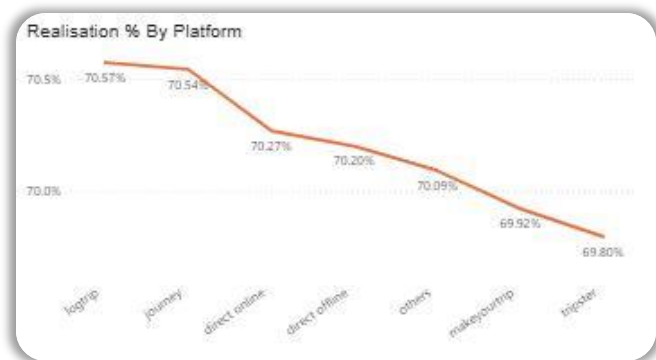
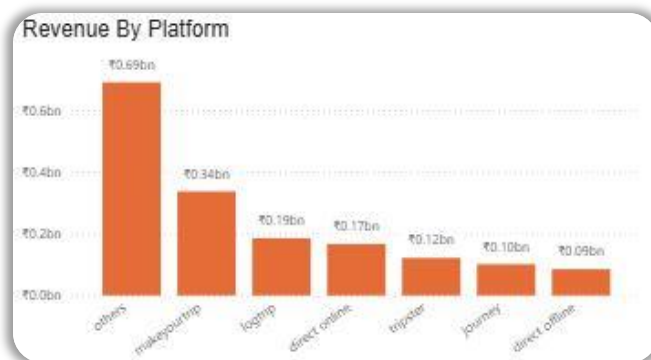
### 3.4 Demand & Pricing Mix

- Classic ADR-occupancy trade-off observed.
- Presidential suites defy curve (ADR +84.5%, occupancy +1.35 pts).
- Action: Expand suites where feasible and repackage standard rooms with value-adds instead of rate cuts.



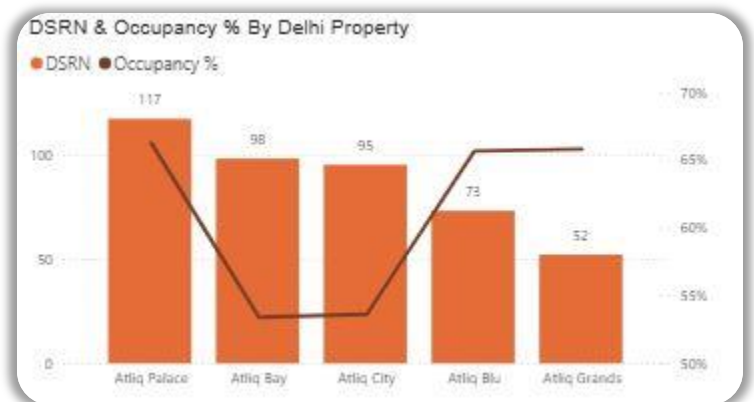
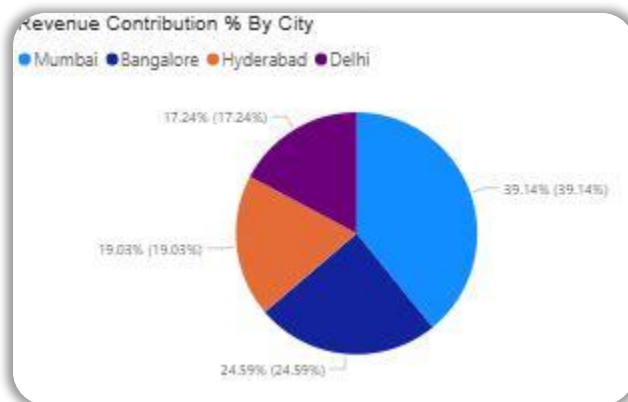
### 3.5 Channel Mix & Realisation

- Offline drives ~3.7× Logtrip revenue with slightly lower realization (70.2% vs 70.6%).
- Action: Protect Offline volume, tighten discount leakage, and scale Logtrip selectively.



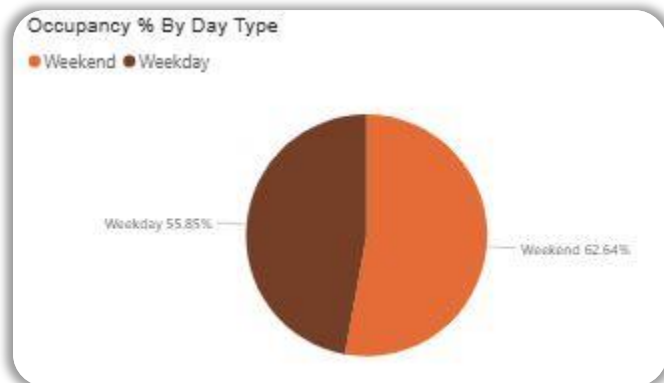
### 3.6 Market & Capacity Signals

- Delhi has lowest revenue share (17.2%) but above-average occupancy (60.4%).
- Atliq Grands (Delhi) shows 65.8% occupancy despite DSRN = 52 (capacity bottleneck).
- Action: Consider price lifts, inventory expansion, yield-manage room allocations.



### 3.7 Day-Type & Weekend Strategy

- Weekends represent 46% bookings with occupancy 62.6% (+4.8 pts).
- Atliq Blu gains +7.9 pts vs weekday occupancy.
- Action: Concentrate ads Thu–Sat, push premium add-ons, deploy micro-promos on Fridays.



### 3.8 Reputation & Conversion

- Higher ratings correlate with higher occupancy.
- Atliq Blu (3.96 rating → 61.9% occupancy) vs Atliq Seasons (2.3 rating → 44.6%).
- Action: Close feedback loops, improve OTA content, track rating uplift vs conversion.



## 4. Recommendations Roadmap

### 0–30 Days (Protect Revenue Now)

- Implement lead-time based refund tiers and deposits.
- Renegotiate cancellation terms with MakeYourTrip.
- Launch weekend-focused offers replicating Week 29 playbook.

### 30–60 Days (Grow RevPAR Efficiently)

- Scale suites and premium categories.
- Re-package standard rooms with value-adds.
- Tune channel mix: protect Offline, selectively boost Logtrip.

### 60–90 Days (Structural Fixes)

- Address capacity-constrained assets (Atliq Grands Delhi).
- Run localized pricing tests for underperformers (Exotica Hyderabad).
- Launch reputation uplift program.

### Metrics to Track Weekly

- Cancellation rate by lead-time × platform.
- RevPAR by segment and property.
- Weekend vs weekday mix.
- Rating vs occupancy correlation.



## 5. Appendix

### Glossary:

- RevPAR: Revenue per Available Room
- ADR: Average Daily Rate
- Occupancy: Percentage of rooms occupied
- DSRN: Daily Sellable Room Nights
- Realisation: Revenue realised post-cancellations/refunds