



AtliQ Grands ANNUAL REPORT

Month

January

February

March

April

May

1687760868

Revenue

12,695.75

ADR

7,336.56

RevPAR

70.14%

Realisation %

2,528.00

DSRN_

57.79%

Occupancy %

Month

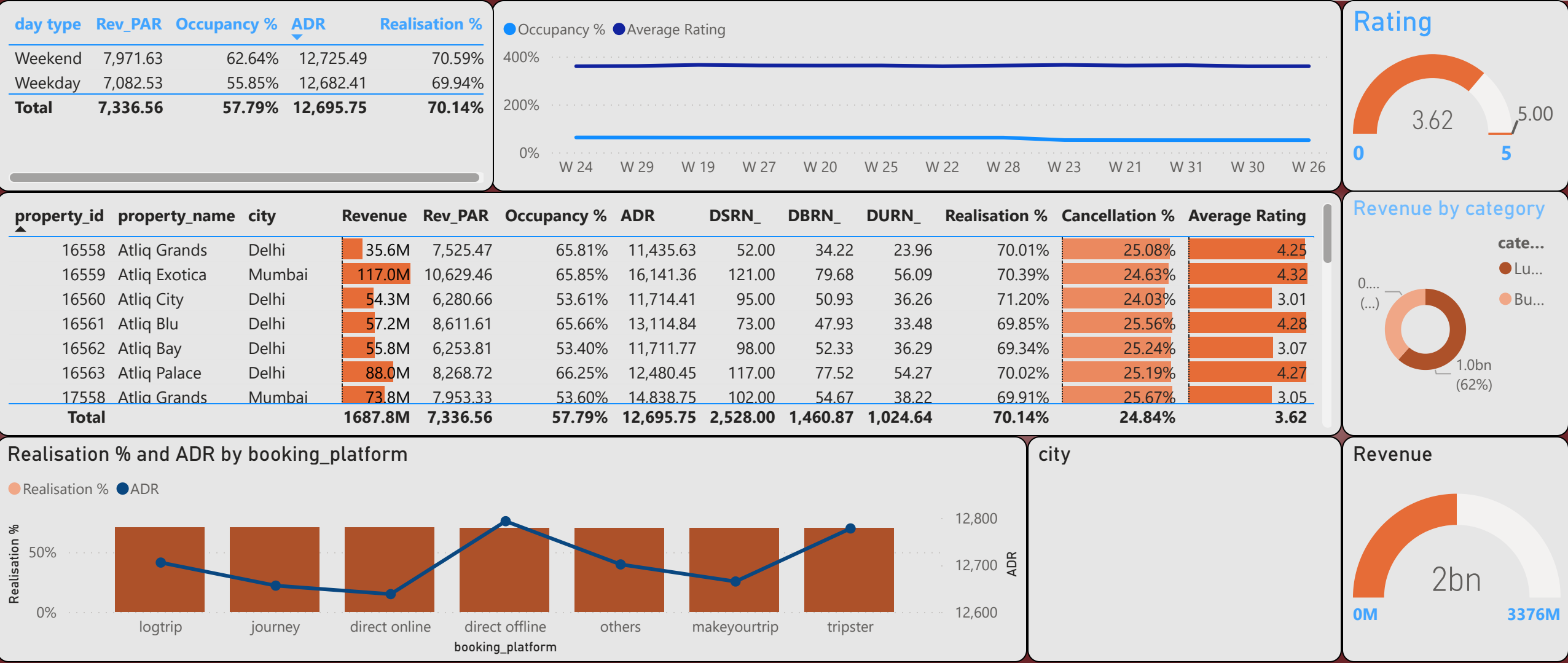
All

booking_platform

All

city

All



property_id	property_name	city	Revenue	Rev_PAR	Occupancy %	ADR	DSRN_	DBRN_	DURN_	Realisation %	Cancellation %	Average Rating
16558	Atliq Grands	Delhi	35.6M	7,525.47	65.81%	11,435.63	52.00	34.22	23.96	70.01%	25.08%	4.25
16559	Atliq Exotica	Mumbai	117.0M	10,629.46	65.85%	16,141.36	121.00	79.68	56.09	70.39%	24.63%	4.32
16560	Atliq City	Delhi	54.3M	6,280.66	53.61%	11,714.41	95.00	50.93	36.26	71.20%	24.03%	3.01
16561	Atliq Blu	Delhi	57.2M	8,611.61	65.66%	13,114.84	73.00	47.93	33.48	69.85%	25.56%	4.28
16562	Atliq Bay	Delhi	55.8M	6,253.81	53.40%	11,711.77	98.00	52.33	36.29	69.34%	25.24%	3.07
16563	Atliq Palace	Delhi	88.0M	8,268.72	66.25%	12,480.45	117.00	77.52	54.27	70.02%	25.19%	4.27
17558	Atliq Grands	Mumbai	73.8M	7,953.33	53.60%	14,838.75	102.00	54.67	38.22	69.91%	25.67%	3.05
Total			1687.8M	7,336.56	57.79%	12,695.75	2,528.00	1,460.87	1,024.64	70.14%	24.84%	3.62

Revenue by category

Realisation % and ADR by booking_platform

city

Revenue

Performance Analysis and Recommendations

Performance Summary:

- "DIRECT ONLINE" Booking type excelled with \$167 million in revenue and a REVPAR of 724, indicating strong performance.

- "TRIPSTER" had the lowest revenue at \$121 million and a realization rate of 69%, suggesting room for improvement.

Recommendations:

1. Pricing and Revenue Optimization:

- a. Maintain stable occupancy rates but aim for slight improvements to boost revenue.
- b. Analyse differences in realization rates and adjust pricing or strategies accordingly.
- c. Assess room demand by journey type and adjust pricing and allocation accordingly.

2. Customer Segmentation:

- a. Segment customers based on preferences to enhance the guest experience and increase revenue.

3. Continuous Monitoring:

- a. Continuously monitor revenue and adjust strategies based on data.

4. Competitive Benchmarking:

- a. Benchmark against competitors to inform pricing and marketing decisions.

Strategies for "DIRECT ONLINE" Success:

1. Replicate successful hotels by investing in online presence and dynamic pricing.
2. Implement an Effective Online Presence.
3. Develop a Pricing Strategy.
4. Tailor Marketing for Market-Specific Audiences.
5. Foster Local Partnerships.
6. Create Promotions and Packages.
7. Enhance the Guest Experience.
8. Collect and Act on Customer Feedback.

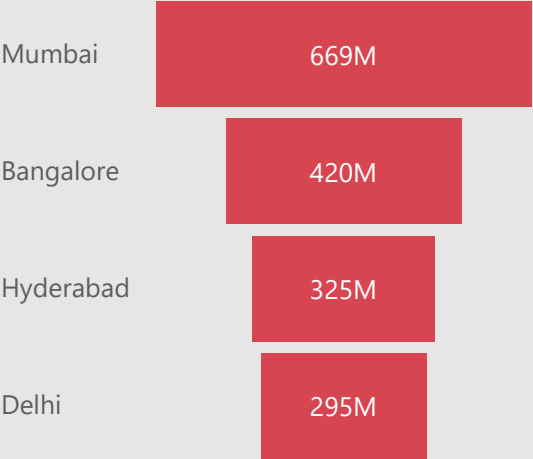
Strategies for "TRIPSTER" Improvement:

1. Tailor marketing and promotions for distinct Mumbai and Delhi markets.
2. Enhance the guest experience through feedback and staff training.
3. Utilize data for pricing optimization and market analysis.
4. Apply Data-Driven Decision-Making.
5. Leverage Revenue Management Tools.
6. Conduct Market Analysis.
7. Strategically Promote High-Performing Hotels.
8. Consider Special Recognition for outstanding performance.

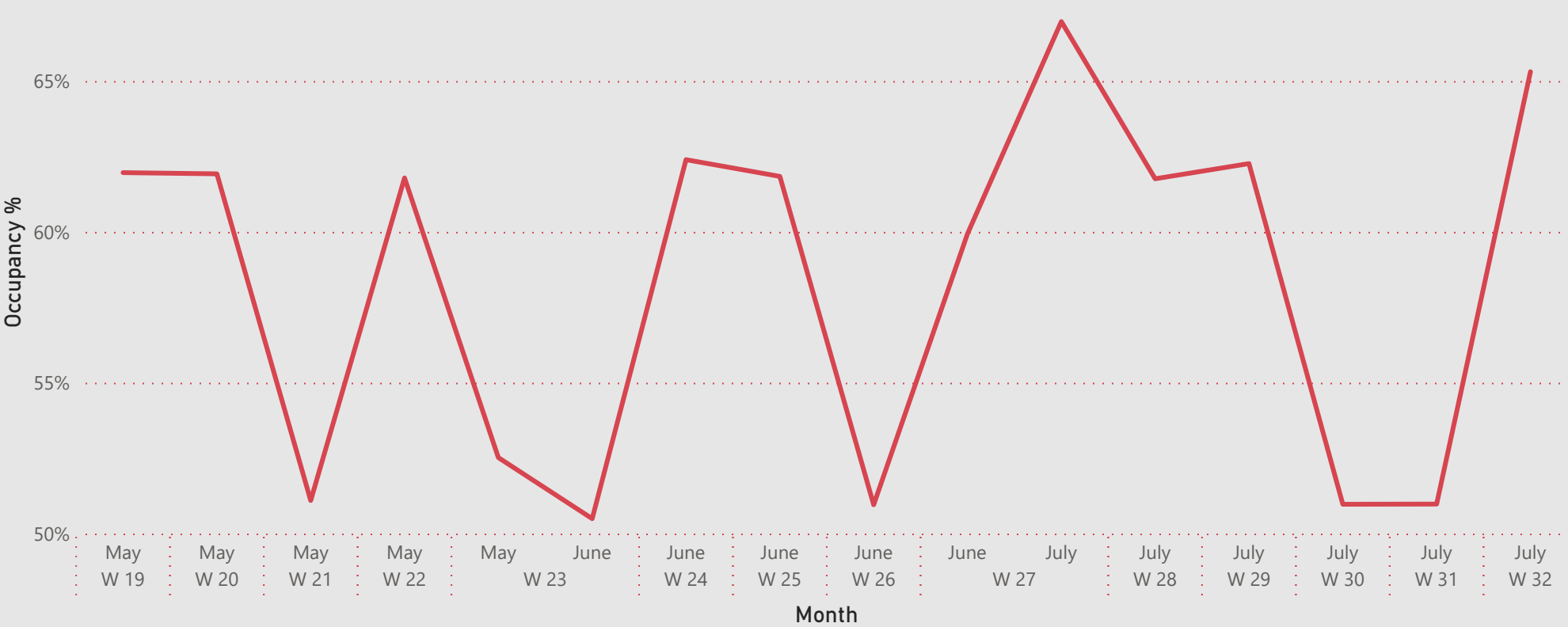
Overall Strategy:

1. Promote high-performing hotels within the "JOURNEY" category for attention and bookings.
2. Collaborate with industry peers, share best practices, and monitor performance for long-term success.

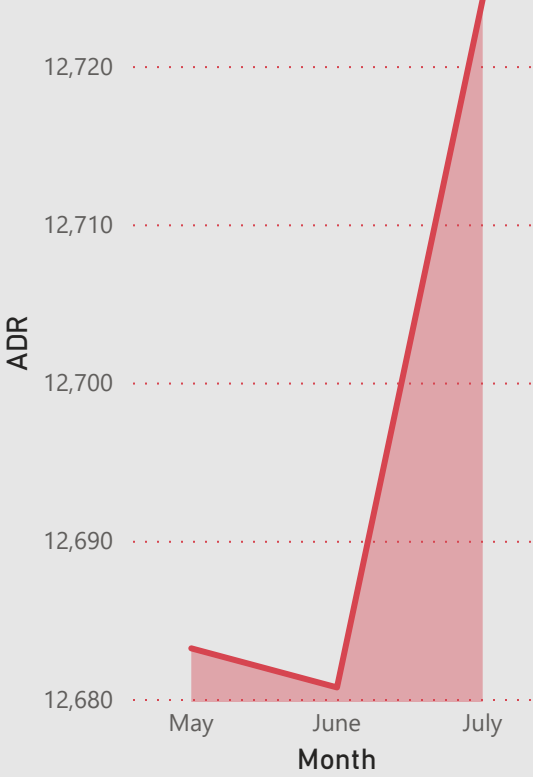
Revenue by city



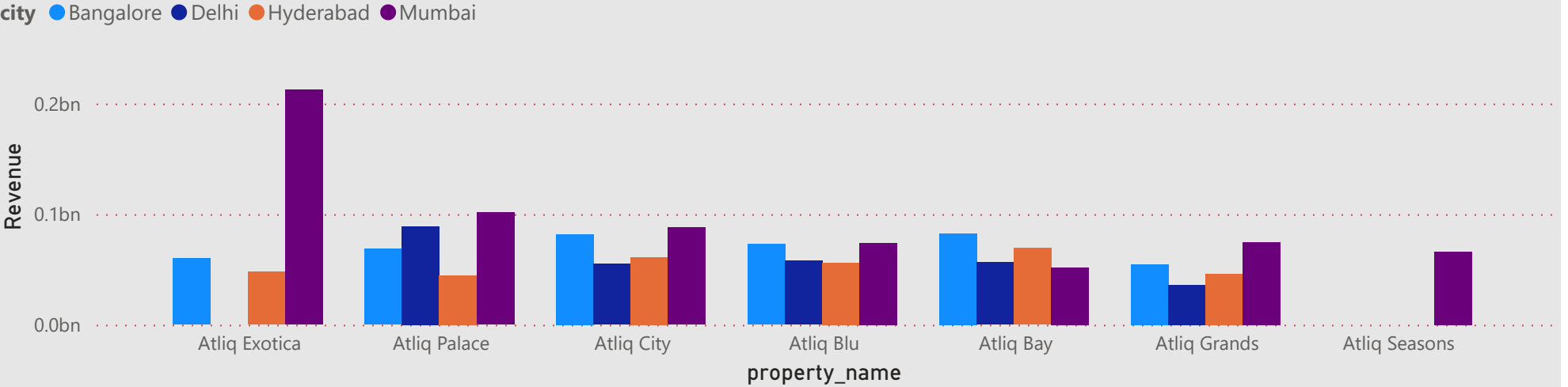
Occupancy % by week no and Month



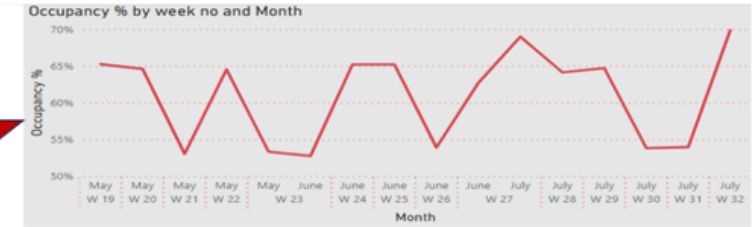
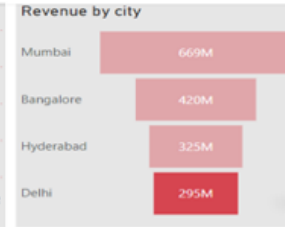
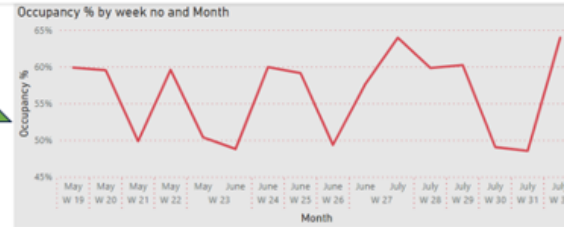
ADR by Month



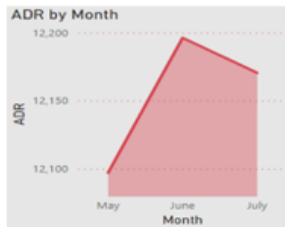
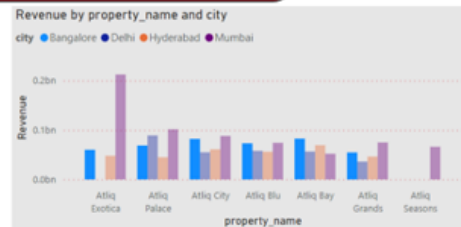
Revenue by property_name and city



Atliq Hotels City-Wise Insights

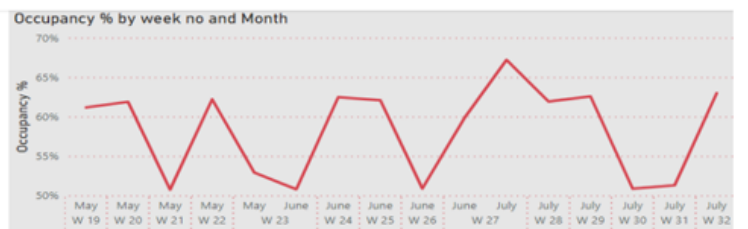
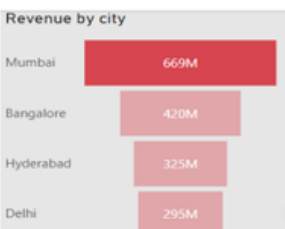
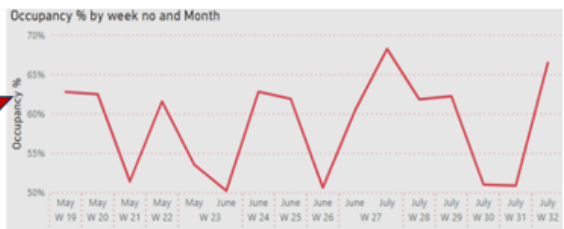
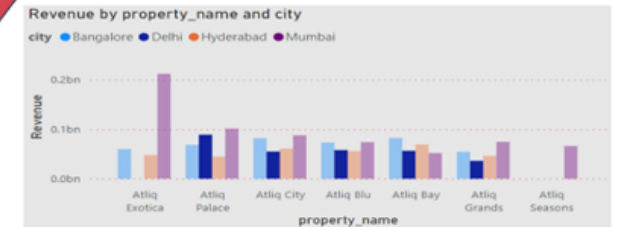


Bangalore has generated 420 m in revenue but the ADR has dropped in the month of July while the occupancy is high during the same period this indicate that ,Atliq hotels Bangalore is attracting customers with discounted rates ,promotions and packages ,group bookings etc.



IT is very Unusual that the ADR is lowest for the month of June but the occupancy is high for the very same month it seems like Atliq hotels Delhi are hosting group events in order to keep the occupancy high and providing more discounts.

This is significantly reflecting in their revenue generated as it is the lowest of all cities



The data from ADR and Occupancy are related to each other, which means Atliq Hyderabad should apply revenue-boosting techniques like Dynamic Pricing, Upselling, Segmentation, Loyalty Programs, Online Reviews, Competitive Analysis, Packages, Staff Training, Length of Stay Offers, and Distribution Strategy.

It is clearly evident from the graphs that most of the revenue from Atliq Hotels Mumbai is dominated by Atliq Exotica. To boost revenue in other Mumbai hotels and distribute income more evenly, focus on market segmentation, pricing strategies, promotions, and cross-promotion. Enhance loyalty programs, optimize online presence, form local partnerships, train staff, gather customer feedback, and conduct competitive analysis. Invest in revenue management tools, conduct market research, and consider strategic renovations.

