



HOME PAGE

ANALYSIS

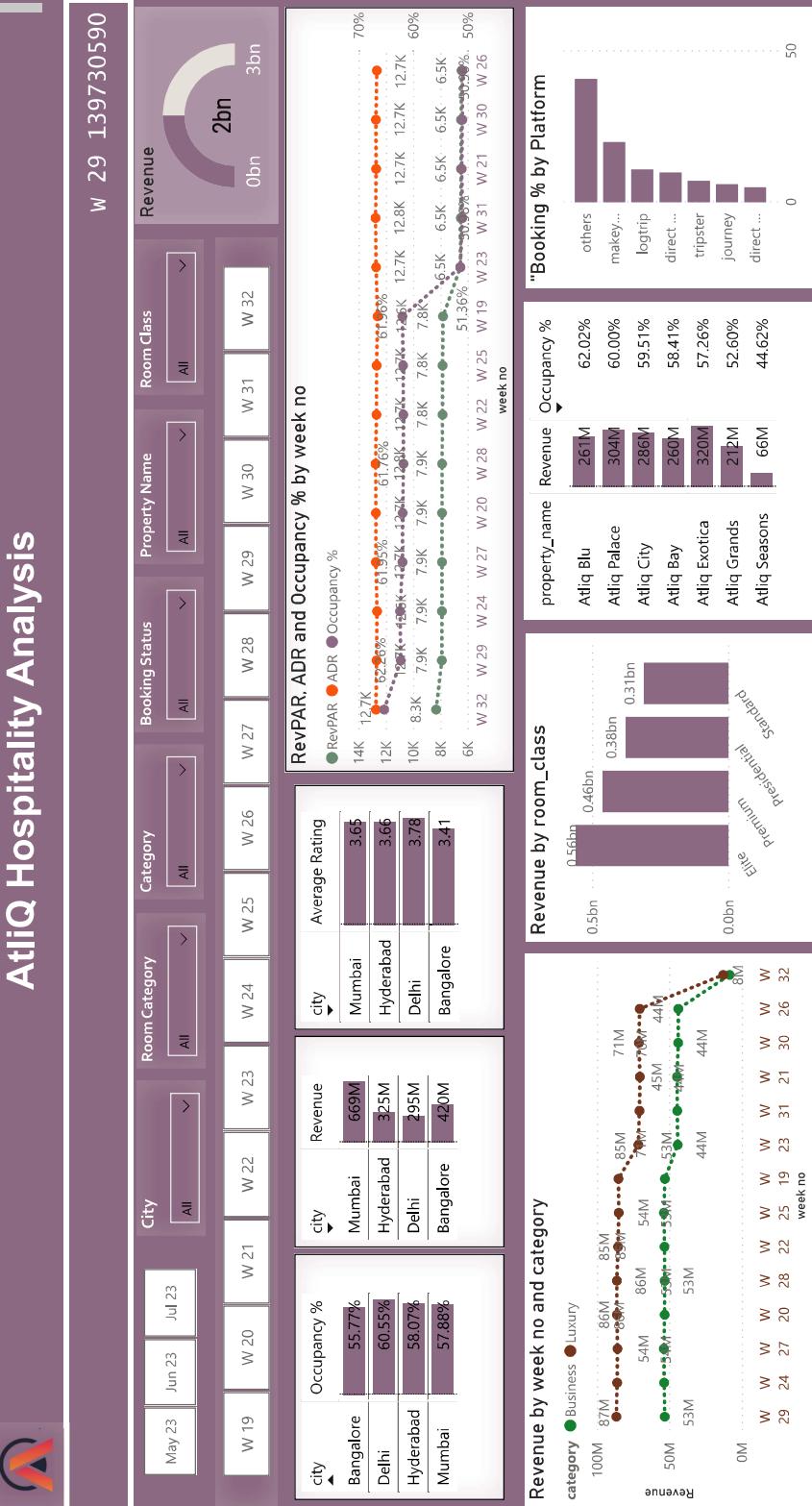
KEY METRICS

ATLIQ HOSPITALITY ANALYSIS

HOTELS	CITIES	CATEGORIES	BOOKING PLATFORMS
The hotel across India namely AtliQ Exotica plays the vital role in generating revenue at the highest that is 320 Million with the occupancy rate of 57 .26% followed by AtliQ Palace generating the revenue of 304 Million with the occupancy rate of 60% and at the bottom is AtliQ Seasons which is on the category of business hotel generates the revenue of 66 million with the occupancy rate of 44.62%.	There are 7 hotels Across four cities of India among which Mumbai is the highest in revenue that is 669 million followed by Bangalore >20 million. Occupancy percentage is ranked highest in Delhi that is with 60.55 percentage lowest by Bangalore with 55.77%. Highest rating among the stars is captured by Delhi that is 3.78 and followed by Hyderabad 3.66.	There are two categories among the hotels that is business and the luxury. Realization% for luxury (80.41%) was higher than Business (79.83%). It was also observed that the average rate of business and the luxury category is 3.61 and 3.62 respectively.	Among seven platforms for booking the hotel rooms Direct online contributes to be 9.9% and direct offline booking amongst the bottom contributes 5.02% on a booking. Other platforms have the highest booking percentage of 40.91%.



AtliQ Hospitality Analysis



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