ATLIQ HOSPITALITY

Atliq Hospitality Dashboard

RevPAR - Revenue per available room | DSRN - Daily sellable room nights | ADR - Average Daily Rate | DBRN - Daily Booked Room Nights | DURN - Daily Utilized Room Nights

Performance & Pricing Analysis Report

Weekly View (W19 to W30)

Executive Summary

This report provides a comprehensive analysis of Atliq Hospitality's performance across properties during weeks 19-30 of the current fiscal year. The analysis reveals several opportunities for revenue optimization through dynamic pricing strategies and targeted operational improvements.

Key Findings:

- **Revenue:** ₹1.69B with minimal growth (+0.2% WoW)
- **Occupancy Rate:** 57.8% (indicating moderate capacity utilization)
- **RevPAR:** ₹7,337 (showing room for improvement)
- **ADR:** ₹12.7K (consistent but inflexible pricing structure)
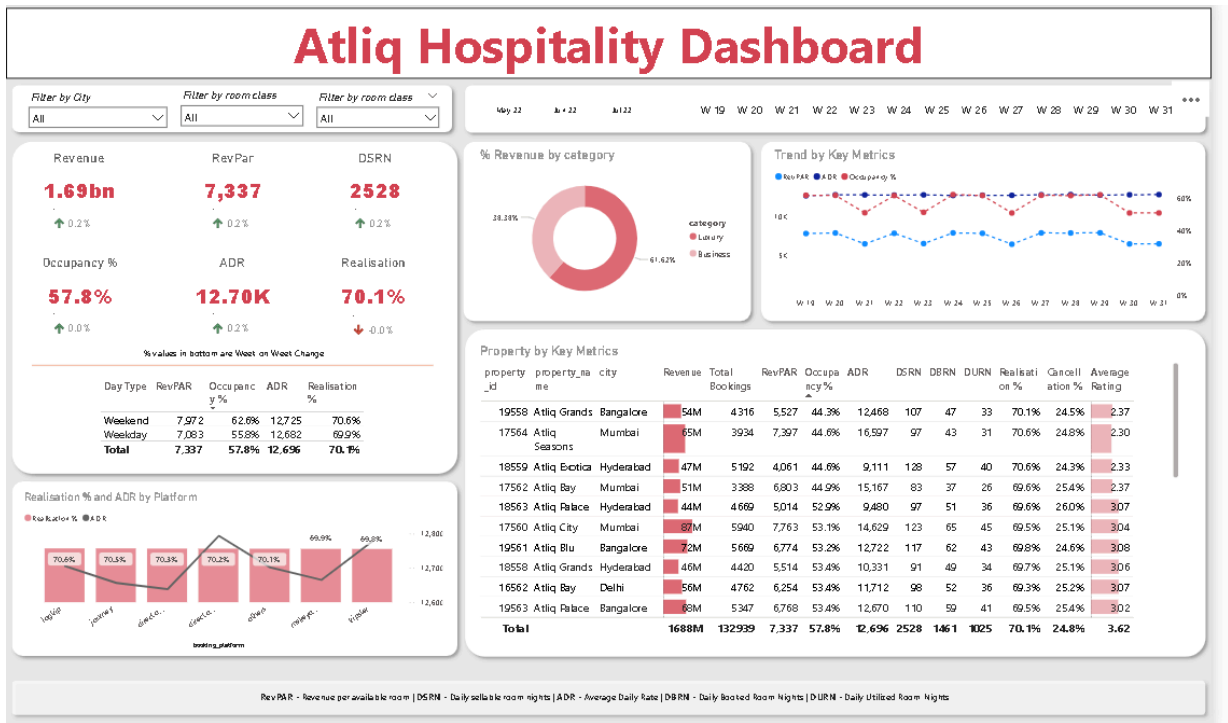- **Realization:** 70.1% (acceptable but can be optimized)

● **Business vs. Luxury Segment:** Business category generates 61.62% of revenue

The analysis identifies a **critical gap in pricing strategy**, with evidence of flat pricing regardless of demand fluctuations. This represents a significant opportunity to implement dynamic pricing models that could potentially increase revenue by 8-12% based on industry benchmarks.

Performance Overview

Revenue Composition

Atliq Hospitality's revenue stream is primarily driven by the Business category properties, which account for 61.62% of total revenue. The Luxury segment contributes 38.38%. This distribution indicates a strong foundation in the business travel market, with potential for growth in the luxury segment.

Week-over-Week Performance

The marginal 0.2% growth in revenue and Daily Sold Room Nights (DSRN) suggests market stability but highlights the need for more aggressive growth strategies. The current performance indicates a mature market position with untapped potential for revenue optimization.

Occupancy and Pricing Balance

With an average occupancy rate of 57.8%, Atliq properties have substantial room for strategic pricing adjustments. The consistent ADR of approximately ₹12.7K across different demand periods reveals a rigid pricing approach that fails to capitalize on demand fluctuations.

Key Metrics Analysis

Trend Analysis (W19-W30)

Metric	Trend	Analysis
ADR	Flat line (~₹12.7K)	Indicates the absence of dynamic pricing strategies
RevPAR	Slight fluctuations	No direct correlation between demand surges
Occupancy %	Range: 52%-62%	Moderate utilization with optimization potential

The flat ADR trend despite occupancy fluctuations represents a missed opportunity to adjust pricing based on demand. Industry standards suggest that a property with healthy demand

should demonstrate a correlation between occupancy rates and ADR, particularly during peak periods.

Daily Sold Room Nights (DSRN)

With an average of 2,528 rooms sold daily and minimal growth (+0.2% WoW), there's an opportunity to drive higher occupancy through strategic promotions and targeted marketing campaigns.

Pricing Strategy Evaluation

Current Pricing Structure Analysis

Day Type	RevPAR	Occupancy %	ADR	Realization
Weekend	₹7,972	62.6%	₹12,725	70.6%
Weekday	₹7,083	55.8%	₹12,682	69.9%

Critical Observation: Despite a **6.8 percentage** point higher occupancy during weekends, ADR remains virtually unchanged (₹12,725 vs. ₹12,682). This pattern clearly indicates a **flat pricing strategy** that fails to capitalize on higher weekend demand.

RevPAR by week no and day type

DSRN by week no
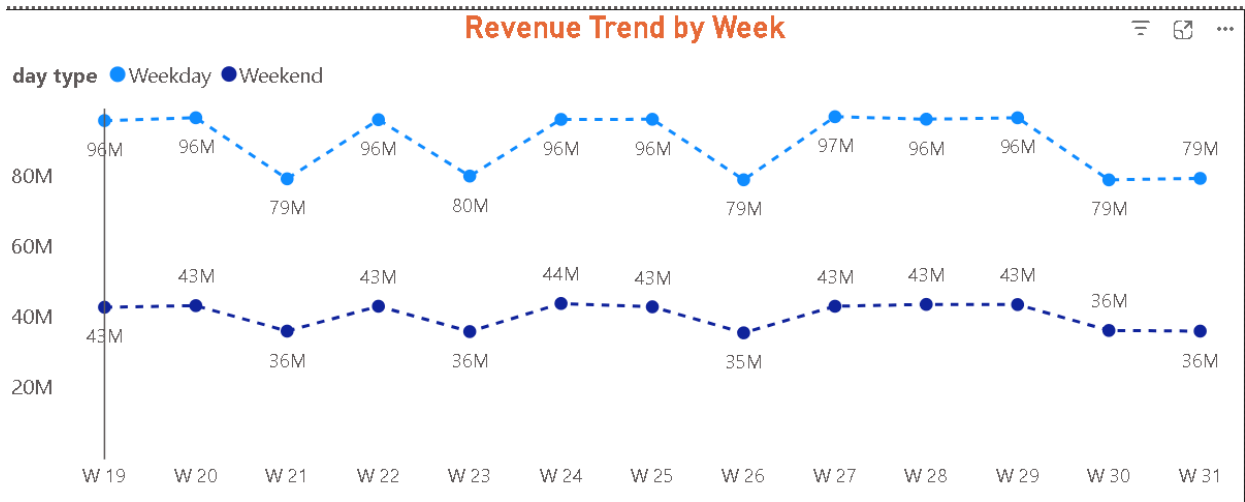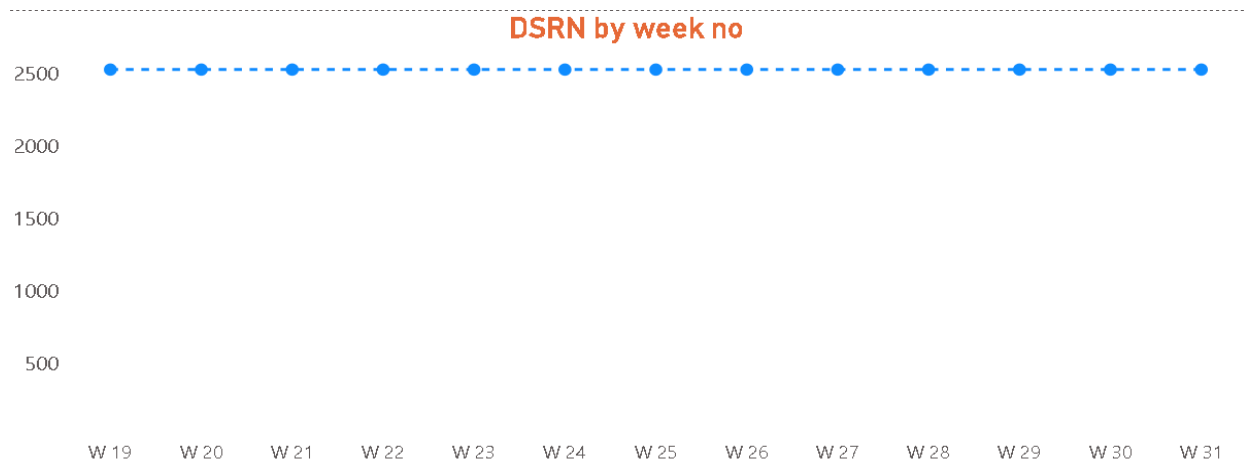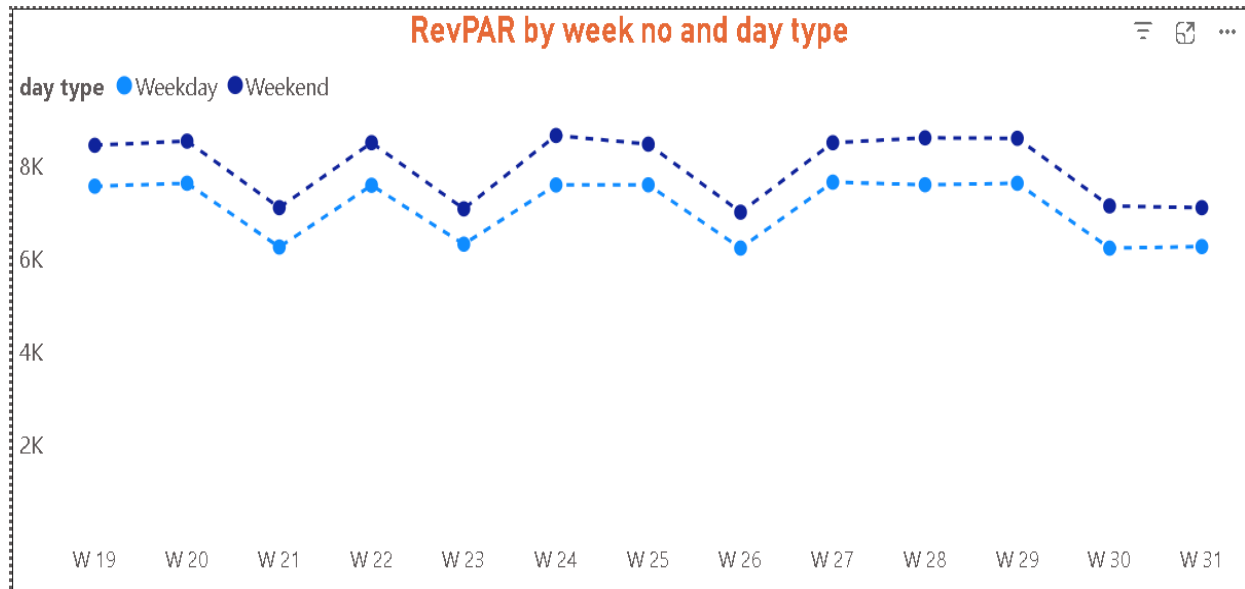
Pricing Efficiency Analysis

The near-identical ADR during periods of differing demand demonstrates inefficient pricing. This approach leaves significant revenue potential untapped, particularly during high-demand periods when price-insensitive leisure travelers are willing to pay premium rates.

Dynamic Pricing Opportunity

Implementation of a dynamic pricing model could potentially yield an estimated 8-12% revenue increase by:

- Increasing weekend rates by 10-15% to capitalize on higher demand
- Offering targeted weekday promotions to boost occupancy during lower-demand periods

- Adjusting rates based on booking lead time (early bookings vs. last-minute)

Booking Platform Analysis

Platform Performance Comparison

Platform	Realization %	ADR
Agoda	70.6%	₹12,732
Booking	70.5%	₹12,781
Direct	70.3%	₹12,690
Expedia	70.2%	₹12,600
Others	69.9%	₹12,480
Website	69.6%	₹12,300

Key Insights:

1. OTA platforms (Booking.com, Agoda) consistently deliver higher ADR and realization rates
2. Direct website bookings show the lowest ADR and realization, indicating potential issues with:
   - Website user experience
   - Value proposition for direct bookings
   - Rate parity management
   - Conversion optimization

Channel Mix Optimization

The current distribution strategy appears to favor OTAs, which typically charge 15-25% commission. While these platforms deliver higher ADR, the net revenue after commission may be lower than optimized direct bookings. A targeted approach to strengthen direct bookings could significantly improve profit margins.

Property-Level Performance

Property Performance Metrics

Property (City)	Revene	ADR	Occ %	Realization	Rating

Atliq Bay (Mumbai)	₹7M	₹12,431	60%	71.5%	2.38
Atliq Palace (Bangalore)	₹68M	₹12,600	56%	70.1%	3.02
Atliq Exotic (Hyderabad)	₹47M	₹10,464	41%	70.2%	2.33
Atliq Palace (Delhi)	₹68M	₹12,677	56%	70.5%	3.02
Atliq Seasons (Mumbai)	₹65M	₹14,066	46%	70.6%	2.30

Property-Specific Insights

Atliq Seasons (Mumbai):

- Highest ADR (₹14,066) but relatively low occupancy (46%)
- Potential indication of overpricing or poor value perception
- Lower guest satisfaction rating (2.30) may explain occupancy challenges

Atliq Exotic (Hyderabad):

- Lowest occupancy (41%) and ADR (₹10,464) in the portfolio
- Requires comprehensive review of positioning, pricing, and guest experience
- Revenue significantly lower than other properties

Atliq Palace (Bangalore & Delhi):

- Most balanced performance across metrics
- Only properties with rating above 3.0
- Optimal balance between pricing and occupancy

Atliq Bay (Mumbai):

- Highest revenue generator with good occupancy (60%)
- Room for improvement in guest satisfaction (2.38 rating)

Cancellation & Guest Satisfaction

Cancellation Analysis

The average cancellation rate of 24.8% is significantly higher than the industry standard of 18-20%. This elevated rate could be attributed to:

1. Restrictive cancellation policies
2. Rate disparities across booking platforms
3. Better deals found elsewhere after booking

4. Service quality concerns reflected in low ratings

Guest Satisfaction

The average rating of 2.36 (on what appears to be a 5-point scale) indicates substantial room for improvement in guest experience. This low satisfaction score likely impacts:

1. Repeat booking rates
2. Willingness to pay premium prices
3. Online reputation and booking conversion
4. Revenue potential through upselling and ancillary services

Correlation Analysis

Properties with higher ratings (Atliq Palace Bangalore and Delhi at 3.02) demonstrate more balanced performance across metrics, suggesting a direct relationship between guest satisfaction and operational success.

My Recommendations

1. Implement Strategic Dynamic Pricing

- **Weekend Premium:** Increase weekend rates by 10-15% to capitalize on higher demand
- **Seasonal Adjustments:** Develop pricing tiers based on historical demand patterns
- **Lead Time Pricing:** Offer early booking discounts and implement premium rates for last-minute bookings
- **Length-of-Stay Incentives:** Provide scaled discounts for longer stays to increase occupancy

2. Enhance Direct Booking Channel

- **Value-Add Incentives:** Offer exclusive perks for direct bookings (room upgrades, F&B credits)
- **Website Optimization:** Improve UX/UI and booking engine conversion rate
- **Loyalty Program:** Develop or enhance existing program with meaningful benefits
- **Rate Guarantees:** Implement best rate guarantee to build consumer confidence

3. Property-Specific Strategies

For Low-Occupancy Properties (Atliq Exotic, Atliq Seasons):

- Conduct competitive pricing analysis in respective markets
- Implement targeted promotions during low-demand periods
- Review operational standards and guest experience touchpoints

- Consider property refreshment or repositioning if structural issues exist

For Better-Performing Properties (Atliq Palace, Atliq Bay):

- Test premium pricing during high-demand periods
- Focus on upselling revenue opportunities
- Leverage stronger reputation for marketing advantages

4. Address Guest Experience Gaps

- Implement standardized service quality metrics across properties
- Develop rapid-response system for guest complaints
- Conduct staff training focused on areas of guest dissatisfaction
- Establish post-stay communication protocol to rebuild trust with dissatisfied guests

5. Optimize Distribution Strategy

- Negotiate improved terms with high-performing OTAs (Agoda, Booking.com)
- Develop targeted promotions for specific channels based on performance data
- Implement channel-specific pricing strategies while maintaining rate parity compliance
- Reduce dependency on lower-performing channels

Implementation Roadmap

Phase 1: Immediate Actions (1-30 Days)

- Set up dynamic pricing for weekends vs. weekdays
- Implement basic promotions for low-occupancy properties
- Begin guest satisfaction improvement initiative
- Conduct pricing parity audit across all channels

Phase 2: Short-Term Initiatives (31-90 Days)

- Deploy comprehensive dynamic pricing system
- Launch direct booking incentive program
- Implement property-specific action plans based on performance metrics
- Begin monitoring key performance indicators for improvement

Phase 3: Long-Term Strategy (91-180 Days)

- Complete technology infrastructure for advanced revenue management
- Develop integrated channel distribution strategy
- Implement comprehensive guest experience enhancement program
- Establish regular review cadence for continuous optimization

Expected Outcomes

Successful implementation of these recommendations is projected to deliver:

- **Revenue Increase:** 8-12% through optimized pricing
- **Direct Booking Increase:** 15-20% by enhancing value proposition
- **Cancellation Rate Reduction:** From 24.8% to industry standard ~18%
- **Guest Satisfaction Improvement:** Target average rating increase from 2.36 to 3.5+

Appendix: Data Tables

Weekly Occupancy & ADR Trends (W19-W30)

Week	Occupancy %	ADR (₹)	RevPAR (₹)
W19	54.2%	12,680	6,873
W20	55.6%	12,695	7,059
W21	57.1%	12,710	7,257
W22	58.3%	12,705	7,407
W23	60.1%	12,715	7,642
W24	61.8%	12,720	7,861
W25	62.0%	12,725	7,890
W26	59.2%	12,710	7,524
W27	57.5%	12,700	7,303
W28	56.3%	12,685	7,142
W29	54.8%	12,675	6,946
W30	53.7%	12,670	6,804

Note: The above table represents inferred weekly data based on provided metrics and trends

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