ATLIQ HOSPITALITY – INSIGHTS & RECOMMENDATIONS

1. OVERALL PERFORMANCE

Insight :- Strong Revenue but Weak Occupancy

- Total Revenue: **1.71B**

- Occupancy: **58%** (industry benchmark 68–75%)

- Cancellation Rate: **25%** (too high)

- Average Rating: **3.62** (needs improvement)

Recommendation

- Run **occupancy-boosting campaigns** during low-demand weeks (weekday bundles, corporate tie-ups, early-bird discounts).

- Implement **stricter cancellation policies** and "non-refundable at discount" options.

- Improve ratings by upgrading customer service & room quality standards.

2. WEEKDAY VS WEEKEND PERFORMANCE

Insight :- Weekdays drive revenue, Weekends drive occupancy

Weekdays:

- Revenue: **1.18B**

- Occupancy: **56%**

- Bookings: **93K**

Weekends:

- Revenue: **524M**

- Occupancy: **63%**

- Bookings: **41K**

Weekdays contribute **more revenue**, while weekends bring **higher occupancy**.

Recommendation

- **Increase weekday occupancy** through:

  o   Corporate partnerships

  o   "Workcation" packages

  o   Discounted weekday stays

- **Increase weekend revenue** via:

  o   Upselling premium rooms

  o   Experience packages (spa, dining, tours)

3. REVENUE CONTRIBUTORS

Insight :- Top Properties Drive Majority of Revenue

1.   AtliQ Exotica – **19%**

2.   AtliQ Palace – **18%**

3.   AtliQ City – **17%**

AtliQ Seasons contributes only **4%**, making it the weakest.

Recommendation

- For top hotels: Push loyalty programs & premium upsells.

- For low-performing hotels:

  o   Reevaluate pricing

  o   Improve service quality

  o   Increase marketing visibility

Insight :- Mumbai Dominates Revenue

Revenue by city:

- **Mumbai – 669M**

- Bangalore – 420M

- Hyderabad – 325M

- Delhi – 295M

Mumbai alone accounts for **~40%** of total revenue.

Recommendation

- Increase pricing slightly in Mumbai during peak periods.

- Invest in **expanding Mumbai supply** or adding premium room categories.

- For lower-revenue cities, launch local partnerships and targeted promotions.

Insight :- Elite & Premium Rooms Bring the Highest Revenue

Room class revenue distribution:

- Elite

- Premium

- Presidential

- Standard (lowest)

Recommendation

- Focus marketing on **premium & elite** room categories.

- Reduce underpricing of Standard rooms or bundle with upsells to improve margins.

Insight 6 :- Heavy Dependence on "Other" Platform (41%)

Platform revenue share:

- Others – **41%**

- MakeYourTrip – **20%**

- Logtrip – **11%**

- Direct Online – **10%**

- Tripster – **7%**

- Journey – **6%**

- Direct Offline – **5%**

High dependency on "other/undefined" platforms = **risk of channel instability**.

Recommendation

- Strengthen **Direct Online** channel via:

  o Website improvements

  o Loyalty benefits

  o Zero-commission perks

- Diversify away from "OTHERS" category.

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4. PROPERTY PERFORMANCE ANALYSIS

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Insight :- Occupancy varies widely across properties

- Highest: AtliQ Palace – **60%**

- Lowest: AtliQ Seasons – **45%**

Recommendation

- For low-occupancy hotels:

  o Hyperlocal marketing

  o Improve ratings (AtliQ Seasons rating only 2.29!)

  o Offer discounts to stimulate demand

Insight :- Average Rating Issues

- AtliQ Grands: **3.10**

- AtliQ Seasons: **2.29** (major red flag)

Recommendation

- Immediate audit of service quality for low-rated properties.

- Improvements in:

- o Cleanliness

- o Staff behavior

- o Room amenities

- Add post-stay feedback automation.

Insight :- Booking % dominated by Elite & Standard rooms

Booking share:

- Elite – **36.78%**

- Standard – **28.57%**

- Premium – **22.71%**

- Presidential – **11.94%**

Recommendation

- Optimize pricing to increase **Premium** room conversions.

- Create "upgrade for ₹X" pre-arrival offers.

Insight :- Revenue swings between 114 M–139 M weekly

Big drop in Week 32:

- Revenue collapsed from **115M → 21M**

- Bookings dropped from **9K → 1.7K**

Likely due to:

- System/data error OR

- Low-demand seasonal week

Recommendation

- Validate data for week 32.

- If valid, analyze demand dip causes.

- Use dynamic pricing to avoid similar future collapses.

Insight :- Occupancy fluctuates 51%–62%

Low occupancy:- W21, W23, W26, W30, W31 → ~51%.
High occupancy:- W19, W24, W32 → ~62–65%

Recommendation

- Add **demand forecasting model** to optimize pricing on low weeks.

- Offer targeted marketing campaigns during low-demand weeks.

7. CITY-LEVEL ANALYTICS

Insight :- Mumbai has highest Revenue per Booking

- Mumbai: **15.39K**

- Bangalore: 13.13K

- Delhi: 12.15K

- Hyderabad: 9.32K

Recommendation

- Increase inventory of premium rooms in Mumbai.

- For Hyderabad, improve room quality and reduce cancellations.

Insight :- Cancellation Rate is flat across all cities (25%)

This indicates an overall policy issue, not city-specific.

Recommendation

- Introduce stricter cancellation windows.

- Offer discounts for non-refundable bookings.

Insight :- Presidential rooms have highest revenue per booking (23.44K)

But their occupancy is only **~57%**.

Recommendation

- Target high-value customers with:
  - Airport pickups
  - Free lounge access
  - VIP check-in
- Bundle presidential rooms in premium packages.

Insight :- Standard rooms deliver lowest revenue & occupancy

- Revenue per booking: **8.05K**
- Occupancy: **~56–58%**

Recommendation

- Re-evaluate Standard pricing.
- Improve cleanliness & basic amenities.

Insight :- Business Hotels Slightly Outperform Luxury

Revenue per booking:

- Business: **12.88K**
- Luxury: **12.58K**

Occupancy: ~58%

Recommendation

- Increase marketing for Luxury category with experience add-ons:

  o Spa package

  o Dining credits

  o Celebratory packages

10. HIGH-IMPACT INSIGHTS (TOP 5)

1. **Occupancy is low at 58%** → Needs immediate pricing & marketing fixes

2. **Cancellation rate at 25%** → Huge revenue leakage

3. **Ratings below 3.6 for many properties** → Service issues affecting demand

4. **One platform ("others") contributes 41% revenue** → High risk

5. **Week 32 data shows massive business decline** → Needs validation & analysis