

### Details of Owned Hotels Website: Revenue & Room Nights

We have transformed our website, leading to a significant surge in direct hotel bookings. This achievement stems from our varied marketing tactics and distinctive features, including custom packages, seasonal specials, last-minute offers, weekend retreats, and festive deals. By continuously enhancing the digital guest experience, we aim to exceed expectations and delight our guests, thereby elevating the overall quality of their stay. Consequently, our website has emerged as our most economical customer acquisition channel, demonstrating impressive growth.

<b>Owned Hotels</b>	<b>Room Nights</b>	<b>Revenue ( In Lakhs)</b>	<b>% Rev vs Total</b>
<b>Brand Web</b>	13572	857.31	5.0%