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‘Delta Corp’s plans a sprawling 100-acre integrated resort in Goa’

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Hospitality Industry witnesses

The Gen-Z influence



Indian Hotel Industry Poised to Contribute USD 1,504 Billion to GDP by 2047, Reports Hotel Association of India

HBI Staff | Hyderabad

The Indian hotel market holds immense growth potential, projected to add USD 1,504 billion to the nation's GDP by 2047, up from USD 65 billion in 2022, according to a report by the Hotel Association of India. The report forecasts rising demand for hotels over the next 25 years, contingent upon continuous development initiatives for both pipeline projects and new ventures. In the short, mid, and long terms, the association envisions growth rates of 11%, 13%, and 15%, respectively, across the broader hospitality sector. This assessment encompasses services provided by associated industries like food and beverages, as well as salon and spa services. Notably, the report does not consider market growth in services, thereby excluding scenario-based contribution estimates.

Direct contributions from the hotel industry to GDP amounted to USD 40 billion in 2022 and are projected to surge to USD 68 billion by 2027, further reaching an



impressive USD 1 trillion by 2047.

The report underscores the need for policy support within the tourism and hospitality sector to achieve the USD 3 trillion economic target by 2047. Essential measures include facilitating ease of doing business and granting infrastructure status. Addressing the necessity for a robust tourism policy structure, the report emphasizes

boosting both national and international tourist footfalls, along with advocating for 100% foreign direct investment (FDI). Madan Prasad Bezbaruah, HAI's secretary general and former secretary of the Ministry of Tourism, highlights the pivotal role that policy and ease of doing business will play in shaping the future trajectory of tourism. ■

ITC Limited Approves Demerger of Hotels Business into New Entity, ITC Hotels Limited

HBI Staff | Hyderabad

ITC Limited's board has given the green light for the demerger of its hotels business into a distinct entity, establishing the upcoming ITC Hotels Limited. This new hospitality-focused entity will be separately listed on both the NSE and BSE stock exchanges. The decision was made during a board meeting held on August 14, and the demerger scheme has also received approval.

ITC Hotels Limited will emerge as an independent listed company with a primary focus on hospitality services. The new company will have the authorization to include the 'ITC' name as an integral part of its corporate identity, incorporating select properties and brand titles, subject to customary arrangements and fees. Concurrently, trademarks utilized jointly by other ITC businesses and the Hotels Business will be licensed to ITC Hotels, based on mutually agreed terms.

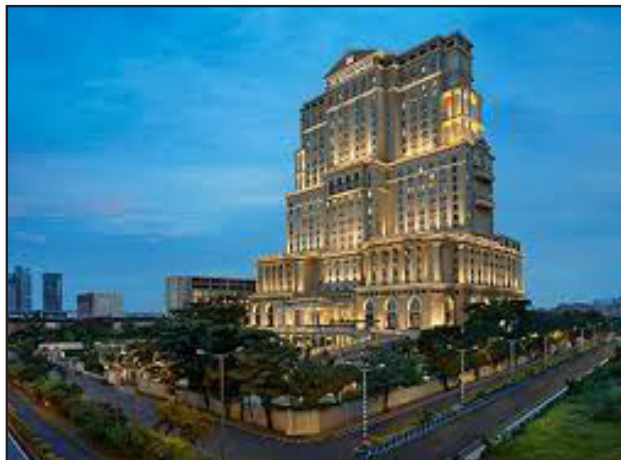
The transition will involve the transfer of properties, assets, investments, employees, liabilities,

and contracts linked to the Hotels business. This includes intellectual property and trademarks exclusively associated with the hotels sector. Certain shared assets like offices and accommodations for staff and management will be either transferred or leased to ITC Hotels through appropriate commercial agreements.

Furthermore, the demerger will encompass the transfer of ITC's investments in various hospitality entities to ITC Hotels. Notable among these investments are entities like Bay Islands

Hotels, Park Hotels Ltd, Landbase India Ltd, Srinivasa Resorts Ltd, WelcomHotels Lanka Pvt Ltd, Gujarat Hotels Ltd, International Travel House Ltd, and Maharaja Heritage Resorts Ltd.

The demerger will operate on a ratio of one equity share in ITC Hotels for every ten ordinary shares held in the demerged ITC Ltd, each having a face and paid-up value of INR 1. ITC underlines that ITC shareholders will continue to retain 100% economic interest in the hotel business even after the demerger. ■



‘Our attention to detail and personalised products have earned the company contracts with prominent five-star hotels’



Tara Candles has emerged as a frontrunner in the corporate segment, commanding an impressive 65% of the market share for candle supply. The company’s strategic focus on establishing B2B tie-ups with prestigious hotels and retail chains, coupled with its emphasis on customization and bespoke solutions, has been the driving force behind its remarkable success. In an exclusive conversation with **Asmita Mukherjee, Umesh Singh, Director, Tara Candles**, shed light on the brand’s journey and the key factors that have contributed to its growth and recognition.

Singh emphasised the crucial role of product customisation and bespoke solutions, particularly in the B2B hospitality segment. “Our attention to detail and ability to create personalised products have earned the company contracts with prominent five-star hotels, including the Taj hotel chain, J.W. Marriott, Grand Hyatt, and ITC Sheraton. Tara Candles’ strategy of aligning its products with the branding and themes of its corporate clients has firmly established its position as a dominant player in the corporate candle supply market, accounting for a 65% market share,” said Singh.

The company’s journey from producing a mere 10 kg of candles per day for a single client to reaching a remarkable production capacity of 3000 kg per day exemplifies its agility and adaptability. Singh elaborated on the challenges faced during this expansion, stating, “As demand grew, we faced the challenge of scaling up production while maintaining the same level of quality

and consistency that had earned us recognition.” He stated that to overcome this challenge, Tara Candles invested in advanced production equipment and skilled labor, ensuring a smooth transition to higher volumes. The company’s commitment to sourcing sustainable raw materials such as soya wax and beeswax aligns with its ethical practices and quality standards.

With a strong foothold in the domestic market, Tara Candles is now setting its sights on expanding into diverse markets. “Our geographical expansion to thirteen regions in India and two overseas regions was a result of well-informed decision-making and strategic market research,” Singh shared. He also informed that by collaborating with the Infinity Group, Tara Candles made its first export to the U.K. market, gaining valuable insights into European consumer preferences and trends. In India, the brand’s presence in various sectors demonstrates its ability to identify and cater to specific market segments effectively.

Tara Candles’ commitment to innovation and creativity is evident in its diverse product line comprising over 20,000 unique candles. “Maintaining innovation in a product line of this scale is a testament to Tara Candles’ commitment to research and development,” Singh affirmed. The company introduces an average of one new product every 15 days, ensuring its offerings remain fresh and appealing to consumers. Collaborations with artists, designers, and fragrance experts further infuse Tara Candles’ products with creativity and uniqueness, positioning the brand as a trendsetter in the dynamic candle industry.

As the brand sets its sights on capturing international markets, Singh emphasises the importance of market research and strategic partnerships. “Understanding consumer preferences in these regions and adapting our products accordingly will be crucial to succeeding in the European and American markets,” he concluded. ■

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Luxury Hotel sector expected to ramp up expenditure on technology and communication systems, reveals global research

HBI Staff | Hyderabad

Senior executives of large luxury hotel chains expect the high-end, luxury hotel sector to dramatically increase its expenditure on technology and communication systems over the next three years. This is according to new global research* commissioned by world-leading

communication technology company Communications Specialist Ltd.

Between now and 2026, more than half (54%) of those senior executives interviewed expect the sector’s spending to increase by between 20% and 50%, and 16% anticipate it will be higher than this.

When it comes to how much the

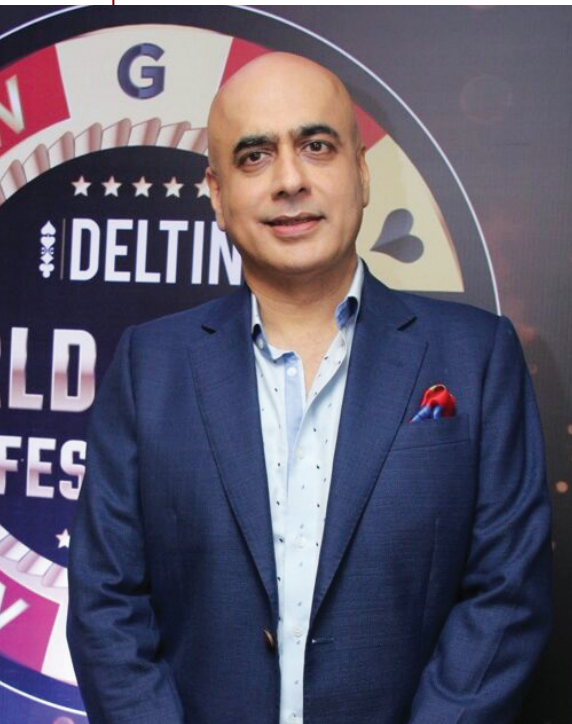
luxury hotel sector will spend on security over the next three years, the executives interviewed expect similar levels of increased expenditure. Six out of ten (60%) predict expenditure to increase by over 30% between now and 2026.

A key reason for a planned increased spend on

communications systems and security is that only 20% of senior luxury hotel executives interviewed rate the sector’s operational efficiency levels as ‘excellent’, with 70% describing them as ‘good’ and 10% as ‘average’. By spending more in these areas, 32% expect operational efficiency levels to improve dramatically over the next three years and 56% expect a slight improvement. ■

Expected increase in expenditure on security in the high-end, luxury hotel sector between now and 2026	Percentage of senior luxury hotel executives interviewed who anticipate this level of increase in expenditure
Up to 10%	2%
Between 10% and 20%	16%
Between 20% and 50%	66%
Between 50% and 75%	4%
Between 75% and 100%	12%

Expected increase in expenditure on technology and communications systems in the high-end, luxury hotel sector between now and 2026	Percentage of senior luxury hotel executives interviewed who anticipate this level of increase in expenditure
Up to 10%	2%
Between 10% and 20%	28%
Between 20% and 50%	54%
Between 50% and 75%	8%
Between 75% and 100%	8%



In the world of luxury gaming and hospitality in India, one name stands out above the rest is Deltin. With a remarkable journey that started in 2008, Deltin has grown exponentially to become a trailblazer in the industry. Led by the **Anil Malani, CEO, Deltin** the brand has left an indelible mark on India's gaming landscape with its portfolio of iconic offshore – onshore casinos and 5-star hotels. In an exclusive interview with Malani, **Asmita Mukherjee** delves into Deltin's future plans and its commitment to excellence in the realm of hospitality-focused gaming.

'Delta Corp's plans a sprawling 100-acre integrated resort in Goa'

While speaking on Deltin's inception and evolution Malani explained that the inception of the Deltin brand created by the visionary Jaydev Mody. "Our operations began with one casino in 2008. Since then, Deltin has expanded exponentially and currently has 3 iconic offshore casinos, 5 onshore (land based) casinos and 2 five-star hotels under its portfolio. Deltin is distinguished by its investments in the creation of high-quality luxury gaming and hospitality infrastructure. Delta Corp Ltd, the sole publicly traded Indian casino and online gaming company, owns the Deltin brand. Deltin has set itself apart by investing in high-quality luxury gaming and hospitality infrastructure, earning it a position as the sole publicly traded Indian casino and online gaming company, under Delta Corp Ltd.

Goa, Daman, Sikkim, and Nepal are the strongholds for the 'Deltin' brand of gaming and entertainment. Deltin continues to be the undisputed market leader in its segment."

In regard to their impressive portfolio, Malani highlighted the significant impact of three offshore floating casinos, which have become iconic luxury gaming destinations in Goa – Deltin Royale, Deltin Jaqk, and Kings Casino (formerly Deltin Caravela). Looking ahead, Deltin's vision is to further elevate its presence in the market. He stated, "We have also mark our presence with five exceptional land-based casinos, including Deltin Zuri at The Zuri White Sand Resorts in South Goa, Deltin Gold at the Sinq Prive Hotel in the popular Candolim belt of Goa, Deltin Denzong at Hotel ITC Denzong Regency in Sikkim, Deltin Casino International in Kathmandu Marriott Hotel, Nepal, and Deltin Suites Casino at Hotel Deltin Suites in Goa.

Also, Deltin owns two 5-star hotels – Deltin Suites, a 106 room, all-suite hotel with a casino and The Deltin, a 176 room five-star hotel in Daman, which is an integrated resort with a proposed casino."

According to Malani, the gaming scenario in India portrays a young and rapidly expanding market. He emphasised by saying, "The country's rapid economic development and the accompanying surge of urbanisation are driving an increase in

demand for high-end gaming, entertainment and hospitality. 'Deltin' has a strong business model and an effective management structure, and it is an industry pioneer, therefore it's expected to remain at the top of its field for the foreseeable future."

The Deltin – gaming-focused hospitality unit, is facing certain restrictions as it seeks to expand its operations to new geographical locations. Malani informed that currently, live gaming (casinos) is permitted only in the states of Goa and Sikkim in India. Nevertheless, Deltin has already made a significant impact in both of these gaming destinations, establishing a dominating presence. The company is eagerly awaiting its casino license in Daman, pending regulatory approvals. Despite the limitations in India, the Deltin has also ventured into the international market, operating a casino in Kathmandu, Nepal.

Mentioning that Deltin's growth and success fuelled by its strategic business approaches Malani stated, "A key factor is their adeptness in acquiring gaming licenses at the right time, enabling them to stay ahead of the competition. Deltin have also made significant investments in creating exceptional gaming and hospitality infrastructure, including offshore vessels, onshore casinos, and luxurious five-star hotels, by bringing luxury gaming experiences to India, comparable to renowned destinations like Vegas and Macau, Deltin has played a pioneering role in putting India on the global map for gaming and entertainment."

Elaborating on the expansion and innovation plans of Deltin Malani explained, "In the short term, the company's business thrives with a healthy income stream, capitalising on the booming gaming market in India. Looking ahead, a dream project takes shape as Delta Corp plans an integrated resort spread across 100 acres in Goa. With in-principal approval from the Investment & Promotion Board, this resort will be a one-of-a-kind destination, offering a 5-star hotel, electronic casino, theme park, shopping mall, gaming zones, and a plethora of family recreational activities. Envisioned to attract both international tourists seeking cultural experiences and Indian outbound travellers." ■

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‘We are looking to expand further in the North Eastern states, Andamans and Key North Indian Tourist Spots’

Amidst the continuously changing panorama of the hospitality industry, Summit Hotels and Resorts have charted a distinct and remarkable path. In an insightful conversation with **Asmita Mukherjee**, **Sumit Periwal, Director, Summit Hotels and Resorts**, shared his journey and unveiled the brand’s strategic roadmap for the future.

Relecting on the journey that began in 2010 with a single hotel in Gangtok, Periwal recounted the transformative evolution of Summit Hotels and Resorts. “We have seen consistent growth in terms of our room inventory as well as the our geographical presence,” he stated. Over the years, Summit Hotels has emerged as a pioneer in operating multiple leased properties under a single brand name.

Periwal candidly addressed the challenges that Summit Hotels encountered, including political disruptions and the unprecedented impact of the Covid-19 pandemic. “We have had our fair share of challenges due to

political disturbances in the region when a large portion of our inventory had to suspend operations and which is what led Summit to look for areas outside of the north Bengal and Sikkim region. Covid ofcourse was our biggest setback since all our properties were on lease and we had to let go of a few of our hotels but it also helped us consolidate our operations thereby making us more efficient and agile,” he emphasised.

While Summit Hotels and Resorts established its strong presence in the North Bengal and Sikkim regions, Periwal shed light on the brand’s expansion strategy. “We are looking for expand further in the North Eastern states, Andamans and some of the

popular tourist destinations in North India,” he explained.

Earning the esteemed India Travel Award marked a significant achievement for Summit Hotels and Resorts. Periwal attributed the brand’s success to its distinctive approach. “Operating a leased hotel gives us greater flexibility in our operations as compared to managed properties and allows us huge advantages in terms of economies of scale and optimum utilisation of our resources,” he revealed.

While speaking on the brand’s vision Periwal unveiled, “We will continue to operate in leisure destinations on the model that we are operating in at the moment.”

“Considering how sensitive tourism is as an industry, geographical presence in vital to offset challenges that may impact one or more of our locations and that’s where our focus is for now. In addition to augmenting inventory at our existing locations, we are looking at adding new destinations in the north east very soon,” he concluded. ■

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A VEGAN PARADISE OF THE MIDDLE EAST

The rise of vegetarian and vegan cuisine in Israel.

On a brief visit to Israel last month-end, during an interesting walk around the historical old city area of Jerusalem when we stopped by for lunch, there was something of a surprise. The meal was all vegetarian. The explanation was that in a city with travel groups having varying kosher, halal, and similarly particular dietary demands, for pre-arranged meals for tour groups, a vegetarian offering was a safe option!

That might be an exception but they say the Israeli diet is based on the meze - the little salads presented before the meal. There's a simplicity even in the trendiest restaurants that have roasted veggies on their menu. The distinct trend for vegetarian, more vegan, if you may, is spreading across the country. Even Shawarma, the sliced-meat sandwich is also available in a vegan avatar at some outlets. The mishmash of gastronomic identities that came in with migrants from across the world, has made this mid-eastern favorite accepted in a veggie form as well.

In Tel Aviv I came across a widely accepted accreditation system for vegan cuisine. This was introduced after the Vegan-Fest Tel Aviv, which started a decade back and is now an annual vegan event.

Today, trendy and even otherwise, regular roadside bars are willing to offer vegan options on their menus. Street side kiosks, as a pleasant surprise, would offer vegan versions from their menu if requested.

The Jews of Indian ancestry are not as numerous in that country but their cuisine does reflect in the spices. The Muslim and Christian influence from various parts of the mid-east and Europe has a great role in making their cuisine so variegated and diverse.

One does come across quite a few Indian tourists there and there's no reason why their numbers shouldn't rise.

The narrative for Israel in certain mainline media isn't always kind but tourism can dispel many of the myths that those who haven't set foot on those shores often perpetuate. A day of fond and funny banter with Majid, our Palestinian driver and Nadia, our Jewish guide revealed what distance conceals- that it is tourism that builds and reflects societies and cultures.

Anurag Yadav
Industry Expert

Anurag Yadav is a travel author and columnist, writing on hospitality and design. An avid traveller, he has published five books and divides his time equally between Delhi and London.

The views expressed in the column are of the author, and may or may not be endorsed by the publication.

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'district150 offers a comprehensive, premium hospitality experience with its array of meeting rooms, event spaces, and breakout areas'

Traditionally, the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry in India heavily relied on hotels for meeting and event venues. However, district150 disrupts this norm by ingeniously leveraging under-utilized office buildings to cater to a wide array of business and cultural events. Narain explained the concept, stating that district150 merges hospitality and office spaces. "Observing and tracking real-world trends helped us identify the need for a space & concept like district150; a lifestyle-focused, hospitality-powered, multipurpose meeting & events hub designed to revolutionise the future of the office building.

It is conceptualised to encourage a reset in the way we work and engage. There is now a higher emphasis on amenity rich, experiential offerings in commercial buildings. Built to catalyze the power of networks, district150 embraces the trend of 'working from anywhere' by creating versatile workspaces that integrate head-down work, collaborative zones, social spaces, and meeting rooms under one roof.

Furthermore, district150 believes that office buildings can serve as social and cultural infrastructure beyond work hours. Energising these spaces during evenings and weekends, the hub aims to transform them into vibrant social hubs, providing tenants with a more comprehensive experience. This forward-thinking approach challenges the traditional MICE industry norms in India, as district150 leverages under-utilized office buildings for business and cultural events, presenting a fresh and innovative perspective to the industry."

Narain emphasised the significance of the hotelisation of office spaces, stating, "Traditional venues have been unable to reimagine themselves to cater to the current audience's needs for differentiated spaces. The aim with district150 is to address these limitations and challenges, and provide an infrastructural solution with a fresh approach to event planning and execution.

At district150 we provide purposefully designed, versatile spaces coupled with modern amenities, technology, world class hospitality and a team of expert event curators who help our guests plan & execute top-notch events, whether corporate or social."

With the rising demand for office spaces



Amidst the bustling world of commercial real estate and hospitality, Vivek Narain emerges as a visionary force with district150 and The Quorum. district150, his brainchild, is a game-changing lifestyle-focused, hospitality-powered, multipurpose meeting and events hub, revolutionizing the conventional concept of office spaces. With a unique amalgamation of business and hospitality, Narain's concept is set to reshape the future of office buildings, seamlessly integrating work and play. In a conversation with **Asmita Mukherjee, Vivek Narain, Founder & CEO, district150 & The Quorum** shares insights on the maturity of the Indian market for this innovative concept and the overwhelming response it has garnered so far.

equipped with hospitality-grade amenities, district150 emerges as a leading player in meeting this requirement. Narain highlighted the remarkable offerings of district150, stating, "district150 offers a comprehensive, premium hospitality experience with its array of meeting rooms, event spaces, and breakout areas.

The facility comprises various multifunctional spaces, including The Stage,

a tiered hall for learning and performances; The Dunbar Room, a pillar-less events space with top-notch AV and acoustics; The Cove, a relaxed event space for casual gatherings; The Grid, a content creation and media center with screening and podcast recording capabilities; Maker150, a Deep Work zone for solopreneurs; and NETWRK, meeting and conference rooms for both in-person and virtual interactions.

Moreover, district150 houses ZILA, a progressive Indian restaurant, and SUBKO artisanal-coffee program & chocolate cellar. With an in-house event planning and production team, the hub ensures a seamless experience for clients, from customized menus to digital signage for branding. Overall, district150 goes beyond mere room rentals, striving to create unforgettable experiences for its guests," he added.

Narain further elaborated on the brand's strategy to capitalise on The Quorum's programming expertise, aiming to create an unforgettable experience for district150's clients and visitors. He highlighted The Quorum's profound impact on culture since 2018, driven by its diverse programming across various genres. "Since its inception, we have put together over 2,500 experiential events for our members. Since district150's hospitality & events offering is powered by The Q, we will bring that same degree of quality and overall curation to its programming too."

Elaborating on their investment plans, he added, "Our current investment stands at INR 16.5 crores. However, we have ambitious expectations to invest between INR 150-200 crores in scaling it over the next few years."

District150 is set to make its debut in Hyderabad's Knowledge City, but the brand's ambitions reach far beyond. Narain said that the vision is to establish multiple locations in prominent Indian cities such as Mumbai, NCR, Chennai, Kolkata, and Pune in the near future. "d150 aims to become a prominent amenity block for commercial real estate properties. Looking ahead, the long-term vision entails having 8-10 locations across major metropolitan cities in the next 5 years. But the prospects are even more substantial, with the concept poised for international scalability," he concluded. ■

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Career Modelling | From Tunnelled Thoughts To Liberated Living

By Prof. Satish Jayaram, PhD – Ideator | Innovator | Incubator



Career modelling comes close on the heels of career counselling! Ambitions can be structured to achieve a dynamic growth path, through contextualizing competences, against the backdrop of emerging opportunity landscapes. Many talents are relegated to a limited perspective of securing immediate employment, definitely a top priority in the short term. This needs to be enhanced by a broad view of the numerous ways in which, careers contribute to our Universe. This writing is for all talents, vintage or current, seeking fulfilment in their career journeys. Career modelling, re-modelling and career resurrection are realities that exist today, only to be re-discovered. Learning and sharing experiences across business models and people practices, creates hybrid opportunities across sector lines, building relevant and innovative career models, certainly an aspirational option for talent today.

Multiple skills, complementary competences as well as unique abilities can evolve a hybrid solution of possibilities, where one may contribute, even excel. Even as the creative and innovative dimensions of coming generations continue to inspire change, the key thought process has to focus on one's ability to contribute in emerging scenarios. Structuring thoughts for liberated living, demands commitment to aggregate your talents, skills, competences and abilities into a coherent whole. The challenge of meshing future scope with present circumstances is a reality, but this cannot be made a limitation for growth. Limitless thinking, unconstrained visioning

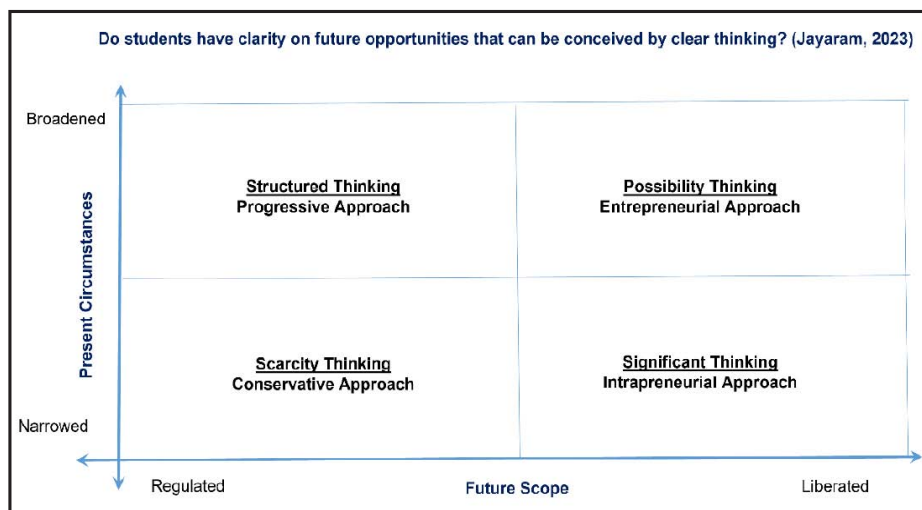
learners. It is important not to allow the regulation of one's opportunities to reverse into scarcity thinking. Such conservative approaches land up creating tunnelled thoughts, creating barriers within oneself, so it is crucial to compartmentalize. This quadrant is impermanent, given multiple growth pathways to excel.

2. Significant Thinking: While one's present circumstances may continue to remain narrowed, the need to acquire a newer set of skills to enable latent ability to surface in an enlightened future scope is what matters. Significant thinking allows recognition of one's strengths and limitations. Using an intrapreneurial approach towards self-growth, evaluating marketable competences is key. This is the facilitating quadrant that can prepare you for what lies ahead.

3. Structured Thinking: Competences in specific areas may need licencing or certification to enable practice. This needs diligent resource allocation to broaden one's strength for growth trajectories. A progressive approach to acquiring skills or techniques in demand, for short to medium growth is vital. Structured thinking on stacking up contemporary competences, will open a future world of endless possibilities, as one can even consider future entrepreneurship.

4. Possibility Thinking: Possibility thinking allows one to acquire abilities and competences, adding to one's marketable portfolio, focusing on empire-building requirements. While innovative, out-of-the-box- approaches could open up one's mind to relevant realities, their true worth, will need to be established. One's ability to train hard for a wide variety of applications, will enhance workplace/ business credentials irrespective of any role essayed.

Each person has the potential to change their circumstances, by building concurrent, non-traditional intelligences to achieve liberated living. The possibilities of an abundant future are driven by passion, dedication and commitment. While you have the option to use the quadrants, create



and a solid framework are essential to begin with. Once long-term goals have been established, short to medium term direction is easier to navigate. Emotional, financial or social limitations must be circumnavigated until the path becomes clearer.

If one maps present circumstances against future potential, a track could be plotted through each of the quadrants. The immense power that one locks within, needs opening to possibility thinking ultimately. Not each zone is sacrosanct, but the approach one follows, to glean from immediacies matters immensely. Finding a path-goal approach to reaching your chosen dream career does matter.

1. Scarcity Thinking: Narrowed approaches to education for employment are a realistic consideration for a substantial set of

milestones and markers, one's career modelling has to be driven intrinsically. While a coach may help, patience and pragmatism are key to align with the larger purpose of one's career. If one has enhanced their personality adequately on a growth path, each learning experience in the journey, adds up. A vibrant career is shaped largely with a sense of hope and belief in one's abilities. So seek to learn, experience and inculcate the career joys, that make life meaningful. This is a good starting point to remain focused on developing fulfilling career modelling journeys, to enhance the Universe one lives in. ■

The views expressed within this column are the opinion of the author, and may not necessarily be endorsed by the publication.

In a world marked by rapid technological advancements and evolving consumer behaviours, the hospitality industry is undergoing a transformation of monumental proportions. With millennials firmly established as a target demographic, a new generation is now entering the spotlight, commanding the attention of hoteliers and shaping the future of travel. Enter Generation Z, a generation defined by its digital prowess, value for experiences, and commitment to sustainability. The generation was born approximately from 1997 to 2012. The hospitality landscape is undergoing a seismic shift as it adapts to cater to the distinct preferences and demands of Gen Z, a demographic that is expected to represent 50% of travellers by 2027. To unravel the implications and opportunities presented by this paradigm shift, **Asmita Mukherjee** engaged in insightful conversations with industry experts.



Hospitality Industry witnesses The Gen-Z influence

SHIFTING MARKETING STRATEGIES

With Gen Z taking centre stage, the transition from millennial-focused marketing strategies to those tailored for Gen Z has been a crucial evolution. Nishant Taneja, Head of Marketing at Moksha Himalaya Spa Resort, shared insights into this transformation. “We have adapted our marketing strategies and communication channels to effectively target Gen Z by understanding their preferences, values, and digital behaviours,” Taneja explains. Gen Z’s proclivity for digital interactions led to a prioritisation of online engagement, creating thought-provoking and interactive content

that resonates with them.

Similarly, Vishal Lonkar, General Manager of Business Development at Renest Hotels & Resorts, underscores the significance of this change. “We’ve optimised our digital presence, including mobile-friendly websites, social media activity, and partnerships with travel apps and digital platforms for seamless communication,” Lonkar affirms. The shift towards an enhanced digital experience has also embraced the power of social media. “We’ve embraced social media as a crucial information and communication channel for Gen Z, tailoring content to engage and inform them effectively,” he adds.

Karan Bakshi, General Manager of Welcomheritage Cheetahgarh Resort & Spa said, “This generation is being driven by technology like speed and anticipating things to be fast and without any fuss when it comes to product and services. Also, they would like to have advanced technology without any compromise. We are creating customized services as per the needs.”

DEFINING CHARACTERISTICS OF GEN Z

What truly distinguishes Gen Z is their emphasis on uniqueness and diversity.



Nishant Taneja
Head of Marketing
Moksha Himalaya Spa Resort



Vishal Lonkar
GM of Business Development
Renest Hotels & Resorts



Karan Bakshi
General Manager
Welcomheritage Cheetahgarh
Resort & Spa



This characteristic has prompted hotels to revamp their offerings and curate experiences that align with these values. “We take pride in offering unique and diverse experiences that cater to the preferences of Gen Z,” says Taneja. He expounds upon the endeavour of Moksha Himalaya Spa Resort to incorporate local culture, heritage, and sustainability into their offerings to create memorable experiences.

Lonkar highlights the demand for personalised experiences, remarking, “Gen Z loves value but will pay for unique experiences. We have tailor-made each of our experiences and offer an unmatched experience anywhere in India.” Renest Hotels & Resorts’ approach revolves around providing affordable luxury experiences that encompass a range of destinations and activities, from spiritual getaways to treks and beach vacations.

Bakshi emphasises that Gen Z is constantly seeking leisure pursuits, including concerts, nightlife, and cultural events, necessitating hotels to tailor their offerings accordingly.

MEETING GEN Z’S EXPECTATIONS

As the first generation of digital natives, Gen Z places significant importance on seamless online communication and connected experiences. “We have prioritised ensuring that our brand website is mobile-friendly for easy access and navigation,” asserts Taneja. The adaptation extends to leveraging social media as a primary source of information and communication. Lonkar states, “We actively engage on platforms like Instagram, Facebook, and Google to disseminate relevant information about our properties and capture the interest of Gen Z travellers.”

Furthermore, Gen Z’s growing inclination towards ‘bleisure’ travel, a fusion of business and leisure, has spurred hotels to innovate in this arena. “We’ve integrated

work-friendly spaces, ergonomic rooms with workstations, and high-speed Wi-Fi, aligning with their gig economy mindset and remote working preferences,” Lonkar highlights. This adaptability resonates with Gen Z’s need for work-life integration.

ENTERTAINMENT AND SUSTAINABILITY: STRIKING THE BALANCE

Recognizing that Gen Z values experience over products, hotels are enhancing entertainment and social spaces equipped with interactive technologies. “We provide smart TVs in rooms with easy access to OTT platforms for Gen Z,” Taneja reveals. The incorporation of such technologies enhances the overall stay experience, meeting the preferences of this tech-savvy generation.

As sustainability gains paramount importance among environmentally-conscious Gen Z travellers, hotels are aligning their offerings with these values. “We maintain a strong commitment to sustainability and environmental responsibility,” affirms Taneja. This commitment is exemplified by initiatives such as eliminating single-use plastics, using sustainable alternatives, and actively engaging local communities in ecosystem conservation.

Bakshi echoes this sentiment, stating, “Millennials and Gen Z Both generations are very conscious of the need to conserve, recycle, and reuse.” The hotel industry’s efforts towards environmental responsibility seamlessly intersect with Gen Z’s commitment to a sustainable future.

CRAFTING A NEW ERA OF HOSPITALITY

The rise of Gen Z as a significant customer base for the Indian hospitality industry has ushered in a new era of travel experiences, values, and demands. The seamless integration of technology, the emphasis on unique and diverse offerings, and the unwavering commitment to sustainability have become pivotal in shaping the industry’s future. Through adaptability, innovation, and an unyielding dedication to meeting the preferences and needs of Gen Z, hotels are rewriting the narrative of hospitality, setting the stage for a transformative and inclusive travel landscape. As the baton is passed from millennials to Gen Z, the Indian hospitality industry is poised to create indelible memories and redefine what it truly means to experience the art of travel. ■

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‘Soaltee brand sets sights on Indian market, implements proactive measures to attract Indian travellers’

With a legacy spanning 56 years, Soaltee Hotel Limited is renowned as a pioneer of exceptional hospitality services and experiences in Nepal. With a firm commitment to upholding its position as a leader in the industry, Soaltee Hotels boasts a portfolio that reflects its dedication to excellence. Now, as it looks ahead to the future, **Sudarshan Chapagain, Vice President, Soaltee Hotel Limited** shares insights on the brand’s current portfolio, expansion plans, strategies for attracting Indian tourists with **Asmita Mukherjee**.



Q Can you provide an overview of the current portfolio of Soaltee Hotels?

For over five decades, Soaltee Hotels has been the beacon of exceptional hospitality in Nepal, leaving an indelible mark on the hearts of travelers from across the globe. As pioneers of the country’s hospitality industry, Soaltee Hotels has expanded its portfolio to include three distinctive properties, each offering a unique and immersive experience to guests, reflecting the brand’s unwavering commitment to excellence.

- **Soaltee Westend Premier in Nepalgunj:** The only five-star hotel of Nepalgunj, Soaltee Westend Premier is also the first Leadership in Energy and Environmental (LEED) certified hotel in Nepal from The US Green Building Council, indicating its commitment to sustainability and eco-friendly practices.
- **Soaltee Westend Itahari:** The only five-star hotel situated in Sunsari District of Nepal and is strategically located on the East-West Highway, making it easily accessible for travelers. The Hotel caters to luxury accommodation needs, offering well-appointed rooms and suites that are designed with comfort and elegance in mind.
- **Soaltee Westend Resort Chitwan:** An upscale luxury resort located in Chitwan, Nepal. Set amidst the picturesque landscapes and natural beauty of the region, the resort offers a serene and indulgent retreat for travelers seeking a luxurious getaway. Each property within the Soaltee

brand offers a unique and immersive experience to guests, reflecting the brand’s commitment to excellence. With a perfect blend of modern amenities and traditional Nepali hospitality, our hotels provide a comfortable and luxurious environment for both business and leisure travelers.

Q What are the expansion plans for Soaltee Hotels in the near future? Are there any new properties or destinations that the group is eyeing for potential acquisitions or developments?

Soaltee Brand is not only maintaining its strong presence but also planning to expand further in the future, the brand has sustainable expansion plans in the pipeline, aiming to grow its portfolio through both owned properties and managed properties. As part of these plans, the brand is currently in the finalisation phase of two owned properties, one located in Pokhara and another in Til-Ganga, Kathmandu.

The property in Pokhara is set to be a high-end resort, offering a luxurious retreat amidst the breathtaking natural beauty of the region. On the other hand, the hotel in Tilganga, Kathmandu, will cater specifically to the pilgrims visiting the renowned Pashupatinath Temple. Positioned as a mid-scale 3-star hotel, it will provide comfortable accommodations and essential amenities for pilgrims seeking a convenient and accessible stay near the temple premises. In addition to its own expansion plans, Soaltee brand has garnered attention from various parties seeking its management expertise for 4 and 5-star hotels across different parts of Nepal. This indicates the brand’s strong reputation

and trust within the industry.

The approach from other hotel owners to engage Soaltee for management opportunities serves as a testament to the brand’s track record and its ability to deliver exceptional results.

Q In terms of attracting Indian tourists, what strategies or initiatives has Soaltee Hotels implemented to capture this market segment?

Soaltee Brand is strategically targeting the Indian tourist market, employing proactive measures to attract travellers from India. The brand has set up a dedicated office in Delhi NCR, staffed with a specialized team of four professionals. Additionally, contact teams in Mumbai, Bangalore, and Kolkata exclusively work to build relationships, promote Soaltee hotels, and cater to the needs of Indian travellers.

To enhance visibility and engagement, Soaltee Hotels and Resorts actively participates in various trade shows, sales blitzes, and hospitality events across India and internationally. By showcasing their properties and connecting with potential guests, the brand effectively raises awareness among Indian tourists.

These focused efforts exemplify Soaltee Hotels and Resort’s dedication to understanding and meeting the preferences of Indian travellers. With a physical presence, dedicated contact teams, and active participation in industry events, Soaltee aims to establish strong connections, forge partnerships, and become the preferred choice for Indian tourists exploring Nepal. ■

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The Soaltee Kathmandu: A Luxurious Oasis in the Heart of Nepal



HBI Staff | Kathmandu

Nestled amidst 12 acres of serene greenery in Tahachal, Kathmandu, The Soaltee Kathmandu stands as a testament to luxury and tranquility. This exquisite 5-star hotel offers an exceptional experience to its guests, providing stunning views of the majestic Himalayan range while ensuring easy access to major attractions and business districts in the city.

LUXURIOUS ACCOMMODATIONS

The hotel's 285 spacious and luxurious rooms and suites are thoughtfully designed with modern amenities to provide guests with the utmost comfort. Each room offers



breathtaking views of the enchanting garden, refreshing pool, or the majestic Himalayas. The hotel offers various room categories, ranging from Executive Rooms, Classic Heritage, and Club Rooms to the opulent Executive Suite Room, Regal Suite, and Presidential Suite, catering to diverse preferences and needs.

EXTRAVAGANT AMENITIES

Beyond its elegant rooms, The Soaltee



Kathmandu offers additional amenities that elevate the guest experience to new heights. For those seeking entertainment, the hotel houses a sophisticated Casino and the exclusive Premium Night Club – Prive Nepal, ensuring unforgettable evenings. Moreover, the sprawling Tranquility Spa, one of the largest in the region, offers rejuvenating experiences that cater to relaxation and wellbeing.

DINING DELIGHTS

When it comes to culinary delights, The Soaltee Kathmandu exceeds expectations with its array of exceptional restaurants. With four dining options to choose from, guests are spoilt for choice. The famous Garden Terrace captivates visitors with its delightful view of lush gardens, creating a serene ambiance to savor scrumptious dishes. Bao Xuan, the authentic Chinese restaurant, tantalizes taste buds with its delectable offerings, while Kakori offers a culinary journey through sumptuous flavors.

MEETINGS AND EVENTS

For business travelers and event organizers, The Soaltee Kathmandu offers state-of-the-art meeting rooms equipped with cutting-

edge audiovisual facilities. Whether it's seminars, workshops, MICE events, or social celebrations, the hotel's dedicated Meeting & Events team ensures that every detail is meticulously attended to. The newly renovated Megha Malhar function room adds a touch of grandeur to conferences and social gatherings, providing a trendy and sophisticated ambiance for memorable occasions.

Beyond Kathmandu, The Soaltee Group has three more properties in Nepal. Soaltee Westend Premier in Nepalgunj, the first LEED-certified hotel in Nepal, attracts local and international visitors with its eco-friendly approach. Soaltee Westend Resort Chitwan, a 5-star resort, offers a relaxing stay with an outdoor swimming pool and delectable dining options. Meanwhile, Soaltee Westend Itahari provides a dynamic and vibrant hotel experience that celebrates Nepal's heritage in a contemporary setting. Additionally, Mithila Yatri Niwas in Janakpur offers a 4-star accommodation with warm hospitality and convenience. ■



'Soaltee Kathmandu sees great significance in the Indian market for MICE and Wedding business'



Soaltee Kathmandu, nestled amidst the natural beauty of Nepal, is a destination that promises unmatched experiences for corporate clients and couples seeking a memorable wedding celebration. To attract and secure corporate clients for Meetings, Incentives, Conferences, and Events (MICE) and weddings, Soaltee Kathmandu employs a comprehensive approach that focuses on personalized planning, state-of-the-art facilities, and a commitment to sustainability. **Asmita Mukherjee** spoke with **Rishi Chopra, General Manager, Soaltee Kathmandu** to explore the hotel's unique value propositions, strategies to cater to the Indian market, ambitious targets for the upcoming year.

Q How do you plan to attract and secure corporate clients for MICE events? What unique value propositions or services does Soaltee Kathmandu offer to corporate clients for hosting their events?

To attract and secure corporate clients for MICE events, Soaltee Kathmandu implements a comprehensive approach. We focus on providing personalized event planning services tailored to the specific needs and budgets of corporate clients. With state-of-the-art facilities, including spacious conference halls and modern audio-visual technology, Soaltee ensures a seamless event execution. We offer luxurious accommodations for business travellers, exquisite culinary options, and event support services such as registration assistance and on-site technical support.

The Soaltee Kathmandu also offers unique value propositions and services that cater to the needs of corporate clients. The hotel's advantageous location provides accessibility to major transportation hubs, city landmarks, and business districts, making it convenient for attendees to reach. Additionally, Soaltee Kathmandu goes beyond event hosting by organising networking opportunities and facilitating connections between corporate clients and industry experts. This added value creates a platform for collaboration and fosters meaningful business relationships, enhancing the overall event experience.

Q How significant is the Indian market for Soaltee Kathmandu in terms of acquiring MICE and wedding business? What has been the level of demand from the neighboring country? What strategies

or initiatives has Soaltee Kathmandu implemented to attract and cater to the Indian market specifically for MICE and wedding events?

The Indian market holds significant importance for our hotel when it comes to acquiring MICE and the wedding business. Hotel benefits from its close proximity to India and the cultural affinity shared between the two countries. The Indian market has shown substantial demand for MICE and wedding events in Nepal, with many Indian clients choosing Soaltee as their preferred venue.

To cater specifically to the Indian market, Soaltee Kathmandu has formed strong partnerships with Indian wedding planners and travel agents specialising in destination weddings. These collaborations help promote the hotel as a premier wedding destination to potential Indian clients. Moreover, the hotel has customised its offerings to suit Indian preferences, incorporating Indian cuisine options into their menus, providing dedicated Indian wedding planners, and offering arrangements for ceremonies and rituals specific to Indian weddings. We conduct targeted marketing campaigns in India to raise awareness about its MICE and wedding services that we offer.

Q Please provide an overview of the MICE (Meetings, Incentives, Conferences, and Events) and wedding targets set for Soaltee Kathmandu in the upcoming year. What specific strategies or initiatives have been planned to achieve these targets? How will you differentiate Soaltee Kathmandu from competitors in

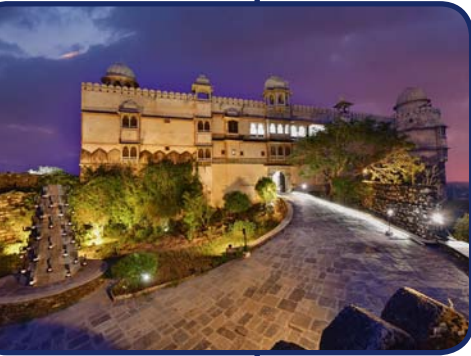
the MICE and wedding segments?

To achieve these targets, the hotel plans to enhance its infrastructure and facilities dedicated to these segments. This includes renovating and expanding conference halls and banquet spaces, equipping them with state-of-the-art technology and amenities. For weddings, Soaltee will offer special packages with personalised services and unique themes to create unforgettable experiences for couples and their guests. Additionally, targeted marketing campaigns will raise awareness about Soaltee Kathmandu's MICE and wedding services, highlighting its unique features, luxurious amenities, and the scenic beauty of Nepal.

To differentiate itself from competitors in the MICE and wedding segments, we are focusing on delivering exceptional customer service and attention to detail. Hotel will ensure that every event, whether it is a corporate conference or a wedding celebration, is flawlessly executed, exceeding guest expectations. The location, nestled amidst the natural beauty of Kathmandu, will be highlighted as a unique selling point. The Soaltee Kathmandu will leverage its picturesque surroundings to offer outdoor event spaces and curated experiences that showcase the city's cultural heritage and natural attractions.

By combining top-notch facilities, meticulous planning, and a distinctive location, Soaltee Kathmandu aims to position itself as the preferred choice for MICE events and wedding celebrations, setting new benchmarks in the industry and ensuring memorable experiences for all guests. ■

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The Fern Bambora Fort, Rajasthan

Boasting 32 meticulously designed rooms and suites, the resort offers a haven of comfort and sophistication. Each air-conditioned abode is a blend of timeless elegance and modern amenities, including Wi-Fi, LED TVs, and eco-friendly bath products.

Guests can indulge in leisurely moments by the sparkling swimming pool or revel in the delights of the in-house bakery. Lush lawns, a children's play area, and well-equipped banquet and meeting rooms ensure a well-rounded experience.

Dining takes on an exquisite form at 1711 AD Lounge, where the richness of Rajasthani cuisine meets international flavors. Sheesh Bar, a haven for connoisseurs, boasts a curated selection of delectable finger foods, fine spirits, and Cuban cigars.

Sterling Vythiri Wayanad

Nestled amidst a lush 4.5-acre green landscape with 27 beautifully furnished suites and cottages, the main attraction of Sterling Vythiri Wayanad is the tranquil rivulet of the Kabini river flowing through the resort. An awe-inspiring 80 ft giant bamboo thicket and a restored Russian army truck provide unique selfie-spots in the property.

Spring Valley – the multi-cuisine restaurant promises exotic Moplah / Malabari cuisine along with select Indian and global favourites. Chemmeen kudampuliyittathu, Malabari peralan and Veg mappas promise to offer food enthusiasts a gastronomic journey across Kerala's rich cuisines all at one destination.



Presidium Sarovar Portico, Dalhousie

Set in a location with quaint charm, the hotel boasts 50 rooms and suites with panoramic views of the picturesque Pir Panjal range. The thoughtfully designed rooms embrace an ambience of elegance with premium amenities and personalized services. From plush bedding to private balconies with breathtaking views, every detail has been meticulously crafted to ensure guest comfort.

Thyme, the all-day dining restaurant offers an exhaustive range of Indian and international cuisines. The Hooch, the stylish Terrace Sky Bar offers spectacular views of the verdant greens and a perfect place to enjoy artisanal cocktails, small bites and premium spirits. The Den makes for a perfect venue for intimate gatherings and conferences. Other facilities include a temperature-controlled swimming pool and a spa offering a variety of therapeutic massages.

Mysa Zinc Journey by The Fern, Nani Devati, Gujarat

Mysa Zinc Journey by The Fern, Nani Devati offers 24 luxurious rooms and suites with a refreshing view of the golf course. All the rooms are fully air-conditioned, with Eco-Friendly lighting and bathroom amenities. The property is spread over 9 acres inside the exquisite Glade One Golf Club, allowing guests to indulge in the 9-hole Gary Player-designed golf course. The resort also offers multipurpose courts, spa treatments and a refreshing pool for its guests. Whether for leisure or business, the resort will comply with every demand of its guests, offering a memorable and elegant stay in its sylvan surroundings. Tabebuia, the all-day diner that serves appetizing buffets and a la carte, is nestled against lush green lawns and the lake, facing the golf course, and offers both alfresco and indoor dining.



Resilient recovery evident in Indian Hospitality Sector, says Hotels & Hospitality Overview (H2O)

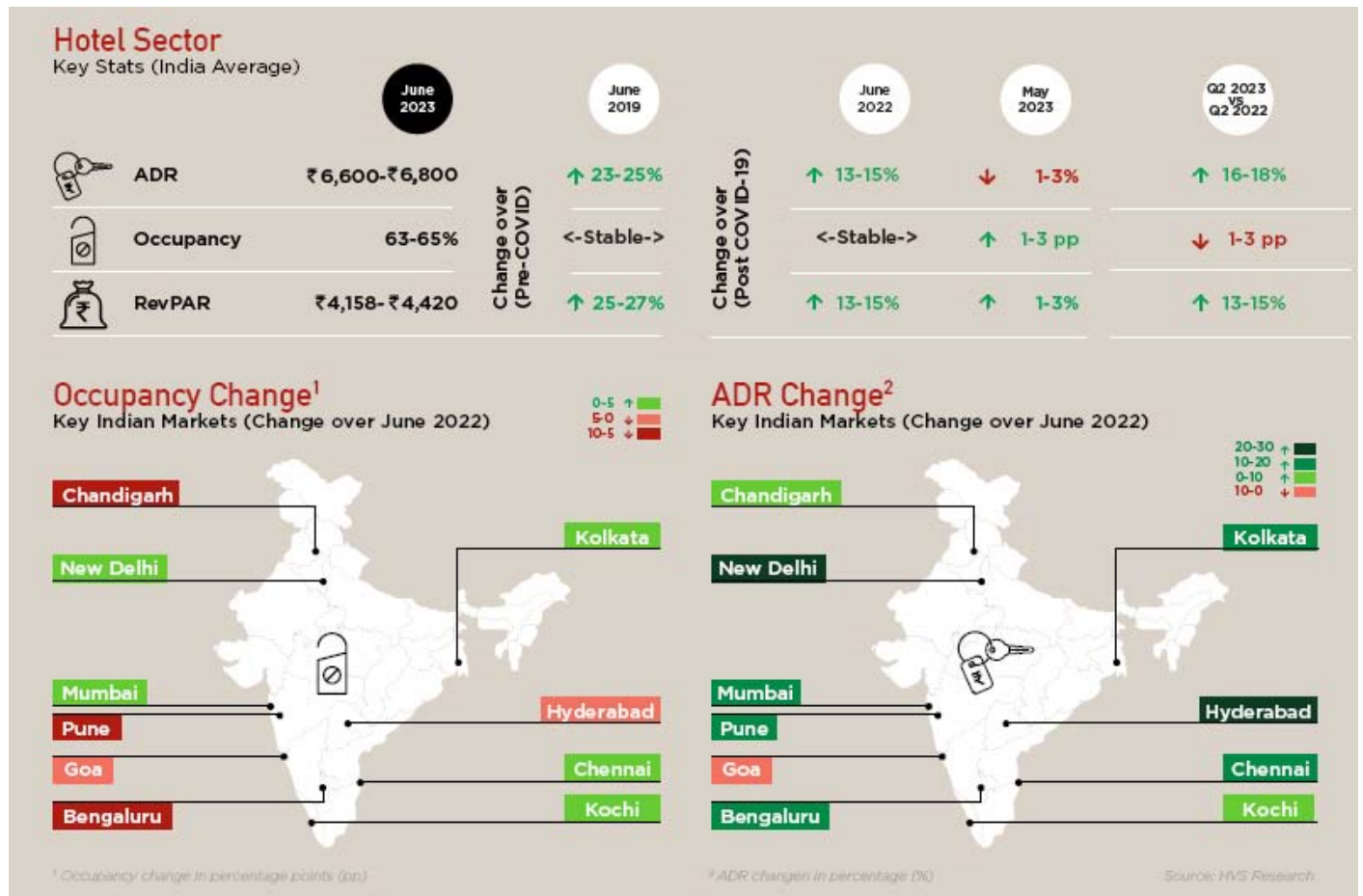
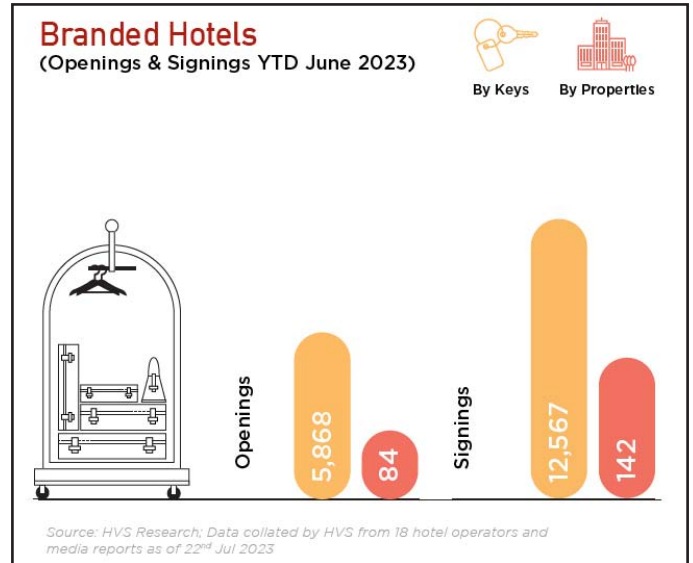
HBI Staff | Hyderabad

In a promising sign of recovery, the latest edition of the HVS ANAROCK monthly industry update, Hotels & Hospitality Overview (H2O) July 2023 has unveiled some encouraging trends within India’s hospitality sector. The report highlights notable progress in domestic air traffic, occupancy rates, and revenue per available room (RevPAR).

The report reveals a remarkable 19% surge in domestic air traffic within India during June 2023, in comparison to the same period in 2022. This notable increase signifies a growing confidence among travelers to explore and indulge in domestic tourism.

The report also said India’s hospitality industry showcased a subtle yet encouraging rise in the nationwide occupancy rate for June 2023, as compared to the preceding month. This uptick reflects the enduring allure of the hospitality sector, as travelers regain their confidence to embark on trips. However, it is noteworthy that several key markets experienced a dip in average rates during the same period, while still maintaining levels well above those observed before the pandemic.

It also mentioned in the report that the second quarter of 2023 stands out as a testament to the industry’s ability to rebound. When compared to the same period in 2022, Q2 2023 witnessed a robust surge in average rates, thereby bolstering the revenue per available room (RevPAR) figure. ■



The hospitality sector witnessed 15.4% YoY RevPAR growth in Q2, 2023: JLL

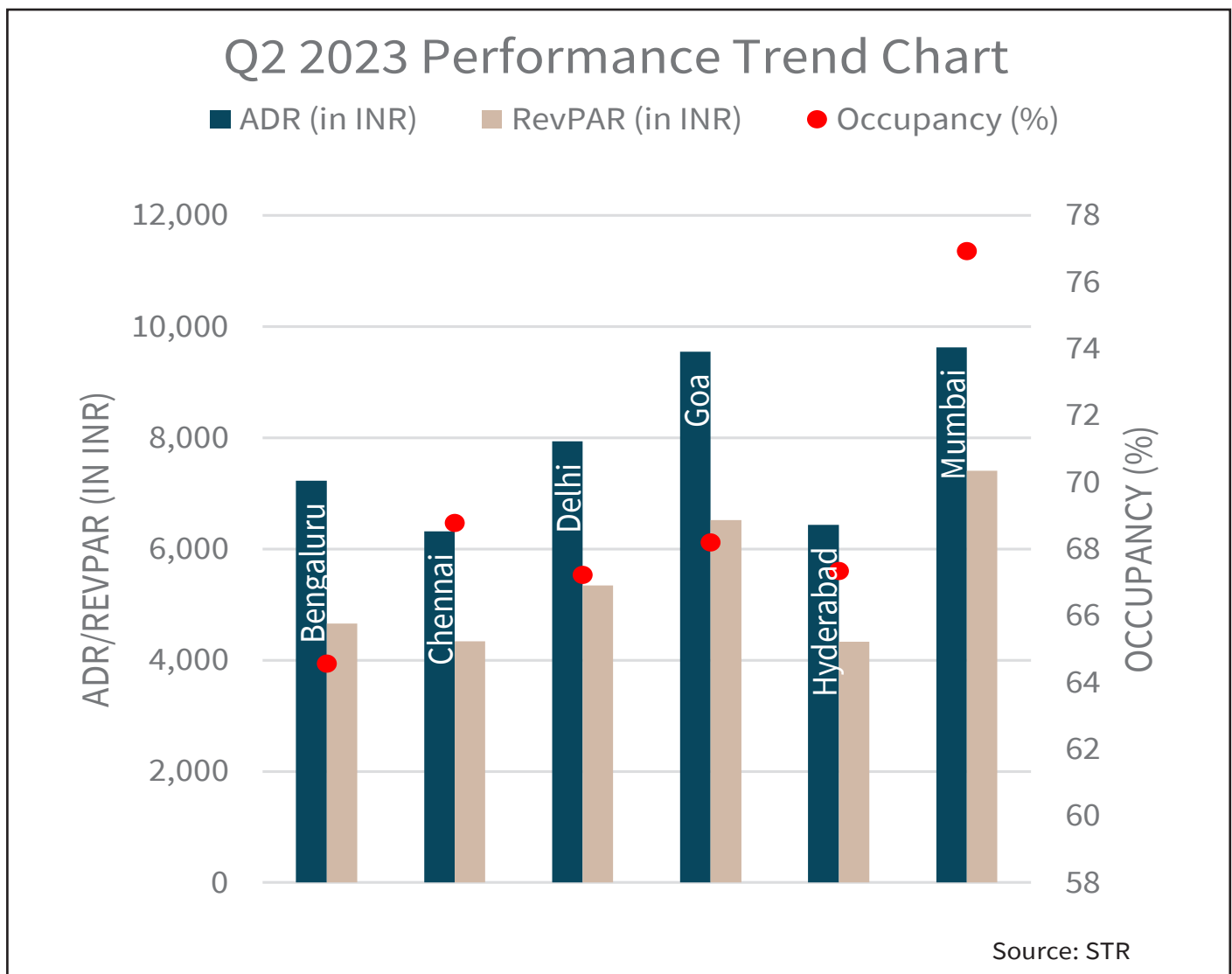
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As part from Bengaluru’s marginal drop in occupancy levels amidst summer vacations, the rest of the markets continue to display significant growth in ADR and RevPAR figures. Whilst occupancy levels remain fairly the same in Q2 2023 as compared to Q2 2022, ADR levels have picked up, subsequently pulling up the RevPAR levels across all the 6 major markets.

The following quarter is expected to gain favorably from resurging corporate travel, festivals and other corporate and social MICE. The upcoming G20 events in multiple cities throughout India will boost the hospitality sector, spurring demand for immediate requirements while building the foundation for future growth.

69 hotels comprising 7,010keys were signed in Q2 2023. There were 16 hotels signed that were conversions of other hotels. Conversions constituted 23% of the inventory signed in Q2 2023. Hotel brands continue to be optimistic towards the Indian hotel market not only in the mid-market space but also in the luxury space with the signing of the first Radisson Collection and Waldorf Astoria hotels in Hyderabad and Jaipur respectively.

All six key markets witnessed strong growth in RevPAR levels in Q2 2023 as compared to Q2 2022, due to the continuing contribution of MICE, social events, leisure travel, etc. Chennai emerged as the RevPAR growth leader in Q2 2023 registering a growth of 31.4% over Q2 2022, followed by Delhi and Hyderabad with y-o-y growth of 25.8% and 24.6% respectively. ■



Hafele Unveils Innovative Architectural Lighting Range Edinburgh series

Hafele's New Architectural Lighting Range addresses various lighting needs within the hospitality industry. The range offers an array of lighting solutions, from illuminating small areas to emphasizing architectural elements, all the while maintaining a consistent design theme throughout the space.

With a focus on visual comfort, the Edinburgh series ensures a low Unified Glare Rating (UGR) and offers light output in natural white, warm white, and cool white tones, along with baffle color choices of black, white, and bronze.



House of Khemani Introduces Kamanda Matured Indian Spice Rum in Madhya Pradesh

The House of Khemani announced the launch of Kamanda Matured Indian Spice Rum, an exquisite addition to the vibrant world of spirits in Indore and Bhopal region, Madhya Pradesh. Crafted with precision and infused with Ginseng and rich Indian Spices, Kamanda Matured Indian Spice Rum offers a unique and invigorating experience for rum connoisseurs. Its priced at INR 615/310/150 and INR 75 for 750ml/375ml/180ml and 90ml respectively.

BACARDÍ Introduces Flavored Rums – BACARDÍ Green Lime and BACARDÍ Ginger – for Cocktail

BACARDÍ is gearing up to add a twist to the cocktail scene with its latest offerings – BACARDÍ Green Lime and BACARDÍ Ginger flavored rums. BACARDÍ Green Lime Rum and Ginger Rum are now available in three sizes – 180 ml, 375 ml, and 750 ml bottles. BACARDÍ Green Lime Rum can be purchased in Maharashtra and Karnataka, while BACARDÍ Ginger Rum is currently available in Maharashtra, Rajasthan, Goa, Karnataka, and Kerala markets.



HILTON HOTELS

Suhas Sharma, Director of Sales, Conrad Bengaluru

In his diverse career spanning over to 15 years, Sharma has been instrumental in conceptualising and driving sales strategies across reputed names like Hyatt, Four Seasons, Shangri-La and Marriott International, adding to his professional accolades.

Prior to joining Conrad Bengaluru, Suhas helmed Sales at Renaissance Bengaluru during the crucial post-pandemic recovery period. At Conrad Bengaluru, Sharma will play a key role in driving sales targets in alignment with broad organization goals, strengthen the MICE vertical, lead strategic business development and undertake focused market analysis, while front-ending the cross-functional sales team.



MARRIOTT INTERNATIONAL

Praveen Sharma, Director of Sales and Marketing, Le Méridien Amritsar

Sharma has over 23+ years of rich experience in the hospitality industry, with diversified and multi-market background in global sales, pre-opening hotels, luxury hotels, palace hotels, and international exposure. In his new role, Sharma will not only oversee the business and expand the operations of the Sales and Marketing team but also

bring in the right spirit and energy to drive the revenue development for the property. He will play a crucial role in accelerating the hotel's branding and communications efforts.



Jitendra Singh Rathore, Executive Chef, Courtyard by Marriott Tiruchirappalli

Spanning over two decades and a wealth of experience gained from working in renowned hotels across the country, Chef Rathore brings exceptional expertise and knowledge to the culinary team at Courtyard by Marriott Tiruchirappalli. With his profound knowledge of flavours, Chef

Rathore is set to curate a distinctive gastronomic experience for guests at Courtyard by Marriott Tiruchirappalli. He will continue Marriott's legacy of offering a diverse array of global flavours and authentic local delicacies.



Gurneet Grover, Executive Chef, Le Meridien Hotels and Resorts in Amritsar

With over 15 years of experience in the culinary industry, Chef Grover brings a profound understanding in team management and building customer relationships.

In his new role, Chef Grover will oversee the entire functioning of Le Méridien Amritsar's two culinary venues and one bar & lounge comprising of their All-day dining restaurant Le Grand Café, The Asian Bistro – a pan Asian restaurant and Latitude – a chic coffee house during the day transforming to a sophisticated cocktail bar at night. His responsibility includes in creating innovative menus for different outlets and events and maintaining high standards, food quality and consistency.



ACCOR HOTELS

Vishal Gupta, General Manager, Novotel Mumbai Juhu Beach

Gupta, with 24 years of experience across four countries, comes with extensive knowledge of the hospitality industry and has got on board to oversee day-to-day operations and provide strategic guidance under his leadership.

He is an Energetic self-starter with excellent management, leadership and team-building skills; an established track record of fostering key stakeholder partnerships and ownership relations through proactive clear communication.



RADISSON HOTEL GROUP

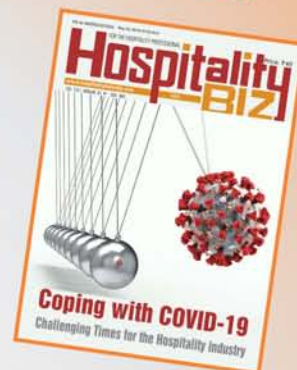
Soumyadeep Banerjee, Director of Food & Beverage, Radisson Blu Plaza Hotel Banjara Hills Hyderabad

In his new role, Banerjee will lead the Food & Beverage team at Radisson Blu Plaza Hotel Banjara Hills Hyderabad, focusing on creating memorable experiences for guests, maximizing revenue from all segments, implementing innovative cost control measures, and achieving success alongside his dedicated team.



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