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Decade of inbound tourism

Now in its 10th edition, The Great Indian Travel Bazaar 2018 is being held in Jaipur from April 22-24. The show brings together over 280 buyers from 55 countries, a large contingency of around 270 exhibitors and representatives of nine state governments, to conduct B2B meetings and promote inbound tourism.

Ankita Saxena

Lauded as one of the most important shows for inbound tourism, GITB 2018 expects an attendance of over 280 buyers from 55 countries. Approximately 270 exhibitors and sellers exhibiting at the show belong to various tourism and hospitality domains like hotels, tour operators and representatives of nine state governments. The theme states at this edition of GITB are Gujarat and West Bengal. The partner states at



Jyotsna Suri Chairperson FICCI Tourism Committee



Dipak Deva Co-Chairman, Tourism Committee FICCI the show are Odisha, Andhra Pradesh, Madhya Pradesh and Telangana while the other participating states include Goa, Punjab and Tamil Nadu. This year's GITB is actually the 11th edition as the exhibition was once hosted in New Delhi, but it is the 10th show in Jaipur.

Jyotsna Suri, Chairperson—FICCI Tourism Committee, says, "In a span of 10 years, GITB has gone from strength to strength and is now a force to reckon with in the inbound tourism marts. This year there will be around 11,000 B2B structured prefixed meetings between buyers and sellers over two days."

Dipak Deva, Co-Chairman—Tourism Committee,

FICCI, believes that the show's completion of 10 years is a milestone in itself. He says, "When the show had begun, many did not believe

that it would become such an important platform. Today, GITB is the number one, premier show for inbound tourism. It is also a critical event for the tourism industry Contd. on page 8 ►



Community. Conservation. Culture. RARE India is a curated listing of 50 intimate, immersive and

stylish hotels and travel experiences across India, Nepal & Bhutan.



Caper eyes Latin America & Iran

Fuelled by a steady growth, **Bharat Bhushan Atree**, Managing Director, Caper Travel Company, informs that the company has added Iran and Latin America to its product portfolio. The company will focus on digitising its operations this year and has already begun shifting its partners onto the online portal.

TT Bureau

Please share some Dachievements of Caper Travel Company in the last year.

A sound and secure foundation has propelled Caper to become one of the leading and most steadily growing travel groups in India. The past year has seen a feeble market, but we achieved a substantial growth of 22 per cent. The year 2017 also brought us the eighth National Award, a streak that is becoming a habit annually.

Q^{What is the growth strategy of the company?}

I believe that the future is technology. We have begun shifting our partners onto our online portal which caters to inbound travellers. The system is fully automated, thereby increasing efficiency. Apart from this, the conventional plans and strategies for growth go side by side, achieved by expanding our product portfolio and expanding the market. Our focus is on experiential tourism, offering clients a more holistic experience to ensure that they

Royal Desert Safaries Jaisalmer



Bharat Bhushan Atree Managing Director Caper Travel Company

Are you introducing any new products?

This year, we have added Iran and Latin America. Having received an overwhelming response from the Iran market, we are prompted to concentrate, invest and deploy larger resources for this market. We are also investing heavily in technology and IT infrastructure for seamless operations and extended ease of working.

How relevant do you think are trade exhibitions for the industry?

In the B2B business model, exhibitions are a valuable platform for brand building and networking. A periodic participation reflects a formidable competitor in the market even though the dynamics are changing gradually with

innovation and introduction

of technology. However, fair

organisers should evolve with

time to diversify, bring variation

and newness into their arrange-

L Having received an overwhelming

response from the Iran market, we are

larger resources for this market

prompted to concentrate, invest and deploy

ments. Pre-scheduling of meetings between significant vendors and prospective clients, promotion and marketing of the event will increase footfall while cultural evenings from different countries can highlight interactions of patrons.

Any suggestions to grow inbound tourism?

After countless discussions between the key stakeholders of travel trade and

government authorities, many

challenges to the growth of

tourism industry have been

ironed out. However, a lot re-

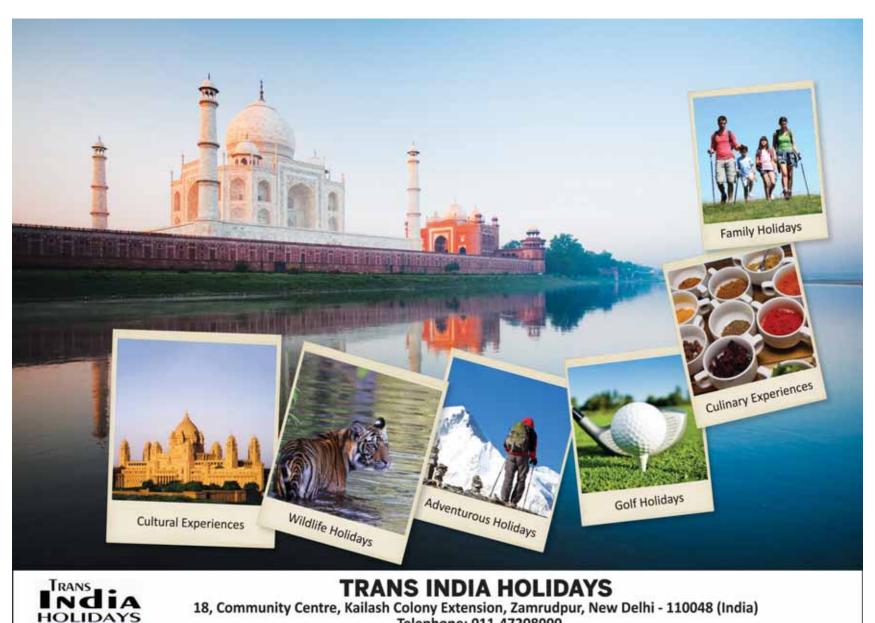
mains to be done. We require a

large-scale promotion and marketing campaign for India like other Asian countries. Reforms in taxation and an uncomplicated procedure to acquire permissions and licensing for hotels will be much appreciated. Foreign tour operators can be incentivised to promote India as a favourable tourist destination.

AGENTS

Anything else you would like to share?

Having visited South America in the past year, I feel the perception of India overseas is contemptible. It will be advantageous if the tourism department opens a Foreign Tourist Office there which shall aid the interested travellers to better understand India as a tourist destination. I also advocate an awareness programme where India is featured in travel magazines and TV commercials besides utilising social media to the optimum.



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Forex checklist: Tick these off

Sudarshan Motwani, CEO, BookMyForex.com, lists down key points that need to be considered before getting money exchanged, and how you can save when converting through a moneychanger over banks.

We easily get overwhelmed by the first thought of foreign travel, and are always on the lookout for international event participation, business travel or foreign vacations. But changing money and foreign travel go hand in hand, and just to offer you a contrast, you can save (or lose) about 13 per cent of your overall budget just through foreign exchange - and that's just one aspect of it. Let's have a look at the points that you must consider before getting your money exchanged ahead of the foreign travel.

Royal Desert Safaries

Jaisalmer

An RBI-authorised money exchanger

Pay special attention to whether or not your moneychanger is authorised by the RBI. Always insist on the receipt of the transaction as it will not only protect you from being cheated, but will also ensure that you don't land yourself in legal issues relating to money laundering, counterfeit currencies, etc.

Is changing currency at the airport a good option?

The airport terminal is the best place

for travellers to exchange currency, only if they don't value about 13 per cent of the money that they're exchanging. Such **C** Technologically evolved options help you lock in the current prices for as long as three days. Such marketplaces also source the lowest available prices from authorised national and international money-changers, that often gives you about 6.5% savings over a bank

terminals are known to charge exorbitant rates for forex as they are the last resort for travellers who've got no time to do so otherwise. Try not to delay changing money before your travel or you'll also end up in the queue at the overpriced airport counter.

Can you book my forex, please?

What if you had the option to book your forex at a certain rate before actually buying it? Yes, there are multiple technologically evolved options available that help you lock in the current prices for as long as three days. Such marketplaces also source the lowest available prices from authorised national and international moneychangers, that often gives you about 6.5 per cent savings over a bank and up to 13 per cent saving on the airport counter. A few market players also have channel partnerships that provide emergency support across all major international cities if your card or cash gets stolen. They, moreover, offer sameday doorstep delivery, of both cash and forex cards, so you don't have to worry about changing money last minute.

Country to country,

card to card When it comes to cards, always weigh your options. Forex cards have multiple advantages over conventional ones, as they help you conveniently shop and withdraw cash abroad through ATMs, without being liable to pay 2.5 to 3.5 per cent transaction fee and 3.5 per cent crosscurrency fee as charged by debit and credit cards. If you're travelling with your employees, you can also allocate a daily spending limit to their account to keep their expenses in check.

As a rule of thumb, you should only carry about 20 per cent of your overall budget as cash. However, this should be kept slightly above the bare minimum of afterflight travel, meals and hotel bookings. This will save you from unforeseen incidents such as lost baggage and pick-pocketing. Carry the remaining amount in your forex card.

GUESTCOLUMN

(The views expressed are solely of the author. The publication may or may not subscribe to the same.)

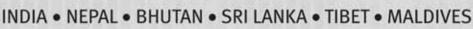


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Single Deluxe	₹ 5,445/-	₹ 6,050/-	₹7,260/-
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Khandela on tech highway

With more hotels coming up in Jaipur, Khandela Haveli is making itself more digital media-friendly as they feel online visibility is important to stay relevant.

TT Bureau

Khandela Haveli and Castle Khandela are two hotels in Jaipur owned and run by the royal family of Khandela. Kandela Haveli is a boutique haveli hotel in Jaipur, built in the form of a 'haveli'. It offers guests with royal hospitality with most modern amenities and comforts. The hotel has 24 different types of rooms that blend perfectly with the elegant past.

We believe that digital visibility is very important to stay relevant to today's consumers. The guest not only wants to view the website of a hotel, but also know about the reviews and ratings of a property on various travel portals

"We believe that digital visibility is very important to stay relevant to today's consumers. The guest not only wants to view the website of a hotel, but also know about the reviews and ratings of a property on various travel portals. Periodic promotional offers by the hotel are helpful in increasing the annual recurring revenue and is highly recommended," said Girdhar Pratap Singh, Director, Khandela Haveli.

Girdhar Pratap Singh

. Director Khandela Haveli

Khandela Haveli also has another unit of hotel, Castle Khandela in Sikar district. Castle Khandela is a 250-year-old castle in Khandela, which is 100 kilometres away from Jaipur. The hotel offers various activities including camel car safari, jeep safari, village walks and organic farm visits.

Speaking on GITB, Singh added that travel agents play an important role in marketing of hotels and are most important for its growth. "GITB has been very effective tool for providing us with a platform in meeting travel agents. Major agents take part in this fair. Our expectations from GITB are good and I am sure we get to negotiate good business during this fair," added Singh.

Brochures and other important information are regularly sent to travel agents with the meetings that happen in major fairs like GITB. Agents also visit hotel properties which are closely monitored. The entire development regarding the upgradation of properties and the current market trends with business strategies are discussed with agents.

Adventures

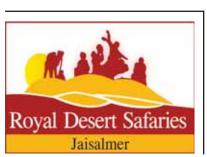
Castle Khandela offers activities including camel car safari, jeep safari, village walks and organic farm visits

11k meetings at GITB

Contd. from page 3

of Rajasthan which offers an opportunity to all stakeholders to come together and interact for the benefit of the industry. Over the years, the show's shift in venue to a larger one like JECC is a reflection of the exhibition's growth year on year."

Deva explains the USP of the show is the fact that every year, new buyers are invited to attend the show and learn about India as a destination. He adds, "The leading destination management companies make an effort to promote the show and invite new buyers to GITB to showcase Indian tour-



ism industry and encourage ing to the growth of this sector. Another element which has made tant in GITB an important show is the fact that it highlights Jaipur as a tourist destination."

Suri further adds that a special feature of GITB this year will be the release of two reports – FICCI-MRSS Study on 'Rajasthan—A True Land of Culture and Heritage' and FICCI-Yes Bank Study on 'India Inbound Tourism: Decoding Strategies for Next Stage of Growth'.

A special showcasing of the luxury train 'Heritage Palace on Wheels' for the FTOs will also be organised.

> **R a h u l Chakravarty**, Consultant, FICCI, further informs that this year around 90 per cent of foreign buyers attend-

ing the show are completely new. "These are some important industry players who have not attended the show till date and shall offer a new perspective to trade in terms of business," says Chakravarty.

Lauding the efforts put in by the state tourism department of Rajasthan, Deva points out, "I believe that **Vasundhara Raj**e, Chief Minister of Rajasthan, deserves full credit for furthering the show. She has been an example and the first friend of the tourism industry, and has helped grow the same through various initiatives."

GITB is organised by DoT, Government of Rajasthan; Ministry of Tourism and Federation of Indian Chambers of Commerce and Industry (FICCI). It is also supported by leading national and regional associations like Hotel and Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and RATO."

STATES

Promotion leads to growth

The tourism and hospitality industry in Rajasthan has witnessed a good response for its tourism products across segments. In order to boost growth, private players and government authorities have to work in tandem to market Rajasthan well, opines DDP Trailblazer **Bhim Singh**, President, FHTR.

TT Bureau

Rajasthan witnessed a robust tourism season last year during which the state received a total of 475.27 lakh tourists in 2017. Out of the total tourists, 16.10 lakh were international, registering a growth of 6.36 Identifying industry challenges, Singh points out that a lack of continuous promotion becomes a big challenge for the tourism industry. "With the changing spectrum of marketing platforms, it is important to devise a positive

outlook and strategy for aggressive marketing. It is also important that the state tourism departments and private players of the industry make joint efforts to collectively grow tourism and hospitality," he adds. Singh further elaborates that GITB is a pan India show which markets the state of Rajasthan and India to foreign tour operators. "This show has helped in boosting the foreign tourist arrivals to the state."

Singh informs that Rajasthan Domestic Travel Mart 2018 from July 20-22 will focus on increasing the attractiveness of Rajasthan as a tourist destination. The Department of Tourism, Government of Rajasthan will be the host partner state. Singh elucidates, "It will focus on the domestic tourists coming to Rajasthan from various parts of India and establish Rajasthan as one of the leading domestic tourist destinations in the country."



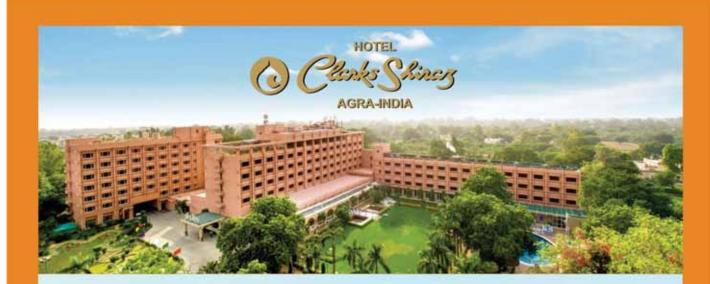
Bhim Singh President, Federation of Hospitality and Tourism of Rajasthan (FHTR) and MD, Rajasthan Tours

Lt is important that the state tourism departments and private players of the industry work in tandem and make joint efforts to collectively grow tourism

per cent while the remaining 459.17 were domestic tourists, registering a growth of 10.66 per cent in 2017 over 2016.

"In 2018, the first quarter has been a much better season for tourism and hospitality industry as compared to last year's first quarter. This year is expected to be reasonably good for the state for tourism," believes Bhim Singh, President, Federation of Hospitality and Tourism of Rajasthan (FHTR) and Managing Director, Rajasthan Tours.





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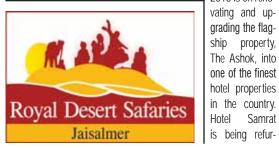
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ITDC on duty at duty-free shops

With the opening of a duty-free shop at VO Chidambaranar, Tuticorin Seaport, the tally of total seaport duty-free shops being operated by ITDC has touched 12. Two more such shops are expected by this year.

TT Bureau

The last year fared incredibly well for ITDC. "The company clocked a turnover of 495.14 crore during the financial year 2016-17 as against 465.69 crore in the previous year, with exceptional performances by divisions like Hotels & Catering, Events Division and AITD. ITDC expanded the Ashok International Trade Division (AITD) and opened two new duty-free shops during the year, taking the total number of port based duty-free shops tally to 12. Speaking for another legendary wing SEL, ITDC expanded it to Konark Temple, Odisha



and a special piece of a creative show at Diu port which is in the pipeline. The Ashok New Delhi, flagship property of ITDC, bagged the second consecutive National Tourism Award in the 'Best Hotel Based Meeting Venue' category for the year 2015-16," revealed **Piyush Tiwari**, Director—Commercial & Marketing, ITDC.

For 2018, ITDC has made extensive marketing strategies to promote the brand as a onestop solution for all tourism, travel and hospitality needs. "We are broadly focusing on our different divisions. At Ashok Group of Hotels, our focus in 2018 is on reno-



bished too. A new swimming pool has been made operational in Hotel Samrat. For Ashok Events, we are hoping to attract more events and activities. We are trying to consolidate the business at Ashok International Trade Division (AITD). Recently, with the opening of a duty-free shop at VO Chidambaranar, Tuticorin Seaport, the tally of total seaport duty-free shops has touched 12. We expect to operationalise two more seaport Ashok Travels & Tours has signed a MoU with Controller General of Defence Accounts (CGDA), whereby customised online travel solutions will be provided to CGDA

htak are likely to be completed this year. The show at Diu Fort

is also awaiting launch. ITDC is

coordinating with the Archaeo-

logical Survey of India for im-

plementing SEL shows at 11

Adarsh Monuments. At Ashok

Institute of Hospitality & Tour-

ism Management (AIH&TM),

the first batch of students pur-

suing B.Sc (H&HM) course

would be graduating this year

and trend so far indicates that

most of these students are go-

ing to be placed well. At Ashok

Consultancy & Engineering

Services (ACES), efforts are

being made to get infrastruc-

ture projects directly from state

governments as well as private

sector. We expect a positive

outcome during the current

year, especially with focus on

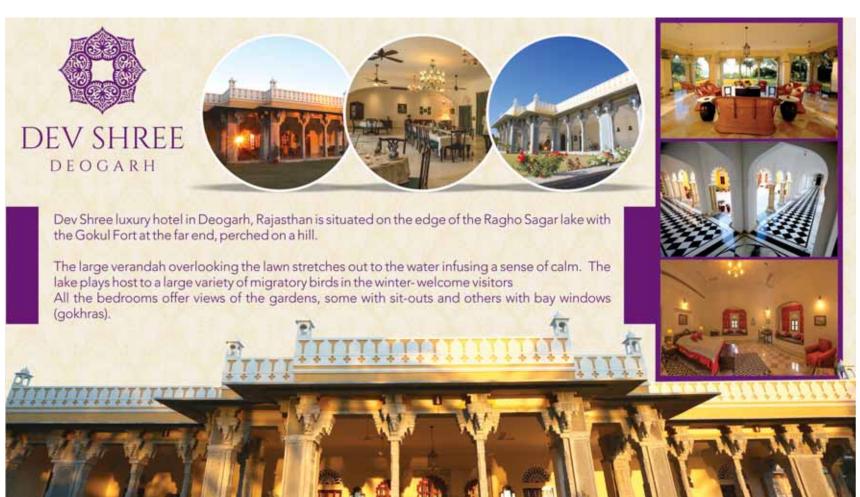
duty-free shops during the current year," he revealed.

Referring to Ashok Travels and Tours (ATT) as the second biggest vertical after Hotels in terms of turnover generated, Tiwari said, "Given the potential that the travel and tours segment holds, ATT will be aiming to increase its share of the pie in the years ahead. ATT has signed a MoU with the Controller General of Defence Accounts (CGDA), whereby customised online travel solutions will be provided to CGDA. Efforts will be made to improve contribution from transportation and tour segments of the division. In terms of sound and light shows, shows at Dal Lake in J&K and Tilyar Lake in RoSwadesh Darshan and PRASAD Scheme of the government."

HOTELS

ITDC has also tied up with online and offline travel agents for various marketing and promotional activities. "We understand that travel agents are the backbone of our tours and travel business and their contribution to strengthening our business is invaluable. Digital marketing would be used increasingly to have improved visibility as well as to reach the young generation," claims Tiwari.

All prepared for GITB, Tiwari says, "I am very optimistic about productive networking at the two-day event as it will boost the travel trade business in the country. While all the properties and services of ITDC would be showcased, our main focus would be on Ashok Events, ATT as well as our flagship property The Ashok along with Hotel Samrat as they are major MiCE properties."



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Showcasing new locales

Tourism Enterprises is exploring opportunities to bring in more destinations such as Poland, Jordon and Spain to the Indian market.



The company has witnessed a steady growth for all destinations it works with, informs Ravi Gosain, Managing Director, Tourism Enterprises. He says, "We have acquired good clientele in smaller cities of India and this number is only increasing. We have noticed that these clients are loyal customers."

Sharing details on plans to add newer destinations, Gosain says, "We are exploring opportunities to give Indian travellers a variety of options to travel to. These destinations



Royal Desert Safaries Jaisalmer



Managing Director Tourism Enterprises

are Poland, Jordon and Spain. We are finalising the terms and conditions and hopefully, will be able to announce this soon to the trade."

> According to him, outbound from India is growbecause ing, of which the is company quite busy for

the summer of 2018. He explains that the company expects to close good business. "The Indian market is maturing fast and customers have knowledgeable become about destinations. This is a good sign for the DMC partners to confirm bookings. One of the factors propelling this growth is the ease of procuring visas."

In terms of marketing strategy, Tourism Enterprises is focusing on promoting its products region-wise in India. Gosain points out, "We are keen to promote the company in eastern and southern India. We are looking for some credible shows to participate in at these regions. Our approach so far was very strategic and was concentrated on marketing our products region wise and this has been quite successful so far. We will adopt similar strategies in new regions of India."

No limit for Skies Holidays

In a spree to expand its business, Skies Holidays will soon add new segments to its portfolio with medical and wellness products, and other guest services.

TT Bureau

Shaan Sarin, Managing Di-rector, Skies Holidays, is excited about the growth potential he sees not just for his company but also for India's inbound market. "Our expansion of business is a reflection of India's growing inbound market that records large volumes of international tourists. Inbound tourism will see a big change in tourist arrival segments. A lot of tourists will come to India to attend conferences and events," he predicts.

Skies Holidays has branches in Delhi, Mumbai and Chandi-

• We aim to attract foreigners to unexplored destinations in India such as the snake-boat race in Kerala, spice tours, wine tours, etc

garh. It has multiple brands that offer diverse products and services—Indianverve.com offers luxury inbound tours with tailor-



Managing Director Skies Holidays

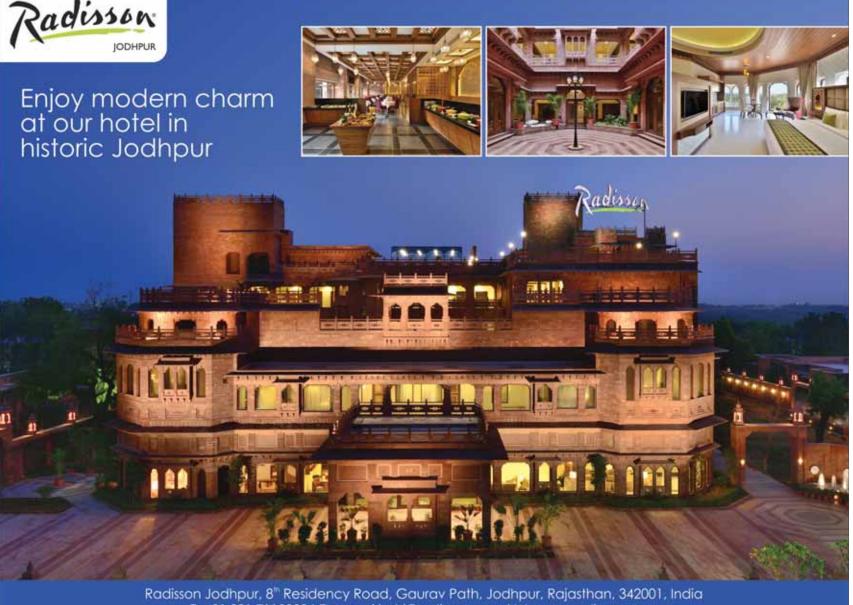
made packages in India; while visaclues.com provides visa services; and quickrez.com sells customised travel services in all

categories from premium luxury hotels to holiday packages, all of which cover both domestic and international destinations.

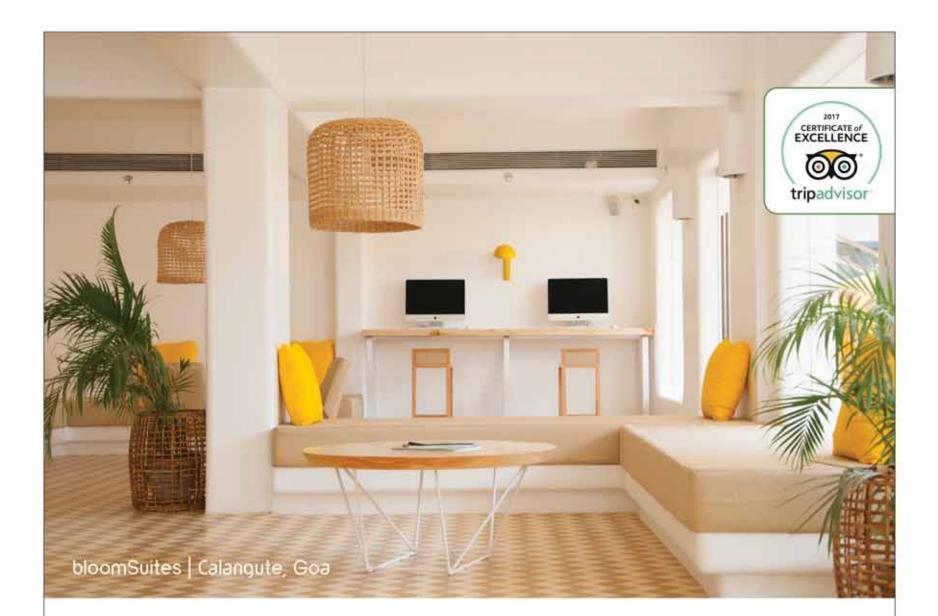
According to Sarin, the top three destinations for domestic and inbound traffic, as well as the main source markets are Jaipur-Agra-Delhi, i.e. the Golden Triangle, along with cities like Mumbai and the state of Uttar Pradesh. "The focus is to attract foreign tourists to unexplored destinations and tours in India such as the snake-boat race in Kerala, Bollywood tours, spice tours, wine tours, etc. We are hoping to meet new buyers at GITB, specifically from the USA and UK market to enhance our network. We expect more number of foreign buyers to grow their business in the Indian market," Sarin adds.

HOTELS

He also reveals that Skies Holidays will add new segments with wellness products and a host of other services like airport transfers, hotel stays, assistance for medical treatment, etc.

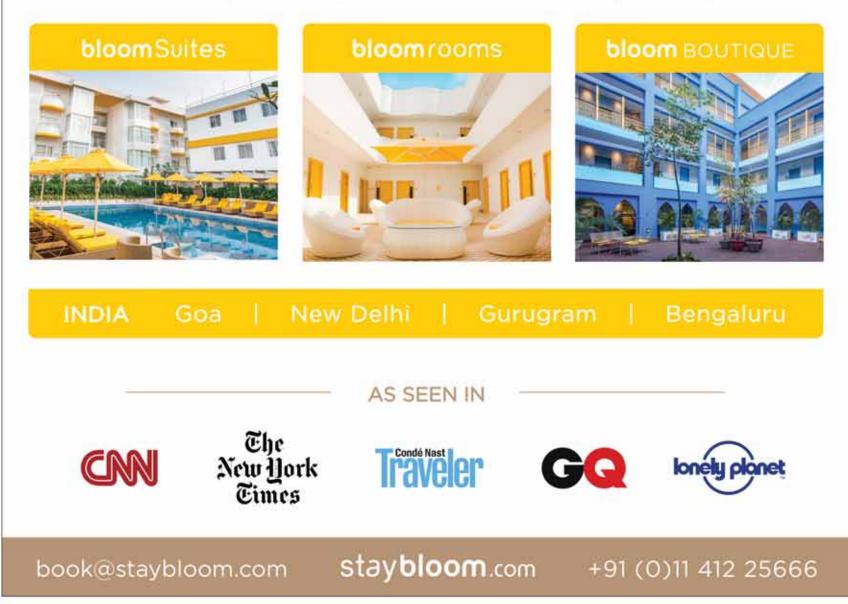


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HOTELS

Cygnett opens in Vizag Cygnett Hotels & Resorts' launch of the Vizag property will be followed by Cygnett Inn by May

2018, and one in Arunachal Pradesh by June.



ygnett Hotels & Resorts recently inaugurated its Cygnett Lite Ramachandra in Visakhapatnam, adding 42 keys to its repertoire. With the latest addition, the chain will now have a total of 15 operating hotels. Moreover, nine new properties are scheduled to open by December 2018, including another one in Vishakhapatnam.

Sarbendra

Founder and Managing Director, Cygnett Hotels & Resorts, says, "Our vision is to reinvent the definition of leisure and business travel, transforming the hotel into a preferred

Sarkar,

choice for guests. Cygnett Hotels is further expanding its brand portfolio across the growing Tier-I and II cities in India, and we foresee a great potential in becoming the favourite hospitality brand."

Cygnett will also launch Cygnett Inn in Vishakhapatanam in May 2018 and a new hotel in Arunachal Pradesh in June this year. Besides, 15 hotels under various products are in the pipeline. With multiple offerings, Cygnett is able to serve a wide spectrum of consumer segments, covering the leisure and business guests, families and backpackers.

and international tourists. On the domestic market, Sarkar is excited to meet Sarkar says, the tour operators at GITB "Domestic 2018. "With a lot of interactravellers are tion, I expect significant busicontributing 80 ness opportunities to emerge per cent of the during the show. I look forward business in Cyto connecting with inbound gnett Group. For players and international travel domestic agents," he says. 4 the

Sarbendra Sarka

Founder and Managing Director

market, Cygnett is on the path

of 'Look North-East' policy

to develop the northern part

of India with the help of good

hospitality services for national

Cygnett Hotels & Resorts

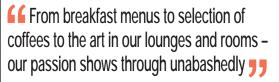


Now, retreat within Delhi

Located in the heart of South Delhi, Colonel's Retreat is a B&B property that reflects the warmth of home and beckons travellers to experience its hospitality.

TT Bureau

ospitality is a passion for Suman Anand Khanna and not a job. The Director of Colonel's Retreat New Delhi explains, "You can sense passion in almost everything we do at our hotel. From breakfast menus to selection of coffees to the art in our lounges and rooms - our passion shows through unabashedly. We also offer an unbeatable value package-five-star hospitality



at three-star rates. Couple that with dollops of personalised attention and top-class service."

Colonel's Retreat caters to travellers from a wide geographical market. The hotel banks on its individuality as a quaint property amidst the

Suman Anand Khanna Director Colonel's Retreat

years ago, we decided to create a small hotel and the only yardstick was that it should be a place where we would love to stay ourselves." She adds, "We are not a cookie cutter property. Small personalised properties like ours can't be duplicated unless we clone ourselves. If we expand, we will lose our USP."

Khanna feels that the market seems to be growing in a healthy manner. The evisa scheme has been a gamechanger for properties such as hers. "Our source markets are the UK, USA, Australia, Germany and France. GITB is a one-stop place for boutique properties," Khanna says.

Other Properties

🐓 At the Airport, New Delhi, is 10 minutes from T3

🐓 Shil Villa, Kashmir, a heritage hotel on the banks of Jhelum

Era Hotels ushers in new era

concrete jungle of the capital and the warmth it brings to its

hospitality. "We continue to do

what we are known for - per-

sonalised service with atten-

concept, she says, "About 10

Speaking about the hotel's

tion to detail," says Khanna.

Era Hotels opened its new property, Dempo River Sal in December 2017 in Goa, and currently is in the process of signing more properties on lease.

TT Bureau

Era Hotels and Resorts, a ho-tel management company under the aegis of CTC Holdings, manages three properties in Goa as well as the 40-room Dunsvirk Court, Mussoorie. It has recently opened its new property in Goa. Vinay Albuquerque, Chief Operating Officer, Era Hotels, shares "We opened Dempo River Sal in December 2017 in Goa and are in the process of signing more properties on lease as well as

has the unique distinction of being the highest point in Mussoorie, offering panoramic mountain views on one side and overview of the Library Chowk and the Mall Road on the other.

querque, while the domestic market has increased mostly for the weekends, the inbound market has slowed down in the last quarter of the current financial year 2017-18. "Overall both mar-

• Our focus for this season is to promote our properties in new inbound markets and increase bookings from these sectors as well as in the domestic market **9**

management basis." The three Goa properties include the Santiago Beach Resort, Baga; Turtle Beach Resort, Morjim; and Mayfair Hotel, Panjim, Goa, with a total of 200 keys. Dunsvirk Court, Mussoorie is a luxury boutique hotel, which According to Albu-

kets have averaged out to similar figures as the last financial year. Our focus for this season is to promote our properties in new inbound markets and increase bookings from these sectors as well as in the domestic



Vinay Albuquerque Chief Operating Officer Era Hotels

market. We also want to have a strong presence in the online market. We hope to meet new inbound tour operators at GITB and hope that the show can deliver on this," he says.

The company has offered various incentives to travel trade to promote the property. "Two-way support structure is crucial to offer guests a great experience while creating a win-win situation for both the hotel and tour operators," Albuquerque adds.







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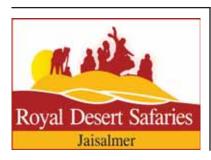
HOTELS

Spree on expansion spree

Aiming to grow to 30 properties by this year, Spree Hotels' new developments will come up in Mysuru, Ooty and Bengaluru by the next quarter.

eshav Baljee, Managing KDirector, Spree Hotels, is happy with the growth the company has seen over the last 12 months. He says, "The past year has been a good one. Our hotel division, Spree Hospitality launched properties in Pune, Mysuru, Cochin and Coimbatore and is now set to introduce new hotels in Mysuru, Ooty and Bengaluru within the next quarter. Our goal is to grow to 30 properties this year, as we take the Spree experience to many more travellers across India."

Spree Hotels also has a huge facilities management di-



vision that currently manages over 15 properties across the country. "This takes our overall brand tally to 24 managed properties across the country. Spree's USP is its service philosophy of 'Do More'. All our associates are trained to go above and beyond the call of duty, and ensure the guest's stay is converted into an elevated experience," adds Baljee.

Speaking about his perspective on the current domestic and inbound market, the second-generation hotelier says, "ARR and occupancy are both showing an encouraging upward trend. Our leisure division has benefitted from the ______ recent uptake in

domestic tour-

ism, and we

expect this to

continue. We

are not directly

dependent on

market due to

our market po-

the

inbound

Keshav Baljee Managing Director Spree Hotels sitioning, but this does impact market occupancies and therefore affects us indirectly." The team at Spree Hotels

is focused on further enhancing the guest experience, which is another focus area for them as it tries to set the benchmark for customer service in the segment. "Towards this end, we are rapidly deploying technology at our back-end to ensure we can service our clients more efficiently, and in a more consistent manner," Baljee reveals.

Fixed departures for Char Dham

Boasting of a diverse portfolio, including luxury villas and camps, Leisure Hotels Group has launched fixed departures for Char Dham Yatra.

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Leisure Hotels Group is a major player in Uttarakhand's hospitality sector. Its portfolio of hotels, resorts, luxury villas and camps, incorporates beautiful properties in the state's scenic spots offering adventure and spiritual experiences. The group has now added another feather in its cap with a new property in Himachal Pradesh named 7Pines in Kasauli.

Another new product of the company is the fixed departure service for Char Dham Yatra. **Vibhas Prasad**, Director, Leisure Hotels, says, "Leisure Hotels is the only group offering accommodation and food in all the sacred dhams in Uttarakhand. Now, we will take care of guests right from their doorstep to the dhams and back."

On the current inbound market, Prasad reveals, "We have 10.05 million foreign tourist arrivals in India. By



Vibhas Prasad Director Leisure Hotels

2030, India will become one of the top five nations globally for business travellers, as per Ministry of Tourism, Government of India. This is a growth of over 14 per cent. However, if you compare India to other countries, we rank poorly."

Since the time of the first venture at Nainital, The Naini Retreat in September 1989, the company has had the opportunity to serve the largest number of tourists in Uttarakhand at sought-after locations like Nainital, Corbett National Park, Haridwar, Rishikesh, Ramgarh, and Rajaji National Park. Leisure Hotels has more than 29 years of hospitality experience. "We feel it is our responsibility in setting standards and driv-

From the current 10.05 million foreign tourist arrivals, India will become one of the top five nations globally for business travellers by 2030

ing quality by offering good facilities and services to our guests," says Prasad.

Some of its properties in eco-sensitive zones include The Dhikala Canter Safari, the largest rafting beach in Rishikesh, The Chardham Camps, and a heritage hotel in Haridwar.

<complex-block>

AGENTS

Trans India retains local flavour

Trans India Holidays is trying to innovate and create packages that showcase lesser-known places in India, which are equally enriching destinations and move away from the standard short city tours.

TT Bureau

While there are many operators that offer India tours, what sets Trans India Holidays apart is their focus on quality service, sustainable practices, care for the environment and ensuring safety of clients. **Kapil Goswamy**, Managing Director, Trans India Holidays, adds, The company has created experiences like food walks, heritage walks, cycling tours, slum tours and soft treks to give an inside view of India. It has also expanded into newer geographical areas as source markets. "Until recently, most of our business came from UK and Australia. But in the last 12 months this has changed. After careful evaluation, we've appointed resident representatives in Spain, and more recently even in Russia. Our efforts in these markets are now beginning to yield results," reveals Goswamy.

This is one of the reasons why the company has been regularly participating in GITB. "In the last 10 years, we've seen GITB grow from strength to strength. I may not necessarily be happy with the way a few giants have been monopolising the show, but one positive thing is that GITB brings to India many potential foreign agents each year, many of whom are here for the first time to learn about the destination and its offerings," he admits.

The company has recently adopted multilingual services to help both the overseas travel trade as well as the actual travellers. Agents in Spain, Russia and Germany get their itineraries in their local language, and their clients are also met by staff who is fluent in their respective language. Speaking about the inbound market, Goswamy adds that while the figures released by the Department of Tourism show optimistic growth for the current inbound market, the inbound market in India is still growing in single digits only, and a lot needs to be done to make India a year-round destination.



Managing Director Trans India Holidays

After careful evaluation, we've appointed resident representatives in Spain, and more recently even in Russia. Our efforts in these markets are now beginning to yield results

"The top three destinations that sell in the international market sadly remain the Golden Triangle, Kerala and Goa. However, we are continuously trying to innovate and come up with packages for lesser-known destinations in India which are equally enriching. In the last one year, we've focused on adding experiences, and offering glimpses of the real India, thereby moving away from the standard half-day and full-day city tours."





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HOTELS DS Group to upgrade portfolio

With new property openings in line for 2018, DS Group is planning to aggressively market its products at various national and international platforms, besides promotions on social media. The company shall concentrate more on smaller properties in Uttarakhand this year.

T Bureau

S Group is coming up with Da new hotel in Kolkata, signed up with IHG, which is nearing completion and shall soon be ready to host guests. The company has renovated the property at Corbett National Park including the rooms and F&B services. The property at Nainital shall also follow suit soon, informs Nikhil Vahi, Sr. Vice President - Hospitality Operations and Development, DS Group. He adds that the company's properties have done exceedingly

well in major cities like Jaipur and Guwahati, in 2017. He explains, "Our self-managed hotels too have done well. At Namah, Corbett National Park, we have seen a considerable increase in demand because of its picturesque natural beauty, close proximity to NCR and the services offered. The occupancy levels in the first three months at Corbett have been over 50 per cent which is above the destination average with ADRs in the range of `6500 per day and RevPAR of nearly `4000 that can only be termed as phenomenal."

Royal Desert Safaries Jaisalmer

Leaving aside the larger properties of Jaipur and Guwahati which are located in state capitals, the company shall

concentrate more on smaller properties at Uttrakhand. Vahi believes that these properties are promoting tourism in the true sense and have witnessed a mix of 6-8 per cent international guests and 92-94 per cent domestic guests. For the company, Delhi/NCR has undoubtedly been the



largest source market but the company has a considerable percentage of business coming from nearby places like Bareilly, Moradabad, Lucknow and Meerut for domestic guests. Vahi adds, "For international guests, the online booking portals

6 To grow, one has to not only increase online presence on digital platforms but also achieve the bottom line and exceed expectations of the investors by bringing in additional revenues

> have been a formidable source although we do receive bookings from various corporate offices and Consulates situated in Delhi/NCR. We also hope to revive business from mar

kets like Gujarat and Mumbai."

Vahi feels that even though the tourism policies have taken a positive stand until now and shall further boost the industry. The industry cannot ignore the fact that with so much on offer, there is an increase in competi-

tion leading to a smaller share

of the business. He advocates that there is a need to adopt

newer techniques and offer

added value to the guests to

retain them. Vahi elucidates,

"To grow, one has to not only

increase online presence on

digital platforms, but also

achieve the bottom line and exceed expectations of the investors by bringing in additional revenues." The company plans to be more actively involved in industry happenings to take stock of the markets. DS Group plans on participating at all TTF and OTM shows. The company has big plans for aggressive promotions on social media. It will also concentrate on further strengthening and improving its products, for which it will invest a lot more in the training and development of its teams, informs Vahi.

Digital Presence

↓ For international guests, the online booking portals have been a formidable source although we do receive bookings from various corporate offices and Consulates situated in Delhi/NCR

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Luxury redefined in Jaisalmer | Experience the elite here

The hotel has shown 57% growth in terms of occupancy and 20% growth in revenue - a remarkable job by the Sales & Marketing team of Jaisalkot.

T Bureau

aisalkot, situated around 13 Jkm away from Jaisalmer, comprises 50 suites. Spread over 22 acres of landscape area, the hotel is enclosed within a majestic fort and has a well-equipped gym, bar, fitness club and a multicuisine restaurant. Each room of the hotel overlooks either the massive front maidan or the vast desert scape. The hotel has four categories of suites - Kunwar, Rawal, Maharani and Maharaja, hallmarks of timeless elegance and modern convenience.

"To stay ahead of the competition, Jaisalkot believes in



Manvendra Singh Chauhan Director Jaisalkot

rendering good services and guest satisfaction. The hotel considers its quality to be its USP," Manvendra Singh Chauhan, Director, Jaisalkot said.

ners with priority

"The hotel tries to engage with travel agents by offering reasonable contracts with add on value, preferred partto boost the sales. In 2017-18, Jaisalkot has shown 57 per cent growth in terms of occupancy and 20 per cent growth in revenue, a remarkable job by the sales and marketing team," Chauhan said

6 To stay ahead of the competition, Jaisalkot believes in rendering good services and guest satisfaction **9**

Destination wedding is another area where the hotel is focusing on. The company is trying to market this segment through international marketing, Federation of Tour Operators (FTO), Destination Management Company (DMC) and Travel Management Companies (TMC). Jaisalkot Hotel is expecting visibility, focus on direct contracting and closing good business in GITB 2018. 🐓

In last one-year, Golden Tulip Vasundhara has grown by 20 per cent in terms of occupancy and about 25 per cent in terms of room sales revenue.

TT Bureau

▲ olden Tulip Vasundhara is Ga midscale luxury hotel, conveniently located in the growing National Capital Region, equidistant from Noida's IT hub and Sahibabad Industrial Zone. It features modern facade, beautifully blended elegant interior, and a wide array of offerings to make it the most desired option for business travellers. The hotel currently has 96 operational rooms out of an inventory of 162. Spacious banqueting space makes it an ideal venue for conferences and weddings.

"Offering excellent hospitality at affordable prices is the USP of Golden Tulip Vasundhara," says Harsh Kumar, General Manager, Golden Tulip Vasundhara. "By knowing the offerings and USPs in the market, we identify the areas of competition and understand how to differentiate ourselves. We believe in knowing our customers and providing



Harsh Kumar General Manage Golden Tulip Vasundhara

them a better service by being more responsive to their needs and expectations. We even offer low-cost extras such as improved credit terms, discounts or loyalty schemes. It's cheaper and easier to retain existing customers than to acquire new ones," he reveals.

The hotel has its presence on all social media platforms like Facebook, Instagram and Twitter. "We keep updating the viewer on promotional activities. We are personally inviting **F** The hotel offers best hospitality at affordable price which is the USP of Golden Tulip Vasundhara

HOTELS

local inbound tour operators to experience the hotel and help them in acquiring new business. We also participate in travel trade fairs and advertise in travel trade journals."

The hotel is recording 20 per cent growth in terms of occupancy and about 25 per cent in terms of room sales revenue over previous year, says Kumar. He adds, "By offering attractive pricing and tailormade itineraries, we try to engage with travel agents in an effective manner. To boost the sales of the property, we provide customised solutions for clients, which is usually related to cuisine."

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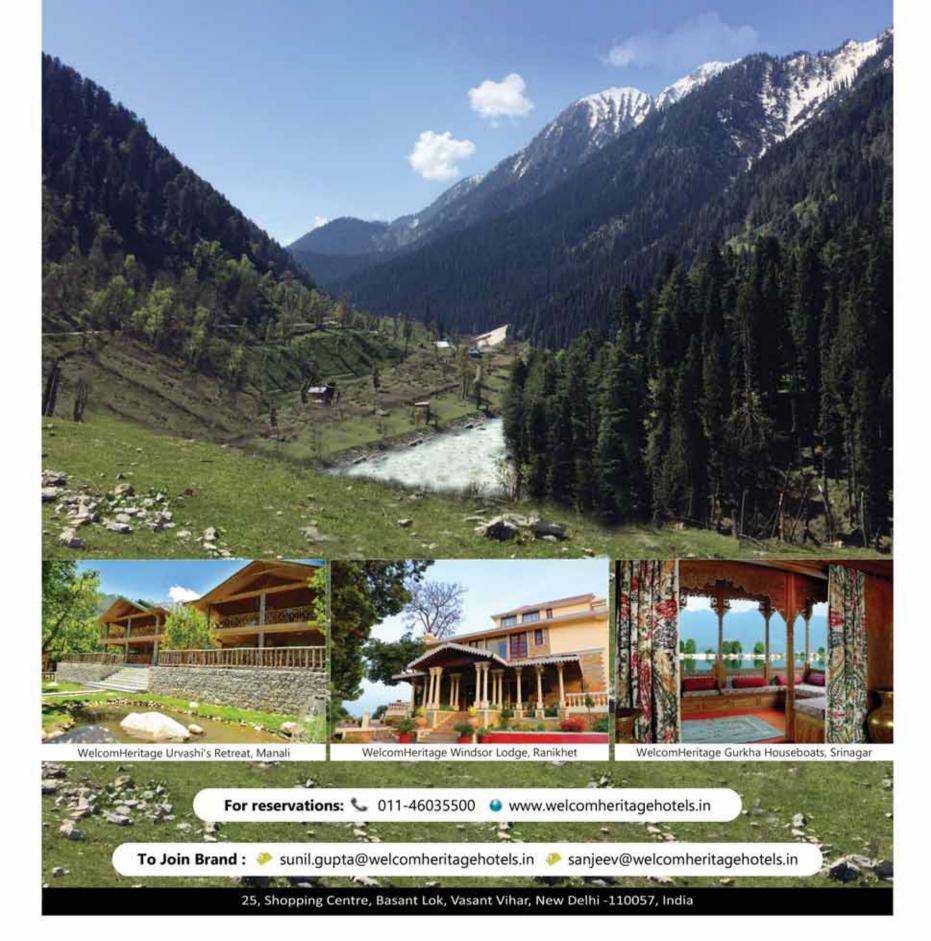
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RARE progresses to sales

dia has been a constant at

Referring to 2017 as a constructive year, RARE India will now do sales for properties in its portfolio and will be looking at expanding into the domestic business as well.

TT Bureau

rom marketing to managing sales for the properties it represents, RARE India has come a long way. Sowmya R Vijaymohan, Partner, RARE India, says, "We took last year to stabilise our marketing efforts and promotions, and have introduced sales as part of our offering. With the changing market dynamics, it has become imperative to evolve along, to remain relevant and hence sales was the natural progression to validate all the work that we have been putting into marketing our partner hotels to Indian DMCs and domestic agents alike."

Royal Desert Safaries

Jaisalmer

However, RARE India also added a few more properties to its existing portfolio. Shoba Mohan, Founder Partner, RARE India, reveals, "Considering the market trends, RARE India is consolidating the community for 2018-19 and looking for partners who can engage actively. Hence, there are some we are looking at delisting and some who will come on board with a fresh perspective. The idea is we want to build a community that will adhere to the 'Rare' philosophy while willing to engage actively and share their expertise. Since January, we have Vanghat in Corbett, Mekosha near

> Trivandrum and Karma Chalets on board. Suryagarh and Narendra Bhawan have just joined in."

> > RARE In-

GITB and they have been dealing with FTOs, both new and old, for a long time now. Sharing details on the same, Vijaymohan says, "Our primary mode of engagement with the FTOs is through our DMC partners. The DMCs are by far our largest and most valued partners to educate their FTOs on new offerings, upgrades and experiences within the RARE portfolio. RARE does participate in international events and roadshows to push some partners and reiterate the recommendations that DMCs have made to their FTOs."

Apart from individual properties, RARE India promotes experiences as well. Mohan says, "Each member of the RARE community is an experience, either as a destination hotel or as a concept stay or as an experi-



Sowmya R Vijaymohan Partner RARE India

With changing dynamics, it has become imperative to evolve. Hence, sales was the natural progression

ence, which include cycling, wilderness safaris, walking safaris, etc. Every experience



Shoba Mohan Founder Partner RARE India

We want to build a community that will adhere to the 'Rare' philosophy while engaging and sharing their expertise

that can enhance your travel, create value for tourism and community is a potential

member for RARE. Some of these experiences are unexpected for the international audience and hence need adequate awareness building, and wide and diligent distribution. These experiences have taken us longer, but they are becoming popular by the day."

HOTELS

Apart from inbound, RARE is also focusing on the domestic market. "This year, we will be looking at consolidating our roadshow and events in Bengaluru, Chennai, Hyderabad and Kolkata. We truly believe in 'India for the Indians'; there is still so much for all of us to see, learn and experience within the country. We want the stories of our partner hotels to reach this niche segment of travellers who appreciate the courage and passion with which each partner has set up his/her hotel," shares Vijaymohan.



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Ananta Hotel eyes MiCE traffic

While both inbound and domestic markets have shown increase for Ananta Hotel & Resorts, MiCE will be the focus for the hotel company this year.

TT Bureau

With two leading properties in two of the most popular spots in Rajasthan, Ananta Hotel & Resorts is experiencing a huge influx of inbound tourists. The Ananta Udaipur has 206 villas while Ananta Pushkar has a total of 70 keys that includes 49 cottages and 21 rooms. Speaking about the plans for this year, **Anshul Bhargava**, Corporate General Manager, Ananta Hotel & Resorts, reveals, "Inbound and domestic traffic both have increased phenomenally for us. We continue to get a positive response from the market. This year, our main focus will be

At GITB this year, the focus will be to have good B2B meetings to increase the footfalls of inbound tourists for us

MiCE – from the inbound as well as domestic markets."

Bhargava adds that the hotel company is also coming up with new projects this year which includes properties in Dwarka and Jaipur. "They are long-term plans and we are still in discussions. We are also looking to partner with companies for managing properties," he adds. Speaking about the source markets, he says that the domestic market has been growing and is not far behind. Bhargava adds, "We expect that Ananta Udaipur and even Ananta Pushkar will see huge business from the domestic segment. We have mostly received good FIT leisure traffic throughout the year, especially

LEISURE HOTELS

experience move

in the summers. This was wellsupported by the conferences and weddings market."

HOTELS

Claiming that the hotel group is obviously focused on all the segments, he adds, "We will primarily lay emphasis on conferences followed by inbound." The Ananta hotels saw many developments in the last two years. It added many recreational

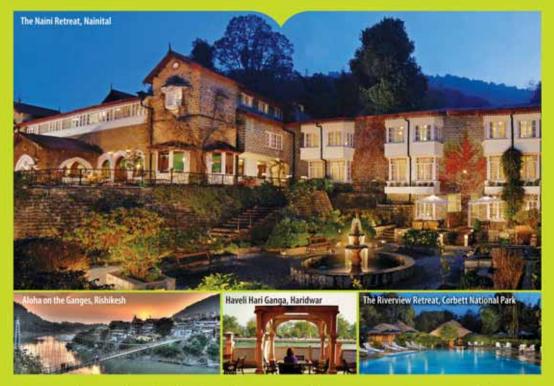


Anshul Bhargava Corporate General Managel Ananta Hotel & Resorts

activities in both the hotels to keep quests busy in the hotel itself. These activities also help corporate groups for team-building exercise that is a huge part of conferences. Having been associated with Great Indian Travel Bazaar (GITB) for many years now, Ananta Hotels & Resorts has reaped the benefits of being present at this forum. Yet again, it has partnered with the trade show to increase footfalls to its properties. Bhargava says, "We hope to meet all our regular clients as well as introduce Ananta to new and potential clients. The focus will be to have good B2B meetings to increase the footfalls of inbound tourists for us. Inbound has always been a segment that Ananta has focused on and striven to increase. It continues to have huge scope and we continue to welcome more foreign nationals at Ananta Hotels & Resorts."



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AGENTS Experience a royal Train Journey



Founder, Worldwide Rail Journeys

Big dreams require big preparations. Saini wanted to travel the distance between dreams and reality; so he went ahead to learn the basics of the business and put in the extra hard work. After 10 years of understanding the nuts and bolts of the rail industry, he decided it was time to expand his wings and fly solo.

In 2014, he started Worldwide Rail Journeys (WRJ) to realise his dream and provide unprecedented train travel experiences in India and abroad. Thanks to his 10 years of efforts, he garnered good reputation amongst the rail tourism industry with the government even letting him manage trains on a charter basis. Over time,

an unflinching support from the government and a strong network with the industry has made WRJ one of the leading players in the railway sector.

WRJ is now concentrating to take luxury train travel in India to the next level. "We already have great rail journeys to cater to luxury travellers.



of running of his own train.

Worldwide Rail Journeys

raja Express, Deccan Odyssey and Golden Chariot, which traverse through different parts of the country over a week-long journey.

We already have great rail journeys to cater to luxury travellers. When you talk about India outside the country, people associate it with the Taj Mahal and the Palace on Wheels. I want to bring about a change in the mindset of Indians, whose interest in taking such journeys has only been increasing in the recent past

When you talk about India outside the country, people associate it with the Taj Mahal and the Palace on Wheels," says Saini. Through his company, many guests have travelled in some of the world's most luxurious trains like Maha-

While most of his travellers have been foreigners, Saini wants to bring about a change in the mindset of Indians, whose interest in taking such journeys has only been increasing in the recent past.

and 2016. Business of the Year Award in Small Business Award in 2017 and the National Tourism Award in 2017, which was received from the President of India. The Entrepreneur magazine even named Saini 'Entrepreneur of the Year' in the

Manish Saini, Founder, Worldwide Rail Journeys spent his childhood craving for the sight of a steam engine train emerging from the tunnels amidst a swirl of smoke. From a very young age, he dreamt

WRJ is a customer-first

company and is leaving no

stone unturned to make their

clients' journeys pleasant and

smooth. WRJ was featured in

the CEO Magazine's list of 15

Fastest Growing Tour & Travel

Companies in India in 2016.

The company also bagged the

best Rail Tour Operator award

in India Travel Awards 2015

tourism sector. All the recognition has only motivated Saini to do more for the industry as he aims to broaden his horizons in the coming years. He is curating other types of journeys such as pilgrimage amongst other tourist circuits through chartered trains with the help of the government.

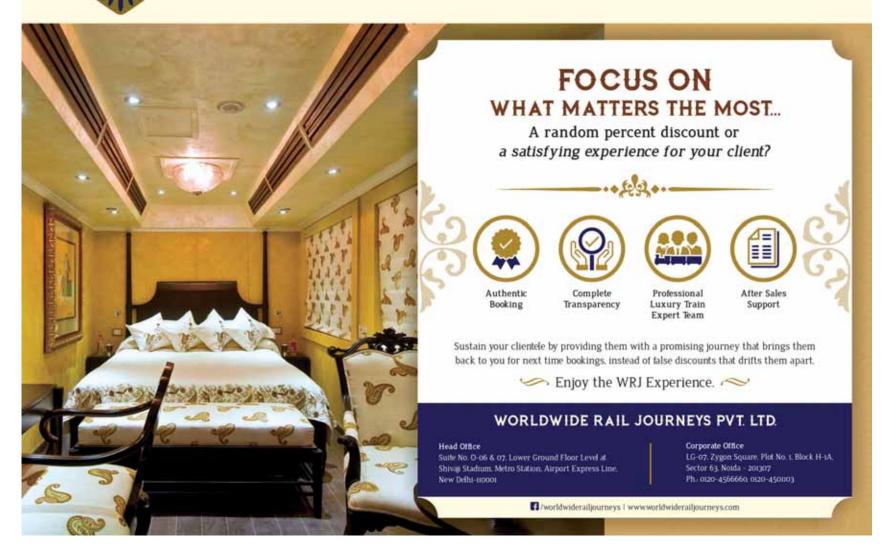
WRJ is now completely digitised with its booking service available for travellers all around the world, thereby making the luxury rail travel experience more accessible. You can log on to their site www.wordwiderailjourneys. com to know about rail journeys, bookings and other information.

Saini, the young entrepreneur who dreamt big, hasn't put brakes on his train and dreams. He concludes, "The journey has just started. A lot of milestones still need to be achieved."

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STATES

disha f *Buddhism & Beaches*

The eastern Indian state of Odisha is going all out to promote its Buddhist circuit and beaches along with wildlife sanctuaries, apart from the already popular destinations of Puri, Bhubaneswar and Cuttack.



Buddhism in Odisha

Buddhist tourism in Odisha has observed the opening up of some new vistas by recent findings from excavations. Although many Buddhist monuments already exist in the state, these newly identified sites with Buddhist remains have also added to the charm of Odisha.

With the 'Diamond Triangle' of Lalitagiri, Ratnagiri and Udaygiri hills, located 90 kilometres from Bhubaneshwar and 60 kilometres northeast of Cuttack, it attracts many Buddhist tourists from Asia and beyond every year.

Ratnagiri

Ratnagiri in the Birupa river valley in the district of Jajpur, is a famous Buddhist centre. For lovers of art and architecture, lay tourists as well as special groups, Ratnagiri offers a large brick monastery with beautiful doorways, cellar, sanctum with a colossal Buddha figure and a large number of Buddhist sculptures. There is a smaller monastery at the place along with



a stone temple, brick shrines and a large stupa with numerous smaller stupas around.

Lalitgiri

The majestic ruins of the huge brick monastery, the remains of the chaitya hall, votive stupas and a renovated stone stupa at the apex of a small rugged sandstone hill dominate the rural greenery around. In addition, the museum displays a large number of Mahayana sculptures consisting of colossal Buddha figures, huge Bodhisattva statues, statues of Tara, Jambhala and others. The discovery of caskets containing sacred relics, probably of the Tathagata himself, from the stone stupa at the top of the hill, further enhances the sacredness of the stupa as well as of Lalitgiri for Buddhists around the world.

Udayagiri

Udayagiri and Khandagiri Caves command a unique position in the field of history, rock-cut architecture, art and religion. The caves of Udayagiri and Khandagiri are essen-

tially dwelling sanctual retreats of the tarkanika Jain ascetics. cial due Udayagiri provides visitors and sal a grand sight trees—t with its newly kanika h excavated monastery complex Located that must be of Brah



reached through a long stairway. The unexcavated area poses a mystery to archaeologists, art lovers and lay visitors alike with prospects of the hidden treasures that lie buried.

Into the wild at Bhitarkanika National Park

Considered as one of the most impressive wildlife sanctuaries of Asia, the Bhitarkanika national park is special due to reasons more than one. Housing the dynamic and salt tolerant species of trees—the Mangroves, Bhitarkanika has a luxuriant green, rich and pulsating ecosystem. Located in the estuarial region of Brahmani-Baitarani, in the north-eastern place of Kendrapara district, the sanc-tuary is home to over 215 species of birds, including winter migratory birds from Europe and central Asia. Another rarity that the sanctuary has to its account is the inhibition of its

ecosystem by the Giant Salt Water Crocodiles and numerous varieties of other animal species. The attraction is also rich in avifauna, reptilian and mammalian population.

Sun, sea & sand at Gopalpur

Located at a mere distance of 16 kilometres from Berhampur, this seaport can be a real retreat to sea lovers. Ideal for both sailing and surfing, the beach is isolated and remains undisturbed by day trippers. Avid beach combers have time and again declared the beach as one of the finest ones at the eastern coast. Watching Gopalpur's Konark lemp

Satkosia

Satkosia gorge is a unique feature in the geomorphology in India. Located in the districts of Angul, Cuttack, Nayagarh and Boudh, Satkosia gorge sanctuary with sylvan beauty and excellent natural features





Cycling in Satkosia Sands Resort Salt endless empty shoreline get-

ting swarmed with fishermen with their hand-nets full of catch is interesting to while away time in the stunning stillness. Beautiful objects made of seashells available in abundance are worth buying souvenirs. Sand sculptures made by local artists are a feast to the eyes. Satkosia River Cruise

is an attractive destination for scientists and nature lovers. The area supports dry and moist deciduous forests and moist peninsular Sal forests and is strong-

hold of tiger, leopard, elephant, gaur, sambar, spotted deer, mouse deer, nilgai, sloth bear, wild dog along with varieties of resident and migratory birds.

A major attraction of the sanctuary is the gorge, river Mahanadi, the Gharial Research and Conservation Unit at Tikarapada, hill slopes and boating.





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GHR sets foot in Kathmandu

Global Hotel Representations' (GHR) recent addition of Radisson Hotel, Kathmandu will target leisure travellers as well as the MiCE segment.

TT Bureau

The focus of the company is to represent and market the properties in its portfolio with Delhi-NCR as the target market for property promotion, informs O P Mendiratta, Managing Director, Global Hotel Representations. He says, "Those properties which have not been able to build presence in Delhi market can avail our services. We participate in travel trade exhibitions and roadshows



O P Mendiratta Managing Director Global Hotel Representations

L Those properties which, for any reason, have not been able to build presence in the Delhi market, can avail our services

to generate awareness about the affiliate hotels. The digital media platforms are used for online promotion, while the sales team visits many corporate houses, tour operators, MiCE operators and foreign missions to promote these hotels."

According to Mendiratta, the USP of Radisson Hotel is its location. He points out that this five-star property, centrally located in Kathmandu, offers 260 quest rooms across categories. The other facilities include a casino, swimming pool, health club, spa and spe-



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TUTC to reopen 2 luxury camps

After an excellent response from Jaagir Lodge Dudhwa, The Ultimate Travelling Camp (TUTC) is preparing to reopen luxury camps in Thiksey & Diskit.

TT Bureau

ciality restaurants. The proper-

ty is also well-suited for MiCE

segment as it offers state-of-

the-art conference facilities

like three meeting rooms, two

board rooms, two ballrooms

represents 15 hotels in Ben-

galuru, Bhubaneswar, Chilika,

Chennai, Coimbatore, Dehra-

dun, Madurai, Mathura, Mus-

soorie, Navi Mumbai, Orchha,

pany's plan for the future,

Mendiratta adds, "As a four-

and-a-half year old company,

we have grown significantly.

We are particular about the

properties we represent based

on property surveys and cus-

tomer reviews. All our associate

hotels have grown a fair share

from Delhi-NCR in 2018. We

are at a negotiation stage with

some properties and shall soon

add them in the representation

portfolio in 2018." 🖊

Elaborating on the com-

Rishikesh and Varanasi.

Currently, the company

and a business centre.

n December 2017, TUTC forayed into semi-permanent accommodations and expanded its luxury portfolio with the launch of a rebranded luxury experience—Jaagir lodae Lodge Dudhwa, located in Terai, Uttar Pradesh, informs Dhun Cordo, Co-founder, TUTC. Cordo says, "Our itineraries are always about destinations and the unique experiences it has to offer. Dudhwa is one of the most biodiverse regions and endangered ecosystems in India. We have weaved experiences that bring out the best of luxury and rich wildlife experience it is known for." She further informs that the company is preparing to reopen its luxury camps in Thiksey and Diskit which will start operations from May until September this year.

India has finally opened up to the concept of luxury camping (glamping), believes Cordo. "As for the luxury lodge experi-



Dhun Cordo Co-foundei THTC

ence, it is a hugely untapped segment. Wildlife tourism in India is certainly on the rise, but the premium luxury stay options paired with personalised services are amiss. We aim to fill this gap by providing luxury offerings and boosting global tourism to India," she adds.

Cordo further explains that most of the company's guests prefer to have a slow travel experience where they get to indulge in the experience rather

than visiting popular sightseeing spots. "Also there is emphasis on engaging with the local community. Travellers are

F Travellers are slowly moving towards environmentally responsible travel to engage with local community **9**

slowly moving towards socially and environmentally responsible travel," she says.

TUTC believes in engaging its target audience through different forums. The company's marketing campaign includes both above the line and below the line channels that focus on creating awareness around its properties, its offerings and destinations that the company operates in.

Park Ocean to be driven by tech With widespread digital presence, Park Ocean aims to reach out to its target customers, maintain

its pace to compete in the travel industry.

Sandeep Jain

Managing Director Park Öcean

"Park Ocean does tacti-

cal promotions via electronic,

social and print media, and

is also aggressively looking

in to search engine optimisa-

tion and search engine mar-

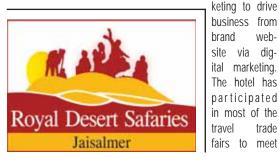
web-

trade

TT Bureau

Park Ocean, Jaipur, with its 48-smartly furnished rooms and suites, offers visitors a wide array of accommodation options. The rooms are categorised into Superior Room, Deluxe Room, Premier Room, Junior Suite and Executive Suite.

The plush and spacious interiors at Park Ocean makes it an exciting place to stay for the tourists visiting Jaipur. The hotel management believes in good sales team and solid marketing tactics to stay in the business which will also help the management to communicate its benefits and services to customers.



business partners," said Sandeep Jain, Managing Director, Park Ocean.

There was growth in the occupancy and revenue especially from the Park Ocean's leisure market segment, Jain said.

The hotel has its sales office in its Jaipur branch and other locations in major cities of Delhi, Mumbai, etc. The hotel is also engaged in social networking events to familiarise it among the travel agencies.

"Park Ocean, Jaipur has great expectations from the GITB as this platform offers unique opportunities to focus on inbound tourism with buyer and seller meetings," Jain said. He adds that this will result in capitalising business opportunities between international buyers and sellers with post familiarisation tours to different destinations, allowing them to showcase a product directly to potential partners.

HOTELS



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Ruling Kerala's hospitality

Covering the length and breadth of Kerala with luxurious properties, Raviz Hotels and Resorts is the leading hotel group in the region.

TT Bureau

Raviz Group is one of the leading hotel groups operating out of Kerala. "We offer a fulfilling experience of the traditions, culture and hospitality of Kerala to guests. We aspire to bring alive our philosophy of celebrating India that will reflect through all our products and services that defines the fabric of the Raviz across the board," says Srijith R, Director of Sales, The Leela Raviz Kovalam, Trivandrum.

Srijith claims that each Raviz Hotel is unique and at the best location in each destina-

Kadamb Kun



Srijith R Director of Sales The Leela Raviz Kovalam, Trivandrum

tion. "The Leela Raviz Kovalam is at a one-of-its kind location, perched on a clifftop, facing the Arabian Sea. The Raviz Ash-

tamudi faces Ashtamudi lake: Raviz Kadavu faces the Chaliar River; and Raviz Calicut offers a view of the historic Calicut city.

66 We aspire to bring alive our philosophy of celebrating India that will reflect through all our products **7**

cake offering Ayurvedic rejuvenation, operating out of our resorts. We have two operational hotels and another upcoming hotel in Dubai," he adds.

Talking of growth, he says, "We have an average growth of 10 per cent over the revenues of last financial year across the group. We have seen tremendous growth in leisure and MiCE segments, particularly in destination weddings. We also plan to reach out to newer overseas markets through our DMC partners in the luxury holiday and wellness segments."

Focus on customisation

The Suryaa New Delhi saw a profitable business last year and expects similar growth this year as well, owing everything to its service and values.

TT Bureau

Recording growth in terms for occupancy as well as in ADR over the last financial year, The Suryaa New Delhi is working with increased expectations for next year. "There has been about 13 per cent growth in ADR. The occupancy has not increased much due to liquor ban of about five months in the last financial year. We could have done extremely well if it wasn't there. The liquor ban caused a dip for those months by 8-10 per cent and many segments got affected, including residential, wedding groups, corporate, MiCE and long stay business," says **Dhananjay** Kumar, General Manager, The Suryaa New Delhi.

"We were still able to recover our deficits after lifting of liquor ban. We expect growth in this fiscal year as well, both in ADR as well as in occupancy. We see medical tourism, corporate long stayer, MiCE and foreign tourist arrival business



General Manager The Suryaa New Delhi

to grow this year," Kumar adds.

Kumar believes that they need to focus on personalised service to retain guests. "We ensure our guest relation officers are one point of contact for any guest staying with us. Our chefs meet the guests staying beyond two nights and customise their menus regularly to make them feel at home. This has given us positive responses on TripAdvisor and our rating has been below 23rd for the past six months on the website. Both

our online and GDS contribution have also seen growth. These strategies have given us edge over our competition," he said.

The property gets a mix of business from around the world. "We had about 75,000 foreign national guests in the last financial year for various segments including business, leisure and medical purpose. Many come for long stays as they come to the country for treatment," adds Kumar.

When it comes to dealing with trade, both domestic and international, he says, "As one of the oldest hotels in the city, we have an edge as most of the FTOs are aware about our hotel and facilities," Kumar said.

For boosting business further, Kumar says, "Our focus is on three P's-product, people and process to ensure that right from check-in to check-out, guests are looked after and all their requirements are met." 🖊

Why Kadamb Kunj? FIT/ Group Stays

Choose as wildlife destination, Bird Sanctuary is 5 mins drive, choose for "special" village experience, choose as an option of Agra (Just 45 mins driving distance from Agra)

or choose to do "Nothing" an ideal destination to break journey / relaxing night on a hectic Golden Triangle or Rajasthan Tour.

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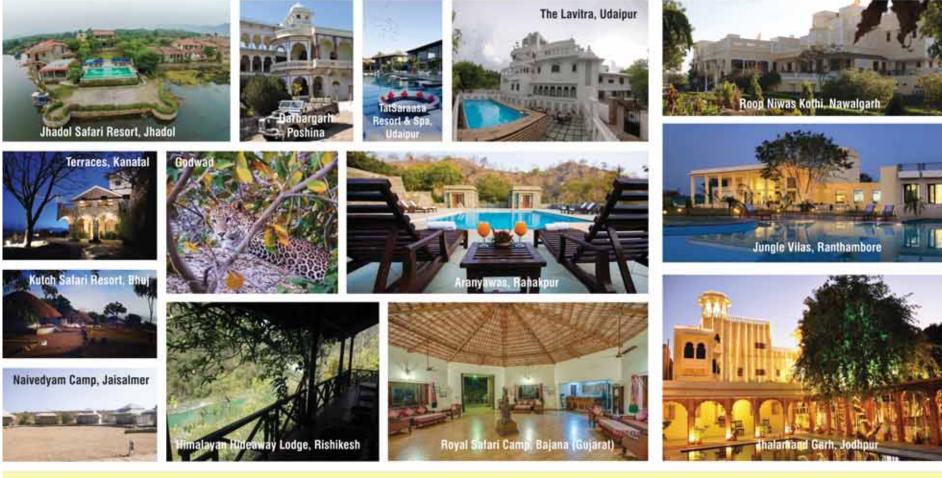




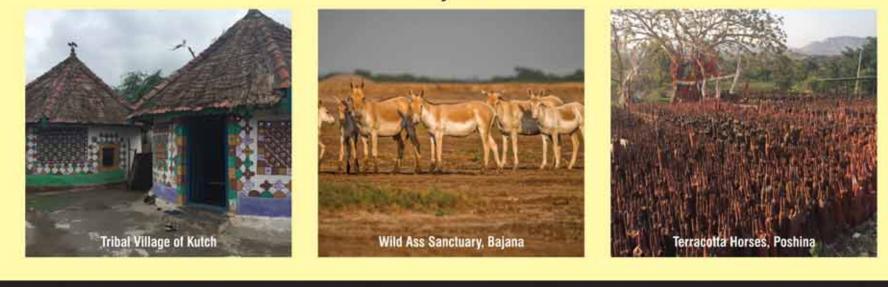


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Taste elegance at Souvenir | Aiming pan India presence

Souvenir Hotels collaborates with travel agents on a professional base through online platforms as well as through event organisation to boost sales.

TT Bureau

s a leading name in Jaipur Ahospitality industry, Souvenir Hotels has four hotels under its umbrella - Prime, Pride, Peppermint and Premier. The properties include high-end restaurants, spas, lounges and banquet halls providing unique experience in hospitality for its cherished patrons.

"Last year saw some major changes in the country's financial set up. It had ripple effects across almost every industry, especially hospitality. However, by and large, we have seen a positive growth in

Last year saw some major changes in the country's financial set up including ripple effects across every industry

the past one year." says Rao K, Corporate General Manager, Souvenir Hotels

Considering that Souvenir Hotel is one of the pioneers in the hospitality field in the

city, it helps in keeping up with the competition. Its vision from the beginning includes a new class of sophistication Royal Desert Safaries in hospitality



Rao K Corporate General Manager Souvenir Hotels

comfort, luxury and superior service. As a result, it has been able to take leaps into the future of hospitality before the market itself. Keeping up with the times, various promotional offers and marketing content of the property are making their way through an integrated mix of online and offline channels. Currently, the property is tapping into the potential of the cricket season to give its patrons an extraor-

Clarks Inn Group of Hotels is targeting a 100 hotel portfolio by the end of 2018, and is looking at opening properties around the country.

7TT Bureau

Today, Clarks Inn Group of Hotels boasts a portfolio of 85 properties that include 45 hotels in operation. "We have a strong development in the pipeline and expect to reach the 100-hotel portfolio, including over 50 in operation by the end of 2018. Three of the new operational properties have come up in Karnataka located at Bagalkot, Mysore and Shimoga. Two properties have opened in Madhya Pradesh that include Ujjain and Gwalior. Clarks Inn has opened a property in Srinagar. Apart from Dharamshala in Himachal Pradesh, we have also added a second property in Patna in Bihar. We have recently added Kurnool and are gearing up to launch properties at Jalandhar, Ambala, Ara, Vrindawan, Raipur and Kurukshetra within the next couple of months," shares SN Srivastava, President & Co-Founder, Clarks Inn Group



S N Srivastava President & Co-Founder Clarks Inn Group of Hotels

has The company emerged as one of the fastest growing hotel companies in the mid-market space today in almost 11 years of operation. "In 2017, we have witnessed another year of strong growth in our overall portfolio development. On the business front we are expanding our presence in key Indian source markets to drive incremental sales and revenue for our properties. Besides, we are also looking at opening a couple of

international sales offices. In the digital space, we are constantly involved in upgrading our social media marketing tools and further boost our presence in the online space. With corporate and business being our top clients, MiCE has always been one of our top priority market segment and many of our properties have

HOTELS

We recently added Kurnool and are gearing up to launch properties at Jalandhar, Ambala, Vrindavan, Raipur & Kurukshetra

MiCE business contributing to over 50 per cent of overall revenue. Besides, wedding and other social events are also key revenue contributor that we consider as part of the MiCE



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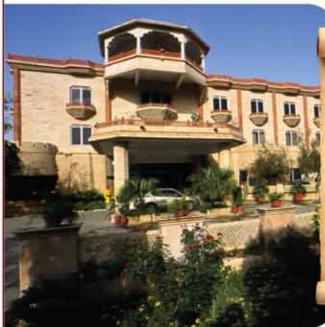
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Indian Hospitality At Its Best





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Lords targets pilgrim segment

With an aim to add one property each quarter in a year, Lords Hotels and Resorts will soon launch two properties in Nepal and one in Jamnagar. Focusing on destinations popular amongst pilgrims, the company will also broaden its offerings for MiCE and weddings segment of travel.

TT Bureau

• ompared to the last few Uyears, the year 2017 was much better for Lords Hotels and Resorts, wherein from a flat growth line, the numbers looked up. While the ARRs across the properties of the company

witnessed a marginal rise, the RevPAR grew by an average of 8-12 per cent. The ratio of domestic to international guests across the chain has roughly been at 80:20, informs Rishi Puri. Vice President. Lords Hotels and Resorts. He says, "Our objective has been to offer the burgeoning traveller accommodation options that are premium with full services and amenities while keeping the tariffs economical. We aim to broaden our base by becoming available in regions across the country where our potential clients are."

In line with the company's growth strategy, Lords Hotels and Resorts is concentrating on increasing its presence in the pilgrimage destinations. Puri believes that there is a shortage of quality accommodations at destinations where mostly independent, unorganised hotels

operate. He says, "We believe that the availability of a known brand offering standardised services and accommodations will strike a chord with the pilgrimage tourists. Our projection is to add one new property each quarter and from among the four properties, we hope to have at least one dedicated as a pilgrimage hotel. MiCE and weddings are big revenue generators for hotels and we are currently focusing on promot-

HOTELS

For 2018, the company is scheduled to launch two hotels



ing these offerings."



Vice President Lords Hotels and Resorts We have looked at potential launch pads in Kolkata and Bhubaneswar. Katra, Mathura, and Vrindavan are on the cards for new launches

in Nepal, one in Budhanilkantha and the other in Nepalgunj. Both these properties will serve the pilgrims visiting sacred places in the region. Lords Eco Inn—Jamnagar is scheduled to become operational from the fourth quarter of the year. Puri further adds, "Other than this, we have identified properties in Rajkot, Bhavnagar and Morbi in Gujarat which may materialise in this year. We are yet to establish ourselves in the East and have looked at potential launch pads in Kolkata as well as in Bhubaneswar. Katra, Mathura, and Vrindavan are on the cards for new launches."



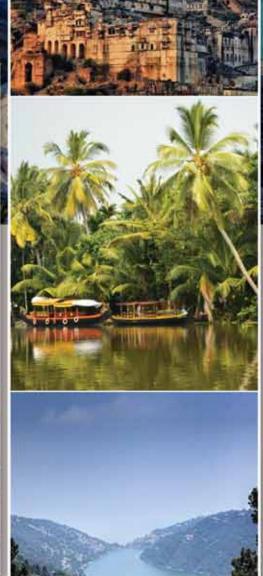


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Innovation is key for Synergi

Synergi Hospitality's efforts to promote offbeat locations and properties in North India have paid off. It has added many new destinations and experiences to its offerings, with innovation as its key driver.

TT Bureau

ynergi Hospitality has, over Sthe years, seen increased strength and growth in its effort to promote offbeat locations and properties in North India. Many new destinations were added and have been received well, says Shruti Pandey, Founder,

Synergi Hospitality. According to her, Gujarat, as a destination, is a fascinating state, and full of cultural and tribal heritage. "It was a great pleasure to connect to remote destinations in Gujarat and promote them in the international travel circuit. Our promotions and properties in Gujarat have been very well received. This year, we plan to take it a step ahead with a new itinerary for familiarisation trips with tour operators. While we will cover wildlife, tribal and textile areas of Gujarat, the group will also experience the state's infrastructure, food and most importantly, its hospitality," she adds.

This season, Synergi Hospitality will also offer experiences which will link its properties at various destinations by walking, trekking or cycling tours. There will also be a lot of night activities like night safari, evening dinners at White Rann, full moon night walks on Sam sand dunes and more.

"There is huge excitement for camping at Kumbh in Allahabad during January to March 2019. This is apart from other festivals as Hola Mohalla, Pushkar Camel & Cattle Fair, Nagaur Camel Festival and more that we regularly do. The tents have been revamped for better guest experiences," Pandey reveals.

Synergi Hospitality is also trying to venture into off-road travel experience on self-drive itineraries. Car rally professionals head this team and will take the guests through the rough terrains of Rajasthan, rustic drives of Ladakh and dizzying heights of Uttarakhand. It will also offer smaller drives for those with time crunch. There is a convoy of customised

HOTELS





After more than four years of hard work, we delved deeper by offering experiences that are connected more to the soul of what India is all about **9**

ISUZU trucks that are used for comfortable, safe and sturdy drives.

"We started as a company who wanted to do more than just promoting and selling hotel rooms. After more than four years of hard work, the thought has gathered roots and steered us to delve deeper into attaching such destinations and offering experiences that are connected more to the soul of what India is all about," Pandey shares.

Royal

Desert

Safaries

Jaisalmer





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Transforming Katra's hospitality

Best Western Hotels & Resorts continues its rapid expansion in India with the addition of Best Western Swing High in Katra, gateway to Vaishno Devi.

conveniences, and provide

a personalised, home-away-



Dest Western Hotels & Re-**D**sorts continues to experience tremendous growth in both size and scale, as well as penetration in diverse markets globally. We are delighted to introduce more industry-leading properties to guests in India," said Atul Jain, Chief Operating Officer-India, Bangladesh and Sri Lanka, Best Western.

"The Best Western Swing High blends technology, thoughtfulness and service to usher a touch of global hospitality in Katra. Each of its 47 rooms is comfortably appointed with a host of ultra-modern from-home stay experience," Jain informs. The hotel offers a wide range of guest services starting

from a purely vegetarian restaurant, spa, jacuzzi, sauna, steam and multi-gym for relaxation. Well-appointed business centre and a banquet hall complete a multi-dimensional experience.

Speaking on the occasion, H Raina, General Manager, Best Western Swing High Katra said, "With customised attention, wide range of contemporary amenities and strategic location, the Best Western Swing



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The Best Western Swing High blends technology, thoughtfulness and service to usher in a touch

Chief Operating Officer—India, Bangladesh and Sri Lanka, Best

Atul Jain

Western

of global hospitality in Katra

mu & Kashmir and Leh. Experience the best of warmth, indulgence and sight-seeing!"

Budget weddings rule the roost

Specialising in weddings in the Blue City, Hotel Madhuram Royale is looking at expanding its market share in both inbound and domestic business.

TT Bureau

 $S_{\mbox{pur, Hotel}}$ Madhuram Royale offers the best of Rajasthani hospitality at affordable prices. "We are a four-star equivalent business hotel with 60 rooms, which comprises rooms in Deluxe, Super Deluxe and Suites

erty is a popular wedding destination. "We specialise in Indian weddings and events. Everyone doesn't have deep pockets, but they still want a good wedding. That's when we come in the picture. We have tailor-made solutions for everybody with a decent budget," adds Vyas.

delight rather than selling ourselves cheap," he shares.

Talking of their growth through the years, Vyas says, "Every year, we value growth in two ways - qualitative and quantitative. Quantitatively, we witness around 20-30 per cent every year in our turnover while

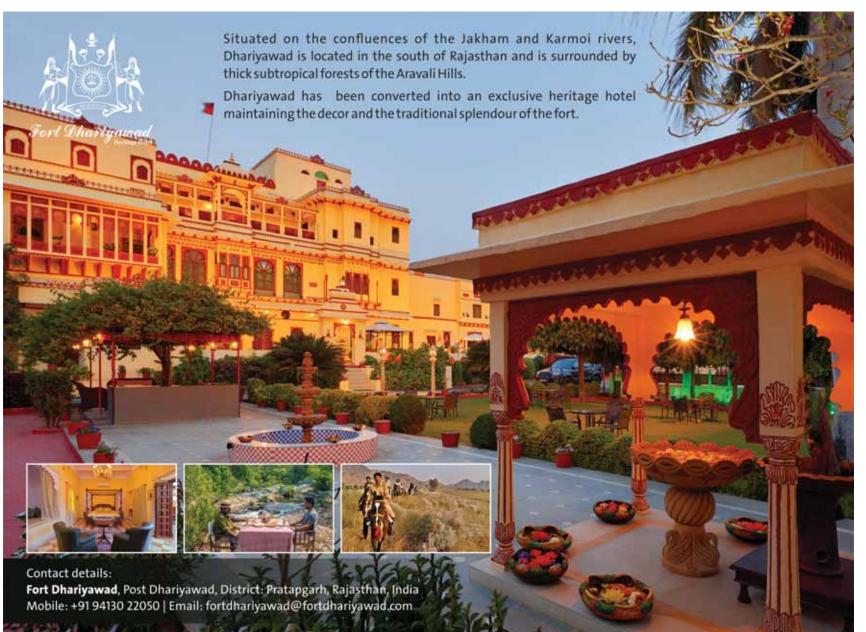


category. We have a multicuisine restaurant, a coffee shop, swimming pool, banquet for corporate events, etc," says Jalaj Vyas, Managing Director, Hotel Madhuram Royale.

Apart from offering stateof-the-art facilities, the prop-

Jodhpur has many other properties, but Vyas believes that those who deliver what the guests want, will survive. "We have seen great properties going down the drain and decent properties doing phenomenal job. We work on augmenting customer satisfaction and

in terms of qualitative growth, we have evolved as a hotel and retained good staff." Vyas will be focusing on strengthening the company's market share. The company is doing both inbound and domestic business, and engaging with FTOs on a regular basis.



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HOTELS

Tales of innovative strategies

Terra Tales believes its USP lies in gathering information about hotels and history, even as they stay updated with technological developments.

TT Bureau

The company has introduced innovative and creative marketing strategies to maintain a good connection with its hotel partners and has also come up with new technology, which of-

ment company's (DMCs) and foreign tour operators (FTOs). It has knowledge of various markets, segments, operating cycles and behaviour, which help the company create awareness about the industry. Its marketing schemes are focused on sell-

I The key for business is an apt communication about hotels, ambience, history and hospitality. The company engages with travel agents through B2B sales, newsletters, roadshows and exhibitions

fer their clients a strong reach in domestic and international markets through online and offline marketing. The objective of Terra Tales is to maximise the productivity of their client hotels yearly. It basically operates as a local extension of Sales and Marketing team of its client hotels.

"Terra Tales has close to two decades relationship with the Indian destination manageing the concept the experience of nice stand-alone hotels," Gita Chowdhary, Founder, Terra Tales Hotel Marketing said.

"The key for its business is an apt communication about hotels, their ambience, history, stories and hospitality. The company always engages with travel agents and DMCs through B2B sales, newsletters, data mailers, roadshows, exhibitions and events," Chowdhary said.



Gita Chowdhary Founder Terra Tales Hotel Marketing

On GITB 2018, the company believes that it is a good platform for brand building as well as an opportunity to expose its properties to FTOs and Indian DMCs. Terra Tales is also working with its partners who promote conservation and environmentally responsible tourism. It boasts of part of 'The Green People' community that works towards a conceptually new blend of ecotourism, agrotourism and rural tourism. 🐓

Vivaana big on heritage offerings

Vivaana Culture Hotel, located in the Shekhawati region, is a century-old haveli restored and renovated into a boutique heritage hotel.

YTT Bureau

Vivaana Culture Hotel, built in heritage style, offers 24 deluxe suites and rooms for the guests. Its architecture is restored in a way to showcase the erstwhile rich Marwari

and also organise Fam tours for the leading travel agents regularly." says Atul Khanna, Director, Vivaana Culture Hotel.

Vivaana Culture Hotel is a twin haveli adorned with paintings. The exterior and interior

To stay ahead in the growing market, we offer authentic haveli experiences to our clients. It is our prime concern to engage in online promotions to create visibility about our property

traders of the bygone era. The 'Open Air Art Gallery' in Mandawa is situated in close proximity to the hotel.

"To stay ahead in the growing market, we offer authentic haveli experiences to our clients. We believe that it is our prime concern to engage in social media to create visibility about our property. For successful business, we remain in good terms with travel agents

of the haveli has rare artifacts and frescos. The hotel offers cycling, camel ride and spa. The hotel also offers facilities for sightseeing in Mandawa and nearby tourist places. The famous 'Salasar' and 'Rani Sati' temple is just an hour's drive from the hotel.

Awarded 'Best Boutique Heritage Hotel', the hotel is surely an ensemble of the history and culture of the Shekhawati



Atul Khanna Director Vivaana Culture Hotel

region. Vivaana Culture Hotel offers an experience of stay in a true haveli style with all modern facilities, informs Khanna.

"In terms of occupancy and sales, Vivaan Culture Hotel has seen 20 per cent growth in business last year. With great expectations for the development of business at GITB 2018, we hope that more FTOs and domestic agencies will be willing to include Vivaana in their itinerary." Khanna concluded.

big international trade exhibi-

tions like WTM, FITUR or ITB.

They can experience the con-

cept, network and become

informed about the demands

and requirements of the for-

eign buyers," Aggarwal adds.

including Mansingh Palace

in Agra, Hotel Mansingh in

Jaipur, Mansingh Tower in

Jaipur, Mansingh Palace in

Ajmer and its Welcome Hotel

The group will showcase its various properties

Pioneer in inspirational holidays

Travel Café specialises in designing experiential vacations, which are both inspirational and enriching in nature, informs Director, Durgesh Sharma.

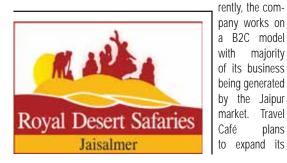


ravel Café takes pride in knowledge, service quality, flexibility, seamless planning process and uniqueness of the products. Sharma says, "Our

through the entire process. As a three-year-old company, we have grown from a team of four to 18 professionals now. Our world-class service has ensured a 100 per cent growth every year. Till date, we

1 In 2018, we would like to focus both on consistent performance and overachieve our targets to beat our own performances displayed in the last couple of years

purpose is to create something unique for the traveller. The itineraries are indicative of the types of trips we run, which form a base for the traveller to allow us to guide them



have worked with as many as

is foraying into the B2B seg

ment. Sharma adds that cur-

This year, the company

10,000 clients."

purview to the international market soon. In terms of business, Sharma points out that the company has seen elevation not only in terms of net profit every year but also through exposure and tremendous limelight in the travel industry. "In 2018, we



would like to focus both on consistent performance and overachieve our set targets to beat our own performances displayed in the last couple of years," she adds.

Fact File

plans

✓ As a three-year-old company, we have grown from a team of four to 18 professionals now

Mansingh eyes domestic market While both the domestic and inbound markets are doing well, the domestic market has shown

particularly good growth for the Mansingh Group.

7TT Bureau

Mansingh Group is busy updating all its services to catch up with the present and future competition, and meet the guests' expectation. Speaking about its focus area of business this year, Bharat Aggarwal, Managing Director, Mansingh Hotels & Resorts, says, "The latest trends for tourism indicate that the domestic market is especially doing well. The domestic market has shown good growth at Mansingh Group as well."

He adds that the group expects a growth of 10-15 per cent for the fiscal year 2018-19. "Our main focus for the season will be the domestic market and we will develop it more. GITB is a good platform to do this. It is good for showcasing products and meeting new FTOs who are interested in the India market. Such trade



Bharat Aggarwal Managing Director Mansingh Hotels & Resorts

6 The latest trends for tourism, both in domestic and inbound is looking good. But the domestic market is especially doing well and has shown good growth at Mansingh Group as well

fairs are very important to promote the destinations. GITB provides great opportunities to smaller, upcoming individual hotels which don't really get a chance to visit

in Jodhpur. "We receive good response from FTOs at GITB and it is encouraging to take back some important leads to work on further from this platform," Aggarwal said.

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- Recreational facility & swimming pool along with temperature-controlled Jacuzzi
- Separate massage rooms for male and female
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Resort has 53 rooms including 21 cottages and 32 deluxe rooms. In camp there are 40 super deluxe swiss tents.













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Welcoming unique experiences

WelcomHeritage Hotels is on a growth spree and is set to open several new properties in the current financial year, with WelcomHeritage Ashdale in Nainital as the first in line.



ith over 40 properties With uver to protry, WelcomHeritage properties stand apart because of their "unique experience", says Sanjeev Nayar, MIH, General Manager, WelcomHeritage. "Our properties are spread across the length and breadth of India, and each destination offers something unique, like nature walk in the first heritage village of India in Paragpur, buggy ride in the Palatial garden of Jodhpur, to name a few. Each of our hotels offers a unique experience, a secret



to share and a story to tell," he adds.

Considering the year 2017 as a rewarding year for WelcomHeritage, Nayar reveals that they signed new properties as well as recorded a growth of 18 per cent last year. "Last financial year we signed Ranjit Vilas in Amritsar, our first farm stav property, and another heritage property in the hills of Nainital.

The expectation will be higher for 2018 and I am sure it will be a gamechanger in the hospitality industry. We will be making announcements of new properties on board soon."

> Nayar says that they are targeting the burgeoning wedding segment for their properties. "Another interesting thing which has been noticed

besides the conventional MiCE and inbound segment," he adds.

The next property to be flagged is WelcomHeritage Ashdale in Nainital, which is an old Manor from the British Era, owned by the Royalty of Sahaspur, reveals Nayar. "Thereafter, we propose to flag three nature resorts, one in Tadoba, Maharashtra, another in Coorg, Karnataka and the other in Udaipurwati, Rajasthan. As

66 An interesting point to be noted is the growing trend of

family holidays, reunions, etc, in our hotels, besides the

Welcoming a decent percentage of foreign tourists at their properties, the brand is also witnessing growth within the Indian traveller segment. "Indians are getting keener on travelling to offbeat destinations. The current ratio of Foreign:Indian guest is approximately 35:65," he claims. However, inbound tourists form the core of their business, and hence they are promoting their hocal DMCs. "For the growing domestic tourists, we focus on the vast opportunity of domestic tourism by tying up with key wholesale operators by offering them incentives and exciting offers. We also relate with travel trade by participating in travel marts and roadshows in Tier-II and III cities, which have a vast potential too," says Nayar.

HOTELS

He adds that they are hopeful in engaging with the foreign participants and delegates to further enhance the yields at their properties.

Offers Galore

WelcomHeritage focuses on the vast opportunity of domestic tourism by tying up with key wholesale operators and offering them incentives and offers

by us in our hotels was the trend of family holidays, reunion etc.,

all these properties are in the advance stage of project and might be launched during FY 2018-19. We have a few more properties lined up for flagging during the later part of the financial year," he says.

conventional MiCE and inbound segment

tels in US, UK, Scandinavian countries and the Oriental region, through publishing the destinations in allied brochures and tour itineraries marketed by tour operators in these regions through lo-









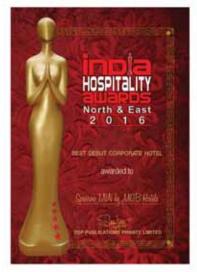




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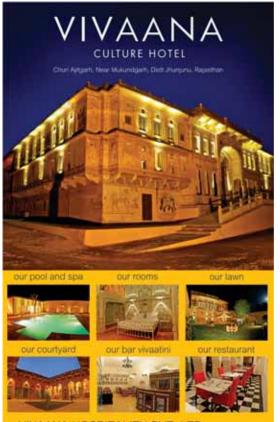
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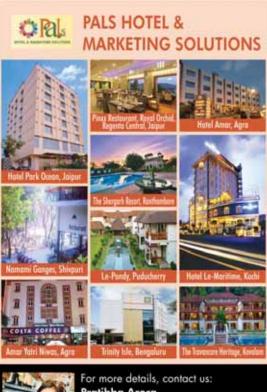
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Abhinncore enters travel realm

Abhinncore Hospitality is now entering the tourism industry with a commitment to create tailor-made experiences for every traveller.



bhinncore Hospitality has Abeen in the hospitality industry since the last 20 years. After establishing itself in this sphere, the company has now entered the tourism business to expand its scope in the industry. NS Agarwal, Director, Abhinncore Hospitality explains, "We are now entering the tours

shares, "Since we are relatively new in the travel business, the chief focus for this season will be to lay emphasis on market research and study. We aim to help travellers by managing their entire trip with the services Abhinncore offers."

Agarwal says the underlying principle with which the company works will be ex-

We aim to make tailormade packages for clients and help them make beautiful memories from their trips NS Agarwal

and travel business with a commitment to make a tailor-made experience for every user. Tourism is a huge industry and with our expertise in the hospitality industry, we understand the pain users go through. We are therefore committed to enhancing the user experience."

Speaking about the focus area at this point of time, he

Director, Abhinncore Hospitality

tended for its travel business

as well. "Even when we were

in the hospitality industry, our

focus has always been on our

customer satisfaction over eve-

rything else. Our USP is our val-

ues at the heart of the company

and experience that we will

provide to our customers. We

aim to make tailormade pack-

ages for clients and help them

with as many little details as

possible so that they can make beautiful memories from their trips," he says.

Sharing his thoughts on the current market scenario, he feels that it is improving. While demonetisation did take a toll on the domestic market he thinks it is recovering fast. "As we know for those who love travelling will find out ways to make a trip. Add to that, the number of people travelling domestically has increased by 15 per cent from last year and there are over 500,000,000 domestic travellers every quarter," Agarwal opines, adding that with the internet popularising untouched destinations, the inbound market is bound to grow.

At GITB, Abhinncore looks forward to meeting industry leaders and getting an insight on their experiences so far. "We want to share best practices of the industry. We will also be looking at complementary services that companies have to offer so we can incorporate them at Abhinncore," he says. 🐓

MGB redefines budget stays

The Sparrow Inn Hotel in Alwar, a property of MGB Group of Hotels, recorded 15% growth in business last year and hopes for 10% growth this year.

→ TT Bureau

 $M^{\rm GB}_{\rm chain}$ of budget hotels in Alwar which takes pride in its warm hospitality and peaceful accommodation coupled with customised services and facilities. With a vision to redefine hospitality in Alwar, Rajasthan, the motto of the hotel is to provide a three-star hotel service at the cost of a budget-friendly hotel, informs Manish Bhatia, Managing Director, MGB Group of Hotels.

6 We pride ourselves in providing intuitive services, flawless management and uncompromised quality for our patrons

Bhatia explains that Sparrow Inn Hotel is strategically located at Alwar's prime business and shopping hub, and is

in the last financial year. Looking at the current positioning of the hotel currently, the property expects to witness a 10 per cent growth in the next year.

"We promise our guests a relaxing experience when they check-in. In an effort to keep up with the global trends, we strive to provide luxury in every aspect of guest experience. We pride ourselves in providing intuitive services, flawless management and uncompromised quality for all our valued patrons. Our skilled associates

are known for providing serv-

ices on par with international

not receive many foreign tour-

ists as the location of the prop-

erty does not match the other

Currently, the hotel does

standards," says Bhatia.



Manish Bhatia Managing Director MGB Group of Hotels

tourist locations in Rajasthan. However, the company is hoping to garner support from Rajasthan Tourism to help grow international guests at the hotel, elaborates Bhatia.

The company participates at all major travel trade events in India like GITB, OTM, SATTE, etc to promote its property. Bhatia adds, "We make use of digital marketing to connect with our guests and promote ourselves as a leading hospitality chain in Alwar." 🐓

Adventure in Mahabalipuram

With 157 chalets, villas suites, bungalows and dining options, Radisson Blu Resort Templebay offers a diverse range of activities for guests.



ndulge in a great adventure stay at Radisson Blu Resort Templebay with activities ranging from adventure to the sublime such as surfing, boat rides, ATV, scuba, archery, team building exercises, beach volleyball and much more. Elango Rajendran, General

Royal Desert Safaries



The market in South India is growing, and so is the competition. How-

ever, Rajendran undeterred İS by it all, "We maintain a clear understanding on how we approach our he business," Jaisalmer claims.



General Manager Radisson Blu Resort Templebay

The property received approximately 20,000 foreign tourists last year. To boost these numbers, the hotel has to con-

Trulyy on an expansion drive

Trulyy India Hotels & Resorts is planning to open new properties at Gir National Park, Kutch-Bhuj, Somnath among other destinations.



Trulyy India Hotels and Resorts is focused on growth and maintains consistency in product through personalised service and transparent dealings, believes Naresh Arora, the company's Founder and CEO. The hotel chain is present at all major tourist destinations in Rajasthan like Jaipur, Jodhpur, Chittorgarh, Jaisalmer, Udaipur, Kumbhalgarh and Ranthambhore and will soon launch properties in destinations like Gir National Park, Kutch - Bhuj, Somnath among others.

to give an experience of the heritage coupled with modern amenities, excellent service. We must learn to adapt with changes like modernisation and digitisation, yet holding strong foot on discipline and theme-based atmospheres," says Arora.

Elucidating on the growth strategy, Arora explains that enhancement in skill set of coworkers plays an important role. "A double digit growth provides a boost to every business. In the past, we were able to achieve the same with support initiatives from all channels," Arora points out. GITB

stantly engage with FTOs. 🛫 📔 "All hotels are created offers a platform to showcase to Arora. 🚽

Naresh Arora Founder and Chief Executive Officer, Trulyy India Group of Hotels

one's product in a very upmarket segment not only in the domestic arena but also in the international market, according

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in close proximity to the nearest railway station and bus stand. The hotel has recorded a steady 15 per cent growth in business



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- Huge Parking Space.
- Indoor and Outdoor Game.

The Sylvan Hues by Parfait M A N A L I Manali



Umaid Safari's by Parfait Raisar, Bikaner



- Just 3 Kms drive from Mall Road.
- 25 Luxury Rooms.
- Multi Cusine Restaurant.
- Conference Hall.
- Heated Swimming Pool.
 One of it own kind drive in resort.
- 180 degree view of Snow Capped Mountains.
- · Centrally located resort in Manali





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- Memorable Dessert Experiance.
- 12 Cottages and 12 Tents.

USP's:

- Rajasthani Cultural Evenings.
- Star Gazing Options.
- Camel Safari.
- A great weekend destination from Delhi NCR.