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StayWell Hospitality Group enters Goa with Park Regis

StayWell Hospitality Group, the Australian Hotel Management Company, has officially opened the door to its fifth property in India with Park Regis Goa. This is the largest property under the umbrella of StayWell Group in India. Spread over an area of five acres in Arpora, Park Regis Goa boasts a magnificent location. It features 96 rooms & suites each spread across 5500 sq ft with modern décor, soothing warm colors, plush duvets, international standard mattresses and high quality bathroom amenities. Luxurious comfort with expansive, lavish spaces, a private bar and your own private balcony overlooking the lush greens are some of the pluses.

FHRAI 2017 Convention likely in Bengaluru from Sept 7-9



The FHRAI 2017 Convention is expected to take place in Bengaluru from September 7-9. FHRAI is committed to promote and protect the interests of the hospitality industry. By actively seeking better privileges and more concessions for the industry,

FHRAI members are always kept abreast with the latest trade information and trends, statistical analysis and reports on various topics that have a direct impact on the industry, Government notifications and circulars.

Micromax partners with OYO for seamless stay experience

Micromax Informatics and OYO have announced a strategic partnership to deliver OYO's tech-enabled hotel-booking experience to Micromax customers. Aimed at providing a unique on-device native experience, OYO and Micromax will work together to provide simplified user interface, special discount offers, and a seamless booking experience right through the device itself. Micromax is strengthening its service offerings for consumers through this partnership, which is in line with Micromax's vision of creating a mobile ecosystem that brings unique and innovative technologies to its consumers.

Alila Fort Bishangarh to open in the first quarter of 2017

The 59-suite resort, located at a three-hour drive from New Delhi and an hour's drive from Jaipur, Alila Fort Bishangarh, Jaipur, will open in the first quarter of 2017. Located amid the Aravalli range in Rajasthan, a world away from the busy city on the conventional Jaipur-Jodhpur-Udaipur trail, is Fort Bishangarh – a 230-year-old fortress which has been in restoration for seven years and undergone a brilliantly sensitive transformation. Alila Hotels and Resorts is highly recognised as a leader in sustainable tourism – firmly respecting and preserving the way of life and traditions of local communities and believing that the environment, both natural and social, is critical to the sustainability of its business.



Taj and Shangri-La combine loyalty programmes

Two of Asia's most iconic luxury hotel groups, Hong Kong-based Shangri-La Hotels and Resorts and Mumbai-based Taj Hotels Resorts and Palaces, announced that they have formed a ground-breaking strategic alliance to broaden their reach and offer more unique experiences to guests across Asia and the world. The alliance will officially launch in March 2017 with the introduction of the "Warmer Welcomes" programme, which integrates Taj InnerCircle and Shangri-La's Golden Circle guest loyalty programmes and will provide members reciprocal and seamless benefits at a scale never seen before under a hospitality alliance.

Hotel Formule1 opens doors in Nashik & Chennai

Hotel Formule1 has launched two hotels in Nashik and Chennai. Keeping up with its promise to offer travellers a rest-assured experience for a comfortable stay at an affordable price, Hotel Formule1 has now expanded its network across nine cities in India. Located in proximity to industrial areas and popular tourist spots, the 101-room Hotel Formule1 Nashik has a self-service design concept best suited for business and leisure travellers to the city.





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Express Inn Nashik announces its alliance with Preferred Hotels & Resorts

Express Inn Nashik has formed an alliance with Preferred Hotels & Resorts. By doing this it puts Nashik on to the global map for luxury travellers. Express Inn –Nashik is under the Lifestyle Collection. Authentic, intelligent, and approachable, the Lifestyle Collection presents a premium level of service, superior accommodations, and diverse dining options.



First Radisson Red to open in Mohali in 2017

Carlson Rezidor and Bestech will invest USD42 million in a joint venture to develop the first two hotels, Park Inn by Radisson Gurgaon Sector 88 and Park Inn by Radisson Chandigarh, Mohali. The property will have 160 rooms, a bar and a restaurant, and like all Radisson Red hotels, is positioned to appeal to millennials.



O2 Spa acquires Zazen Spa

O2 Spa has announced its acquisition of Zazen Spa. This acquisition comes at the heels of O2 Spa's recent announcement of aggressive expansion plans to cement its position as the leader in the industry by investing USD15 million in order to enable growth to 150 outlets across 30 cities from their current presence of 60 centres in 17 cities. With this acquisition, a total of 18 outlets will become a part of O2 Spa and would be known as Zazen Spa from the house of O2 Spa.



Sinclairs Hotels launches mobile App

Sinclairs Hotels has launched its mobile App and can be downloaded free of cost in either Android or iOS platform. The App is user-friendly and bookings for any of its seven properties at Siliguri, Darjeeling, Dooars, Kalimpong, Ooty, Port Blair and Burdwan can be done seamlessly.



Global Hospitality Conclave to be held in January 2017

The fourth edition of Global Hospitality Conclave 2017 will be held on January 7, 2017 at The Leela Ambience Gurgaon. The conclave, an independent initiative by the alumni of the erstwhile Oberoi School of Hotel Management (OSHM), now The Oberoi Centre for Learning & Development (OCLD), brings together a host of industry leaders to discuss the trends and developments in the hospitality industry.



EfceeSarovar Portico opens in Bhavnagar, Gujarat with 99 rooms

Sarovar Hotels has announced the opening of EfceeSarovar Portico Bhavnagar. EfceeSarovar Portico offers a calm and peaceful oasis for both business and leisure travellers. The well-appointed rooms and suites, categorised into Deluxe Rooms, Premium Rooms, Executive Suites and Leela Suite, offer contemporary amenities and personalized service. With state of the art meeting and banqueting facilities, it is an ideal venue for corporate and social events, workshops, exhibitions and weddings. The open air lawn, perhaps the biggest space in the city, is perfect for weddings and can accommodate up to 2000 people.



ITC launches Fabelle luxury chocolate brand in Mumbai

ITC Grand Central and ITC Maratha in Mumbai have opened doors to exclusive chocolate boutiques which will host a one of its kind luxury chocolate brand in the country – Fabelle. ITC's Fabelle Chocolates have been in the making for almost a decade, with extensive research and innumerable trials in the company's pursuit to craft the finest luxury chocolates in India that rival the best in the world.



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- Dusit International

Sealy now introduces the 'Comfort Series'. Locally manufactured in India to Sealy's precise quality standards, it can cater to the needs of hotels who want to provide their guests the very best nights sleep.

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Sealy are partners with some of the leading international hotel chains across the world. Four Seasons, Marriott, Starwood and many more. We have even partnered with iconic projects for instance, The Marina Bay Sands Singapore, Venetian Macao, Burj Al Arab Dubai, LVMH Resort Maldives.

In India Sealy is exclusive bedding partner with top hospitality brands like ITC Hotels, TAJ Group and The Oberoi Group. We have also supplied many international chains in India Four Seasons, Fairmont, JW Marriott, RitzCarlton, Le Meridien, Sheraton, Four Points, ALOFT, Oakwood, Swissotel etc.

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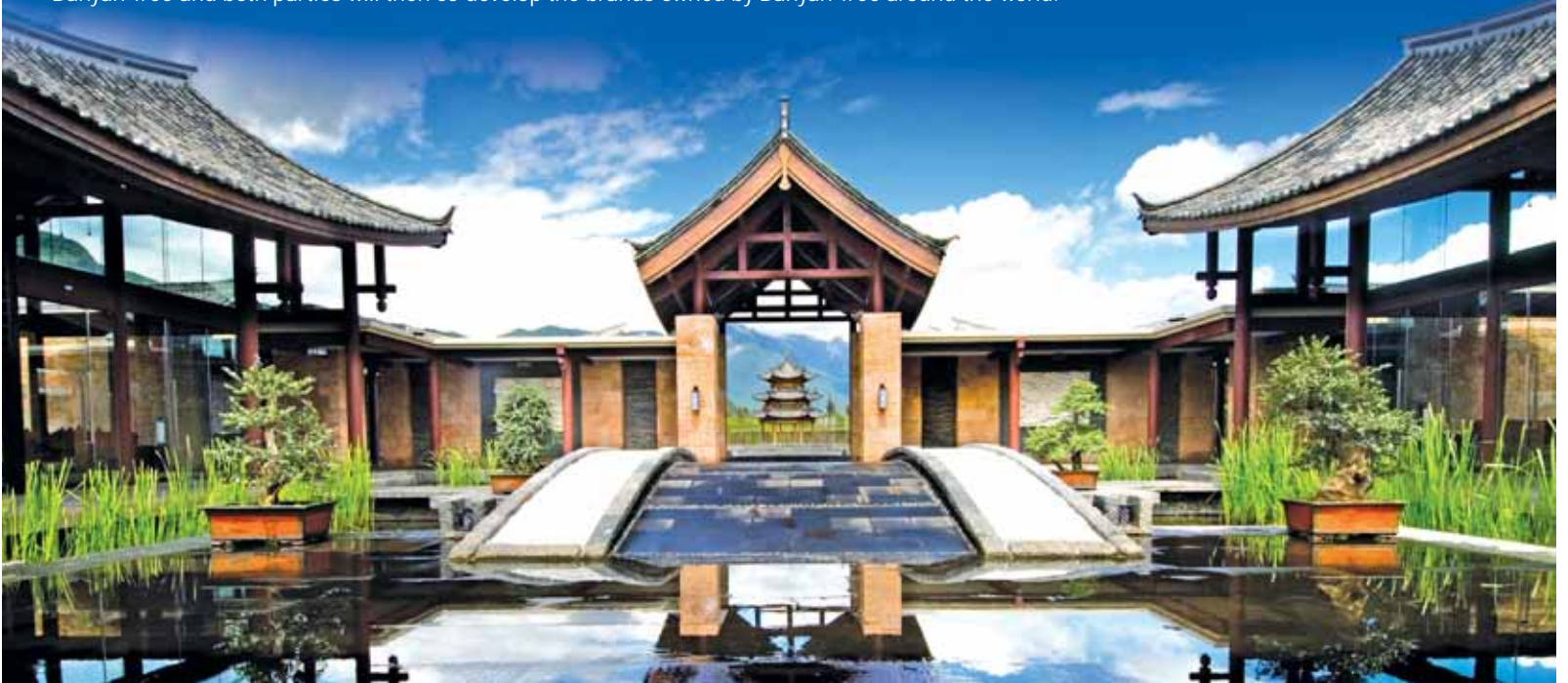
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AccorHotels to co-develop Banyan Tree brands

Banyan Tree Holdings has entered into a heads of agreement with AccorHotels. Under a long-term partnership, both parties intend to collaborate to develop and manage Banyan Tree branded hotels around the world. Banyan Tree will also have access to AccorHotels' global reservations and sales network, as well as its loyalty programme Le Club AccorHotels. AccorHotels will invest an initial SGD24 million (c. €16 million) in Singapore-based Banyan Tree and both parties will then co-develop the brands owned by Banyan Tree around the world.



Lords Hotels & Resorts signs up hotel property in Bharuch

Lords Hotels & Resorts has signed up its 26th property in the city of Bharuch. To be branded under the Lords Eco Inn banner, it was scheduled to commence operations from December 2016, making Lords Hotels & Resorts the largest hotel chain in the state of Gujarat. Located between the two major cities of Surat and Vadodara, Lords Eco Inn – Bharuch serves as an ideal stopover destination.



Coimbatore gets its first Radisson Blu property

Carlson Rezidor Hotel Group has announced the opening of its first Radisson Blu in Coimbatore. Designed to welcome modern and savvy travellers, Radisson Blu Coimbatore offers 135 rooms and suites with amenities, a relaxing well-appointed retreat for corporate and leisure guests. The hotel has an array of meeting spaces including a 9,400-sq-ft. banquet hall with additional pre-function area and a lawn for pre-event entertainment.



MRS group launches Narendra Bhawan in Bikaner

MRS Group has opened a new property, Narendra Bhawan Bikaner, the third property by the Group and second in Bikaner, where it also operates Laxmi Niwas Palace. The hotel is a retelling of the legend of the last reigning Maharaja of Bikaner, His Highness Narendra Singhji (1948-2003).



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Marriott to double its luxury footprint across 8 brands

Marriott International has announced that the company continues to grow its leadership position in luxury, doubling its portfolio of luxury hotels through the recent merger with Starwood Hotels & Resorts. Looking ahead, Marriott International is scheduled to open nearly 30 luxury hotels in 2017 and has a total of 180 luxury hotels in its development pipeline, representing 20 new countries, from Iceland and Nepal to Cuba.



Mandarin Oriental, Hong Kong, debuts machine-based therapies

The Oriental Spa at The Landmark Mandarin Oriental, Hong Kong has introduced its first-ever line of machine-based beauty treatments. Designed with Nobel Prize winning research based formulations of Rose Infinity, the most advanced skincare range from Aromatherapy Associates, the four micro-current machine-applied facials deliver ingredients deeper into the skin and give a face lift. The four anti-aging facials, including an exclusive DNA Rejuvenating Facial, will be the signature treatments of the Central-based Forbes Five-Star spa for 2017.

William Restaurant at Belmond Reid's Palace, Madeira, gets Michelin star

William Restaurant at Belmond Reid's Palace, Madeira, has gained its first Michelin star, less than two years after opening. The signature dining experience, led by Executive Chef Luís Pestana, is listed on the Michelin Guide for Spain and Portugal 2017.



Le Meridien Hotels & Resorts partners with Malin + Goetz

Le Méridien Hotels & Resorts has introduced a new bath amenity programme with globally sought-after skincare brand Malin+Goetz. This partnership marks the first time that Malin+Goetz is partnering globally with a hotel brand, bringing a suite of amenities to more than 100 hotels and resorts by early 2017. With a shared passion for design and discovery, Malin+Goetz is the perfect partner for Le Méridien, the Parisian-born hospitality brand known to unlock destinations for creative and curious-minded travellers around the world.



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Wyndham Hotel Group acquires Fën Hotels

Wyndham Hotel Group has announced its acquisition of Latin America's Fën Hotels, adding 26 management contracts across Argentina, Peru, Costa Rica, Uruguay, Paraguay, Bolivia and the US, including two new Fën-built Wyndham Grand hotels opening in Montevideo, Uruguay, and Asunción, Paraguay. With the addition of Fën Hotels' signature Esplendor Boutique Hotels and Dazzler Hotels, Wyndham Hotel Group's portfolio of distinct brands grows to 18, all of which will be bookable through the company's award-winning loyalty program, Wyndham Rewards, by the end of 2017.

Grand Mercure Shanghai Central is now Pullman Shanghai Jing An



Following a year-long refurbishment of the former Grand Mercure Shanghai Central, the hotel is now rebranded as the Pullman Shanghai Jing An. Located in the Central Business District, the hotel is only a three-minute walk from the railway station and main metro lines with easy access to the commercial hub, shopping and entertainment district. Featuring 288 guestrooms and suites which enjoy floor to ceiling glass walls and city view, the rooms are furnished with a flat-screen TV, modern bathroom amenities and luxurious bedding.

Iniala Shores Phuket to open in January 2017



Iniala Shores, a collection of new five-bedroom villas in Natai in Phuket, is to open its doors in January 2017, offering prime beachfront living for families or groups of friends seeking total relaxation. Located 400m south of the original Iniala Beach House, the four Iniala Shores Villas each offer five-

bedrooms and spacious, high-ceiling living and sleeping areas. Each villa has a private, infinity pool with uninterrupted views of the golden sands of Natai Beach and across the Andaman Sea.



Ascott launches brand for millennials, Lyf

The Ascott Limited is unveiling its newest brand, Lyf, designed for and managed by millennials who wish to experience destinations as locals do. Going beyond traditional hospitality concepts, Lyf signifies a new way of living and collaborating as a community, connecting guests with fellow travellers and change-makers. Ajit Koushik, Ascott's Area General Manager for India said: "We envisage that key gateway cities like Mumbai, Delhi, Bangalore and Hyderabad will have a catchment for Lyf. These cities have an environment which supports innovation and where creative individuals thrive.





JW Marriott brand debuts in Singapore

JW Marriott Hotels & Resorts has launched its new property - JW Marriott Hotel Singapore South Beach. Located in close proximity to the Marina Bay entertainment and business districts, the new 634-room luxury hotel consists of both historic and newly constructed buildings with interiors designed by renowned French designer Philippe Starck and architecture by award-winning British architect firm, Foster and Partners.

Hilton Garden Inn debuts in Hong Kong

Hilton and Hilton Garden Inn has opened Hilton Garden Inn Hong Kong Mongkok in Hong Kong SAR, China. Managed by Hilton and owned by Hong Kong China Development Holding Ltd, the 258-room Hilton Garden Inn Hong Kong Mongkok is the first Hilton Garden Inn hotel in the bustling city of Hong Kong. It is also the first Hilton hotel to open in the SAR since Conrad Hong Kong opened in 1990.



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The era of **SERVICED RESIDENCES**

Ajit Koushik, Area General Manager, Ascott International Management, throws light on the evolution of serviced residences in the country.



Ajit Koushik

Hazel Jain

Tell us about the USP of Ascott?

We have over 30 years' experience in managing serviced residences around the world. Our serviced residences feature fully-equipped kitchens, separate living rooms complete with state-of-the-art home entertainment systems. Guests can simply 'plug and play', thus significantly reducing the hassle of setting up a home. In addition, extensive facilities such as restaurants, swimming pool, fully-equipped gym, sauna and steam rooms are also available to guests.

In today's competitive hospitality space, how are you creating a niche for yourself?

Residents at Ascott's serviced residences do not just come back to an accommodation; they come home to familiar faces, welcoming surroundings and the assurance that their needs will be taken care of. Initiatives like The Ascott Lifestyle programme and our brand promise LIFE enable us to deliver our 'heartware' philosophy, which is essentially service from the heart. We create opportunities to delight the customer and use our local knowledge to help our guests to settle quickly into their host city and integrate with the local community. We organise regular residents'

programmes such as city tours and workshops about the local culture.

Tell us something about the evolution of India's hospitality industry?

India is projected to be the fastest growing nation in the wellness tourism sector in the next five years, clocking over 20 per cent gains annually through 2017, according to a study conducted by SRI International. Foreign Tourist Arrivals (FTAs) in India increased 11.8 per cent year-on-year to 670,000 tourists in August 2016, while Foreign Exchange Earnings (FEEs) from tourism increased 13.1 per cent year-on-year to ` 12,903 crore (USD1.92 billion), according to data from the Ministry of Tourism. All these factors have had positive influences on the hospitality industry, with rating agency ICRA estimating that the revenue growth of Indian hotel industry strengthened to 9-11 per cent in 2015-16.

How important is India as a market for Ascott?

As world's largest growing economy with 1.3 billion population India is a large market for travel and tourism, and an important market for Ascott. India attracted over USD39 billion worth of foreign investments in 2015, a 37 per cent

increase compared with 2014. Tourist arrivals are also on an upturn as India welcomed more than eight million visitors last year. There is huge untapped demand but limited supply of serviced residences in the country. Apart from the 187-unit Somerset Greenways in Chennai that is operational, Ascott's portfolio in India consists of over 1,800 units across 10 properties in seven





cities. This establishes Ascott's leading position as the largest international serviced residence operator in India.

What is the group's plan for India/Asia?

Today, we have more than 48,000 apartment units across 105 cities in 27 countries. Our strategy for India is to expand in high growth cities where there is strong demand for international-class serviced residence from foreign expatriates and business travellers. We will establish more strategic alliances and seek investment opportunities as well as management contracts. India will be a key market as part of Ascott's global expansion to achieve our target of 80,000 apartment units by 2020.

Do you think the mergers and acquisitions will shape the future of global hospitality scenario?

In 2014, Ascott inked a deal to acquire a 20



We use our local knowledge to help our guests to settle quickly into their host city and integrate with the local community



per cent stake in Australia's Quest Serviced Apartments (Quest) for S\$32.3 million. As part of the agreement, Ascott has the option to increase its stake in Quest to 30 per cent. Quest is the largest serviced apartment provider with 112 properties in Australia. Earlier this year, Ascott set up a joint venture company and unveiled its new Tujia Somerset brand of serviced residences, catering exclusively to the booming segment of middle class travellers in China. The joint venture was set up with Tujia.com International (Tujia), China's largest online apartment sharing platform equivalent to Airbnb.

What about the ARR and Occupancy of Ascott?

We have daily rates as well for guests who are staying lesser than one month. Due to the long stay nature of our business, we manage to run with an average occupancy of 80 per cent to 85 per cent throughout the year.

The average length of stay of each guest is around 90 nights. A significant advantage, is that serviced residences, unlike hotels, are rarely affected by seasonality.



CARLSON REZIDOR seals the deal

After canning its plans for a hotel in Mumbai's Powai area, Carlson Rezidor is now pursuing a new hotel that will come up next to Mumbai's International airport. Maharashtra and southern India have become huge areas of interest for the group.

Hazel Jain





“

Carlson Rezidor and Bestech will invest USD42 million in a joint venture

”



Mumbai, and Maharashtra at large, has become a huge area of interest for Carlson Rezidor who will be adding more hotels here in the coming years. Not just that, it will also be opening its first Radisson Red in India by 2017.

Speaking about the group's plans for Western India, **Raj Rana**, Chief Executive Officer, South Asia, Carlson Rezidor Hotel Group, reveals, "We are not pursuing the Powai hotel anymore. Instead, we have signed a new hotel next to Mumbai's international airport. It is currently under construction and the civil structure has been built. We expect the hotel to open in the next two years. Mumbai is a very important market for us as are the places around Mumbai. This year we opened a Radisson Blu in Karjat and we already have an operating hotel in Alibaug. We look forward to adding more destinations in and around Mumbai as well as in Maharashtra."

Carlson Rezidor's expansion in India gained added traction with the signing of a strategic alliance with Delhi-based Bestech Hotel Properties to develop 49 Park Inn by Radisson hotels in North and Central

India by 2024. Under the agreement, Carlson Rezidor and Bestech will invest USD42 million in a joint venture to develop the first two hotels, Park Inn by Radisson Gurgaon, Sector 88, and Park Inn by Radisson Chandigarh, Mohali.

Speaking about Mohali, Rana says, "We are also very excited about our new hotel in Mohali at Chandigarh airport which is going to be our first Radisson Red in India. It will be a flagship property and is expected to open in 2017. Our growth has so far been North-heavy. So now we are expanding into other parts like South India. This year we will be opening a Radisson Blu in Coimbatore and a Radisson Blu conversion property in Bengaluru Atria. We also opened a hotel in Manipal as well as a Radisson Blu Plaza in Mysore last year. South India continues to be important for us."

The group is now starting to edge its way into the most unexplored part of India – the North East. "We have opened a Radisson Blu in Guwahati which will be our gateway to the North East. The hotel has performed well and we are now looking at other states in the North East," Rana adds.



Raj Rana

Technology and digitalisation are reducing global distances, reshaping businesses and behaviour patterns. At Hotel Investment Forum India (HIFI), that took place on November 16-17, 2016 at JW Marriott Hotel Mumbai Sahar, **Vijay P. Thacker**, Director, Howarth, HTL-India, gave his outlook on the Indian hospitality industry.

Kanchan Nath



RevPAR up by 6.4% in 2016 vis-à-vis 2015

SCENARIO IN 2016

“Within India we have several changes to deal with, the Bankruptcy Code, Real Estate Act and of course the perennial problem of human resource. In terms of new addition, about 6,000 rooms will be added in the branded space by the end of 2016. That takes the total to about 120,000 rooms in the branded space in India by the end of this year. In terms of new supply over the next five years, our estimate is about 37,000 rooms. There might be many more projects that are being talked about, but this is what we see in real terms of numbers. The numbers are not that large so I do not think there will be a pressure of oversupply on performance of hotels. As far as performance in 2016 is concerned, upto September, RevPAR was up by 6.4 per cent compared to last year. This can be attributed to largely occupancies, partially rates, different in dif-

ferent markets. October was slow due to the holidays; November seems to be holding well. December could be a little bit damper than we expected. The year will end much higher than it did last year, possible a little lower than what it could have been.

“We have the expectation of a much stronger 2017. Good occupancies might have helped us push through rate increases from the start of 2017,” says Thacker.

BREXIT AND TRUMP REGIME

Talking about global events, he says, “In terms of external events, we cannot really evaluate the effect of the Trump presidency as yet. So far as Brexit is concerned, we do not know the timing or concuss of Brexit. However I think India will retain on its own, because the financial institutes will become stronger in Europe that is good for us. Britain will look for new trading partners and that also is good for us.”

DEMONETISATION

Giving his stance on demonetisation, he says, “Demonetisation is undoubtedly going to have some great long term benefits. Yet in the short and the medium term, it is going to be somewhat of a pain. This is something we



In terms of new supply over the next five years, our estimate is about 37,000 rooms



cannot ignore till next March. General trend has already slowed; markets are not functioning, not only in metro cities, but in secondary and tertiary markets. Wherever most of the economy was cash driven, those markets have come to a standstill. That demand squall is going to affect various industries: FMCG, Automotive, real estate, among others. This will mean reduced discretionary spending and pressure on profits, whether it's actual or perceived there will be pressure on profits."

He adds, "In the hotel industry, the MICE and F&B business is in for some problems. Even if people have money they will not be that keen to spend. Discretionary travel will slow down which means the leisure sector will suffer, the weekend traveller will be difficult to get by. People will be cautious, wondering how long this thing will last. How long and deep the impact will be really depends on how soon the government brings back money in circulation. Infrastructure spending is great, but it takes time for that money to percolate down. A lot will depend on how the government acts. Development activities will also slow down. A lot of the projects are being funded in markets, where resources are essentially cash driven, positives of demonetisation will include, reduced inflation, a drop in interest rates, these should be significant spurs for investments. This is probably a good time to buy. My advice, from the point of demonetisation, formulate your budgets for 2017 with a little bit of caution, set March 31 as your new date."

GOODS AND SERVICES TAX

Talking about the potential impact of GST, he says, "Going with the assumption that the GST rate will be 18 per cent. Hopefully that is what will hold not only for



Barring the first few months of GST, when things are still working through, it would be a clearly a benefit on revenue



rooms but also F&B. At 18 per cent on the room side almost every state will stand together. States like Delhi and Tamil Nadu will benefit even more because their luxury tax is based on published tariffs, they will move from 25 to 30 per cent effective tax rate to 18 per cent. From an F&B and banqueting perspective, 18 per cent again is very good; I think most states are higher than that today. Maybe in banqueting you will have to relook at your prices a little bit. So barring the first few months of GST, when things are still working through, it would be a benefit on revenue, clearly a benefit on profit. Therefore a gain from GST, that's ignoring the gain that will come from additional demand because of GST, because of new investment into the country, thanks to lowering inflation, lowering interest rate and GST."

MERGERS AND ACQUISITIONS

"I think the full impact of the Marriott Starwood merger will only become visible over the next several months. Accor's acquisition of Fairmont Raffles will provide them with a wider range of brands in India. My only regret is that there is no Indian investor or hotel company that is taking a landmark decision. We have great brands and products but our wider community yet lacks the understanding or appetite for a big role-play," he added.

2017

KNOW IT ALL IN A C ICK

With New Year comes new priorities. As 2016 winds down, **HospitalityTalk** asks spokespersons of various hotels on how they are planning to achieve their targets and elevate their brand while engaging their customers.

Anupriya Bishnoi

RANJAN BANERJEE

General Manager
Crowne Plaza Today New Delhi Okhla

Hospitality sector in the South West Asia market has been upbeat in the year 2016. For 2017, the industry is gearing up to experience yet another successful year. In the current digital age, being an IHG premium brand, our main marketing platform for the year 2017 will be focused on digital platform to target our different segments local residents, corporate and in-house residents for our different offerings.

In digital platform content marketing will be key. Content marketing is the latest buzzword in the marketing strategy which helps to boost website, blogs, SEO and email marketing. Guest experience is another key strategy that will be highly focused on. It is the base of every marketing strategy. It is important to let the guest share the experience through social media, review portals and measure further more optimising the data report continuously. Live video or videos of



Ranjan Banerjee

experiential moments of guests are surely going to be the trend-setter. With the latest technology, fastest Internet and latest upgraded mobile devices, live video has become the latest trend. In 2016, this feature has created a buzz in the social media platform and undoubtedly in 2017 it will take off. Apart from YouTube now there will be more channels than ever to promote hotel's videos as well

guest's experience moments. As per various surveys, in 2016, mobile has contributed over 94 per cent of annual growth in e-commerce traffic. On average, 21 per cent of hotel bookings take place on mobile devices. We will be focusing on maximising the usage for our website. To maximise success keep on thinking out of the box marketing strategies and learning from our travel, trade and aviation sectors.

MAVERIK MUKERJI

General Manager Delegate
ibis and Novotel Bengaluru Techpark

At ibis and Novotel Bengaluru Techpark, we are focused on a marketing strategy that revolves around engaging content, videos and influencer marketing. In 2017 the hotel will be investing in new ways to maintain our strategy's relevance as per the latest trends keeping the guest preference at the centre stage. Content marketing will be very important in 2017. There is a growing

audience for meaningful content and in a city like Bengaluru that boasts of an intellectual and well-travelled audience, this will be key. Video marketing isn't new, but its explosive growth in 2016 raises high hopes for 2017. Social media has seen a significant rise of video content with Facebook investing greatly in their new 'live videos' concept and Instagram now hosting videos. Both hotels will

look to capitalise on its popularity. Influencer marketing has turned into a popular trend during 2016, with brands seeking the best advocates for their products. It's not just about the number of followers an influencer has, but also about their relevance for the target audience. ibis and Novotel Bengaluru Techpark will engage with top influencers in a contextualised manner.



Maverik Mukerji





Faiz Alam Ansari

FAIZ ALAM ANSARI

Complex General Manager

Aloft Bengaluru Cessna Business Park & Sheraton Grand Bengaluru Whitefield and Convention Centre

The role of technology will be intrinsic for the coming year. The marketing route for 2017 would be a strategic blend of digital and non-digital channels keeping content as the essential core focus. It is all about innovation, creativity and going that

extra mile in providing guests an experience they can cherish.

The strategies are derived from the brand's distinctive personalities; with technology and social atmosphere connecting people, making the hotel

as the connection platform. Our efforts will aim at raising the bar of expectation for our guests, providing them with newer experiences and the wish to stay connected with us at all times. Technology will pave the way for the industry in the coming years too.



Tristan Beau De Lomenie

TRISTAN BEAU DE LOMENIE

General Manager Delegate

Pullman Novotel New Delhi Aerocity

It is the age of digitalisation, and therefore, it goes without saying that hotels are increasingly opting for the route of digital marketing. Social media marketing is an important component of this and in the years to come, we will witness more of visual content and short videos, and less of written content. Bombarded with information, guests today prefer watching videos rather than reading long text. And with videos gaining

rapid popularity, the attention span of people watching a video has also reduced and they form their judgement on the video they are watching within the first 5 seconds.

The likes of Facebook videos, Instagram stories and Snapchat have made it possible for guests to witness events live and be a part of an ongoing event miles away without being physically present there.

High quality visuals are the next big thing on the Internet to capture the attention of a guest on social media. The coming year will see a lot of improvement in the digital marketing sphere for the hospitality sector and Pullman and Novotel New Delhi Aerocity plan to lead the way with the innovative use of the concept.

Mobile presence has also become of critical importance for hotels. Here I'd like to talk about My Web Valet, an App we introduced for our guests in 2016 that allows them access to information from the hotel on their mobile devices and make all the requests they wish in one click.

They can book their spa, their table at the restaurant or their room service, check all the hotel services, track flight and weather information or even book a taxi to move about according to their desires, while following their bill in real time. In 2017, we plan to add more functionalities to the App and make it all the more convenient for our guests. Content Marketing will be another player in the market.



SATYAJIT KOTWAL
General Manager
The Resort, Madh-Marve, Mumbai

It is well known that the hotel can have the best of the product and most amazing packages catering to every segment, but if these packages are not distributed through correct channels they don't reach the targeted customers.

We would be initiating our App as it is a good way to reach to leisure as well as business travellers. We have a strong repeat clientele, hence, the App gives them an easy reason to eliminate the hotel search option or through an aggregator website and book directly with the hotel.

We also intent to create small social spaces within the property. Many corporate groups are small and they don't need a conference hall per se. We want to cater to them as well. That's why we will target such groups and provide them comfortable



lounge facilities. Public spaces will be converted creatively, it could even be at the poolside or a table at the coffee shop. This will allow

the business travellers to conduct their small meetings and networking without stepping outside the hotel or getting trapped in a conference room.



Satyajit Kotwal



PARMEET SINGH NAYAR
General Manager
Shangri-La's - Eros Hotel, New Delhi

Our marketing fundamentals have undergone a transformation in recent years. We are now focusing more on digital and social aspects of marketing to increase brand visibility and consumer engagement. Be it web or mobile presence, digital marketing plays an integral role nowadays. We have our eyes set on every new algorithm launch and search trend to come up with more innovative strategies. Data driven

techniques have become crucial for creating content and promotions that add real value to a customer's journey and build long-lasting relations through better experiences. It has become important to analyse customer data to understand their behavior and preferences for more personalised promotions rather than generic campaigns. There is also greater reliance on technology and statistics for effectively tracking

conversions and ROI of our marketing efforts. In addition to growing our online presence and integrating technology at every step, we have been working on exciting developments to continuously delight our guests. The coming year will offer revamped accommodation facilities at the hotel along with Shangri-La's signature CHI Spa. With these new developments in the pipeline, we are sure that 2017 shall be a promising year for the hotel.



Parmeet Singh Nayar



engagement and to grow business in an increasingly competitive marketplace. In a nutshell, our marketing approach for 2017 will largely be driven by our objective of promoting our F&B, rooms, meeting venues and the hotel largely through digital channels. Also with Kolkata being the gateway to the Eastern part of the country, and Novotel Kolkata offering the largest inventory in this critical market, our marketing focus will be towards ensuring that Novotel Kolkata continues to remain as “The Hotel” in the minds of our guests, be it for international conventions, conferences, weddings or even leisure stays. We are the only hotel to have residential serviced apartments as part of its inventory in the city and, hence, our aim is to penetrate deeper into the international traveller segment for their long-stay requirements.



Sandeep Johri

SANDEEP JOHRI
 General Manager
 Novotel Kolkata Hotel and Residences

Our hotel marketing strategy for 2017 will revolve around the concept of “Information on Palm”. Internet is the new normal and it has now become the gateway to all information imaginable. Our customers are increasingly spending more time using the Internet to plan their trips and make their travel decisions. With the advent

of devices like smartphones and tablets, they are now accessing this information with the touch of their fingertips while they are on the move. Bearing this trend in mind, our primary focus this year will be to tap into this “handy Internet” with an aim to attract travellers, ease out customers’ in-hotel experience, build and retain reputation, improve guest



Biswajit Chakraborty

BISWAJIT CHAKRABORTY
 General Manager
 Sofitel Mumbai BKC

Sofitel Mumbai BKC is strategically located in the geographic center of Mumbai, with direct access to both the domestic and international airports and the business and entertainment districts in South and North Mumbai. The hotel is also served by 2 train stations at Bandra and Kurla and has easy road access from the Western Express Highway. In Sofitel, there is very high level of engagement at every level, be it senior managers or our ambassadors (at Sofitel, we address our co-workers at all levels as “ambassadors”, as



they are the ones who truly represent the brand through their dedication and passion for achieving excellence). So people are empowered to meet, talk and ensure that guests are happy. A simple act of customising requirements of a long-stayer, like creating a shoe rack, a little book shelf or food preferences, in itself is subtle marketing that makes a huge impact.

Statistics prove that 30 per cent of hotel business is driven by word-of-mouth, when there is bespoke service, customisation and genuinely pleasing the guest. Our philosophy is genuineness and care for our guests, which results in flow of revenue and rise in the popularity index.



David Hopcroft

DAVID HOPCROFT
 General Manager
 Le Meridien Gurgaon

Our marketing strategies would be with an objective to definitely dominate the digital search space in year 2017. Various tools and tactical plans will be deployed to move in that direction. We will be focusing on optimising our distribution channels while preserving rate parity and brand equity. Strategic tie-ups and appropriate partnerships with apps besides content marketing will all be operative action points for us at Le Meridien Gurgaon in year 2017.





RanganathBudumooru

RANGANATH BUDUMOORU
 General Manager
 Holiday Inn Express & Suites Hyderabad
 Gachibowli

We are in the digital age and social media is a part of our marketing and it goes without saying that we have a high-quality website with an online booking system. With hotel review sites such as TripAdvisor becoming more and more popular, it's important to have a digital presence and be

involved. Here, customers can review our establishment honestly; we can get some real insight into what our customers think and how we can improve. We have a Facebook page and will highlight special offers and events at our hotel and throughout the local area. Our aim is to have more

followers digitally and connect with more people to attract to our hotel. Channel selective sales promotion for GDS would be considered for the coming year. We will make our rooms available across a variety of online sales channels, travel agencies to drive traffic and increases sales.

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Deep Kalra
Chairman & Group CEO MakeMyTrip | 
Geeta Jain
CEO Carlson Wagonlit Travel | 
Raja Natesan
CEO Uniglobe Travel South Asia | 
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President - Global Corporate Travel, Thomas Cook |
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Ashish Kumar
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Lights, camera ACTION



Radesh Shetty

Radesh Shetty, Founder, The Purple Turtles, talks about sustainable trends in lighting for hotels and restaurants

What are the latest trends in lighting for restaurants?

With restaurant-going now being a popular pastime, businesses are gearing up not only with constantly evolving menus, but with an ambience that beckons a diner to return – repeatedly. Restaurant lighting has become an important part of the overall experience – right from when you enter the door and the mood is set, till the end of your meal. Enclosed are four interesting trends in the F&B lighting scenario.

The Popular Industrial Look: The industrial style evolved from the idea of exposed bricks and exposed metal surfaces. While this is true by

and large, when the industrial look moved into restaurants, a number of changes were made to make it ideal for the indoor, commercial set-up. Pendant lights with metal finishes over tables are popular as are metallic wall lights.

The creation of ambient lighting with such pendants is also used often. Metal finishes in black iron and brass are often seen, as are geometrical shapes for lamp shades. Shades of grey, white and those of darker hues are used, sometimes with an infusion of a contrasting bright colour. The industrial look has been popular for a while now and continues to proliferate, especially in smaller towns.

Lighting for Multi-functional Set-ups: In a bid to increase the productivity of a restaurant and their footfalls during the lean periods of the day, restaurants now work on their spaces to make their multi-functional. So a restaurant that serves lunch and dinner may want to create a space where people can meet for official work over tea in the afternoons.

Besides this, restaurants are increasingly remaining open through the day, serving all three major meals. Lighting of a restaurant will need to change based on the meal and the time of the day too. Breakfast guests would like a brightly lit space to sip on their coffee read the paper or catch up



with a client. Afternoon lunch lighting needs to be moderate, yet bright enough to encourage a guest to enjoy a meal and get on with the day. Dinner lighting is of low intensity helping guests wind down after a long day. Restaurants are also increasingly offering clients with plug points and chargers on tables to stay connected to personal technology at all times. This has now become an interesting way to cash in on footfalls in the non-peak hours of functioning.

The Warehouse Look: A large number of restaurants are also choosing to go with the warehouse style of lighting. This involves lots of wood and exposed bulbs as well as metal fixtures.

You will find a number of restaurants with wooden beams that have incandescent bulbs hanging from them or metal pendant lighting fixtures that go a long way in creating a cool, relaxed ambience. What makes this particular style very popular is its cost-effectiveness and efficiency. It is also a style that allows you to create a number of moods.

Rise of Sustainable Lighting: A large number of F&B outlets are increasingly looking at sourcing materials for customised lighting solutions locally. These include unique materials such as driftwood, rattan mats and the like, all which

are being customised to suit the thematic and aesthetic sense of an establishment. The great thing about restaurant interiors today is that there is an increased awareness on the importance of lighting in creating an ambience that will ensure a great experience.

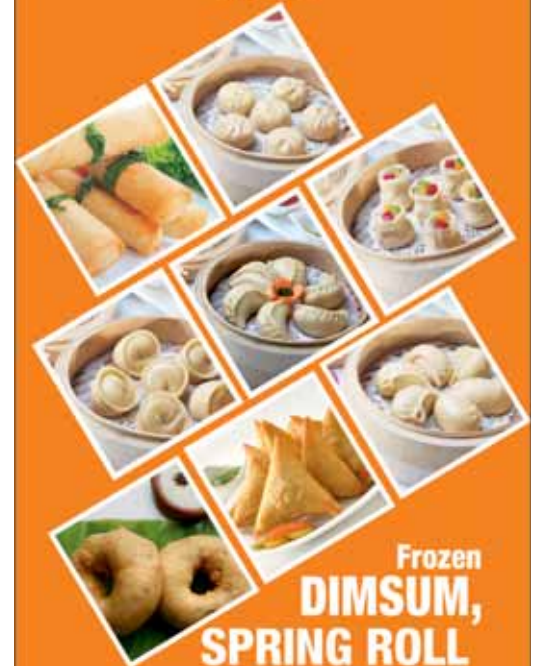
What are the latest trends in lighting for hotels?

Hotels are big business in India right now. With the idea of 'Make in India' taking off in a big way, hotel occupancies, across the spectrum are on the rise – both for business and for pleasure guests are witnessing high demand. With the anticipation of a large rise in the number of rooms being added to the inventory across all brackets and brands in the country, the focus is also now squarely on sustainable measures to make more energy-efficient structures.

Do you have any new products in the pipeline?

We have recently launched our latest Wabi Sabi Collection by leading designer Jenny Pinto. The collection represents a Japanese world view that accepts simplicity, imperfection, and transience.

These are the characteristics that inspired this collection. We wanted the austerity and simplicity of exposed cement without the burden of weight and permanence.



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NEERAJ TYAGI

Executive Chef
Shangri-La's - Eros Hotel, New Delhi

THE THEME

Tamra is a food theatre and draws its inspiration from the early ages of culinary evolution when copper (tamra) vessels were key components in making a perfect meal. The restaurant borrows its rustic and earthy environ from the trading markets when Indian spices, jute, copper, silk, leather and other items were appreciated at shores all over the world. Tamra's interactive kitchens are a tribute to the early market place, where chefs showcased their skills and produced culinary delights to sell to traders and visitors.

CREATING A NICHE

Tamra is a lively and fun space suited to all types of dining occasions; it offers a blend of modern culinary styles with friendly, fun and engaging service. Tamra takes the journey of the ever-changing all day dining to the next level with its 'World Cuisine on Your Platter Concept' – from the teppanyaki grills of the Far East to the tandoors of Central Asia, from the largest selection of signature cocktails and premium spirits to the unique homemade popsicles – the world comes to the

guests table to give them a glimpse of the most popular trending cuisines in India now. The buffet spread further offers various regional dishes in the 'Ghar ka Khana' station featuring cuisines such as Rajasthani, Highway, Amritsari, Gujarati, Coastal, Himachali and other intriguing lost cuisines of India.

HOTTEST SELLING PRODUCTS

Currently the hottest selling dishes are The Fisherman's Basket (crispy fried spring roll, prawn, calamari and snapper, served with sriracha sauce), Chef Nisa's Spicy Fried Rice (Fried rice with chicken, egg, chili and Thai herbs served with Thai fried egg and prawn crackers), Memuang Gosyumari, Chicken Katsu Curry, Tandoori Tellicherry Prawns and Burrah Kebabs amongst others.



Neeraj Tyagi

“ Tamra draws its inspiration from the early ages of culinary evolution when copper (tamra) vessels were key components ”



Gaurav Sharma

GAURAV SHARMA

F&B Manager

The Gateway Resort Damdama Lake, Gurgaon

THE THEME

Buzz gives you a picturesque view of the Aravali (the oldest fold mountain range in India). The theme is derived from a mushroom canopy. The arches in the restaurant give a feel of tree tunnel and all our overhead lamps are in the shape of a weaver bird's nest.

CREATING A NICHE

Buzz at The Gateway Resort Damdama Lake, Gurgaon offers a cosmopolitan mix of international cuisine and authentic regional home-style delicacies; striking a balance between healthy dining and indulgence, Buzz

has a special 'Active Food' menu – super foods with a low glycaemic index for the health conscious. Additionally, we also have regional home-style cuisine and a 'Wake-Up Breakfast' menu, wherein locally sourced, organic ingredients come together with innovative culinary combinations. Also, approximately 48 per cent of total F&B revenue comes from the coffee shop.

HOTTEST-SELLING PRODUCTS

Lemongrass Dusted Pan Seared Prawns, Damdama Style Kadhi Chawal and Thyme Chicken Burger are few of the best-selling products at Buzz.



Akshay Malhotra

AKSHAY MALHOTRA

Executive Chef

WelcomHotel Dwarka New Delhi

THE THEME

WelcomHotel Dwarka's 24/7 restaurant, Pavilion 75 is an expression of one of Asia's largest sub-city, Dwarka and the pin code which reflects in its name itself.

CREATING A NICHE

Pavilion 75 offers an extensive buffet spread and à la carte menu of gourmet dishes. It offers a delicious breakfast featuring local and international favorites, an elaborate lunch and a delightfully satiating dinner. Pavilion 75 also delights in pampering late night revelers, on-a-whim-diners and very, very early risers. It's the perfect place for power lunches and anytime brunches or high tea, early suppers and more.

HOTTEST SELLING PRODUCTS

Butter Chicken, Fish n Chips and Burgers are the hottest selling delicacies at Pavilion 75 restaurant.



“

Pavilion 75 offers an extensive buffet spread and à la carte menu of gourmet dishes

”

INDERPAL SINGH BEDI

F&B Manager
Vivanta by Taj, Gurgaon

THE THEME

Latitude, our all-day dining restaurant, serves cuisines from across the world, with an expansive menu designed to give you a high five on flavours. The hip eatery serves an array of cuisines under the watchful eye of our Executive Chef – Subrata Debnath. So while you'll delight in Italian and French fare from Europe, the Mediterranean spread covers Morocco, Turkey and Lebanon. Chinese, Japanese, Malay and Singaporean dishes add Pan-Asian excitement. The theatre kitchens add an element of excitement and the alfresco area is the perfect place to brunch on a Sunday. Latitude also features a superb collection of both young and mature wines that rest easy in our ceiling high wine chillers.

CREATING A NICHE

Our Executive Chef focuses on fresh produce, robust flavours, variety and authenticity. Our menu has been very thoughtfully-curated and the offerings on the buffet change daily to ensure variety and freshness. Furthermore, the eclectic ambience of the restaurant is designed on the principle of 'height and light' and creates a unique dining experience second to none.



Inderpal Singh Bedi

HOTTEST SELLING PRODUCTS

Yellow Line Metro Menu (a unique menu inspired by the Yellow Line Metro), Thin-Crust Pizzas, Mediterranean Mezze Selection, Oriental delights.

SURENDER SINGH THAKUR

Director F&B
The Imperial New Delhi

THE THEME

1911 is a landmark year in the history of New Delhi. It was in this year; on December 12, 1911 that King Emperor George V had declared New Delhi as the Capital of India. On December 15, King Emperor George V and Queen Empress Mary laid down the foundation of New Delhi. 1911 Restaurant at The Imperial pays a tribute to this historic milestone that led to the emergence of New Delhi as a seat of power. It showcases beautifully the views of 'Delhi Durbar' which was constructed to commemorate the coronation ceremony of George V and Queen Mary.

1911 restaurant was called The Garden Party before it was renamed as 1911 in late 1990s. The Imperial, has for long, had a 'relationship' with period art. In fact, 1911 restaurant is an ode to this tradition. Spread into three luxurious dining areas - Brasserie, a lavish Verandah and Terrace, 1911 restaurant reflects bygone era beautifully through its plush furnishings and historic ambience. Diners at 1911 are treated to a wide and eclectic world cuisine. It is replete with antiques dating back to the 1911 Durbar and photographs from the colonial era.

CREATING A NICHE

We keep it traditional and classic on the menu with familiar dishes both local and international. A reminder of home style food that hits the right spot. However we let our imagination wander in avant-garde spaces with dynamic promotions that bring a certain je ne sais quoi to the regular menu. Some of our recent delights have

been Smoky Grills of the World, Cold Soups, Salads and Sorbets, Delhi Durbar Ki Dawaat put together to celebrate 104 years of Delhi in 2015 and much more.

HOTTEST SELLING PRODUCTS

The Imperial Sunday brunch is truly the harbinger of joy and togetherness with family and friends every time you dine with us. Independently the Chicken Imperial and Croque Monsieur are two of the best-sellers.



Surender Singh Thakur

“
The Imperial Sunday brunch is truly the harbinger
of joy and togetherness with family and friends
”





Sahil Sabhlok



SAHIL SABHLOK

Executive Chef
The Claridges

THE THEME

Pickwicks - a new-age rendition of all day dining experience which is a unique melting pot with a whiff of the charm, typical of Old England. It's a blend of contemporary effortless style with the graciousness and indulgence of a bygone era.

CREATING A NICHE

Today set in an ambience that evokes the semblance of

a bright and cheery English Summer, Pickwicks does have it's moments of nostalgia from the Dicken's world, its specialties have not changed ever since the beginning.

HOTTEST SELLING PRODUCTS

Sizzler's, Singaporean Laksa, Prawn Cocktail, Baked Spinach and Mushroom Canneloni are some of our all time favourite delicacies.



Somnath Dey

SOMNATH DEY

EAM - Food & Beverage
Hyatt Regency Delhi

THE THEME

Located on the lower lobby, Café is a designer's masterpiece that owes its creative genius to international hotel designers Bob Bilkey and Oscar Llinas of Bilkey Llinas. The magnificent design includes high ceilings inlaid with large, frameless tinted windows that brighten the area with natural light, while colossal pillars covered in travertine stand tall in a massive open hall set against a dark ebony-panelled background. At Café at Hyatt Regency Delhi, we have taken the menu inspiration from an innovative European bistro.

CREATING A NICHE

We serve a hundred different types of salads, in fact, our salad counters are dearly loved by our guests and we are widely known for our customised salad counters. We even take special care of our little guests and their increasingly diverse food choices. Keeping this in mind, our chefs have created numerous dining options that are fresh, healthy and imaginatively tasty for the young ones with absolutely no charge for children aged from one to six years. With an extensive breakfast buffet, lunch buffet including wide selection of chopped salads on offer, afternoon high tea buffet, dinner and late-night supper in

addition to its à la carte menu, our dining venue is highly preferred in the city.

HOTTEST SELLING PRODUCTS

Fish and Chips, Nalli Nehari, Murg Afghani Tikka, Nicoise Salad are a few hot-selling items. Apart from this, Café is also popular for the best Sunday brunches in Delhi.



“Café serves a hundred different types of salads and we are widely known for our customised salad counters”

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Maldivian usings

JA Manafaru- Maldives is already seeing happy guests return, and **William Harley-Fleming**, Group Development Director, JA Resorts & Hotels & General Manager, JA Manafaru–Maldives, owes it all to their people.



William Harley

Nisha Verma

Please tell us about the JA Manafaru Resort.

JA Manafaru is our property situated on the northernmost island in the Maldives. A scenic 75-minute journey from Male Airport will take you to the resort and one can also reach via seaplanes, or even speedboat. Situated on 35 acres of an island, what makes our property stand out is that it only has 84 keys, out of which 50 per cent are water villas and 50 per cent are land villas, each with its own private pool. In fact, we have a total of 96 pools in the resort.

What kind of F&B outlets are there at the property?

With seven F&B outlets, the resort offers a variety of cuisines to the guest. Every resort in the Maldives needs

to have a grill restaurant, and ours is called Ocean Grill, which specialises in seafood and has live cooking as well. We have an Asian fusion restaurant called White Orchid, which is also a concept we have in our Dubai properties. We have Thai, Japanese with Teppanyaki, Indian as well as Chinese cuisine in this restaurant. With a range of non-vegetarian, vegetarian and even Jain dishes on offer, we think that the restaurant is perfect for Indian guests, especially with 12 Indian chefs at the resort.

What kind of other activities can the guests enjoy at JA Manafaru?

The resort has a fantastic spa—Calm Spa & Salon, which uses Elemis products. Our staff is trained by Elemis



experts in different therapies like Ayurveda, Swedish, Balinese, Maldivian and Thai. We can also have our chefs meet the guests and design health and nutritional menus for them. In fact, those coming for 5-7 days can opt for a nutritional programme with the spa sessions. We do yoga sessions at sunrise and sunset on the beach, which is complimentary for our guests. Apart from that guests can do fish feeding at 5 pm. We also have resident turtles and rays, allowing guests to experience marine life and feed them. Because we are the northern-most resort in the Maldives, there is no other resort around us and thus there is no pollution of any kind around us.

How do you involve the local community at the resort?

We have five local villages around us and we are the main employer in the north. We have a great CSR project with the local villagers. We are getting them involved in tours which we do for our guests, who buy souvenirs from there. We bring school kids to our resort for educational programmes and put them into training at the resort. We produce everything on our own, be it water, power generation and other utilities. Our group has two strong principles—Heart of Hospitality and Casual Luxury, and we believe in that.

What is the USP of your property?

We had a guest staying for two weeks, who left a review



What makes us different is the people we have with us. We take care of our guests

online, which said that he came as a guest and left as a family member. This is what it's all about. What makes us different is the people we have with us. As a team, we have a total of 24 touchpoints, right from the time the guest lands at the airport, checks-in and finally boards the plane back home. We treat these touchpoints as excellent opportunities where our associates and management can engage with the guest without being too obtrusive or overpowering. This is something we are proud of and it runs across the brand.

What is your opinion about the India market?

We are very excited about the Indian market. We've not been here before and we have a great representation company in Avant Garde and it's been a fantastic experience. We have got an eclectic mix of properties and we are positive that they would do well in India, especially with our flexibility, variety and our caring of the client.





Going on a 'Spa-tical'

Ritesh Mastipuram, Founder and MD, O2 Spa, tells us about the evolution of spa culture in the country and how it's no more just 'luxury'.

HT Bureau

How has the spa culture evolved in the country over the few years?

The Indian wellness industry has seen an organic growth over the past few years. There is an immense opportunity in the field of wellness. The millennials are waking up to the idea of wellness and a healthy lifestyle. This has triggered a surge in demand for wellness. Spa industry as a part of wellness has also grown over the years. Although only 20 per cent of the industry is organised, yet the entry of many players signifies the increase in consumption.

What niche are you providing to the customers?

O2 Spa has been maintaining the consistency of service quality and customer services since inception. We are the largest day spa chain of Asia in terms of footfall where we serve more than six lakh customers per year. All our therapists are trained at O2 Skills – our in-house talent acquisition and training center. We also have a dedicated customer support center which is a single window for all

customer related issues. Our membership plans allow a customer to avail services at many locations due to our wider geographical presence.

What kind of corporate discounts are you providing at airports?

We are working with many airline partners where we are giving away special deals and discounts for their customers. Since the transit time for a flier is from 1 hour to 45 minutes, we have introduced short duration services at attractive rates. We are presenting our outlets at an alternative to lounges with a touch of wellness and hospitality. The airport outlets are more towards the brand presence and customer awareness, rather than the revenue generation.

Who are your clients? Do you have corporate tie-ups?

We serve diversified customer segments. A traveller gets services at airports and hotel outlets, wherein at high





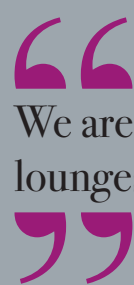
street and mall locations we cater to men and women from local catchment areas. We are working with Google and CtrlS by providing service at their premises. We have been promoting our corporate wellness program and several corporates have warmed up to our initiative of promoting wellness at work.

How different is it to function at an airport than in a mall or a market space?

On the airport the footfall is dependent on the flight schedule, and the transit time is limited. Hence the customer is time pressed and want to make the best use of time during this period. Market space and malls are more of an indulgence and leisure activity for which they make time or plan in advance. On the airport the consumer behavior is different and it depends on the need of the hour and the mindset of the customer what he feels right to do.

During winters there are flight delays, do you see surge of passengers during that time?

Spa therapy is the best option. A quick head and shoulder, neck and back or a foot reflexology at our airport spa



We are presenting our outlets at an alternative to lounges with a touch of wellness and hospitality



would help one to escape from the stressed situation at the departure gates. Our staff can assist with information when the flight start boarding.

Which cities are you focusing on? Are Tier-2 and Tier-3 cities too on your radar?

Initially we started in metro cities and consolidated the growth and opened more outlets there. Looking at the trends and surge in demand we are going to expand in Tier 2 and 3 cities. The consumers in these areas are very much inclined towards a wellness lifestyle, however there is a gap in demand and supply of specialised spa services. We have a vision to bring wellness as close to the customer as possible, keeping this in mind O2 Spa is planning to expand its Indian portfolio to 150 centres by the next year.



HIFI 2016 Glimpses

Hotel Investment Forum India (HIFI), that took place on November 16-17, 2016, at JW Marriott Hotel Mumbai Sahar, was a conglomeration of the who's who of the industry.







HPMF 2016

UNLEASHING OPPORTUNITIES

The Hospitality Purchasing Managers' Forum (HPMF) saw participation of various purchase managers from across the country where key issues related to the purchase department and their intrinsic role was discussed.

Anupriya Bishnoi

The Hospitality Purchasing Managers' Forum (HPMF), a three day event was held in Bhubaneswar from November 17-19 at Mayfair Convention. Inaugurated by **Ashok Chandra Panda**, Minister of Tourism and Culture, Government of Odisha, the occasion was also graced by **His Highness Giriraj Singh Lotwara**, President of Shree Rajput Sabha, Jaipur; **Dilip Ray**,

CMD of Mayfair Hotels; **Debasis Pattnaik**, Director, Crown Hotels; **Lion Pankaj Mehta**; and **Souvagya Mohapatra**, Executive Director, Mayfair Hotels among others.

At the opening ceremony, Panda said, "I welcome all the dignitaries and delegates to this convention at Bhubaneswar. HPMF is a perfect platform to learn and discover about

the new aspects of the hotel industry especially technology. This forum gives perfect networking opportunity and the panel discussions help the people to learn a lot. I am elated to host HPMF in Bhubaneswar. It's a matter of great pleasure for me. This industry brings procurement managers, Purchase Managers and vendors to discuss evolving procurement practices and trends."

Mohan Deshpande, Chairman, HPMF & General Manager, Materials Hotel Aureole, said, "It's my pleasure to open 6th edition of HPMF. I want to thank all the dignitaries and everyone present here. The idea of

HPMF forum is to create knowledge, integrity and develop the fraternity. I want to express my gratitude to everyone for joining us today."

The entire delegation was of over 250 hospitality purchasing managers from across India, along with dignitaries, vendors and consultants, gathered at the lush green luxurious property of Hotel Mayfair Lagoon and Convention Center.

There was participation from the cities like Mumbai, Hyderabad, Pune, Ahmedabad, Bengaluru, New Delhi, Chennai, Goa, Guwahati, Jaipur, Indore, Nagpur, Vadodara, Bhu-

“
”

The entire delegation was of over 250 hospitality purchasing managers

baneswar and Puri. The entire event was put together by **Nitin Nagrale**, General Secretary & Founder of HPMF and the core committee including Chairman **Deshpande**; **Teckbahadur Sarke**, Manager Hotel Sahara Star - Mumbai & Aamby Valley City - Lonavala (Pune); **Harvey Rodrigues** Director Procurement - Hotel Meluha The Fern and Hotel Rodas An Ecotel Hotel; **Mahendra Shinde**, Materials Manager - The Resort Mumbai; **Ganpat Dalvi** - Director Procurement Four Seasons Mumbai, **Jaideep Gupta**, Operations, Procurement and Pre-opening professional; and **Gary Coutinho**, Supply Chain Manager Devyani Airport Services.

Highlighting the importance of purchasing managers, Mohapatra said, "From every tile in the floor to the entire structure, purchase is involved. They play an important role in material, marketing and money management."

Adding on to Mohapatra's observations, Pattnaik, Director, Crown Hotels, said, "Purchase managers are not on the foreground but they are like platelets in the blood."

The need for HPMF is in bringing together the purchase heads of hotels on one platform to network, explore new aspects of purchasing and gather knowledge of the advantages of technology in purchase. "I am elated to host HPMF in Bhubaneswar," said Nagrale, thanking Mayfair Hotels and the supporting vendors for successfully organising the convention. "The HPMF Annual Convention 2016 brings together around 200+ senior purchase heads from the industry to meet, discuss and find solutions to the challenging issues faced when it comes to procurement, supplier relationship management, and strategies revolving around it, as well as to network under one roof. The highlight of the forum is also to bring industry though leaders to deliberate on the challenges faced on the talent and skill development initiatives and how to bridge the gaps in the same. Another objective is to equip the hospitality purchase professionals with the latest trends and tools so as to better manage and excel in their

current functional roles. Key benefits for people participating will be to nurture existing relationships and foster new business partnerships via networking opportunity during the three days," he added.

Touching upon the most important topics, experts from the hospitality industry discussed 'Importance of Value Engineering and Life Cycle Analysis in Procurement'; 'Work

Life Balance, Vendor Relationship & Strategic Sourcing' and 'Creative Strategies & Future of Procurement'.

Discussing about the role of a Purchase Manager, **Arvind Dang**, Management Consultant, said, "The role of a purchase person extends to materials, equipments, methods, designs and services. There are strategies one has to look at. For example, one has to see whether one wants

one engineering consultant which will take care of all the mechanical, plumbing and electrical spheres or do they need to hire specialists for each branch. This is where a purchase guy has to think responsibly."

Sarke, Materials Manager, Sahara Star Mumbai, said, "Creative strategies play an important role if the planning is done in the right manner at the right time."

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HPMF 2016

Glimpses





More travel means more BUSINESS



Dhananjay Kumar

Dhananjay Kumar, General Manager, The Surya New Delhi, shares his perspective on the trends and developments of the hospitality industry in 2016.

HT Bureau

Please share the latest trend in hospitality industry in India.

If we talk about the trend in the industry, it is definitely positive and moving upwards in terms of occupancies. The rooms pick-up trends have changed to last-minute pick up. Earlier pick-up trend was minimum a week however now the trend is couple of days. The emerging trend in hospitality will be fruitful for mid-segment hotels and 'value for money' hotels bottom line as everyone is cost conscious. Looking at the best possible rate and average length of stay has also gone down from five days to two to three days, while guests are travelling on official purpose and most of the companies have their own guest houses. The occupancy has grown as inbound travelling has increased. However, the rates have gone down.

How has 2016 benefitted the industry?

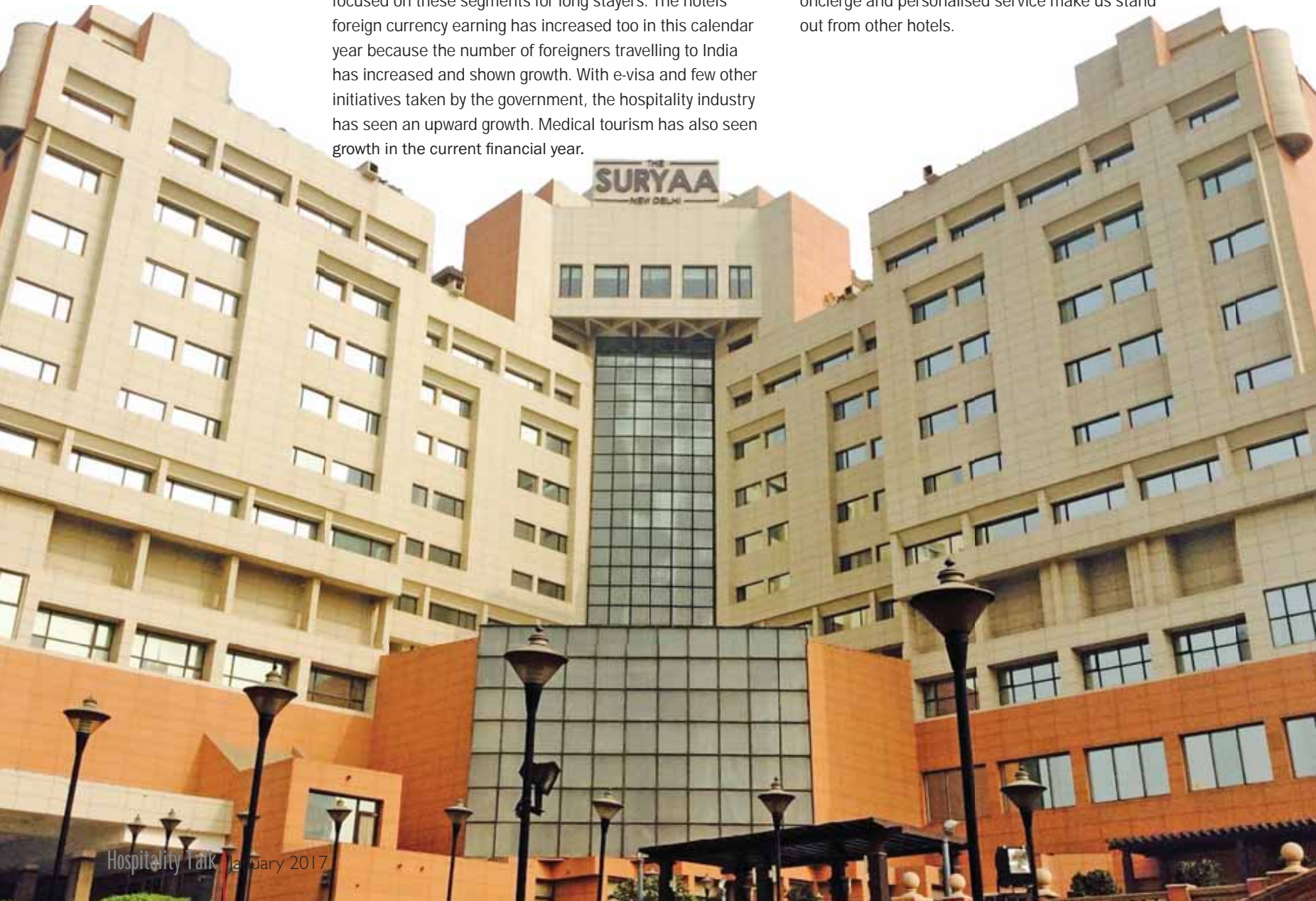
Online segment is growing at a very high pace, similarly medical tourism is also gaining the pace and hotels are more focused on these segments for long stayers. The hotels' foreign currency earning has increased too in this calendar year because the number of foreigners travelling to India has increased and shown growth. With e-visa and few other initiatives taken by the government, the hospitality industry has seen an upward growth. Medical tourism has also seen growth in the current financial year.

What are the facilities provided by you for MICE events?

We have renovated all our banquet halls with modern built-in facility to cater to conferencing and meeting facilities in our hotel. We have created good number of smaller meeting spaces as well to cater to the MICE requirement. The new banquet halls and facilities have been highly appreciated by the MICE operator and have also grown in this segment over the last year. Our chefs are creative and do meet every diner to ensure we cater as per their need and likes and dislikes. We also have a meeting concierge who starts and ends the coordination as the one-point contact to avoid any confusion/gaps while doing detailing of the event.

What distinguishes your property from others in the same bracket?

We have completely renovated our halls and this sets us apart from the competition. Our meeting concierge and personalised service make us stand out from other hotels.



Berry berry interesting!



If everything about berries excites and interests you, the US Cranberry Marketing Committee's (CMC) seminar in New Delhi would have been the ideal place for you.

Also referred to as America's original super fruit, the CMC forum imparted cues on the versatility, availability and utility the US cranberry has amongst the industrial ingredient users in India. Rich in vitamin C, fiber and antioxidants, these tiny berries have been favourites among the healthy food lovers for some time now.



Talking about the US cranberry industry and expansion plans in India, **Alyson Segawa**, Manager, International Marketing Accounts at Bryant Christie, said, "The Indian market offers enormous potential for US cranberries and is being considered one of the most important export markets for the United States. This seminar is our initiative to raise positive awareness of US cranberries among the trade."

Sharing the Indian perspective, **Keith Sunderlal**, India Representative, US Cranberry Marketing Committee (CMC), stated, "The increase in demand of US cranberries among the Indian consumers is a testimony to the super fruit's growing popularity. Through our multi-pronged awareness drive, we aim to take its unique flavour and health benefits across the nation."

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Get a whiff of Niana home collection

Niana launches its luxury Fine Fragrance Home Collection. The fragrances have been created in collaboration with Givaudan, the world's leading fragrance and flavour company. In addition to soy candles and reed diffusers, this collection includes the introduction of two new products, room sprays and scented sachets adding to Niana's present signature line.



It's a Jungle out there

Marshall's has launched its all new Jungle Wallcovering Collection, inspired from the abundant beauty of nature and its explosive colours. This collection narrates a beautiful story of the jungle and its elements right from the stylised tiger motifs to Mosaics of bakbak (bark of the banana plant) have been composed in tone-on-tone shades of beetle blue/green, tropical wood, hibiscus red, equatorial haze and milky coconut white.

It's lights, camera and awe!

The Great Eastern Home introduces its diverse lighting collection of lamps, chandeliers and wall lights that assure a touch of elegance and pride that will leave your guests awestruck. Look through the outdoor lighting options to find the perfect way to light your verandah or create an elegant setting in your dining room with an intricate chandelier.



Elanpro's treat for hot chocolate lovers

Elanpro has announced the launch of Hot Wonder, a hot chocolate machine by leading Drink Systems Company from Italy, SPM. Addressing the dynamic requirements of hospitality industry, Hot Wonder is a true winter staple drink machine which dispenses hot chocolate as well as beverages like coffee, hot milk, soup and tea. A user-friendly and versatile unit, it is ideal for bars, cafeterias, cafes, catering and accommodation facilities, ice-cream shops and dessert bars.



Pop this flavoured nut

Cornitos has launched its latest range of Premium Roasted Cashews and Roasted Almonds in two exotic flavors. Cornitos lovers can now enjoy Uniformly Roasted Premium Cashews in Crack Pepper flavor and Roasted California Almonds in Smoky Barbeque flavor. Flavoured Nuts work well on appetizer table or as a great starter to grilled steaks and as an accompaniment with wine.



Franke's hob, ship, jump away

Franke launches Crystal White Linear Hob making cooking easier and food tastier. When it comes to cooking, having a reliable cook top is a must for all the kitchens. The Franke Linear hob comes with four burners that ensure effortless cleaning while maintaining a consistent high performance. In addition, the hobs also incorporate several professional-style features.





For the rug-ged look
 Obectee will be launching its new collection in collaboration with celebrated fashion designer **Tarun Tahiliani**. For this collection, Tahiliani has drawn inspiration from his couture line and his paintings to create a unique amalgamation of luxe fashion with interior styling. Extremely opulent and contemporary - each exclusive piece of this collection will be a cherished keepsake.

Typhoo's new flavours

Typhoo has brought another rich flavour in its palette with the introduction of Green Tea Lemon and Honey variant. This tea is the infusion of finest flavors.



Get 'Floor'ed
 Pergo reinvents the laminate floor with the Pergo Sensation. Pergo Sensation takes laminate flooring to a whole new level – even when it comes to water resistance. The new range in Pergo Laminate called “SENSATION”, which is water repellent flooring, is not only designed to look great they are also innovative when it comes to performance.



Casting it 'Infini'tly

Vitra introduces unlimited form technology – Mineralcast Washbasins. Infini'ty by Vitra brings cast mineral technology to a sector that started out with ceramic, introduced acrylic to bathrooms and porcelain to tiles, and today continues to search for new materials.

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Roll Away Bed

Fold Away Bed Frame

Budget Roll Away Bed with Foam Mattress 3.5" thick

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Premium Roll Away Bed with Folding Mattress

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MOVEMENTS

RANJAY RADHAKRISHNA

Chief Human Resources Officer
InterContinental Hotels Group

InterContinental Hotels Group has appointed **Ranjay Radhakrishnan** as the Chief Human Resources Officer. He joins IHG from Unilever, where he has spent 23 years in a range of senior leadership roles at global, regional and country levels. He was a member of Unilever's Human Resources (HR) Leadership team and his most recent role was as Executive Vice President Global HR (Categories & Market Clusters), where Radhakrishnan was responsible for leading HR for all of Unilever's eight regions.



R. RAVI VARMA

General Manager
Poetree Sarovar Portico
Thekkady

Sarovar Hotels has appointed **R. Ravi Varma** as the General Manager of Poetree Sarovar Portico, Thekkady. He brings with him a wealth of experience spanning almost three decades in the hospitality industry. Prior to joining Sarovar Hotels, Varma had worked as Executive Vice President- Linbur Group of Hotels, UK, and Group General Manager at Barracuda Beach Resort and Pearl Hotel, UAE.



SANDEEP JOHRI

General Manager
Novotel Kolkata Hotel and
Residences

Novotel Kolkata Hotel and Residences has appointed **Sandeep Johri** as the General Manager. In his last assignment, Johri led the team of the very first hotel of AccorHotels in Ahmedabad – Novotel Ahmedabad for three and a half years. He took the hotel to a higher pedestal by not only achieving revenue targets but also positioning it in the marketplace of Ahmedabad in a very short span of time.



SURAJIT GHOSE

Director of Sales
The Surya, New Delhi

Surojit Ghose has recently joined The Surya family back as Director of Sales. He was also associated with The Surya in the past in the capacity of Director of Sales Leisure. He brings in a vast and varied experience with a front office and sales background and has started his career with ITC Maurya. He has been associated with brands like IHG, The Soaltee Crowne Plaza Kathmandu, Holiday Inn, Crowne Plaza and The Pallazio to mention a few.





AJEET PANDEY

Executive Housekeeper
Jaipur Marriott Hotel

Jaipur Marriott Hotel has appointed **Ajeet Pandey** as an Executive Housekeeper. He began his career with The Oberoi Vanya Vilas in 2008. He has over 9 years of experience in the hospitality industry. Ajeet Pandey holds a Bachelor Degree in Hotel Management and Catering Technology from IHM Meerut. He is passionate about music, reading books in his leisure time. Before joining the Jaipur Marriott Hotel he was associated with various renowned hospitality properties.



PRABHASH PRABHAKARAN

Executive Chef
Alila Diwa

Alila Diwa Goa has appointed Chef **Prabhash Prabhakaran** as the Executive Chef. Chef Prabhash's 20 years of experience, vast culinary knowledge and his cheerful attitude to life is reflected in his cooking. He started his career with the Taj Group of Hotels in South India from 1997 to 2001. After which he relocated to Dubai's iconic Jumeirah Emirates Towers, and then onto The Chedi Muscat in Oman.



INDU KHATRI

Associate Director of Sales
Crowne Plaza Jaipur Tonk Road

Indu Khatri has been appointed as the Associate Director of Sales at Crowne Plaza Jaipur Tonk Road. Khatri is a dynamic professional who impacted organisation profitability through effective strategic and tactical management decisions and new business development skills. Her most recent position was Associate Director of Sales, The Leela Palaces, Hotels and Resorts. She also has been the part of the pre-opening team for Leela Palace New Delhi.



CHAM HUN CHAKHAP

Chef De Cuisine at Emperor's Court
Renaissance Mumbai Convention
Centre Hotel

Cham Hun Chakhap has joined Renaissance Mumbai Convention Centre Hotel as Chef De Cuisine at the Chinese Specialty restaurant – Emperor's Court. Chef Cham Hun specialises in Asian cuisine and in his new role; he will be responsible for the daily operations of Emperor's Court kitchen right from menu planning, meal preparation, recipe costing, special events, catering and kitchen management to inventory control, staff management, customer service and business and revenue growth.



MOVEMENTS

RITESH AGARWAL
 Founder and CEO
 OYO



For rejuvenating holidays, I prefer Kerala as it's just the perfect relaxing break."

I have not witnessed the Northern Lights and can't wait to tick it off my bucketlist. I really want to travel and see it. I haven't managed it yet but I am sure when I get there it will be a truly mind-blowing yet humbling experience. For rejuvenating holidays, I prefer Kerala as it's just the perfect relaxing break. Apart from being a travel enthusiast, I also take fitness seriously – cycling and yoga are some of my favourite pass-times.

TAIEB TJ JOULAK
 General Manager
 W Goa



Not many people know that I speak six languages, have done 15 years of kickboxing."

I am an out-and-out morning person and I get energised by waking up at 5 am every day. When I was young I heard the expression that the world is owned by the people who wake up early. Every day, I run from my house to the hotel and then I do about an hour in the gymnasium. It's the passion to work that drives me. I don't believe in sitting in office. Not many people know that I speak six languages, have done 15 years of kickboxing, and I was also a member of the international athletics team of Tunisia. Many also don't know that I spend most of my money on buying clothes. I'm a shopaholic.

RUSSELL SHANE GREGORY
 General Manager
 U Tropicana Resort, Alibaug



Catching up with friends and reading are things that I look up to."

My day ideally begins at 6:30 am. The following half an hour is dedicated to my personal growth with yoga and meditation. Other than this, I use my free time to converse with the kids. Catching up with friends and reading a lot of fiction books are some of the things that I always look forward to. Vacation in India for me has always been my home town, the Jewel of the South, Yercaud, a small hill station in Tamil Nadu. Vacations abroad, were mostly centered around the Middle East, but now, I am looking at exploring South East Asia, as it has a lot of popular vacation destinations.

SRIJAN VADHERA
 General Manager
 Fairmont Jaipur



I am a Hog Rider and like to ride My Fat Bob whenever I get time."

I am a gadget freak and love to play PS4 in my free time. As a GM, frankly I have little free time. In my spare time I like to make sure that I stay busy in different ways. I am a Hog Rider and like to ride My Fat Bob whenever I get time. I also enjoy spending time with my family. I go swimming and love to spend time with my wife and daughter. My favourite destination is Singapore and on my wish list are Spain and Greece. My favourite cuisine is Indian Mughlai.



Talking People is our attempt to know more about our industry members beyond their workplace.



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The group offers a variety of high quality, trusted products amongst which are:

- ✓ Fryola - A low absorbing oil enriched with Vitamin A & D and which can be easily re-used
- ✓ Fortune Besan – Made from 100% pure and highest quality Chana Dal
- ✓ Fortune Perfect 3 Seasons Basmati Rice – Nurtured and perfected through systematic harvesting over 3 seasons

Reaching consumers through an extensive distribution network and catering to varying tastes and demand patterns, these are some of Adani Wilmar's highly successful and popular brands across India.



Distributor queries PAN India are invited. Please contact.

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