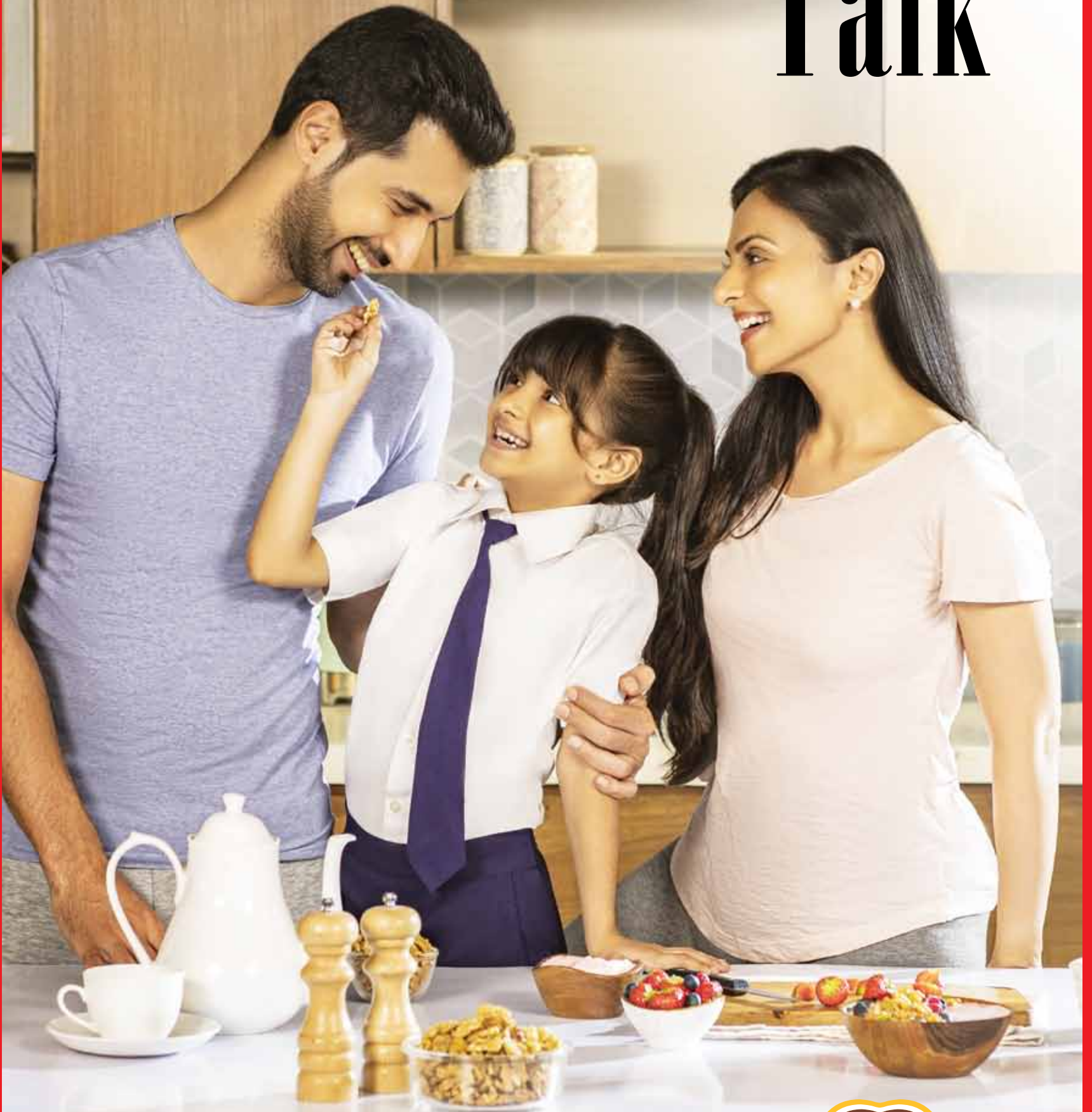


HOSPITALITY Talk



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Spreading wings

Hotels are ushering in the new year by expanding their footprints, reopening doors with unique offers & introducing rejuvenating therapies.

THE FERN DENZONG HOTEL & SPA OPENS IN GANGTOK, SIKKIM

Concept Hospitality has started spreading its wings in the Northeastern part of India with the opening of The Fern Denzong Hotel & Spa, Gangtok, Sikkim. This is the fourth hotel the company is managing in Eastern India. The Fern Denzong Hotel & Spa has 70 rooms that are designed with contemporary elegance combined with the warmth of Sikkimese hospitality and stunning views of the Kanchenjunga mountains. The hotel offers a multi cuisine restaurant, cafe and bar with a view and promises soothing rituals at Annica Spa & Wellness. The hotel is situated in the heart of the city, just off M G Road, with easy access to all the major sightseeing attractions.



SAYAJI HOTELS SIGNS A NEW LIFESTYLE HOTEL, SAYAJI MORBI

Sayaji Hotels have expanded their presence in Gujarat with the signing of a new hotel in Morbi, anticipated to open by June 2021. Sayaji Hotel Morbi features 97 plush guest rooms with modern, best-in-class amenities and services. The hotel offers a world cuisine dining venue and a poolside lounge. With its modern interiors, the 4,500 sq. ft. banquet hall and 1200 sq. ft. conference room offer the ideal venue for MICE. Besides, the hotel also has a well-equipped gym, a fully-serviced spa, and a swimming pool.

THE PARK MUMBAI REOPENS WITH UNIQUE OFFERINGS

THE Park Mumbai, a boutique luxury hotel located in the heart of Juhu, reopened its doors to guests with enhanced hygiene, cleanliness and safety measures. The hotel is also launching the Happiness Menu, Immunity Booster Drinks Menu, Bartender/ Chef Services at home, Weddings by THE Park – a one-stop destination for intimate wedding experiences backed by the hotel's culinary team and the city's best wedding planners.



NIRAAMAYA RETREATS SURYAVILAS OPENS IN SOLAN, HP

Expanding its footprint in the north, Niraamaya Wellness Retreats has opened Niraamaya Retreats Suryavilas, Solan in Himachal Pradesh. The retreat is spread across 15 acres and nestled at the foothills of the majestic Himalayas. It offers 54 rooms out of which 36 are exquisite rooms and 18 are luxury log huts. The Himalayan glamping log huts offer a perfect luxury camping experience with complete facilities while enjoying the rugged outdoors.

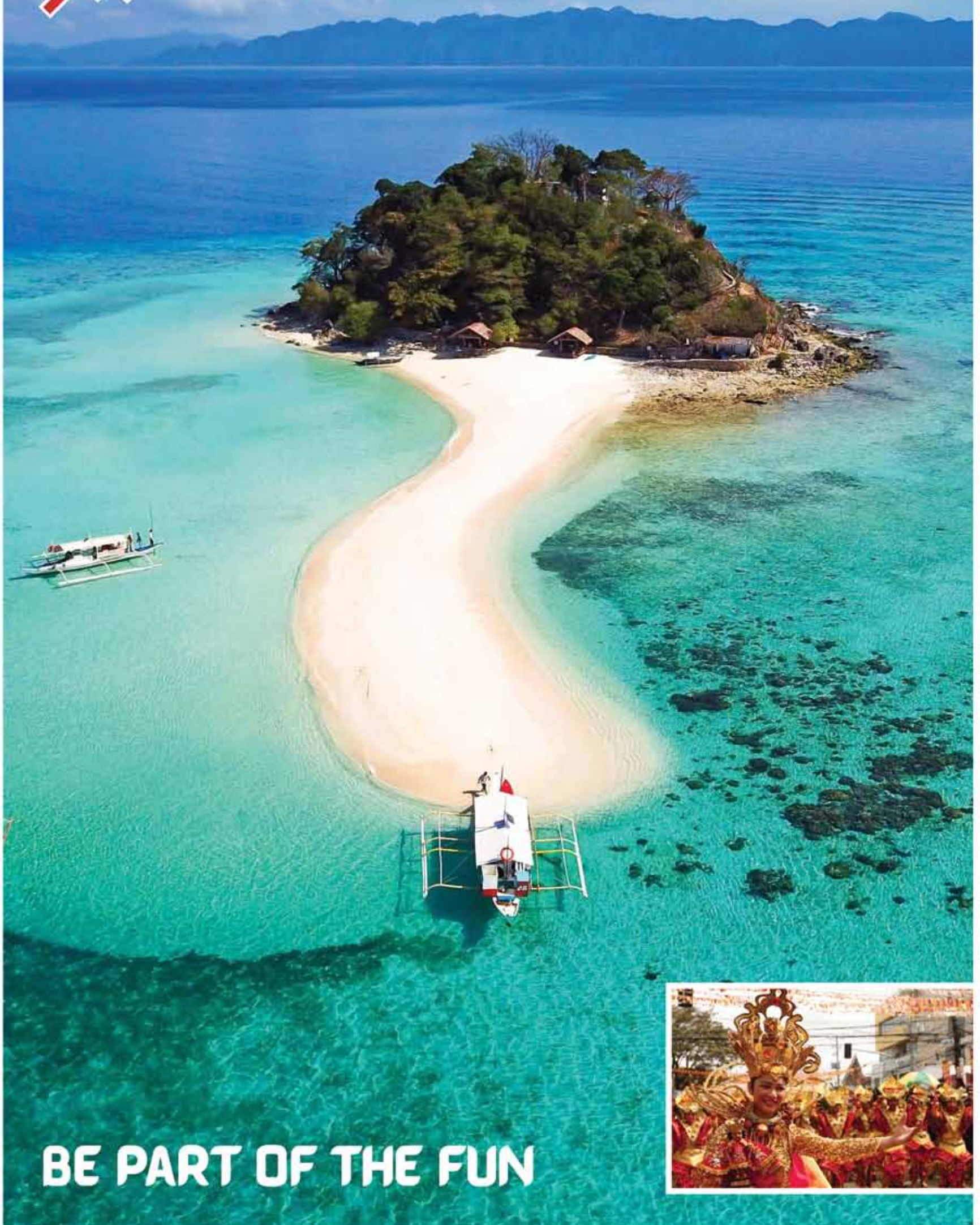
THE TAMARA COORG RESORT INTRODUCES 'FOREST THERAPY'

The Tamara Coorg Resort has recently introduced 'Forest Therapy' -- an experience designed to allow guests to absorb the healing powers of the forest. Inspired by the ancient Japanese tradition of 'shinrin yoku', which translates to 'taking in forest atmosphere', the therapy allows guests to immerse themselves in a natural environment. Designed by wellness experts, this restorative experience takes guests on a guided trip through the forest surrounding the resort.





IT'S MORE FUN IN THE
PHILIPPINES




BE PART OF THE FUN





Walnuts on the menu!

To appease the taste buds of their health-conscious clientele, hoteliers & restaurateurs are opting for walnuts to add flavour to every course from savoury appetisers to hearty entrées and desserts.

 Smita Kulshreshth

Today the health conscious are lapping up plant-based foods as they know it's a healthy way of eating. And, walnuts are definitely figuring in their list of healthy plant-based foods. After all, walnuts are nutrient powerhouses comprising polyunsaturated fat (13g/18g), plant-based protein (4g/28g), fibre (2g/28g) and omega-3 alpha-linolenic acid (ALA). In fact, walnuts are the only tree nut to provide an excellent source of ALA – the plant-based form of Omega-3. In 28 grams (12-14 halves; ¼ cup) there are 2.5 grams of ALA which is five times more than the amount found in the next highest nut!

Going by the treasure trove of nutrients walnuts pack in, it's not really surprising that they are becoming an integral part of hotel and restaurant menus. Hoteliers and restaurateurs are opting for walnuts to add flavour, crunch and depth to every course from savoury appetisers, to hearty entrées and desserts.

EMERGING AS THE FOOD OF CHOICE

Also, considering the times that we're living in, the Food Safety Standards Authority of India (FSSAI) recently suggested incorporating foods like walnuts into one's diet to maintain optimal immune function and good health. As per FSSAI Eat Right During COVID-19 Guidelines, Vitamin-B rich plant-based foods such as walnuts helps strengthen the nervous and immune system. It's no wonder then that walnuts are emerging as the food of choice during these trying times.

WALNUTS ARE OFTEN TOUTED AS 'SUPER NUTS'

Did you know that walnuts have been identified as a nutrient dense food choice on several nutrient density ranking scales? The convenience, flavour, and versatility of these 'super nuts' combined with their nutrient profile make them an ideal, economical ingredient and snack. In addition, walnuts are naturally gluten-free.

Over the years, research has proven that walnuts are packed with nutrients to support the heart, brain, and gut. Not only do they have prebiotic properties that enhance the growth of beneficial bacteria in the gut, but they also are an excellent source of omega-3 ALA, which is essential for heart health. ALA helps to




maintain normal cholesterol levels as part of a balanced diet. Research also suggests that antioxidants may help to protect from certain chronic diseases of aging, including neurological and carcinogenic ailments due to their ability to control free radicals – known to negatively influence healthy aging. Walnuts are known for their high antioxidant content. Walnuts also contain numerous other vitamins and minerals. They are a good source of magnesium and phosphorus – both important minerals involved in the body's processes and necessary for achieving optimal wellness! It's easy to comprehend why walnuts are considered to be 'super nuts'.

A VERSATILE OPTION IN HOTELS AND RESTAURANTS

A walnut can lend itself beautifully to the preparation of all kinds of meals. It is one of the most versatile nuts you could possibly find. One can eat walnuts as a healthy snack, use them to boost the nutritional value of meals, and even fold them into the batter to make the most decadent banana bread. Hotels and restaurants can use this vastly versatile nut to add texture, crunch, and nutrition to meals. Walnuts add a wonderful crunch and texture to all kinds of salads. They can be sprinkled on greens or one can put together a delicious salad finished with chopped walnuts. Alternately, they can be lightly roasted and served with veggies and some crumbled cheese.

Turning walnuts into a rich, creamy paste can help thicken curries and soups. All one needs to do is blitz together some walnuts and some olive oil (garlic and chillies are optional) to make a paste. Also, a tomato-based sauce using walnuts can be used as a meat substitute to make dishes, or create a lovely, crunchy crust of walnuts on fish.

The usage of walnuts in baked goods is absolutely legendary. Think of banana bread or chocolate brownies, and one instantly thinks of walnuts. They add bite to any dessert, and more importantly, they pair really well with chocolate. Walnuts can be dipped in some melted chocolate and refrigerated before serving. So, whether it's a craving for something sweet or a desire for a savoury meal, walnuts can be always relied on.


As per FSSAI
Eat Right During
COVID-19 Guidelines,
plant-based foods
such as walnuts
help strengthen the
immune system”

Unique dine-in experiences

The constant innovation in food and beverage outlets beyond a hotel has often raised the one pertinent question – the profitability of food and beverage (F&B) outlets within properties.



Charmaine Fernz

Industry reports suggest that 2019 was the best year for the hospitality industry and with no comparison to the ongoing post-COVID-19 recovery phase, food and beverage outlets have continued to fill up the cashiers for hotel chains in previous years. Pertaining to F&B outlets, varied factors have been talked about right from innovation to local produces to giving guests a home-away-from-home experience. As **Arif Patel**, Regional Vice President – Sales & Marketing, Hyatt India explains, “A good hospitality experience is the exceptional food and beverage experiences, which are key enablers. This fact is well-engrained into hotels, who proactively focus on delivering unique gastronomic experiences.”

THE PROFITABILITY

As the adage goes, money makes the world go round, with a similar sentiment, the F&B outlets within hotels are the cash cows. As **Sandeep Bhatnagar**, General Manager, Ramada Plaza by Wyndham Chennai, India asserts, “It is certainly profitable to have restaurants within properties, which is close to profitability touching 35%. This is just dining in-house with us after removing all kinds of costs involved in running the food outlet at a hotel. Subsequently, the in-house dining outlet also adds value for guests and generates another stream of revenue for the hotel. We have seen growth in our occupancy levels over the past three months between 12-15% and looking ahead, the restaurants will soon be back to their usual profitability levels.”

Due to impacts on the hospitality industry caused by COVID-19, it has also become imperative to drive efficiency in all areas of business to reduce costs. The variety of F&B options including common kitchen for the all-day restaurant, and coffee shop with the in-room dining option has driven top line growth by way of reducing running cost.”

Elaborating further, Patel says, “At Hyatt, F&B has always been an important part of the brand portfolio, with a revenue contribution of around 50%. We place a lot of emphasis on curating carefully cultivated dining experiences specific to each hotel. It has always



been our endeavour to create not just menus, but differentiated dining experiences.”

WHY DINE-IN?

Change is inevitable which is why most F&B outlets are looking for constant innovation in order to retain guests and this has become even more important in the current scenario. As Patel puts it out, “Generally, when guests dine in hotels, they look for ways to escape their daily routine and try something new. Basically, they covet a wholesome dining experience to derive a sense of contentment. At Hyatt restaurants, innovation and differentiation is visible in all our experiences we offer. Venues such as The Hong Kong Club and AnnaMaya at Andaz are great examples of innovation. AnnaMaya is a modern European Food Hall in India, and is inspired by the flavours of India. The Hong Kong Club offers dim sums, tasting menus and signature small plates inspired by Cantonese flavours. The Colony Clubhouse & Grill at Grand Hyatt Kochi Bolgatty promotes sustainable seafood practices fuelled by ancient cooking methods of cooking over open fires and grills. And finally, Hyatt Regency Delhi was the first hotel to promote authentic cuisine with chefs from the country the food originated in, as well as import produce from the country of the cuisine’s origin.”

However, Bhatnagar has a different take, explaining that travellers opting to stay in hotels these days expect a guarantee towards safety of their health. The standards of hygiene maintained by hotels are surely uncompromised and have several quality checks in place. The foods served definitely have a much stronger assurance of quality and safety than most single/stand-alone restaurants, which is much needed in the given scenario. The other factor is that a business traveller comes with the expectation of fast service available just at one single call. Lastly, dining-in offers flexibility, saving time and effort along with personalisation.

THE DIFFERENTIATION

The vast variety of F&B outlets has certainly led to stiff competition thereby giving guests a tough choice with hotel chains. Several factors are taken into consideration such as loyalty programmes, out of the box thinking and much more in order to tap guest preference. Guests prefer on-site F&B outlets as they are convenient and offer a vast array of options. As Bhatnagar states, “On-site restaurants also create intangible benefits, if planned well as that retains hotel guests who enjoy in-house offerings rather than stepping out for a meal. Local residents also visit the on-site restaurants which helps hotels to break-even.”

THE CHALLENGE

The fancy of dining at a star hotel has always been a lure for many guests as well as locals. However, there is constant innovation required in order to be on top of the line and stay profitable. In today’s tough times, hotels certainly ensure one fact and that is the quality of food and service. Reiterating the fact, Patel adds, “F&B services and outlets within hotels contribute significantly towards driving overall reputation of the property in a market. It is therefore imperative that hotels choose the finest quality of produce. At Hyatt,

while devising the menu, it has been our mantra to choose a global menu with local, seasonal produce taking centre stage and narrate a story around it.” Bhatnagar on the other hand comes with a different view. In his words, “Extensive marketing is a challenge and many competitors use e-commerce platforms to offer door delivery. This factor forces a hotel to redesign their strategy on a regular basis to meet expectations of the guests. The e-commerce platform offers several discounts there presenting a plethora of options for guests. Second, the next big challenge is turnover of talent. In the current scenario, there are wide options of switching jobs, so if employees are not well-engaged then you always have a fear of losing your well-trained staff to competitors in the market.”



ARIF PATEL



F&B has always been an important part of the brand portfolio. We place a lot of emphasis on curating carefully cultivated good hospitality experiences”



We have seen growth in our occupancy levels over the past three months between 12-15% ; the restaurants will soon be back to their usual profitability levels”



SANDEEP BHATNAGAR

F&B IS HERE TO STAY

A hotel guest be it a tourist or businessman is always looking for convenience be it in their choice of stay or even food. The F&B outlets within hotels offer exactly that and much more as Patel explains, “In addition to driving revenue and attracting more guests, dining outlets at hotels contribute significantly towards building reputation of a brand as a one-stop-destination. Moreover, for Hyatt, nurturing the local community is a key priority and through our F&B portfolio, we are able to not only engage with neighbouring raw material suppliers, but also help them generate a consistent revenue stream.” Bhatnagar concludes that F&B outlets make a hotel complete in its true sense. Having F&B outlets certainly helps driving the profitability in a big way. In fact, in certain hotels, the F&B revenues are surpassing room contribution to overall business too and in some cases such outlets play a role even in the decision of selecting the hotel to stay.

Reinvent & rescale

Facing a huge challenge tackling the COVID-19 pandemic, eminent leaders of the hospitality industry brainstormed together during a virtual session of India International Hospitality Expo (IHE) on navigating the marketplace out of the crisis.



Manas Dwivedi



DILIP PURI
Founder & CEO

Indian School of Hospitality

As an educator, parents question us saying, should our kids even study hospitality?

If that is the crisis today, there will be no one wanting to work in the industry. When it comes to rescaling, it is an opportunity because hospitality is the only industry which provides transferable skills, so we need to upscale the talent to be prepared for a multitude of tasks to work in other sectors dependent on hospitality.



KB KACHRU

Chairman, Emeritus & Principal Advisor
South Asia, Radisson

Hotel Group

We all have to accept that the hospitality market has shrunk. We have seen losses amounting to ₹90,000 crore. Although we have green shoots of revival, but I still think significant recovery will not be seen before end of 2022 or early 2023. To stay afloat, we have to reinvent ourselves, retool our resources & focus on what the government is doing for us.



ANIL CHADHA
COO,
ITC Hotels

We have moved from the phase of conquering to co-existing. The new normal is the new world for both associates and guests. Hygiene, health and safety are the new buzzwords. We are going through very tough times but are preparing ourselves for the battle. We need to make our entire model efficient in every respect. We have to survive for at least the next 12-18 months.



RAJIV KAUL
Advisor

Leela Palaces Hotels & Resorts

As hotel managers, we need to focus on achieving breakeven as an immediate goal. While the vaccine will have its own trajectory, we will have ups and downs, but we need to take full advantage of all the micro-opportunities for growth. This is the single most important thing, which general managers should focus on. Secondly, we need to ensure that jobs are not lost.



**SONICA MALHOTRA
KANDHARI**

Joint Managing Director

MBD Group

Before COVID started, more than 50 per cent of the hospitality players were feeling stress on their balance sheets. COVID has worsened the scenario. If this crisis continues for another year, the mortality rate in the industry will see skyrocketing numbers. With less government support, the 'Make in India' initiative will also take a hit.

'We are looking at tie-ups'

The plan is to go on an expansion spree and by the end of the year we should be present in more than eight states, says **Ankur Chawla**, Co-Founder, Responsible Whatr.

How did the idea of Responsible Whatr come about?

Born out of love for all things sustainable and in order to phase-out the usage of single-use plastic, Fabonest Food and Beverages started its operations in 2019. However, the first product 'Responsible Whatr', India's first natural spring water beverage in an aluminium can, was unveiled on the occasion of World Environment Day on June 5, 2020.

I've been in the beverage space and have had extensive experience of over a decade in hospitality. I met Bhriгу Seth, whose love for agriculture led him to set up his base in the Himalayas. Together, we started exploring opportunities in the agriculture space and ways to make it big in that domain. While we were at it, we realised how passionate we both were about environmental issues and always looked for ways of doing things in the most eco-friendly ways. One thing led to another and during the course, we discovered this amazing virgin source of water in the Himalayas. Our multiple brainstorming sessions and ideation gave birth to 'Responsible Whatr'. We worked day and night round the clock to shape our dreams. After two years of R&D, we were able to unveil the product and introduce these cans to the market.

What is the USP of your brand?

The water comes straight from the natural spring and we do not pump ground water. The water is pure with a lot of natural minerals and the pH is around 7.4 which makes it slightly alkaline. We just purify the water and the processing of the water is also as natural and we do not try to change the property of the water at all. Also, we package our water in aluminium cans which are infinitely recyclable. In fact, we are procuring our cans from Ball Corporation and our cans are made up of



ANKUR CHAWLA
Co-Founder
Responsible Whatr



We sold more than 1 lakh cans within four months of the launch and this was during the pandemic"

around 70 per cent recycled material. Aluminium cans are recycled over and over again in a true 'closed loop' recycling process, which means the crushed can that went into the dustbin has a huge chance of being recycled and will come back again to the shelf.

How many hotel chains do you cater to? Are you looking for more tie-ups?

We do cater to a lot of hotels like Leela Hotel, Pullman Aerocity, Karma Chalets, Karma Lakelands, IBIS Hotels, Kampai, Diablo, Plum by Bent Chair, ATM, Pings, Jamun, Sidecar, Qla, Daryaganj & clubs like The Quorum Club. We are looking for more tie-ups as we plan to target B2B and B2C segments.

What are your plans for expansion?

We launched the cans firstly on our home ground Delhi-NCR where we are strong. From the day we launched, we have been getting numerous queries pan India. Today we are present in retail stores such as Foodhall, Modern Bazaar and a lot of premium stores in Delhi and a few other states in India. The plan is to go on an expansion spree and by the end of the year, Responsible Whatr should be present in more than eight states. We are also in talks with some chains for pan India contracts which will eventually make us expand our footprints.

What are the sales projections for the next six months?

We sold more than 1 lakh cans within four months of the launch and this was during the pandemic. We feel the concept has been accepted very well. And this is just the beginning, in the next six months we plan to launch a new SKU in 250 ml as well which is majorly for banquets, rooms, minibars etc. Keeping that in mind we will surely cross more than the expected numbers.



Touchless hospitality

Technology in hospitality has certainly seen a new light with emergence of the pandemic. The new change has made the industry explore new technologies in order to survive this difficult phase.



Charmaine Fernz

A recent report by Howarth HTL (Hospitality, Travel, Leisure) titled 'Providing High-Touch Through High-Tech: Resilience in Hospitality Through Human, Technology & System Convergence' states that the pandemic is accelerating the industry's journey in an 4.0 era that weaves artificial intelligence and digital technologies into the everyday lives of individuals, businesses and society.

This suggests some pertinent questions, such as, can this advancement of technology provide a silver lining opportunity for one of the oldest industries – an industry positioned as a high-touch, customer-centric one, providing home and food away from home? Can technology also assist in connecting hotels, local businesses and global markets?

Addressing this new trend, **Kush Kapoor**, CEO, Roseate Hotels & Resorts states that, "We have discovered new nuances in hospitality to give to our guests, an experience and satisfaction keeping all hygiene and safety standards in place. In a bid to minimise physical contact with guests, we launched the 'Care by Roseate' programme; an approach towards instilling confidence among our guests about their safety while staying and dining at restaurants across our six properties in India and the UK."

A CATALYST FOR CHANGE

This brings us to an important fact that the current uncertain times have been catalysts for re-imagination of traditional hotel operations. This pandemic will be no different. With volatile occupancy levels and average daily rates, hotel owners are adopting new technologies to mitigate risk and bring more certainty to hospitality. Key technological improvements help mitigate some operational challenges that arise due to the uncertainty surrounding the pandemic: a possible second wave, a possible vaccine with an uncertain timeline.

It is the constant need for innovation that lead the Group to launch the 'Care by Roseate' programme, which involves stringent procedures in place to ensure no contamination via any route. Display of 'Safe' status in Aarogya Setu app for staff and guests and wearing masks is a must to enter the hotel premises. Touchless check-in would be facilitated via the app, in which all information would already be pre-registered.

As Kapoor explains, "'Touchless Hospitality' is the new future which is here to stay. Here for dining, wherein guests while booking a table through the app can see the menu and order. The guest shares their location with the hotel so that the kitchen staff start preparing the meal when guests are en route to the hotel restaurant.

Guests also have an option to add more items while having their meal. In addition, the app also allows guests to see food being prepared in the live kitchen. At the end, the bill comes on the app on which it can be paid via credit cards.

In association with Bird Apps, there is also delivery of laundry to a guest's doorstep with utmost safety and hygiene through the Launderette app."



KUSH KAPOOR
CEO
Roseate Hotels & Resorts

THE IMPACT

The adoption of technology comes at a cost and in current circumstances, the question that arises is, would this widespread change affect personnel resources within hotels. As the report suggests, replacing some functions with technology leads to additional cost savings as well. For instance, the digital key technology is far less expensive than the older RFID plastic key-card technology for door locks. The newer technology is also highly energy efficient, thereby reducing utility costs – one of the largest line items in a profit and loss statement within a hotel.

Hotel developers and owners are typically charged with an upfront cost at the beginning of switching to newer technology, where benefits and cost savings are higher in the long run.

Explaining the different point of view, Kapoor explains, "At Roseate, employees are our biggest asset. In India especially, the focus is more on personnel resources. Hence, we try to get optimum utilisation from each personnel by training them to multitask and assist in different departments of the hotel. However, technology has helped in enhancing staff's time management. Since we are following a paperless process for stay and dining it is not only efficient but quicker as well, which gives our employees time to engage in other activities."

THE NEXT PHASE

The future is all about being technologically-advanced thereby minimising time and enhancing resources. In this light, the report questions the fact which states that can technology assist hotels as travel opens up when the COVID-19 pandemic is contained? Today's hospitality industry is being transformed into a technology-based one, supported by artificial intelligence, cloud computing, and various mobile applications. Aspects of traditional hotel operations have continued to use technology-enabled hardware and software. Technology enables hotel operations to become adequately contactless, thereby ensuring social-distancing between guests and staff.

Expressing a similar sentiment, Kapoor further adds, "Digital is the future for Roseate Hotels. Technology which only adds value to the guest and is simpler in usage offers tremendous amount of guest comfort along with winning the guest as a lifetime patron. However, technology needs to work seamlessly with our personnel resources considering that India has an abundance of human power and we want to utilise it.

Our regular guests have appreciated that everything is happening through their mobiles now, however teams are always around and accessible to them in case of any assistance required further anytime, anywhere. Even though it's contactless, a small conversation with the guests' can sometimes make it easy and comfortable for them during their stay.

We also do a lot of research and development with start-up companies and our sister concern Bird Apps to have effortless service at our hotels by maintaining minimal cost and optimum utilisation."



Technology offers tremendous amount of guest comfort along with winning the guest as a lifetime patron"



New partnerships

G Kamala Vardhana Rao, Chairman & MD, ITDC, talks about their preparedness before opening and other initiatives that the PSU is undertaking to revive and reinvent itself.



Nisha Verma

What helped you sail through the lockdown?

At ITDC, we have been standing together as a team and working to support government initiatives, while implementing multiple proactive and precautionary measures to contain the threat caused by the pandemic. To support frontline healthcare workers of government hospitals during lockdown, ITDC provided 2,000 cooked and packed meals daily, prepared in our flagship hotel - The Ashok. Samrat Hotel provided quarantine accommodation to repatriates returning on Vande Bharat Mission flights. ITDC also contributed ₹22.50 lakh towards PM-CARES fund.

How has business been since opening, in terms of occupancy and MICE?

We have the advantage of a large inventory of rooms and banqueting space, which can be leveraged for maintaining social distancing and room turnaround norms to the benefit of our guests. There have already been days when every banquet venue was booked – a closed date in today's times.

Demand for room business is also picking up and will stabilise in a few months from now. When guests feel safe, they travel. Once they experience our services and commitment towards their safety, they spread the word and return.



We are exploring long-term tie-ups with people & corporates who want to take up rooms or an entire wing of the hotel”



G K VARDHANA RAO
Chairman & Managing Director, ITDC

CATERER FOR PARLIAMENT

ITDC has been entrusted with the responsibility of being the official caterer for Parliament House, including their various buildings, offices & canteens. The team at ITDC is well-equipped to provide highest standards of service and has deployed experienced officers at the unit. The staff is trained to operate in the new normal.



Additionally, we are exploring long-term tie-ups with people and corporates who want to take up rooms or even an entire wing of the hotel for long-term or alternate use.

Could you tell us about the new initiatives at ITDC?

In order to reinvent itself with the changing scenario, ITDC, besides consolidating its remaining business, has further diversified into new service-oriented business activities. ITDC signed an MoU with the Andhra Pradesh government in the areas of skill development.

In addition, Ashok Tours & Travels is expanding its business of ticketing and cargo handling by signing MoUs with various organisations. The Ashok Events division also conducted multiple hybrid events for various ministries. We are also looking at expanding our Duty-Free business at seaports. A new shop is in the pipeline for early 2021, and we are in talks for larger spaces at some of the existing shops.

A speedy recovery

We have opened over 30 outlets in the last five months which has been one of the biggest achievements for our team, says **Samrat Reddy**, Founder & MD, Drunken Monkey.

What is the USP of your products?

The biggest USP is that we are doing something very basic. Our brand is all about fruits, nuts & vegetables, using what is natural and commonly available. We blend it in a unique proportion with no added sugar or preservatives, making it a healthy drink. Also, we don't really have competitors that even reach close to what we are. And, we are proud to be the only smoothie chain in the country.

How are you dealing with the ongoing crisis?

Post-lockdown we started recovering our business at a faster pace compared to the other brands as we offer healthy options. We are back to 75% of our usual sales. We are sure to recover our entire business before the end of this year and pick-up our growth from next year.

What is your market reach in terms of retail outlets across the country?

There are 81 operational outlets in 29 cities including Hyderabad, Chennai, Bangalore, Mumbai,

Pune, Kolkata, Nagpur, Ahmedabad, Surat, Kochi, Trivandrum, Vizag, Vijayawada, Pondicherry, Guwahati, Jabalpur, Nellore, Madurai, Trichy, Rajahmundry, Vellore, Tirupati, Coimbatore, Guntur, Nizamabad, Warangal, Palakad, Kakinada, Indore.

Do you have any plans for expansion in the near future?

We have already signed our outlets in the Northern region and will be operational within a month. We have opened around 30+ outlets through the pandemic in the last five months which has been one of the biggest achievements for our team. As of now, we have 100+ outlets and are focused on planning our expansion throughout the country as well as abroad.

Our major goal is to expand with our current partners (franchisees) as they understand our product and vision completely. We have enough existing partners now to grow together, at the same time we are happy to have new partners as well who believe in our vision of spreading the healthy culture and join us to take the smoothie revolution forward.



SAMRAT REDDY
Founder & MD,
Drunken Monkey



We are back to 75% of our usual sales, our recovery rate is better than other brands”



Invigorating stay in Pattaya

X2 Vibe Pattaya Seaphere Residence is the perfect chic and chilled-out holiday destination.



This modern design hotel offers guests a relaxing, cosmopolitan location that sets the scene for the ultimate holiday getaway. X2 Vibe Pattaya Seaphere Residence celebrated its third anniversary in December. Making the most of its location to give guests that feeling of being in Zen mode, the Cross Hotels' property has on offer some much-needed relaxation at its rooftop. Guests can

take in a panoramic view of the sea while chilling out at X2 Vibe Pattaya Seaphere's stylish rooftop bar. For those looking to dip into water while still enjoying a spectacular view, the 8th floor infinity pool will let them take in Pattaya's lush scenery and calm sea, far above ground level.

But, a great place to stay also needs to be accompanied by delicious food and snack options. The 4K Restaurant lets you capture the serenity of the sea while enjoying the wide range of local and international delicacies served.

For a delightful stay, the trendy residence offers 65 rooms. In true X2 Vibe style, the design of the residence both impress and inspire the guest.

Chefs UNLIMITED
The Line They Follow

Uniforms Unlimited

EXCELLING IN ALL UNIFORMS FOR THE HOSPITALITY INDUSTRY.

ZUBIN MEHTA (MD & CEO)


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BY ZUBIN MEHTA

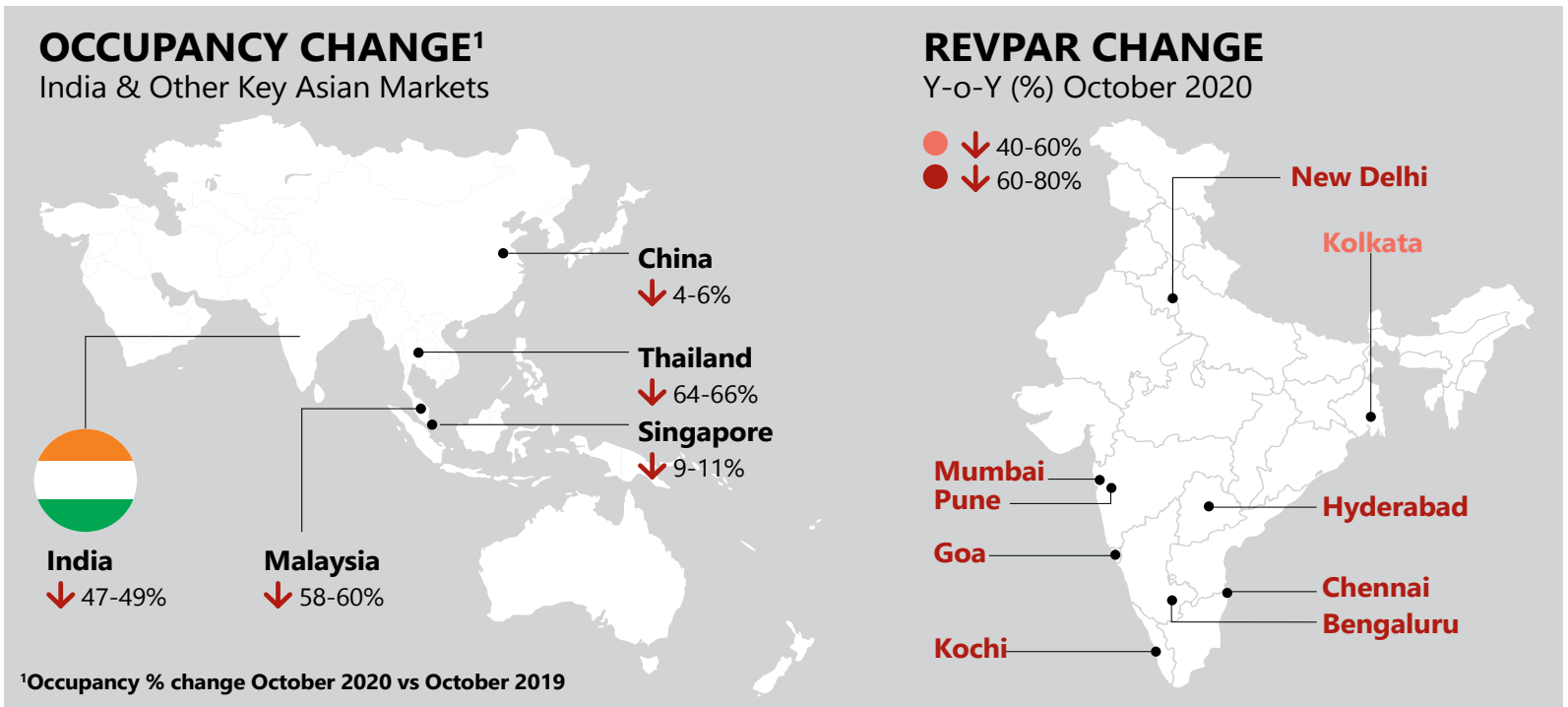
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Key markets witness spike in occupancy

HVS ANAROCK's recent Hotels & Hospitality Overview shares statistics on the India average across the hotel sector, occupancy change in India & other key Asian markets, RevPAR change & hotel signings in October 2020.

HOTEL SECTOR		Key Stats (India Average)		OCT 2020	M-o-M (%)	Y-o-Y (%)	OCT 2020	SEP 2020	AUG 2020	JUL 2020
	ADR	₹3,700 - ₹3,900	↑ 6-8%	ADR	↓ 31-33%	↓ 29-31%	↓ 29-31%	↓ 29-31%	↓ 36-38%	
	Occupancy	29% - 31%	↑ 20-22%	Occupancy	↓ 47-49%	↓ 59-61%	↓ 60-62%	↓ 62-64%		
	RevPAR	₹1,070 - ₹1,210	↑ 29-31%	RevPAR	↓ 64-66%	↓ 71-73%	↓ 72-74%	↓ 76-78%		

Source: HVS Research



Source: HVS Research



Data collated by HVS from 15 Hotel Operators as of 25th November 2020.

Source: HVS Research



Does
your hotel
have a
COVID
compliance
certificate?



Trends post-COVID

Transparency in communication, flexibility in cancellation, technological advancements and value for money are some post pandemic trends to watch out, says **Mark Willis**, CEO, Turkey, India, ME & Africa, Accor.



Shehara Rizly

What trends do you foresee post the pandemic?

The main trends we have seen this year which I foresee will continue are:

Transparency in communication: Guests want to feel safe and be aware of everything we are doing to ensure their safety more than ever before. For this reason, we have launched the ALLSAFE programme in partnership with Bureau Veritas to ensure guests can be aware of the steps that are being taken on a daily basis in the hotel.

Flexibility in cancellation: We all know that making long-term plans can be quite tricky nowadays. As regulations change very regularly, which may impact travel, we need to ensure we provide enough flexibility for our guests to be able to move or cancel their stay at short notice.

Technological advancements: Hand-in-hand with safety, COVID has accelerated the need to advance technological features in the hospitality industry. Some of these have been included in our ALLSAFE programme, such as digital menus that can be viewed on your own mobile, WhatsApp communication with hotel teams and self check-in/check-out when at the hotel.

Value for money: This year has impacted everyone to some degree. At Accor Middle East & Africa we recognise the need to be able to offer guests our services and fantastic locations at an affordable rate. With this in mind, we have launched an exclusive 50 per cent off for our loyalty members when they sign up for the programme (which is free) and book our hotels through their profile. This offer is running until the end of the year for stays until March 2021.

As of now, are more bookings being done online?

Currently we are seeing a positive trend in direct individual bookings mainly from the leisure market. Some of our source markets traditionally still book through agents or operators so we will see these bookings increase once travel restrictions ease in these markets.

When do you think group travel will resume?



Until international travel resumes and travel restrictions ease, we are seeing staycations as a very positive trend”



MARK WILLIS
CEO, Turkey, India,
ME & Africa, Accor

Group travel is highly dependent on flight paths opening as well as the decrease in travel regulations. We believe we will start to see some pick up in the coming months, however we will only see the same levels of business we saw in 2019 across all segments by Q4 2021.

Would you look at new recruitments for next year? Or will you call back some of the staff?

Our main priority is to rehire any team members that may have been unfortunately affected by business levels dropping during COVID-19. We are actively working with hotels which are starting to recruit to ensure these team members are looked at first before looking in the market.

So far we have very positive results with a number of team members already rehired in some of our upcoming property openings, as well as existing properties which are seeing business levels increase and therefore the demand for team members onsite increase.

How has the demand been from local and regional markets for the ME?

We are seeing very positive demand from both local as well as regional markets for Middle East. With the ease of travel restrictions, we are seeing bookings coming from neighbouring countries in the Gulf region as well as demand for local staycations from residents and locals within the markets. Staycations are proving to be quite popular since the ease of restrictions, especially in the UAE which was one of the first countries to ease both internal travel and international travel. We are also seeing the same trend in Egypt and Morocco, where locals and residents are choosing to spend their weekends in hotels. Until international travel resumes to pre-COVID levels, and travel restrictions ease, we are seeing staycations as a very positive trend.



Is your
covid certificate
authenticated
by the
national board
of the country?



Weddings get leaner

Turning the adversity of small gatherings into opportunity led to the growth of the trend of intimate destination weddings, says **Sylvain Laroche**, Director of Operations, ibis & ibis Styles, India,



The global pandemic has made social distancing the norm, which has in turn globally affected the way people celebrate. The spread of COVID-19 has given rise to smaller and intimate gatherings as the big fat Indian weddings turned leaner this year. With fewer people being able to travel, virtual ceremonies have been paving the way for technological advancements at hotels across the world. Watching the rituals on the big screen is a whole-new experience for guests. From attending office meetings to online lectures, attending weddings online is fast emerging as the latest trend.

The wedding industry in India was pegged (according to Digital Classified in India 2020 by KPMG India and Google) at an estimate of \$50 billion and a rapid annual growth rate, which was attributed to the fact that half of India's 1.3-billion people were aged below 30 and an estimate of 10 million weddings held annually. Popular online wedding platform Shaadi.com said that a 20-30 per cent surge in the online matchmaking industry during the lockdown is going to result in a reasonable uptick in the number of weddings.

At ibis, we are delighted to see a gradual uptick in wedding queries and bookings over the last few months. Few of our hotels like ibis Jaipur Civil Lines and ibis Delhi Aerocity offer exquisite poolside venues ideal for intimate weddings. Strict adherence to social distancing norms and hygiene protocols remain our top priority. At



SYLVAIN LAROCHE
Director - Operations,
ibis & ibis Styles, India



At ibis, self-help buffets have been replaced with one-bowl eats, pre-plated food options served by the team”

all ibis hotels, we have adopted contactless measures from booking the room and check-in to check-outs and payment procedures.

While some couples have been postponing their wedding, the others are looking for curated food menus and fine décor for their D-day. Pool-side venues that were earlier used for pool parties are now being used for bachelor's night and haldi ceremonies. With the shift in trends, there is a pent up demand due to all the weddings and events that were put on hold during the lockdown period.

Good food, music and décor are at the heart of any celebration. At ibis, self-help buffets have been replaced with one-bowl eats, pre-plated food options served by the team. Our interactive kitchen concept at Spice It – the restaurant, also offers confidence to guests. The food culture at different cities ranging from Kolkata to Delhi to Jaipur is extraordinary. We aim to blend different cultures through food under one roof.

We promise and aim to make every moment personal for the bride and the groom. We don't hesitate to go that extra mile to make the biggest and brightest day of their life a safe and memorable experience.

(The article has been written by Sylvain Laroche, Director of Operations, ibis & ibis Styles, India, the views expressed are the author's personal views.)



Do you have
a **Global**
recognition
for
Covid safety?



A frugal approach

COVID-19 has taught us to get our basics right, says **Ravi Rai**, Cluster General Manager, Novotel Visakhapatnam Varun Beach, Novotel Vijayawada Varun and The Bheemili Resort, Accor.



Neha Rawat

What were your biggest learnings this year?

The pandemic has taught us many things and the one learning that will stay with me for years to come is that we should be prepared for any circumstances. The 'new normal' lifestyle that we have adapted to now has given new meanings to adaptability & flexibility. COVID-19 has taught us to get our basics right i.e. our safety & hygiene measures that play a vital role now. The ALLSAFE label by Accor includes new elevated cleanliness protocols & standards and provides assurance that these standards have been met in our hotels. The learnings also include exploring new avenues for business.

What have you drastically changed for the future in your brand?

To ensure the guests safety, through Accor's #ALLSAFE programme, we have intensified hygiene & prevention measures at all the three properties. The following measures have been undertaken by the hotels as part of #ALLSAFE:

- Dedicated guest hotline to answer questions.
- Employees given comprehensive safety & hygiene training



RAVI RAI
Cluster GM,
Novotel and The
Bheemili Resort,
Accor

- Social distancing enforced in all common areas.
- Contactless check-in, check-out and payments carried out whenever possible.
- Sanitiser provided in key public areas. (Front desk, elevators, restaurants, etc.)
- Reinforced cleaning programme in public areas with frequent disinfection of all high touch areas.
- Reinforced food safety standards and new protocols.

Any initiatives or new concepts that your brand introduced or is planning on introducing?

The hotels are dedicated to working towards a more frugal approach. Technology is playing a vital role which has aided us in curating services like virtual meetings, hosting virtual weddings with Novotel's latest initiative – Vivaah at Novotel which is crafted, designed, and conceptualised for the contemporary virtual weddings. With this initiative, we are providing the guests with an opportunity to connect with all their relatives and friends to join in for both physical and virtual celebrations, while maintaining social distancing norms through a web telecast of the wedding celebrations.

The two distinctive features of this initiative are 'Dawat by Novotel' and 'Shagun by Novotel' for food and gift hampers respectively which are the two integral parts of any Indian wedding. The guests attending the virtual wedding will have the same culinary experience delivered at their home, which is served at the host hotel through Dawat by Novotel. Shagun by Novotel will help guests in delivering selected gift hampers to their relatives and friends from a plethora of gifting options starting from Royale package, luxe package to the premium package.



Novotel's latest initiative – Vivaah at Novotel is crafted, designed, and conceptualised for virtual weddings”





Government of India



**Ministry of Commerce
& Industry**



QCI

Quality Council of India



NABCB

**National Accreditation
Board of Certification
Bodies**



QualStar

‘Conscious leaders’

What we do today as conscious leaders will determine if our guests and employees will keep coming back, says **Scott Knepp**, Management Analyst, Horwath HTL Atlanta.

Staying in the present moment can be difficult for the hotelier (or any business executive). That said, we also know that the most rewarding moments of the job are the in-the-moment connections that we make with our team members and our guests. With all of the uncertainty, fear, and division that consume our landscape, these moments are more fragile & sacred than ever and must be navigated with thoughtful leadership.

Here are five present moment actions that you can take to have a significant impact on your guest experience and the morale of your team:

1. Practice what you and your organisation say you are going to do.

Your organisation has probably sent out an email outlining all the safety measures to keep people safe while they are guests in your hotel. You have signs in the lobby, plexiglass over the desks, payment screens pushed back. Those elements make a guest feel safe. The moment one employee does them half-heartedly or doesn't ensure that other guests are complying, that trust is gone and might not be rebuilt. Brand expert and author, Marty Neumeier, says in *The Brand Gap* that, "A



The practice of social distancing makes it all the more essential to connect with our employees & guests"



SCOTT KNEPP
Management Analyst,
Horwath HTL Atlanta

living brand is a collaborative performance, and every person in the company is an actor." Your front-line team member didn't write the script, but they will determine its success.

2. Your team members won't do it if they don't see you doing it, or if they don't understand why.

People need to understand clearly why they are doing something. Just telling them what to do is a great way to see it not, or begrudgingly being done. "Wear a mask in guest areas and the break room" and "We all need to wear masks because we all have a commitment to show our guests, our employees, and you that we are making every effort to ensure your safety." These statements sound different, and they will elicit different levels of compliance. Do not assume people know.

3. Put on a good show.

This is one of Disney's operational standards. A good show used to mean that housekeeping should be invisible, as if the property were always immaculate. Also, give your employees a script of what it sounds like to approach a guest who is not following the standards and let them role play with you. Rehearsals make for better performances.

4. Define and provide space for when it is ok to loosen on requirements.

I bet the first thing you do when you get to your office is to take off your mask. Your housekeepers are no different. If you don't find the time and place for them to do it safely, they will find it on their own, and it might not be where you want it to be. Author Stephen Covey says in *The 7 Habits of Highly Effective People* that "The cause of almost all relationship difficulties is rooted in conflicting or ambiguous expectations around roles and goals." The more clearly you define your expectations, while still making room for your employee's goals (finding a time to take a break from the mask), the more empowered your team is to meet expectations.

5. Keep conducting your team meetings, one-on-ones, and lobby walks.

Your scope of influence will not extend outside of your office if you aren't regularly checking in with your guests & team members. Circumstances may dictate that you do this differently, but find creative ways to connect. The practice of social distancing makes it all the more essential that we are connecting with our employees & guests, and that we demonstrate our care for them. What we do today as conscious leaders will determine if our guests and employees will keep coming back.

(The article has been written by Scott Knepp, Management Analyst, Horwath HTL Atlanta, the views expressed are the author's personal views.)



**The
only
accredited
Covid
compliance
certification
body
in
India**



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In accordance with ISO/IEC 17065:2012

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Holistic learning

Dr. Sandeep Kulshreshtha, former Director & Professor at Indian Institute of Tourism and Travel Management (IITM) shares insights on the changing scenario in the hospitality industry.



Neha Rawat

How has the response been for online internships in the hospitality industry? Are they picking up amid the pandemic?

Today most of the students are opting for online internships. For students in India, the concept is new. However, in some of the countries, especially those in the Scandinavian region, online internships are very common. Firstly, for students who pass out from hotel management institutes, it is essential to keep abreast of the trends in technology and marketing, especially social media marketing. Secondly, what we have witnessed in the hotel management space is that internship exposure is not confined to just one sector, for example, in the food and beverages sector, hoteliers are increasingly focusing on healthy options like immunity boosting foods and beverages. So the focus is on a holistic learning approach and knowledge is imparted to students on all aspects through online internships. Almost 20 to 25 per cent training is being given in the five-star hotels. The use of technology in the hospitality sector has been added as a new subject while internships also focus on app based technology.

What do you think the hospitality industry needs to focus on, especially when it comes to meeting the expectations of employees as well as guests?

We have to work together in the sense that it is not just all about the management but employees



DR. SANDEEP KULSHRESHTHA
Director & Professor
IITM

as well. So there has to be a synchronised effort. And, a synchronised effort means being concerned and taking care of your entire workforce. Also, you need to be a smart host. As a smart host you have to conduct training, especially when it comes to adopting new protocols and using new technology across the board. . Finally, the focus needs to be on tourism and hospitality. We cannot segregate them as they are interrelated. So smart destinations or smart hotels are also very important. A smart hotel or restaurant knows how to use technology so that the customer or the client can be happy. When we talk about the hospitality sector, we must take into consideration the needs of smart guests. Today mind management, yoga, meditation, mental wellbeing, to name a few, are becoming important for customers, and hoteliers have to be prepared to cater to these needs.

As COVID vaccines are being rolled out, will the sentiment change for the hospitality industry?

Hospitality is something which would be required forever. The only thing is that parameters would be different. In the survival mode all hotels, restaurants, hospitality institutes, etc. are adapting to the new normal. In spite of the roll out of COVID-19 vaccines in the coming months, it might take a while for the industry to recover. Hence, we need to be prepared to take all kinds of precautions. When we talk about hotels and restaurants within the country, they have to adopt stringent health, hygiene and safety protocols.

Even in these trying times, events have been taking place. Weddings are also happening, but the question is, how to manage those weddings with lesser number of people and with the proper protocols. So all these things would remain, I think, for the next one or two years. Let us hope that things would change at the earliest in the best interest of the hospitality industry.



The focus is on a holistic learning approach & knowledge is imparted on all aspects through online internships”

Promoting tourism

We are working towards promoting domestic tourism through our new offering in Daman, says **Kevin Ashley Martis**, General Manager – Sales & Marketing (West India), The Fern Hotels & Resorts.



Please tell us about Fern Hotels & Resorts' new property in the union territory of Daman.

The Fern Hotels & Resorts are very strong in Western India, especially in Gujarat and Maharashtra.

We are pleased to announce that our strong presence in Western India is further being strengthened with our 76th property in the union territory of Daman – The Fern Seaside Luxurious Tent Resort, which has become operational from December 11 at Lighthouse Beach in Moti Daman.

With a scenic backdrop of the Daman Fort, the resort offers 30 luxurious sea-facing tents of 450 sq ft each with all basic and recreational amenities, and as our motto



KEVIN ASHLEY MARTIS
GM - Sales & Mktg,
Fern Hotels & Resorts

Barzinho – a bar that offers alcoholic and non-alcoholic drinks from all around the world.

We also offer a lawn of 10,000 square metres for special occasions and celebrations. The resort brings special tourist activities along with being easily accessible from major spots in the area. The Surat Airport is just 124 km away while Vapi Railway Station is merely 12 km away. We have started working majorly on making Daman & Diu more accessible with an aim at rejuvenating smaller destinations to promote local and domestic tourism. A Portuguese feel and vibe in the region is the USP of Daman, and with much to do and explore in both Daman and Diu, we are working with our Heritage Development



says, 'Hospitality with Responsibility' – we have taken complete care in being eco-sensitive as we offer eco-friendly lighting and toiletries along with taking care of the natural beauty of the place. With a total of 22 King size beds and 8 Twin beds, we have kept our guest's comfort as our priority. As no perfect stay is complete without good food, we offer several options closer to nature with O Gosto – our all-day dining restaurant to tantalise your taste buds, Gardenia – the garden restaurant and bar where you can dine out in the open air, Sea Lounge @O

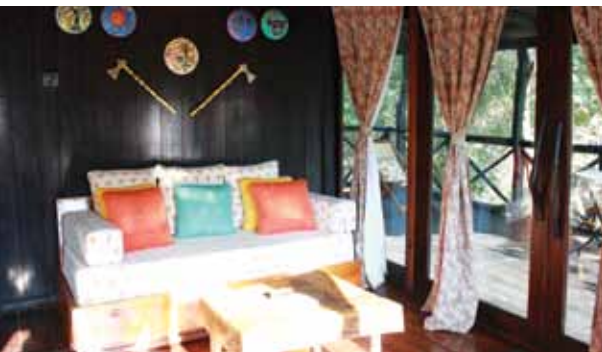


The resort offers 30 luxurious sea-facing tents of 450 sq ft each with recreational amenities”

Plans and Water Front Development Plans in developing activities & adventures found nowhere but in this region.

How do you foresee the year 2021 in terms of business?

In the year 2021, we will be strengthening our presence in West India with more properties to be operational soon in Kevadia, Junagadh, Jabalpur, Jambughoda, Jamnagar, Panchgani, etc., taking the count to 82 properties in India.



Pastoral holidays

The transformative power of rural tourism can help revive the industry, especially in times when travellers will prefer remote destinations. Two rural escapades – one in Kalimpong and the other in Pench offer just that.



Hazel Jain

Two different states – two similar offerings. With the pandemic emerged a rise in open, experiential stays. Individual owners of small, remote stays are taking advantage of this wave to promote their products as such – that celebrate the respective region's heritage, customs, culture and cuisine. We look at two experiences – one in West Bengal and the other in Madhya Pradesh.

PALIGHAR FARMSTAY IN KALIMPONG

At PaliGhar, check-in is simple, with no queues and fewer formalities. Its remote location makes it an ideal getaway during these times along with ample parking space for guests who opt to drive in their personal vehicles. **Kabir Pradhan**, Founder, PaliGhar Farmstay and PaliGhar Experiences Travel Division, says, "Flights have resumed for tourists travelling to Kalimpong in West



KABIR PRADHAN
Founder, PaliGhar

Bengal and so are other forms of transport. Since it is a little away from Kalimpong town, PaliGhar is surrounded by rural farmland and lush greenery throughout the year. Thanks to this, our guests can go on short hikes around the property that goes through forests and scenic view points, or hike to the Relli river where they can spend the day enjoying the cool Himalayan waters. We also encourage guests to get their hands dirty by participating in farming and learn about terrace farming techniques of the hills, sowing paddy saplings during the plantation season, or harvesting produce when it is ready."

PENCH TREE LODGE IN PENCH

The adventure begins in the dry forests of Pench in Madhya Pradesh at the beautiful Pench Tree Lodge – part of Pugdunde Safari. This staycation option allows guests to go on a journey of nature, wildlife, rural villages and awesome food along with senior Pugdunde naturalists and chefs, learning through the nuances of village life, their foods, and their stories. **Michael Swamy**, chef, author and wildlife photographer, associated with Pugdunde Safari, says, "At times you need to just let yourself go 'wild-free' where you learn about jungle techniques, bush cooking, and indigenous produce in the jungles of Central India with Pugdunde Safari."



Our guests can go on short hikes around the property that goes through forests and scenic view points"

Empower yourself

It is time we begin our inward journey to stay calm and do our best so that we can smoothly tide over this crisis, says **Laxmi Todiwan**, a Professor & Corporate Trainer and Founder of Indian Women in Hospitality (IWH).

The pandemic has impacted everyone on personal as well as professional fronts. These are the times for us to empower ourselves and prepare to deal with the situation the best that we can. Some of them being re-skilling and up-skilling ourselves; preparing for the newer and diverse roles. The times ahead will dictate the need for diversification and multitasking. The longest journey is the one we take inwards. Where should you begin that inward journey? It should start with minding yourself. Stay calm and do your best. Here are some ways in which we can empower ourselves:

CONNECT WITH OTHERS

Connect with others both on personal and professional fronts. Be ready to help others and also seek help. There are many ways to connect, not just a face-to-face meeting. We have discovered numerous ways to do that during the times of lockdown and social distancing. Meetings, training sessions and even academic teaching are happening online. Just because you aren't travelling shouldn't hinder the bonding; they are important from mental health perspective too. Ask yourself if you can contribute to the society, to the people who are vulnerable. This can be your Individual Social Responsibility and it may not always cost you the money. Time or skill volunteering can be of immense help.

POSITIVE MINDSET AND SELF TALK

As you believe so you do, how you train your mind decides your approach. Do you indulge in self talk? Do you ask yourself questions, the answers to which will help you build that mindset – positive or negative, growth or fixed. You choose where you want to be.

Some questions are hard-hitting but they bring a lot of clarity. For instance, you need to ask yourself, What is the lens through which you are looking at the difficult situation? What do you say to your children (They are going to grow up with that)? Is there one mindset shift that you'd empower yourself to ride this wave?

REGAIN YOUR EQUILIBRIUM

Re-centre yourself or connect with the core – something that'll help you to connect with yourself. Find that method that helps you to regain your equilibrium. It could be by means of meditation, exercise, following a hobby or being in the flow. They help bring your energies back. It is necessary for you to give yourself some downtime to reconnect with your core. Even organisations talk of core value, they are important at the personal level too. Are you committing to make it a part of your life? Think of ways to achieve it and start using them.

CELEBRATE SMALL SUCCESSES

Make winning a habit by celebrating small successes. Self appreciation goes a long way; be your own



LAXMI TODIWAN
Professor & Corporate Trainer and Founder of Indian Women in Hospitality (IWH)

cheerleader. Enhance your knowledge on subjects that interest you. Many online courses are available. Learn to set small targets; for instance, deciding on little things and accomplishing them such as '10 minute targets'. Each day or per week think about one accomplishment that you want to achieve and go for it. This puts you in the frame of mind to have accomplished a goal; and you'll want to do more of them.

SET A ROUTINE TO INCREASE PRODUCTIVITY

Go back to the drawing board, relook the way we'd want things to be. Be your productive best and see how it helps you to empower yourself.

As they rightly say, 'Different strokes for different folks'. Do you Sleep early / Wake up early or Sleep late/ Wake up late. How does this impact your rest of the day? You might want to review your routine for better productivity. Embrace the change, become emotionally intelligent and



Learn to set small targets; for instance, deciding on little things and accomplishing them such as '10 minute targets'”

creative. Talking to yourself in the positive is helpful and it energises you. Reinventing yourself will be a requirement for the future. The learners and professionals will survive due to their willingness to expand their knowledge and skill sets continuously. Some people will be with you whereas some may not. Move with people who are with you. Build the momentum by moving forward each day with a goal in mind and a charted direction that will take you miles ahead. Give yourself the power to handle any peril.

(Laxmi Todiwan is a Professor and Corporate Trainer. She is also the Founder of Indian Women in Hospitality (IWH). Views expressed here are her own.)



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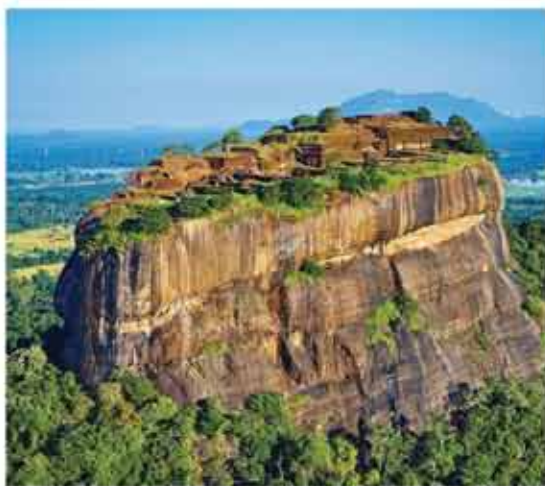
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Ochre unveils Christmas decor

Kolkata-based Ochre at Home (OAH) has unveiled Christmas décor inspiration in the form of an elegant Christmas dining table setting and a handcrafted pinewood Christmas tree. 'Made with recycled wood, the Christmas tree is inspired by the art of making handcrafted 'Czech wooden toys.' This sustainable tree features a natural finish. The distinctive tree is the perfect fusion of originality and beauty. With a minimal and compact form, it can decorate a diverse range of spaces. This Christmas tree setting showcases understated luxury and is warm and inviting.



Woollen rugs from Pequra

À Pequra, a brand known for its exotic collection of carpets, rugs and home decor accessories have launched the Woollen Rugs Collection. Pequra's collection comprises of beige, pink, red, blue, black, and grey rugs, made of 100% wool, which ensures hard-wearing and long-term durability. These recyclable and soft rugs come in unique designs and durable threads creating a stunning pattern in all. For a better look, you can add a few golden antiques to the room like a golden brass or a side table.



Remodel your uniforms with Dezenzia

Over the years the concept of uniform has evolved from basic dull and bland attire to trendy chic work wear. Designer uniforms are huge vehicles of branding for the company as well as a matter of pride for the employee. Dezenzia is a fashion brand conceptualised by Zubin Mehta of Uniforms Unlimited. The company provides chic corporate apparel to various sectors like hotels, airlines, schools, hospitals, corporates etc. The brand Dezenzia designs garments for the corporate world. Mehta believes that a stylish yet practical uniform enhances value and unifies the complete experience of hospitality. He has a holistic approach towards designing, which blends richness in cultures and offers finely styled uniforms, which are practical as well as elaborate enough to bring instant connectivity with the destination where the hotels/ resorts are located.



Statement furniture

Beyond Designs has unveiled a collection of statement-making furniture pieces each of which comes with a unique character of its own. Classic wood and age-old brass are combined in a contemporary style. A distinctive design concept and exquisite hand-crafting skills result in furniture pieces that command a second look. Elaborately designed brass handles add an exclusive detail to the Tropical Buffet Cabinet with walnut finish and beveled glass top. In Luka Buffet Cabinet a pleated wood structure is decorated with etched brass handles adding textural interest to the clean-line cabinet with brass shoes. The two-tier Junipero Coffee with walnut wood finish and brass legs features a no-fuss, streamlined design while the exquisitely crafted Victorian Cabinet in black solid wood with classic MOP inlay work is a show-stopper piece both for its artistry and elegance.

Herbea tea range

Herbea, a brand providing holistic experience with infusion teas has launched its eclectic variety of products. There are seven different variants including Diges tea for better digestion, Stabili tea for fighting diabetes by maintaining sugar balance, Detox tea for removing impurities from body, Cooling tea for cooling the mind, Immuni tea for helping improve immunity, De-stress tea to calm down the nerves, and Agili tea for better metabolism.





alsorg launches glass wardrobes

alsorg has unveiled two new designs of elegant glass wardrobes featuring luxurious materials and a range of surface finishes. Aperto design is characterised by warm and subdued colours, the latest walk-in wardrobe designed by alsorg aims to open up your bedrooms and merge them with your dressing area. The only divider between the two spaces is an island wardrobe; which is entirely made using European metal profiles encasing a brown tinted glass. All vertical partitions within the wardrobe area have either been kept open or have been constructed in see-through glass, so as to retain its spaciousness. The Forrado design comes with added vertical profiles, while still retaining the minimal and sophisticated look of basic glass wardrobes. This wardrobe is heavily equipped with imported accessories & fittings, most of which are clad in premium leather.

Yomei office desk

An innovative and sophisticated office desk – S 100 – by Yomei has been launched in India by Plüsch. The S 100 Curved Desk Soft table top with or without height adjustment comes with the S 100 Storage unit that can be used as a room divider, or the S 100 Container. The storage unit has a structure in Pantex taupe and front design in micro-leather beige, and its elements can be individually planned. The lifting mechanism for height adjustment is integrated in the storage unit. With its versatile features, this office desk allows you to create a smart workstation anywhere.



Inhabit launches Charpai collection

Inhabit has launched a bespoke series of furniture pieces that pay a luxurious and contemporary tribute to the humble charpai. Designer Neeta Kumar's Charpai collection brings a definite style, lots of drama and luxury to your space with its otherworldly charm. Taking off from the ancient concept of char-poi, she adds a contemporary spin to the idea and elevates it to a statement-making collection that can enhance the beauty of a place in a unique way. A fine blend of tradition and modernity, the furniture pieces are also inspired by architectural monuments and motifs. The artisanal cane is used to fashion minarets and arches that form grand backdrops for the richly crafted seating. The designer's emphasis on sustainability, ergonomics and an individualistic style find an echo in this collection.

Luxury chairs from MADS

MADS Creations has launched a collection of statement chairs which range from rounded structures covered in a vibrant printed velvet fabric and sleek metal legs, to options upholstered in a printed suede fabric on the outside and a plain fabric on the inside and standing on wooden legs with metal pegs. Chairs offering a metal base and a combination of cotton jute upholstery with leather back, add texture and tactility, while sensuously curved lines and a velvet upholstery result in a highly refined chair that commands second glances.





< AISHA FAIZ

**Chief Operating Officer
Sun Siyam**

Faiz has over two decades of experience in Finance and Business. She was a key member in creating the beginning of Sun Siyam in 1990. Faiz will play a key role in supporting the business growth and development strategies.



< RAJNEESH MALHOTRA

**Chief Operating Officer
Chalet Hotels, Mumbai**

Malhotra has been instrumental in driving operational strategies for the company in his previous position of Vice President – Operations & Asset Management. With over 25 years in hotel operations, he will focus on driving operational excellence.

PANKAJ MATHUR >

**Chief Operating Officer
Empyrean Skyview Projects, New Delhi**

Mathur has almost three decades of experience across numerous brands & disciplines in the hospitality industry, including revenue management, HR solutions, training, global distribution and marketing.



NISHANT AGARWAL >

**General Manager
The Leela Palace Udaipur**

Agarwal brings two decades of hospitality experience with him with a strong F&B background, having set up operations at various domestic and international hotel brands. His last assignment was with the Atmosphere Hotels in Maldives.



< THOMAS ABRAHAM

**General Manager
Hyatt Regency Pune &
Residences**

Abraham has been appointed as GM, in addition to his role of AVP for Hyatt Hotels, Central India. He brings 27 years of experience in the hospitality industry and has spent over 13 of those years with Hyatt.



< DEEP PREET BINDRA

General Manager

Courtyard by Marriott, Ahmedabad
With his rich experience spanning over 17 years in the hospitality and services sector, Bindra will lead the team to strengthen its position in the value-driven market of Ahmedabad. He has worked for JW Marriott at Aerocity, New Delhi & Marriott Whitefield, Bengaluru.



KIRAN CHALLOJU >

**Portfolio Director of Sales &
Marketing**

Holiday Inn Express

Challoy has been appointed as the Portfolio Director of Sales & Marketing for a portfolio of 10 Holiday Inn Express hotels under the SAMHI ownership. He has around 17 years of experience in Sales & Marketing operations.



RADHIKA DEWAN >

**Director of Sales & Marketing
Renaissance Bengaluru Race
Course Hotel**

Dewan's core responsibilities at the hotel will include planning the hotel's sales and marketing strategy, maximising the hotel's revenues, exploring business opportunities through events & setting annual budgets.



< AMIT SANGWAN

**Director of Operations
Fairmont Jaipur**

Fairmont Jaipur has announced the promotion of Amit Sangwan from Director of Food & Beverage to Director of Operations, with all the four verticals of Food & Beverage, Culinary, Front Office and Housekeeping reporting directly to him.



< SUDEEP MUKHERJEE

**Market Director of Sales – Indore
Sayaji Hotel Indore**

Mukherjee brings with him over 12 years of experience in sales and marketing. He has strong sales and revenue management skills. In this role, he is committed to encouraging the zeal of the young team while nurturing a healthy work environment.





LAKE TAHOE



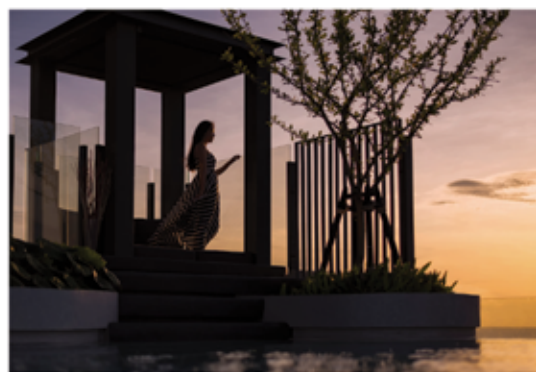
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