

# HOSPITALITY<sup>®</sup> Talk



## Re-envisioning Hospitality

TOP LEADERS SET GOALS FOR 2023



ENJOY YOUR  
*Winter Holidays*

WITH CROSS HOTELS & RESORTS IN PATTAYA

Contact for  
**Exclusive Offers**



**20 PROPERTIES**

IN  
 THAILAND, BALI, VIETNAM & JAPAN

Book with your DMC partners or contact us for more information:  
[sandeep.raghav@crosshotelsandresorts.in](mailto:sandeep.raghav@crosshotelsandresorts.in), +91 9599076699



# CONTENTS

October-December 2022, Vol 9 • Issue 5

## Setting roadmap for 9 India's tourism sector

National Conference of State Tourism Ministers in Dharamshala set tone for India's G20 presidency.

## Re-envisioning 10 hospitality

Top industry leaders talk about rewriting the business of hospitality in 2022 and reshaping its future in 2023.

## Hoteliers' bane 16

Pilfering has become regular occurrence in hotels giving hoteliers a hard time to surmount the problem.

## Cloud kitchens 18 gaining ground

Cloud kitchens are a new trend in the food industry and continue to evolve.

## Big deal 22

Panel discussion at Wedding Travel Show 2022 deliberated upon key objectives and obstacles that matter most in wedding biz.

## Wines and spirits biz 26 forges ahead

ProWine Mumbai 2022 exuberated latest trends in the wines and spirits business.



HANDICRAFTS  
INDIA  
YEAR BOOK

New Delhi: 72, Todarmal Road, New Delhi - 110 001  
Phone No: +91 11 233 44179,  
Fax: +91-22-22070131  
E-mail: [hospitalitytalk@ddppl.com](mailto:hospitalitytalk@ddppl.com)  
Mumbai: 504 Marine Chambers,  
43 New Marine Lines  
Mumbai 400 020, India  
Tel: +91-22-22070129, 22070130  
E-mail: [mumbai@ddppl.com](mailto:mumbai@ddppl.com)  
UAE: P.O. Box: 9348, Sharjah, UAE  
Tel: +971 6 5528954, Fax: +971 6 5528956  
E-mail: [uae@ddppl.com](mailto:uae@ddppl.com)

Editor & Publisher  
SanJeet

Editorial Team  
[lipla.negi@ddppl.com](mailto:lipla.negi@ddppl.com)

Advertising - Delhi  
[meetu.malhotra@ddppl.com](mailto:meetu.malhotra@ddppl.com)  
+919650911399

[jaspreet.kaur@ddppl.com](mailto:jaspreet.kaur@ddppl.com)  
+91-9650196532

Advertising - Mumbai  
[harshal@ddppl.com](mailto:harshal@ddppl.com)  
[samantha.pereira@ddppl.com](mailto:samantha.pereira@ddppl.com)

Advertisement Designer  
Nitin Kumar

eCommerce  
Ashish Chakraborty

Production Manager  
Anil Kharbanda

Circulation Manager  
Vivekanand Maurya

Business Manager  
Ashok Rana

Cover Picture:  
Mansur Mehta  
Managing Director,  
Suba Group of Hotels

All information in **Hospitality Talk** is derived from sources, which we consider reliable. Information is passed on to our readers without any responsibility on our part. The contents of this publication contain views of authors and are not the views of **Hospitality Talk**. Similarly, opinions/views expressed by any party in abstract and/or in interviews are not necessarily shared/do not necessarily reflect any opinion of **Hospitality Talk**.

All rights reserved throughout the world. Reproduction strictly prohibited. Material appearing in **Hospitality Talk** cannot be reproduced in whole or in part without prior written permission. The same rule applies when there is a copyright or the article is taken from another publication. Publications reproducing material either in part or in whole, without permission would face legal action.  
Editorial enquiries: (concerning reproduction of articles):

[talk@ddppl.com](mailto:talk@ddppl.com)  
Advertising enquiries: [irwin.kainth@ddppl.com](mailto:irwin.kainth@ddppl.com)

The publisher assumes no responsibility for returning unsolicited material nor is he responsible for material lost or damaged in transit. Any material submitted to **Hospitality Talk** will not be returned. The publisher reserves the rights to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with

the Indian Advertisements Code as well as the Advertisements Code of South Asia. The publisher will not be liable for any damage or loss caused by the late publication, error or failure or advertisement or editorial to appear.  
**Hospitality Talk** is printed, published, edited and owned by Sanjeet, printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase - I, New Delhi - 110020 and published at 72, Todarmal Road, New Delhi - 110 001

# Renewed thrust

Hotel chains globally are on the expansion spree after COVID slowdown and registering better growth. Some of the hotels are due to open next year and some in successive years.

## Accor announces exclusive ALL Holiday Offer

Accor has announced its exclusive ALL Holiday Offer with up to 25 per cent off on stays in participating hotels across India, Middle East, Africa and Turkey. Members of ALL-Accor Live Limitless, can enjoy this exclusive offer for stays from 17 October 2022 to 19 April 2023. With the year coming to an end and the festive season around the corner, Accor is inviting its loyalty members to benefit from an exclusive discount of up to 25 per cent on stays of a minimum of two nights. What is more? As a member of ALL – Accor Live Limitless, you can earn reward points on every stay, when you grab a drink or enjoy a spot of fine dining. Use points to book nights at participating hotels, transfer points to use with our partners worldwide or spoil yourself by converting them into truly unforgettable moments with Limitless Experiences in entertainment, sports, culture, shopping, travel and more.



## MFLG introduces Central Beach Bazaar

Mount Faber Leisure Group (MFLG) has introduced a brand-new attraction—Central Beach Bazaar. Central Beach Bazaar offers a plethora of entertainment and dining experiences for families at a single location. Central Beach Bazaar is perfectly designed to offer a fantastic luxury [MO3] experience on a budget. As a result, the new offering from MFLG is expected to attract a host of tourists and travelers from India, along with other neighbouring [MO4] countries. **Buhy Bok**, Managing Director, MFLG, said, “The opening of Central Beach Bazaar is perfectly timed as a nice segue to Sentosa’s Jubilee celebrations. As tourists return to Singapore seeking new adventures, and locals look for new leisure experiences, Central Beach Bazaar hopes to fulfil these aspirations of discovery by providing a vibrant world of endless fun in our carnival-by-the-beach entertainment concept where their senses are invigorated from day to night.”



## IHG signs 130-key luxury hotel in Shanghai

InterContinental Hotels Group (IHG) has signed with Shanghai Seagull Holding Group Co., Ltd. to jointly open a luxury hotel—Regent Shanghai on The Bund. The hotel is scheduled to open in 2023 becoming the second Regent in Shanghai. **Jolyon Bulley**, CEO, IHG Greater China and Group Transformation Lead, Luxury & Lifestyle, said, “The signing of the Regent Shanghai on The Bund not only further consolidates the Group’s presence in the Luxury & Lifestyle market segment, but also demonstrates our commitment to expanding in China and our firm confidence in the future development of Shanghai.”



## Hilton Garden Inn debuts in Japan

Hilton has announced the opening of Hilton Garden Inn Kyoto Shijo Karasuma, marking the first Hilton Garden Inn in Japan. “Japan is one of the world’s most sought-after travel destinations and we are delighted to celebrate the timely debut of Hilton Garden Inn following the reopening of Japan’s borders to international travelers. Opening in Kyoto, Hilton Garden Inn Kyoto Shijo Karasuma will cater to the pent-up travel demand that we anticipate will sweep over the country,” said **Alan Watts**, President, Asia Pacific, Hilton. Hilton Garden Inn Kyoto Shijo Karasuma is located in central Kyoto.

## Hyatt Regency Lisbon opens doors

Hyatt Hotels Corporation has announced the opening of Hyatt Regency Lisbon, located in the district of Belém along the banks of the breathtaking Tagus River. The 204-room property marks the first Hyatt hotel in Portugal. The hotel’s 204 spacious guestrooms and suites all feature modern interiors and high-end finishings, with some including balcony views over the river. “We are excited to open Hyatt Regency Lisbon and bring a new charm to our historic capital. We are in a prime riverfront location, ideally situated to help our guests,” said **Hélder Martins**, General Manager, Hyatt Regency Lisbon.



## Marriott announces 30 hotels in Gr. China by 2023

Marriott International has announced addition of 30 hotels by the end of 2023 in Greater China. The additions are fueled by the strong demand for Marriott's select service accommodations in emerging destinations and complement an existing portfolio of more than 460 properties in the region. "Representing over 50 per cent of Marriott International hotels expected to open in Greater China across 2022 and 2023, our select-service brand portfolio is a growth engine for the company as we continue to expand," said **Gavin Yu**, Chief Development Officer, Greater China, Marriott International.



## Motto by Hilton goes global

Motto by Hilton has made its international debut. The two hotels, Motto by Hilton Tulum and Motto by Hilton Rotterdam Blaak have been launched in the Caribbean and Europe. Motto by Hilton is an urban, lifestyle hotel brand that offers guests the flexibility to create their own experiences and live like a local in some of the world's most sought-after destinations. "This is an exciting chapter for Motto by Hilton as it expands globally, underscoring the strength of the brand and its appeal to today's travelers," said Matt Schuyler, Chief Brand Officer, Hilton.

## Rosewood Milan to open in 2025

Rosewood Hotels & Resorts is set to launch Rosewood Milan in 2025. Rosewood Milan will be located on the edge of the Quadrilatero della Moda, Milan's fashion district. "This development comes with great excitement as we continue our growth in Europe and Italy specifically," said **Sonia Cheng**, CEO, Rosewood Hotel Group. "Rosewood continues to expand to destinations where we know our 'affluent explorer' guests want to travel. With all its culture and vitality, Milan ticks all the boxes for a Rosewood urban location and it will round out our portfolio of global fashion capitals where Rosewood has a presence, including our iconic properties in New York, Paris and London."



## Mandarin Oriental's 3rd property in Vietnam to come up in 2026

Mandarin Oriental has announced a new property, Mandarin Oriental Bai Nom in Phu Yen province of Vietnam. The project is scheduled to open in 2026 and will be the Group's third property in Vietnam. "We are excited to be bringing Mandarin Oriental's legendary service to what promises to be a world class resort and we are delighted to be working with our partners who share the same strong commitment to responsible tourism," said **James Riley**, Group CEO, Mandarin Oriental. The architecture and design will incorporate many natural Vietnamese elements and local cultural references. 72 suites and villas, including 25 Residences at Mandarin Oriental, will spread out across the 29-hectare site. Guest accommodation will be located directly on the beach, and dotted through the hills, and feature private terraces and pools. The branded residences will house three to five guestrooms on expansive plots with private gardens, pools and terraces.



introducing...

INDIA'S FIRST 100% ECO-FRIENDLY  
COMPOSTABLE GLOVES

Horeca's Ideal Choice For Sustainable Hygiene

**GREENWARE**

Looks like Plastic,  
Feels like Plastic  
But does not take 100 years to degrade..

www.getgreenware.in    aditya@getgreenware.in    M:- +91-9823332321

# Forging ahead

Indian hotel industry is witnessing an upward trend and strong recovery in demand after months of low occupancy and falling average rates due to COVID.

## Marriott expands footprint in Tamil Nadu

**C**ourtyard by Marriott recently announced the launch of Courtyard by Marriott Tiruchirappalli in Tiruchirappalli, Tamil Nadu. "We are delighted to welcome this property to the Courtyard by Marriott portfolio, making it our 24th Courtyard by Marriott to launch in India and the first international hospitality brand in Tiruchirappalli," said Ranju Alex, Vice President, South Asia Marriott International. "The prime location offers both business and leisure travelers a modern and contemporary space in which to rest and re-energize. This new hotel in Tiruchirappalli will be a significant milestone in our rapid expansion across India and our company stepping into new and exciting markets." The hotel offers three F&B outlets that offer international and local culinary experiences for the adventurous global guest. The all-day dining Trichy Kitchen serves a mix of global cuisines and local favorites. Guests can enjoy the dining experiences within the plush indoors or alfresco style with views of the lush garden and poolside.



## Fortune Park Kufri, Shimla opens doors

**F**ortune Hotels announced the opening of its new property in Kufri, Shimla. Situated in the Gallu valley, just 3 kms away from the Kufri market, this is the fourth addition to the Fortune Hotel brand in Himachal Pradesh after Dalhousie, McLeod Ganj, and Kasauli. **Samir MC**, Managing Director, Fortune Hotels, said "Himachal is one of the most popular and accessible hill stations in India and Kufri with its surrounded Himalayan beauty seemed a perfect destination for our new hotel. Amidst picturesque hills, loaded with modern amenities, this property is a great destination for combining business and leisure especially for everyone in and around Delhi-NCR." The hotel comprises of well-appointed, spacious rooms, overseeing the magnificent Himalayas. All rooms are laden with comforts and luxuries that one would expect from a Fortune Hotel apart from being equipped with hi-speed Wi-Fi and satellite LED TV.



## Fern Hotels launch resorts in Goa and Lonavala

**T**he Fern Hotels & Resorts has opened two new lifestyle Zinc Journey by The Fern resorts in Goa and Lonavala. **Suhail Kannampilly**, CEO, Concept Hospitality-The Fern Hotels & Resorts, said, "Zinc Journey by The Fern is a lifestyle brand which strives to stimulate a diverse and innovative environment, enhanced by a sense of belonging and style with a splash of the local culture. These boutique full-service accommodations are known for their acclaimed high-end interiors and come with their own tailored set of experiences. Internationally, Zinc Journey resorts are present in China and Sri Lanka as well."

## Pride Group announces one more property in Bengaluru

**P**ride Group of Hotels has announced the signing of Pride Bizotel at Whitefield in Bengaluru. Pride Bizotel Bengaluru will encompass 65 spacious rooms, a banquet with a capacity of 200 people, a boardroom, a multi-cuisine restaurant to serve 150 people, an open-to-sky restaurant with a bar, and a live kitchen. The hotel will be operational to welcome guests from January 2023. Announcing the signing, **Atul Upadhyay**, Senior VP, Pride Hotels Ltd, said, "We believe Pride Bizotel at Whitefield, Bengaluru with its strategic location, imposing décor, delectable food options, banqueting, and host of hospitality services will appeal to business and leisure travelers in this region as done since 1987."



## ITC Hotels unveils Welcomhotel Jim Corbett

**I**TC Hotels has announced the opening of Welcomhotel Jim Corbett. Spread over 3.5 acres of woodland forests, the hotel is about 45 km from Jim Corbett National Park. Speaking on the launch, **Anil Chadha**, Divisional Chief Executive, ITC Hotels, said, "Nestled in a picturesque locale in Uttarakhand, Welcomhotel Jim Corbett is a tastefully designed property, ideal for both business and leisure staycations. This hotel offers amongst the largest banqueting spaces in the region making it the perfect wedding and MICE destination." The hotel offers a contemporary culinary experience.

## LMH Group enters Indian travel market

Le Murraya Hospitality (LMH) Group, Thailand recently entered Indian outbound travel market by partnering with ISA Tourism Pvt Ltd as their India Representative. Speaking on this new partnership, **Manas Sinha**, Director, ISA Tourism Pvt Ltd, said, "Koh Samui is steadily growing as a must visit part of Thailand. It has become a hot favourite amongst Indian guests looking at the wholesome experiences. By presenting these three properties, we are happy to bring a range of options for our valued travel partners. The resorts on their front are very keen to customize servicing, food and other facilities to impart excellent holiday memories to Indian couples and families." LMH Group operates boutique hotels and resorts such as Le Murraya Hotel, Synergy Resort and La Vida Resort and restaurant ownerships as well as other hospitality services.

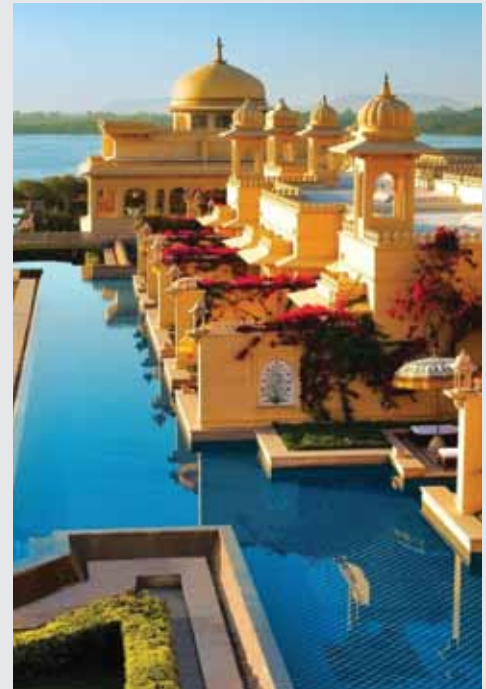


## MOU signed to mentor hospitality aspirants

Sarovar Hotels has signed a MOU with Amrapali Institute of Hotel Management (IHM) to mentor and guide hospitality aspirants. The leadership team at Sarovar Hotels shall be providing the aspirants with opportunities where they would be able to upgrade themselves with the help of the expert hospitality workshops to be organized by Sarovar Hotels. "We look forward to providing the right platforms to the students in terms of mentorship and industry exposure. We are keen to be partners with Amrapali IHM in terms of giving inputs for the course curriculum and development programs at the Institute. We are looking forward to the students taking advantage of this platform and honing their skills to become successful hospitality professionals," said **Jatin Khanna**, CEO, Sarovar Hotels.

## ARRs continue upward trend: HVS Anarock

Hospitality consultancy HVS Anarock has said in a report that average rates in Indian hotels continued their upward trend, helping RevPAR to remain above the pre-COVID levels for October. Mumbai and New Delhi remained the top markets with occupancy rates exceeding 65 per cent in October 2022, while Goa had the highest average rate for October. However, nationwide hotel occupancy declined in October 2022 compared to the previous month, owing to a drop in business travel because of the festival season, HVS Anarock said.



## Hyatt opens 132-keys hotel in Trivandrum

Hyatt has opened Hyatt Regency Trivandrum in Kerala. The hotel is the third Hyatt property in Kerala following the opening of Grand Hyatt Kochi and Hyatt Regency Thrissur. Hyatt Regency Trivandrum is designed to cater business and leisure travelers. Commenting on the opening, **Rahul Raj**, General Manager, Hyatt Regency Trivandrum, said, "The opening of Hyatt Regency Trivandrum marks an important step forward in Hyatt's brand expansion in India. Kerala's beauty makes it one of the most desirable for travelers in India, and at Hyatt, we are focused on strengthening our brand presence in locations where our guests like to travel." The 132-room property boasts the highest suite inventory in the city, with three suite categories—Regency, Diplomatic and Presidential. The 1900-square-foot Presidential Suite is unrivalled in its grandeur by suites in any other hotel in the city.



## IHCL debuts in Bharuch, Gujarat

Indian Hotels Company (IHCL) announced its debut in Bharuch with the opening of a Ginger-branded hotel. The hotel features 55 rooms, an all-day diner offering a mix of global and local cuisines, a conference room, a banquet hall and fitness centre. Ginger Bharuch is located within driving distance from Surat and Vadodara airports, as well as Bharuch Railway Station. Speaking on the occasion, **Puneet Chhatwal**, Managing Director and CEO, IHCL, said, "IHCL remains committed to the immense tourism potential of Gujarat and this opening is in line with our strategy of being present in all key cities across India. One of the oldest cities in the country and a key industrial centre, with the opening of Ginger Bharuch, we now have 16 operational hotels across brands in the state."

# Maharashtra

grants

# Industry Status

to all approved hotels

**To avail the benefits of industry status,**  
hotels need to register with Maharashtra Tourism

Hotels in the districts of  
**Konkan, Nasik, and Pune regions**  
may contact us for more details



+91 9871003279, support@qualstar.co.in, subha.bhaskar@qualstar.co.in



# India's G20 summit: Boost for hospitality industry

Recently concluded 5th HAI Hoteliers Conclave discussed current status of hospitality sector. Panelists consisting of owners and CEOs of hotel companies suggested various measures to rejuvenate sector and enhance business post-COVID.



**H**otel Association of India (HAI) recently concluded its 5th HAI Hoteliers Conclave followed by 26th Annual General Meet. The day-long conference, dotted with a series of panel discussions, hosted several hospitality industry leaders and experts from around the globe, owners and CEOs of hotel companies, policymakers, and professionals from across the country.

## REVAMPING THE HOSPITALITY SECTOR

Seeking greater collaboration and cohesion between the government and private players, **G Kishan Reddy**, Union Minister of Tourism called on hoteliers to partner with the Archaeological Society of India to help improve more than 3,500 monuments across the country. He also informed that the government is seeking suggestions to attract investors for the India Investors Tourism Conclave from all over the globe. In addition, he also expressed his intent to revamp the star categorisation criteria for hotels. "I have observed that even a 10-keys hotel in Kerala is applying and receiving a five-star categorization just that so the hotel can get a bar license. Now imagine a tourist from Italy or Spain booking this hotel, thinking it is a five-star property, and eventually finding out that it has got just 10 rooms. It ruins the whole Incredible India experience for the tourists," Reddy said.

Talking about bolstering India's image as the most tourist-friendly destination with G20 Summit, **Arvind Singh**, Secretary, Ministry of Tourism, said, "The Ministry of Tourism has shortlisted 55 destinations where over 200 meetings for G20 Summit will take place. Some of the selected destinations are Rann of Kutch, Siliguri, Srinagar, and Goa. We are also working towards revamping our overseas promotion strategy." The government has indicated that a National Tourism Authority and a National Tourism Board—another major suggestion of HAI—may be a reality soon, paving the way for professional management of tourism and ushering in a strong role of the industry in policy formulation and implementation. The New Tourism Policy is expected to provide ways for strong collaborative partnership between the industry and the government, always strongly espoused by HAI.

## FROM RECOVERY TO SUSTAINABLE GROWTH

Terming post-COVID recovery of the industry a revolution, **Puneet Chhatwal**, President, HAI and Managing Director and CEO, IHCL, said, "The COVID puts everything under a magnifying glass and now



with rationalisation taking place and the adoption of new technology, the world is rethinking tourism. The tourism industry is going through not just an evolution but a revolution. Collaboration between government and private players will encourage investments in the sector and create millions of incremental jobs. We are moving from the era of over service to good service. Now the focus is on the inclusive growth which is sustainable and climate resilient."

“  
**Positioning, job creation, and attracting investment for the industry are going to play an important role. HAI is constantly striving to have the industry status for the industry to overcome the losses**  
 ”

The panel sessions at the conclave encapsulated pertinent discussions about ways to revitalise and evolve concepts to present new opportunities and enhance business in the post-COVID scenario. "We should emphasise more on revisiting the policies to run a better business. Positioning, job creation, and attracting investment for the industry are going to play an important role. HAI is constantly striving to have the industry status for the industry to overcome the losses. The smallest of reforms including promoting LTC for domestic travel and incentivising by giving a tax advantage to travelers will also contribute a large part," said **K B Kachru**, Vice President, HAI and Chairman Emeritus and Principal Advisor (South Asia), Radisson Hotel Group. The COVID came with its own set of learning and opportunities, believes **M P Bezbaruah**, Secretary General, Hotel Association of India, who further added, "Deliberating on the role of the industry in India@2047, the conclave was an occasion for in-depth assessment of the lessons learnt, the challenges facing the industry in future and how to exploit the opportunities in making tourism and hospitality truly a pillar of development."



# RE-ENVISIONING HOSPITALITY

From resilience to revenue-minting roller coaster of a recovery, top industry leaders talk about rewriting the business of hospitality in 2022 and reshaping its future in 2023 with the power of sustainability & technology.



Lipla Negi

**SUDEEP JAIN**  
MD, SWA, IHG Hotels & Resorts

## 2022 IN RETROSPECT

Guests have evolved and are increasingly becoming more mindful than ever about travelling responsibly. They are paying more attention than ever before as to how a hotel looks after the world around it, with an increasing number deciding whether to book a stay based upon a property's carbon footprint, sustainable practices and how it supports the communities in which it operates. As one of the world's leading hotel companies, we have always embraced our responsibility and the opportunity to make a positive difference as we help shape the future of responsible travel.

## EXPANSION PLANS

Building on the commitment, IHG has launched a 10-year action plan called 'Journey to Tomorrow' that aims to make a positive difference to our people, communities and the planet. In addition to metros and other established tourism destinations, Tier-II and III markets in India will gain significance as more travellers are exploring these cities. We are well placed to cater to demands arising from secondary markets and have a strong offering for this segment across with our leading brands. Staycations and weekend leisure travel demand will continue to rise as well. With hybrid



**SUDEEP JAIN**  
MD, SWA,  
IHG Hotels & Resorts

**We plan to add  
42 hotels to our  
India portfolio**



working model, people will experiment with their work settings, and we will continue to offer a seamless and comfortable 'workcation' experience with customized packages.

## MAIN FOCUS

We currently have 45 hotels in South-West Asia across five core brands, out of which 41 hotels are in India. IHG is well-positioned to capitalize on the market demand and we are meaningfully expanding our presence across key markets in the country, with new signings and openings. In the next 2-3 years, we plan to add another 52 hotels in South-West Asia, out of which 42 hotels will be added to our portfolio in India. While our mainstream portfolio will continue to drive growth in line with market demands, we also see potential of debuting our global brands such as Regent, Kimpton, Voco and the recently launched Vignette Collection, at the right time with the right partners, at the right location.

## AJAY BAKAYA

### MD, Sarovar Hotels & Resorts

#### 2022 IN RETROSPECT

We witnessed a 10-12 per cent year on year growth. We are facing serious challenges at the workforce front. We need to learn how to manage our people better. Flexibility on timings and hybrid systems are need of the hour when hotels want to retain their talent. We are planning to hire hundreds of apprentices. I see India on a boom—strong country under strong leadership, steady govt, stronger infra and an economy that can sustain itself—we are in a good spot.

#### EXPANSION PLANS

We have another 45 active hotels in the pipeline and under construction. We are getting stronger in tier II, III and IV cities. Smaller cities do not have strong infra hotel structure. Our portfolio is spread across the country in a strategic manner—40 per cent in North India, 25 per cent in West India and South India and 10 per cent in East India. We are growing stronger on Tulip brand and working on consciously strengthening and developing these brands in India.

#### MAIN FOCUS

Our main focus will definitely be on adding more rooms. I believe that RevPAR will surpass far ahead of 2019. I am extremely optimistic. There is this whole pent-up demand for travel. After a lull of two years, it is time for us to make some money.



**AJAY BAKAYA**  
MD,  
Sarovar Hotels & Resorts

**RevPAR will surpass far ahead of 2019**



## PUNEET DHAWAN

### SVP, Accor

#### 2022 IN RETROSPECT

So far, this quarter, there has shown an impressive recovery and a substantial uptick in bookings, especially in metro cities such as Delhi, Mumbai, Bengaluru and Chennai. Owing to the ease in regional travel restrictions and the resumption of international operations, we are optimistic for the upcoming months and expect relatively longer booking windows. We are witnessing a strong growth for the corporate segment, which will continue to grow over the next couple of months. We foresee MICE segment to be a major contributing factor along with weddings in driving demand throughout the year. Restaurants and bars are back in full swing and driving higher revenues than pre-COVID times.

#### EXPANSION PLANS

We have a pipeline of four openings this year across India, with the aim to reach 70 hotels by 2025. We are eyeing sustainable growth in the Indian market across the economy, premium and luxury brands and are committed to holistic development involving our guests, owners and partners. Our mid-scale and economy brands, Novotel and ibis, have an extremely high brand recall in India with a strong focus on the meetings and conventions market, as well as the wedding market. We are also looking for the right partners as we expand our luxury brands such as Raffles, Fairmont and Sofitel, after the successful response we received for Raffles Udaipur last year.



**PUNEET DHAWAN**  
SVP,  
Accor

**We aim to reach 70 hotels by 2025**



All in all, the face of travel has changed completely, priorities have shifted, and while Indians discover their own country, the future of travel relies on the highest standards of safety amongst guests. Our focus remains on delivering the best experiences as we continuously evolve with new expectations and needs.

#### MAIN FOCUS

As of October 2022, Accor operates 56 properties across India and South Asia, with more than 10,000 keys, alongside 25 properties (5,000 keys) in the pipeline. Over the next 24 months, we are expecting to add six new properties to the network, two of which will debut in leading two-tier markets within India—Novotel Bhubaneswar, Janpath Road and Novotel Jodhpur, ITI Circle. We will also continue to expand our ibis and ibis styles brands in partnership with InterGlobe Hotels by adding two more hotels in the next two years.

As we are witnessing a rising demand for luxury experiences in India, and as the leading hospitality group in the country, we aim to stay ahead of the curve. Our focus is to expand our luxury lifestyle portfolio in the coming years. We recently announced the signing of Fairmont Udaipur, set to open in 2024 with 340 rooms, committed to offering a place for special occasions and unmatched guest experiences at the most beautiful locations around the country.

**DIMITRIS MANIKIS****President EMEA, Wyndham Hotel & Resorts****2022 IN RETROSPECT**

We are on a strong growth trajectory in Incredible India, as the market is full of potential opportunities. This year, we crossed the 50th hotel mark in India, and we plan to add 25 more in the next three years, focusing on building mid-scale brands in Tier I and II cities.

**EXPANSION PLANS**

We are thrilled to expand our portfolio to make hotel travel possible for all by bringing more brands under the Wyndham umbrella into the market. We have several exciting developments in the pipeline that will further cement our presence in the region. We also continue to expand our corporate team in India to strengthen our support to our hotel partners and our overall growth strategy in the region. India is important to us not just because of the growth and adding new properties but also because of the talent, passion and bright future we see in the young people within our industry.

**MAIN FOCUS**

Specific trends that will continue to shape our industry next year and future include digital adoption and technology, sustainable hospitality, and the repositioning of the workforce. At Wyndham, we continue to invest in technology that best supports our hotel partners and enhances the overall guest experience. For instance, our new mobile app prioritises low-contact in-stay features to provide travellers with a reimagined user experience to inspire their upcoming travel plans. Sustainability is a key area of focus for us as we remain committed to protecting the environment in which we live, work and enjoy.



**DIMITRIS MANIKIS**  
President EMEA,  
Wyndham Hotel &  
Resorts

**We crossed the  
50th hotel mark  
in India**

**JB SINGH****President and CEO, InterGlobe Hotels****2022 IN RETROSPECT**

The industry witnessed some of its best performing months this year with recent months surpassing the pre-COVID performance levels of 2019 which indicate that demand is not only back, but it is sustaining. This was largely driven due to easing of COVID restrictions, resumption of domestic travel and international flights, strong leisure travel demand and gradual return of corporate travel. Now, with the festive season approaching, the market remains optimistic and welcoming and demand across the board remains strong. Hotel markets that are dependent primarily on the business/corporate segments will see a stronger December compared to October.

**EXPANSION PLANS**

The portfolio represents one of the most sizable financial commitments in the mid-market segment by an Indian business house and an international hotel brand. Apart from the 26 operational hotels in various Tier I and II cities, we have a solid pipeline of four under construction hotels (600 plus keys) today including 2 Ibis (Thane and Mumbai), one Ibis Styles in Goa and an upscale hotel in Bangalore. We plan to open Ibis Thane in 2022-23, followed by Ibis Styles in Goa in early 2023-24. Therefore, the next three years are



**JB SINGH**  
President and CEO,  
InterGlobe Hotels

**We have a solid  
pipeline of 4  
under-construction  
hotels**



important for us from an expansion point of view, with four new, very thoughtfully designed hotels with high-quality rooms, state-of-the-art meeting spaces and colorful public areas to open.

**MAIN FOCUS**

Our focus has always been towards providing holistic customer experience, for instance, our hotels offer India's longest-running breakfast, from 4 am until noon, keeping up with the needs of business travellers. The hotel also offers 24-hour operational fitness centre. The hotel features progressive technology, including digital menus in the restaurant, mobile check-in, and access to OTT entertainment channels in the rooms, making it the ideal choice for business and leisure travellers. Furthermore, our new-generation design provides interactive and pleasing public spaces are sizeable and expansive with fantastic external views that the guests and visitors can enjoy all day long.

## ABINASH MANGHANI

### CEO, WelcomHeritage Hotels

#### 2022 IN RETROSPECT

We have seen a 72 per cent growth in volume and 26 per cent growth in ADR with 105 per cent increase in unit turnover this year as compared to last year. Travel is slated to remain on the top of people's lists of things to do within the domestic market. In the coming years, we foresee a solid shift towards innovations with regards to operations and services. Digitisation, virtual and augmented reality will proliferate the industry even further. Sustainability and experience-led offerings will continue to be in the spotlight for the evolving hospitality industry as well as the modern domestic traveller.

#### EXPANSION PLANS

We have three planned openings coming soon, WelcomHeritage Azora in Fort Kochi, WelcomHeritage Ayatana in Ooty and WelcomHeritage Parv Vilas Resort & Spa, Kasauli Hills in Solan. Our properties in Indore and Dungarpur are in the pipeline. We are also looking at expanding our presence in East India. We plan to have 55 hotels by FY 2025-26 with 2,000 keys in all.

#### MAIN FOCUS

Since its inception and through these 25 years, WelcomHeritage is committed to showcase India's spectacularly rich cultural and natural heritage with our guests' comfort on top priority. To this end, the brand continues to introduce services that facilitate both. While expanding our presence to include newer destinations in the hills, wilderness, cultural seats of the country as well as remote lands, we are consciously crafting destination experiences for authentic and

## SARBENDRA SARKAR

### Founder & MD, Cygnett Hotels & Resorts

#### 2022 IN RETROSPECT

This year has seen a strong revival of the hospitality market primarily driven by domestic tourism demand. Be it weekend travel, or longer breaks during the holiday season, the demand from domestic markets has been overwhelming. Going ahead, 2023 is going to be a landmark year for the hospitality market with demand surpassing even pre-COVID years. As a hospitality chain, we are expecting the occupancy level to be above 80 per cent. We expect Indian domestic travellers will be keen to explore lesser-known destinations like the North East in 2023. The wedding segment and other celebrations will be a huge demand generator for Indian hospitality players next year.

#### EXPANSION PLANS

We have recently added new hotels in places such as Dehradun, Jaipur, Bhubaneswar, Tezpur, Vrindavan and Bikaner and going forward we are well placed to achieve our target of 100 hotels in the next five years. Besides 4 to 5 projects in the North East, we are looking to open new properties in markets such as South India, West Bengal, Uttar Pradesh, Goa, Rajasthan, Odisha, Uttarakhand and Himachal Pradesh to name a few. Our growth strategy will focus on smaller markets that



**ABINASH MANGHANI**  
CEO,  
WelcomHeritage Hotels

**We aim to have 55 hotels by FY 2025-26**



fresh perspectives. Our recent introductions of 'Buy now, Pay later', Onefinerate a digital platform that enables distribution of WelcomHeritage Hotels room inventories and special rate plans directly to travel agents, Revinate, an online reputation management tool that enables us to collate reliable, actionable data on guest satisfaction and hotel performance to be able to apply our learnings better reflect these trends. WelcomHeritage is taking significant strides towards aligning with sustainable practices with initiatives such as increasing use of renewable energy through solar power, installing EV stations and smart-energy sensors for electricals among other measures.



have a lack or no presence of branded hotels. We also will focus on meeting the demand gaps in the market. We have seen that there is a vacuum in the space of offering boutique resort experiences in a budget-friendly manner.

#### MAIN FOCUS

We have a target of adding more than 5,000 keys to our portfolio in the next five years, so, of course, rooms are a very important part of our future plans. It is our constant endeavour to maintain the high service standards that we already have in place in our existing hotels and replicate the same in our new additions. Also, adding new technology and upgrading the existing technology is a focus area.



**SARBENDRA SARKAR**  
Founder & MD, Cygnett  
Hotels & Resorts

**Smaller markets will be our focus in 2023**





your reliable quality partner

1. QualStar is the **ONLY** body in India whose certification is recognised in **over 100 countries**
2. Classification is conducted by hotel professional auditors who have qualified for ISO17065
3. All government benefits are available to hotels classified by QualStar
4. QualStar has been empanelled by Maharashtra Tourism for industry status inspections.

# Six hospitality trends to watch out in 2023

As Indian hospitality industry keeps on rolling post-COVID, it will further usher in varied trends and enticing tourists to explore more and more new destinations, opines **Parveen Chander**, Executive Vice President, Sales & Marketing, IHCL.



HT Bureau

If there is one industry that is evergreen, it is the travel and hospitality industry. Known for being dynamic and constantly evolving to meet customer requirements, travel and hospitality is a sector that is known for its adaptability and flexibility. Over the last couple of years, the sector has witnessed immense growth, with even the government focusing on developing the sector further, to position India as a leading global tourism destination.

And while the COVID was definitely an unprecedented crisis that impacted the industry significantly, the sector's resilience and fortitude has seen it not just recover but thrive in spite of the challenges. Considered a sunrise industry, the sector shows a huge potential for manifold growth in the future. With pre-COVID times seeing a contribution of 9.3 per cent and over 8 per cent to the overall Indian GDP and total employment, respectively, there is no doubt about the sector's key role in driving economic growth.

As we wind up this post-COVID year with intense vigor and enthusiasm, a new set of trends and forecasts for 2023 are emerging on the horizon, which will further carve the future of new age travel in coming times.

## BLEISURE STRIKES CHORD

From the latest technology to seamless connectivity to creating contemporary spaces that allow guests to mix work and pleasure effortlessly, the future of hospitality will expand to accommodate the new era of bleisure travelers.

And this will not be limited to just services but also extend to the experiences being offered. New age remote working travelers are increasingly looking to balance work and play, and looking to connect with like-minded peers and build a community on the go, which facilitates the exchange of ideas, building of human capital and drives collaboration on a global scale. Hospitality brands can tap into this requirement to create spaces that inspire the perfect combination of business with leisure.

## DRIVING VACATIONS PREFERRED

What began as a requirement induced by the need for safety and isolation during COVID, today has become a trend that is not just limited to youngsters. Road trips or driving vacations or drivecations, as they are popularly known, have become go-to choices for travelers of all age groups in recent times.

For hospitality brands, the rising demand for driving holidays provides an opportunity to not only curate all-encompassing offerings to address multiple aspects of a driving holiday—be it from discovery to booking to check-out phase, but also expand presence in otherwise unexplored destinations that are easily accessible by road, thereby tapping into the niche tourism potential of India.

## BOOMING: BOUTIQUE HOTELS

Authentic and immersive—these are the two new keywords on the block when it comes to the travel and hospitality industry. Today, customers are more discerning than ever and looking for experiences that bring alive the spirit of the destination besides the ordinary and even more importantly, as exclusive.

This has led to a rise in boutique hotels and homestays, which do not adhere to any specific cookie-cutter brand standards and instead, boast of a distinct identity and character of their own. From charming homestays, which are designed along the local heritage and culture, to boutique hotels with offerings that are inherent to the destination, quaint is definitely the new cute when it comes to topping travelers' lists in recent times.

## FAMILY VACATIONS GROWING

Nowadays, an increasing number of people are looking to travel with family that is not just limited to any particular generation but instead includes multiple generations across the family. With the baby boomer generation retiring in large numbers and with their larger propensity to spend, a significant number of boomers are looking to spend time with family. This combined with millennials

with their penchant to travel and the desires of their generational predecessors, more families are choosing to vacation together.

For brands, multi-generational travel opens the doors to exploring creative ways to attract and engage with multi-generational groups. From specialized packages and incentives to unique amenities, flexible styles of accommodation and experiences catering to different groups within the family, the opportunities are endless.

## SUSTAINABLE: A WAY FORWARD

Sustainable travel has become a growing trend, with more and more travelers looking to not only reduce their own travel carbon footprint but also to travel with brands with sustainability forming their core foundation.

For hospitality brands, the rise of sustainable tourism not only encourage them to adopt greener, cleaner business practices in line with travelers' expectations but further inspires brands to adopt measures that make their businesses truly sustainable from the core. After all, the true need-of-the-hour is to build a tourism sector that is climate resilient.

## WELLNESS TOURISM ADVANCING

Of the many transformations that travel has gone through, one that holds much credence is its ability to transcend the ordinary to address alternate customer requirements. Today, even more than ever, the wellness and the rejuvenation of body, mind and soul has become a key focus area for all, including travelers.

With the wellness tourism industry slated to grow to US \$1098.42 billion in 2026 at a CAGR of 8.2 per cent as per reports, the wellness tourism market holds much promise for the travel and hospitality sector. For a country such as India, which is home to Ayurveda, this is an opportunity to combine ancient knowledge and modern medical expertise with the beautiful locales that India has in abundance to create wellness experiences that are truly world class.



# HOTELIERS' BANE

Pilfering has become regular occurrence in hotels giving hoteliers a hard time to surmount the problem. As a result, they have put multiple measures in place to deal with it.

 **Ananya Kukreja**

**G**uests stealing hotels' items from rooms or common areas pose a real and complex problem for the hotels that includes dealing with human emotions of the travellers that are caught stealing, either by mistake or deliberately. Often the travellers are embarrassed, feel humiliated and pick a fight with the staff. Dealing and defusing such situations is a challenge for the hotel staff. It requires tactfulness and strong communication so that a reasonable solution can be arrived at with minimal fuss.

Often guests stealing hotel items is a topic of conversation amongst the hotel staff, behind closed doors. A recent video on Twitter of an Indian family that stole almost all the items from their hotel rooms in Bali has gone viral, involving the public at large. The video shows piles of hotel items being discovered from their luggage. It has sparked a campaign against the family that is 'supposedly' well off and educated.

This kind of incident is not new. A *Hindustan Times*' article discusses journalist Vir Sanghvi recollecting having a conversation in 1980s about a famous actor being caught stealing hotel items or Indian Prime Minister's media coterie raiding the mini bar and expecting not to pay for the items.

Clearly, guests stealing from hotel rooms is inevitable. As a result, hotels have put in place robust systems and standard operating procedures to reduce/tackle the problem.

“



**PRADEEP SHEKHAWAT**  
Co-founder,  
Stotrak Hospitality

**As all our hotels are small inventory hotels, we do not face huge setbacks when it comes to hotel items being taken away**

”

Big hotel chains have significant working capital and account for this problem by replacing the items. This is necessary to ensure a standard and quality stay for their future guests. **Dheeraj Kukreja**, Vice President, MGM Hotels & Resorts, states, “The losses are insignificant and are generally witnessed when people travel in groups, attending either MICE or social events.”

A source that wishes to be anonymous, in a conversation with the author of this article, claims that frequently stolen items include cutlery, crockery, hair dryer, robe, towels and more, of these, about 12 per cent of the items are retrieved.

On the other hand, hotels with small inventory hotels, while facing similar problems, suffer lesser losses. **Pradeep Shekhawat**, Co-founder, Stotrak Hospitality, says, “As all our hotels are small inventory hotels, we do not face huge setbacks when it comes to hotel items being taken away. However, the most common takeaways are bathroom and tea/coffee amenities.”

At the same time, hotels catering to theme-based travel—adventure, spiritual stays—face this issue at a smaller scale. **Anoop Vijayaraj**, General Manager, Kairali - The Ayurvedic Healing Village, Palakkad, states, “Ours is a unique resort, with many repeat customers. Though, we have very rarely encountered such situations we normally ask guests if they want us to procure any of the items they require.”



## SOPs IMPLEMENTED

Considering that the hotels are aware of the problem, most hotels have Standard Operating Procedures (SOPs) that ensure that a mutually agreeable end result is achievable for both—the traveller and the hotel.

Foremost, hotels have a policy of counting room linens and items during the checkout by the guests so that any theft may be detected before it is too late. Says Shekhawat, “We have a policy of counting the linen on departure as that is the most expensive item available while the guests are settling the bills at the reception.”

**Sanjay Sharma**, Founder, All Key Solutions and CEO, Organic Hideaways, says, “Our checklist is quite clear for our staff, such as induction to rooms and amenities available for the guest to check-out procedures for housekeeping team and special watch on scant luggage guests and wedding function guests.”

In case the hotel items are missing, the concierge staff will inform the guests right away when it is discovered that hotel items are missing. Vijayaraj, states, “As a SOP, we inform the guest about the lost item/company property. If it is found with the guest, we collect the item back or charge the guest for the same.”

Second, hotels rely on extensive network of CCTV cameras in all areas, including back of the house parking, staff entry and exit doors, loading and unloading spaces. In a recent read online, the author reminisces a conversation with a hotel staff from Palazzo Versace Dubai who said that shortly after opening, they had to install security scanners as they were simply losing too many Versace-branded items.

Third, some of the hotels have initiated a RFID based chip-based inventory of expensive items. Generally, low ticket items such as stationary items are not marked and hotels are fine with the guests taking them. As per *Condé Nast Traveller*, hotels are increasingly swapping miniature single use plastic bottles to bottles bolted to the bathroom wall. Even the stationary, notepads and pens, offered by the hotels have been changed for thinner pads and cheap pens.

Fourth, in case of group travellers wherein hotels might skip checking the room before checkout, hotels trust their housekeeping staff to keep an eye out for any potential pilfering.

## OPEN COMMUNICATION PROVIDES REMEDY

Open communication, gentle recovery and socialising amateur travellers in hotel etiquettes is the best solution to deal with this problem. Apart from SOPs that hotels follow to reduce the pilferage by guests, open communication between the hotel and the guests is critical to effectuate learning for guests to curb this social problem, especially amateur travellers—for it is often these guests that might be confused as to what is complimentary (counted by the hotels as overhead costs) and what is not complimentary, and therefore, not be taken.



**SANJAY SHARMA**  
Founder, All Key  
Solutions and CEO,  
Organic Hideaways

**Our checklist is quite clear for our staff, such as induction to rooms and amenities available for the guest to check-out procedures for housekeeping team and special watch on scant luggage guests and wedding function guests**



One method of ensuring that guests are able to differentiate between complimentary and other items is to mention price of different items in a price card whether physical cards or online messages using automated business chat bots. Shekhawat tells *Hospitality Talk* that their hotels “mention pricing for minibar items. Tea/coffee maker items and toiletries are complimentary.”

Sharma says, “As a protocol, escorting staff give checking-in guests, an induction around the room and of its supplies and amenities as well as of the hotel so that they are aware of what is in their right to use as a package and what is chargeable.”

Kukreja told *Hospitality Talk* in the past, that some hotels used to explicitly mention that guest folders and bathrobes were not complimentary and therefore, not to be taken, however, “hotels are now more considerate and cautious about guests’ sentiments and try to avoid offending them as much as possible”.

Even after these measures, guests might still steal the items. In such cases, it is on the hotel staff to quickly detect and inform the management of the theft. Thereafter, it is obligatory that the management and guest relation staff is trained in handling customers that are discovered having stolen items. They may talk to the guests in private so as to avoid conflict and embarrassment to the travellers and gently recover the stolen items.

Lastly, it is also important for amateur travellers to educate themselves on travelling etiquettes. It is articles such as these and more that can help provide information in order to help travellers, travel better.

One realises that there is not a hard line between ‘Where Complimentary ends and Stealing begins’. Instead it depends on the communication between the guests and the hospitality partner. This serves both the guests embarrassment of being caught stealing and hospitality partners to avoid loss.





Cloud kitchens are a new trend in the food industry and continue to evolve. Industry experts believe that it will attract more companies and more experiments in the future.



Charmaine Fernz



# CLOUD KITCHENS GAINING GROUND

A couple of years ago, getting food delivered to the comfort of your home was considered a luxury. Fast forward to 2022, food delivery has become a way of life. In a way, we can attribute this growth to COVID which had nothing but misery and pain. Nonetheless, as the adage goes, there is always a silver lining. The silver lining during COVID was the booming growth of the food delivery industry. Explaining the trend, Chef **Pawan Bisht**, Corporate Chef and R&D Executive, One8 by Virat Kohli says, cloud kitchens are tried and tested in India. Results have shown that this is a successful model for the Indian market and with the increase of technology in tier II and III cities, this business model will become even more successful in the coming years.



**VISHAAL BHARADWAJ**  
Head, Operations, Bird Catering & Lounges

**The outlook toward the restaurant business has seen a rapid shift**



Elaborating on the technology takeover, **Raj Kamal Chopra**, Corporate Chef, Fortune Park Hotels Ltd explains that people have to accept that hospitality services are evolving into new and fresh forms with rapidly changing times. Everything has been digitised since COVID therefore, the transition to a delivery-only strategy has intensified. With the digital shift of all the services, people have begun to prefer online platforms and despite the pros and cons, both online and offline platforms will run simultaneously for foreseeable future at least.

Talking passionately about a concept close to his heart, **Shubham Maheshwari**, MD & CEO, Being Chef says that they ventured into the concept of cloud kitchens long before. He explains saying in 2013, we launched a concept called five-minute recipes wherein anyone can cook anything within five minutes with our DIY meal kits. Post this, we

ventured into multiple models such as cloud kitchen dining, subscription-based models, and many others. However, we were way ahead of our time when there was no Zomato or Swiggy.

Citing COVID as one of the boosters for the growth of cloud kitchens is a common thought in the industry. Sharing similar views, **Vishaal Bharadwaj**, Head, Operations, Bird Catering & Lounges, owner and operator of Eat.Co says, over the last three years the outlook toward the restaurant business has seen a rapid shift from the perspective of customers and business owners. The home delivery business which contributed a small chunk to the restaurant's revenue now holds a considerable share.

He further adds that a substantive increase in internet penetration, a rise in technology integration in the food business and the rise of app-based online food aggregators have fueled the growth of delivery and cloud kitchens.

### THE BALANCING ACT

Cloud kitchens are here to stay, and this fact has been established in the last two years. However, every new trend effective will have its fair share of advantages and disadvantages. While food delivery has a bright future, are cloud kitchens a viable business model?

Chopra claims that while having a cloud kitchen can help reduce operating costs, the reporting and tracking benefit can also be beneficial in predicting higher demand and can help maintain lower selling prices due to lower overhead expenses. However, these factors do not assist in overcoming multiple other scaling-up problems, which could potentially dilute consistent customer experience. He further adds that a top-of-mind recall occurs only when you encounter the brand repeatedly. This is not possible with cloud kitchens. Furthermore, as there is no dine-in, there is a lack of experience that can be shared, drastically limiting the most reliable marketing route for local businesses—word of mouth. Maheshwari believes that it is a two-pronged approach for both consumers and business owners. He says from a consumer perspective there are much more options, lower costs in ordering food and convenience of one's home. While the cons are a lack of brand connectivity and physical presence. You just have a presence of a food delivery app with no strong brand connection. However, for business owners, the advantages are lower overheads and operations from a single kitchen serving multiple brands resulting in a larger market share without added logistics support and supplier support. However, anyone looking to create a brand legacy cannot rely on cloud kitchens.

Sharing a clear view, Bisht explains the advantages of cost reduction for the business model, great expendable model, no overhead cost and gives a great opportunity to build multiple brands easily. However, the disadvantages are the lack of pricing power, huge competition, high dependence on food aggregators' platforms and low-profit margins because of the cut in between for all the delivery platforms.



**PAWAN BISHT**  
Corporate Chef and  
R&D Executive, One8

**Cloud kitchens  
are tried and  
tested in india**



Bharadwaj shares a similar view on cost savings in terms of the lease and setting up facilities. Buying or high rentals axe a major chunk of revenue. Unlike restaurants, cloud kitchens do not need to be in high-end (rent) areas. Setting up a cloud kitchen is relatively quick since businesses do not have to build up a whole new place.

### COMPARISON OF CONCEPTS

For many people, the one lingering question is the difference between a cloud kitchen and a restaurant (be it standalone or fine dining). There is a stark difference. As Bharadwaj explains, establishment cost is a major differentiating factor between the two. Cloud kitchens today invest a lot in technology, infrastructure, manpower training, and delivery fleet among many others. Sharing a rather different view, Bisht says that there is no comparison between a restaurant and a cloud kitchen when it comes to business models and experiences. Though both are food and beverage models but function differently. A cloud kitchen can be operated from anywhere while a restaurant needs a good location and accessibility for guests and customers.

### THE GROWING POTENTIAL

Cloud kitchens hold a lot of promise but provided things get streamlined. As Bisht explains, post-COVID drastic growth was witnessed in the cloud kitchen space across India. Today, people prefer to order food online due to safety and comfort levels.

Bharadwaj elaborates further saying people are adapting to the change quite comfortably as cloud kitchens deliver quality food at a place of consumer's choice with the click of a few buttons on an app. It saves up a lot of time and the hassle of planning an outside dinner.

Maheshwari is confident that cloud kitchens do not require huge investments. He says that one can easily open a cloud kitchen brand in less than five to ₹10 lakh. The requirements are simply a small space which can even be your basement.

### THE FUTURE

Cloud kitchens have a promising future and are on the rise. Industry experts share a similar view, as Bharadwaj explains, minimum wastage of food, environment friendliness, sustainability, and healthy cooking will be the key trends defining cloud kitchens.

Technology is the next buzzword and if deployed across the right mediums will change the dynamics of cloud kitchens. As Chopra states technology serves as the foundation for restaurants that exclusively accept incoming orders through online ordering systems.

Bisht adds that the huge potential forecasted for this industry says a lot about potential. The F&B industry has seen a major shift in the past few years and food delivery is a major aspect of it. Today, people prefer the comfort of their homes, with quality restaurant food so why not serve it up to them?



**SHUBHAM  
MAHESHWARI**  
MD & CEO, Being Chef

**We were way  
ahead of our time  
when there was  
no Zomato or  
Swiggy**



# Leveraging innovative sales measures

To manage post-COVID effects, sales pros at hotels utilized innovative sales strategies such as digital marketing and online channels.



Ananya Kukreja

**C**risis breeds ground for higher opportunities and innovation, if monetized efficiently and resourcefully. The decrease of COVID restrictions has elevated the demand of eager customers who now wish to unapologetically spend on travel, luxury, and lifestyle. This “Revenge Buying” is shaping the recovery path for hospitality industry post-COVID. “Most brands and standalone hotels have already surpassed their 2019 levels and it is now a matter of leveraging demand and yielding rates,” says **Nupur Shukla**, General Manager, Revenue, The Clarks Hotels and Resorts. Corporate travelers are more discerning now and wish to foremost choose brands that they trust. With revised budgets set, many corporates are trying to do their groups, catering, and travel so that they can continue getting the same or higher. “The industry is witnessing a V-shape recovery which is forecasted to stable by Quarter Two of 2023,” foresees **Ayesha Bhalla**, Director, Sales and Marketing, JW Marriott Mumbai Sahar. A spontaneous or instantaneous buying behaviour is observed in corporate clients where lead time from prospect to definite business has reduced significantly.

The pent-up demand in market is allowing hotels to control higher rates than pre-COVID period. “The inflation has also played a role and it is now easier to elucidate and persuade clients about the prerequisite for rise in ADR,” says



**AYESHA BHALLA**  
Director, Sales and  
Marketing, JW Marriott  
Mumbai Sahar

**The industry is witnessing a V-shape recovery which is forecasted to stable by Quarter Two of 2023**



**Dheeraj Kukreja**, Vice President, MGM Hotels and Resorts, M.G. Muthu Group. A 10 per cent raise per annum compounding since 2020 itself leads to an organic 21-22 per cent rate increase; add inflation and hotels must and are able to suggest higher CVGR. Education and awareness that individuals and companies have gained during COVID has allowed hotels to calculate client needs, and clients, to understand hotels.

### DIGITAL DEMAND

The role of digital marketing and online channel bookings has certainly amplified with higher internet penetration, mobile connectivity, technology literacy, and dependency, and of course the rise in last minute travel plans. While all brands try to push their own brand websites, they also understand the importance of third-party bookings. "Travel agents, OTAs or digital bookings comprise about 20 to 25 per cent of our total room revenues," says **Alpana Singh**, Cluster Director, Sales and Marketing, Uttar Pradesh and Director, Sales, Taj Mahal, Lucknow. "We maintained online channel productivity up to 30 per cent while offline travel agencies and direct channels continued to perform at 70 per cent productivity," says **Shahzad Aslam**, Head, Sales, Leisure Hotels Group.



**ALPANA SINGH**  
Cluster Director,  
Sales & Marketing, Uttar  
Pradesh & Director, Sales,  
Taj Mahal Lucknow

**Travel agents, OTAs  
or digital bookings  
comprise about  
20-25% of our total  
room revenues**



"The "necessary evil" of digital media is here to stay, however, the Indian culture always celebrates and depends on the "humane touch",," says **Rishi Puri**, Senior Vice President, Operations & Development, Lords Hotels & Resorts. Digital presence assists in retail bookings however a reduced dependency on third party bookings is bound to improve a hotel's bottom line and reduce rate disparity. Given the market mix is inclined towards domestic tourists, the upsurge of bookings from OTAs and other digital platforms has amplified more than most hotel's organic growth since COVID. The usage of technology by MGM Hotels and larger emphasis on digital marketing has likewise contributed to the growth. It is safe to say that while digital marketing is essential for lead generation, in-person meetings are vital for sales closures, affirms Kukreja.

### RECOVERING REVENUE

There are clear signs that the industry is and will continue to improve in the continuing years. As per the *Economic Times*, the hotel industry is expected to reach a valuation of ₹1,210.87 billion by 2023 end; further the travel market is projected to reach US \$125 billion by 2027. The industry is witnessing as much rebound in leisure as corporate.



# Big Deal

Panel discussion at recently concluded Wedding Travel Show 2022 deliberated upon key objectives and obstacles that matter most in wedding biz.



Lipla Negi

**M**atchmaking in a wedding is not just restricted to pairing the bride and groom. For a successful wedding or to say, a 'larger-than-life' wedding celebration, matchmaking of a wedding planner and a hotel (venue) is also equally important. Coupling the two driving forces of the industry at the Wedding Travel Show 2022, the panel on 'Confluence of Wedding & Hotel industries' saw a lively discussion with panelists Arif Patel, CCO, ITC Hotels and Chetan Vohra, MD, Weddingline, craftily moderated by Rajeev Jain, Founder & MD, Rashi Entertainment. Hosted at Hyatt Regency Dehradun, the show witnessed the country's top wedding planners, hotels, airlines and tourism boards in attendance.

Describing the relationship between wedding service agencies and hotels, Jain quipped, "It is like—we cannot live with or without each other—a typical husband and wife relationship." He began the session by laying out the key matters that act as 'bone of contention' between wedding agencies and hotels. "The hotels complain about wedding agencies taking rates from 20 different hotels and then finally giving the business to none or one. On the other hand, agencies complain that hotels do not treat them as equal partners and make them pay for even the smallest things such as tea and coffee for their staff," he revealed.

## PRICE PARITY TOP PRIORITY

On being asked about transparency in prices and commission to the agencies, Patel said, "In the organized sectors, everybody understands 'pricing parity'. We also understand that commission is the cost of doing the business. While airlines and many other sectors have stopped paying commissions, we (hotels) are still paying standard commission, considering it as your (wedding agencies) birthright." He further explained that larger hotel chains with proper revenue management streams and culture of collaboration form 65–75 per cent rooms in the country. However, there are still 35–40 per cent unstructured, fragmented hotels in India, driven by individuals and not by professionals. But in due course of time, these hotels will also learn how to run the business. "It is a process that will take some

time to become a standard practice. Today, you will rarely find that a lead has come from a wedding partner, and then end-user at the hotel, and a discount is happening," he shared.

Highlighting some of the common practices followed by hotels to ensure transparency and pricing parity, he informed that hotels nowadays ask for the names of bride and groom and wedding dates. On the question of hotels leaking the client leads that wedding planners share, Patel responded, "Once we get the names and dates, we maintain a complete price parity. For example, last week, a groom approached us via five different wedding planners. So, we decided to leave it on the groom to choose his wedding agency. But we will maintain a price parity with all five planners. Commission, if there is any, is strictly a hotel and planner's business and the client has nothing to do with it," he revealed. Advising wedding planners to share details of wedding dates, he stated that "we never try to undercut our partners. We never want to create enemies by giving different rates to five different planners."

Sharing his standpoint about price parity, Vohra said, "This is something we have personally experienced in the past. We shared a query with a hotel and a few hours later got to know that another wedding agency, which was never in the picture, got in touch with the client directly, and negotiated the wedding planning offering them competitive prices. So, it is not just about price parity. Hotels should work towards protecting the details of the client."

## POWER OF COLLABORATION

Roping in Harkaran Singh, GM, Hyatt Regency Dehradun, the panelists collectively emphasized the power of collaboration. Adding on, Singh said, "Sometimes the agencies also do 'rate shopping' by giving fake names of bride and groom, which confuses us too." Agreeing to what Singh pointed out, Jain advised the wedding planners in the audience to always give the right names of bride and groom to the hotel "and make them 'partners' and not competitors," he underlined the takeaway lesson from the invigorating session. Crediting 'creativity' of

the wedding planner as the top strategy as well as skill, Patel stated that planners who are at the top of their game never lose business due to rates. "The rates do not matter when your work is phenomenal. Delivering unique experiences is the most important thing for families. I do not think families mind the 5 or 10 per cent rate difference." The panel unanimously agreed on the fact that if both parties approach this from a partnership perspective, it creates a win-win situation for all.

"I have been doing weddings with ITC for 20 years and the relationship has given us the confidence to be flexible where we could and put our foot down in front of the client where we could not. So, it is crucial to build an understanding," opined Vohra. While revisiting the run-up days to famous Priyanka Chopra and Nick Jonas nuptials, he added that "doing a 7-tier wedding cake as high as the central dome of Umaid Bhawan Palace would not have been possible without the team of the Taj Hotels".

## COMPLIANCE CHALLENGES

Under Section 52 Z(a) of the Copyright Act, any religious ceremony, including a marriage ceremony does not require to take PPL (Public Performance License), IPRS (Indian Performing Right Society Limited) or any other such copyright license. However, as Jain pointed out "many times the banquet managers of hotels inform the PPL and IPRS officials about the wedding ceremony taking place. Now the officials arrive at the very moment when we are about to play the sound. Can hotels help us with this?" he asked hoteliers present in the room.

In response to his question, Singh said, "If there are any state or central-level compliances that must be followed then the hotel cannot do anything about it because hoteliers also have to run the hotel, and nobody wants to get into any non-compliance trouble and put the entire hotel at stake. The state mandates have to be followed." Speaking on the matter, Patel suggested that the matter of compliance and licenses should be properly taken up with the concerned ministries in order to change the situation on ground. "No hotelier wants to take a risk when it comes to compliances," he appealed.



## EXPERT TALK

# Weddings TRAVEL SHOW



**EMRE KIRAZCI**  
Director, Operations,  
Sales & Marketing, Sofitel  
Hotels & Resorts, Kingdom  
of Bahrain

I have been in Bahrain for the last five years. Flexibility is our last name. We do not have no in our literature. We tend to be one stop shop for all our families and wedding planners. We always take care of our wedding planners. Word of mouth is our biggest tool. The testimonials of the families are our biggest tool. We love India as it offers great hospitality, and we try to imitate same hospitality to the friends in terms of food as well as the hospitality.



**HARKARAN SINGH**  
General Manager, Hyatt  
Regency, Dehradun

Post-COVID, it has been the need-of-the-hour, and everybody is craving for personal connections and meet each other and understand each other's perspective. This event gets everybody together at one platform and you talk out what you want. India is offering the facilities. You do not need to travel too far. Wedding fraternity and communities are linked together. You want to do marriage better than the previous one. That is why the whole differentiation comes in. The whole idea of taking the marriage comes in.



**AMEET RAJ KUNDU**  
Cluster Commercial  
Head, Radisson Blu  
Resort Temple Bay  
Mamallapuram

In 2021-21 and 2019, lot of rate shift has happened because of inbound travel. Domestic has got lot of pitch. We are still having boutique weddings when people are comprising 100 guests together. But people are also looking at bigger weddings where 2,000 people are attending the wedding. So, the trend was limited post-COVID, but right now for next two years there is no limitation to choose their venues and their destination as per their size as they wish to.



**MONICA SHARMA**  
Associate Vice President,  
Sales, Heritage Village  
Resorts & Spa

Manesar has been a traditionally prime location for weddings since 2003-2004. It has been there. Over 2-3 years, we have seen increase in demand not in upper communities but in middle class and upper-middle class also. People want to do destination weddings during COVID and post-COVID era where people have realized that even if they want to bring in 100 to 150 people, it is ideal to place them at a destination instead of 1,000 people. Domestic tourism has grown post-COVID. The demand is higher than the supply especially in the resorts category.



**SARABJEET SINGH  
SETHI**  
Director, Sales, Pride Plaza  
Hotel Aerocity, New Delhi

It has been a wonderful experience to reconnect and attend a physical event after a lull of two years. Wedding Travel Show is a tailor-made boutique event that brings together hotel and wedding industries on one platform to collaborate and grow their respective businesses. The wide range of exhibitors was quite impressive, and it helped me explore some great wedding destinations and venues for my clients. People are now going for grander weddings with bigger budgets. With COVID-restrictions lifted away, we are back to celebrating big fat Indian wedding in its full glory.



**HARSHITA VOHRA**  
Director, Sales and  
Marketing, Royal Orchid  
and Regenta Hotels

Pre-COVID, we have seen that weddings were not off, they were continuing. It is only segment which was flourishing and now also it is flourishing. Trends have changed. People mindsets have also changed. Earlier, they were going to only prominent places such as Goa. Right now, the trends have changed. There are lots of religious places that people want to go out. There is a place called Ukhimath. The Gauri ma has taken *sath pheras* there. People loved this concept, and they go there and do their wedding there.



**MANOJ DUBEY**  
Senior Director,  
Sales and Marketing,  
Alcon Victor Group

This is actually the right platform where the buyer and exhibitor meet each other. We are looking for some good traction from the show. There is no major shift that has happened due to COVID. But one thing I can see in terms of weddings is sort of buy-out weddings coming into the picture. People prefer buy-out weddings. This is a good trend for the hotels which have got large inventories. We are seeing this for more than two years. Lots of demand is coming for buy-out weddings which is actually good for hoteliers.



## EXPERT TALK


**HIMANSHU  
BAHUGUNA**

Associate Director, Sales,  
Radisson Blu Hotel Amritsar

I and my colleague, who is from Radisson Mussoorie, both have participated in this event. This event is actually very good, and it is a single platform where we get to know so many wedding planners. The platform helps hoteliers understand the needs and requirements of the wedding planners. The meetings we had here have been very fruitful, especially when we talk about our Mussoorie property. It is a newly-developed property and offers picturesque ambience for destination weddings. In fact, we received very good feedback and clientele for this property.


**ANKUR RARA  
JETHLIA**

General Manager,  
The Raj Palace

Every time we are at this show we meet up buyers and we spent more time with them. Previously, people were looking for bigger hotels. The wedding sizes were 250-300 people. After the COVID, things have changed. The smaller number of guests, smaller events. This is actually good for the smaller hotels and boutique hotels which are having 50-60 rooms. Weddings have become of smaller sizes. This is the major shift which has come. This is the idea which has been taken very aptly. This is good.


**RAJEEV JAIN**  
 Founder & MD,  
Rashi Entertainment

Weddings have become much bigger. The weddings have grown larger than life. The revenue buying is taking place in the country now. Expenses have also grown bigger. For two years, people did nothing so as a result they are spending more money on the budgets in this season. 41 per cent people have increased their budgets of weddings in this particular season. So, definitely it is a bright and shining market for the wedding industry. Hotels are increasing rates humongously in 'saayas'. That is why we are promoting these. All 365 days are pious for Indian weddings.


**CHETAN VOHRA**  
 Director, Weddingline  
 Events & Hospitality

Asian hospitality is really really something which world looks up to. Indian hospitality is definitely up there. The kind of hotels, hospitality and facilities we put out there for our guests is really incredible. And when you go abroad, when they know Indians are coming here, they are used to very high standards of hospitality and that is what Indian hospitality is all about. What happened that mindsets have changed. People have realized that smaller weddings are in. You do not need to call 5,000, 6,000, and 7,000 people. People are happy to call 200, 300, and 400 people.


**RUCHIKA ARORA  
BANSAL**  
 Co-founder,  
Plush Weddings

2021-2022 and 2022-2023 are going to be biggest year for the wedding industry. The weddings are back with the bang. We are not complaining. We are super excited. Planners are now even have special place in the clients' and guests' heart because whatever COVID brought in with it, we are taking it out now. The trust in having a great wedding has definitely increased. Things are just getting started. It is getting bigger and better. We are making sure that weddings and events are special and create great memories.


**IMRAN QURESHI**  
 Director, Planning & Sales,  
DreamzKrraft

Wedding travel show is different comparatively from other shows because it has this table top meetings which caters to one on one answers and questions going through the client which is very informative for both of us, exhibitors as well as the buyers. The demand has definitely increased from pre-COVID times. The shift has come where people are now ready to explore destinations than India. A lot of changes have come because pax have changed. Earlier, we used to have huge weddings. Now people are going little intimate—2 days, 3 nights weddings.


**MINNAT LALPURIA**  
 Founder, CEO, 7Vachan

What I actually like about this show that we have very intimate discussions. The platform is great as it helps us to connect with the right people. It is essentially I like the profiling of the show. The huge shift I am seeing that 600-1,000 people weddings are back in the market. India has fewer hotel which have 200-300 rooms which are doing extremely good weddings. Lots of people have gone internationally. We have seen huge demand when it comes to small weddings to large weddings. We have seen lots of 600 to 1,000 people weddings and destination weddings.

**Weddings**  
**TRAVEL SHOW**

# Wines and spirits biz forges ahead

ProWine Mumbai 2022 exuberated latest trends in the wines and spirits business thereby garnering accolades from the industry stakeholders.



HT Bureau

**P**roWine Mumbai 2022 ended on a strong note and witnessed vibrant attendance of dignitaries, large hoteliers, prominent restaurateurs, and bar owners, importers, distributors and retailers, sommeliers, chefs, and food & beverage teams.

The event which was jointly organised by Messe Düsseldorf India and All Things Nice kickstarted with the popping of Champagne Laurent Perrier and a ribbon-cutting ceremony attended by dignitaries from Consulate General of the Argentine Republic, The US Consulate General Mumbai, Australian Consulate General Mumbai, Consulate General of France in Bombay, Consulate General of Ireland Mumbai, Consul General of Chile in Mumbai, ProChile Trade – Mumbai, Ambassador of Chile to India, Ambassador of Portugal to India, The Spanish Embassy, Consulate General of Ireland, South African Consulate General, Department for Trade and Investment – South Australia and Business France among others.

Thomas Schlitt, Managing Director, Messe Düsseldorf India, stated, “With representation from national as well as international brands from 19 countries, ProWine Mumbai 2022 has set a new benchmark for the industry. With a tasteful blend of Masterclasses, Exhibition and Networking night, ProWine Mumbai 2022 has once again, successfully created a much-revered platform for the industry to meet, network, and taste.”

“This year ProWine Mumbai exceeded all our expectations. In its second year, we had a record number of exhibitors with participation from all over the world and a record number of visitors too. The Masterclasses were well attended, and The ProWine Mumbai Night was a successful networking evening. We are intent on creating the biggest and most comprehensive platform—one that can compete on a world stage—to promote wine, spirits and craft beverage businesses, brands and awareness in India,” said Nikhil Agarwal, Founder, All Things Nice and Co-organiser of ProWine Mumbai.

Trade visitors came from all relevant sectors, from small top restaurateurs to wholesale importers. It witnessed an encouraging response from the industry with participation of over a thousand brands from across the world covering wines, spirits, craft



beverages, and allied segments. Participating countries included Italy, Armenia, Austria, Switzerland, Hong Kong, United Kingdom, Mexico, Finland, Germany, and India among others. ProWine Mumbai thrived on its comprehensive range of products from the wine and spirit industry and its visitors who turn this into success for their business.

ProWine Mumbai featured over 150 companies showcasing 1,000 plus brands across 19 countries and 4,140 attendees from the industry. The exhibition buzzed with tastings and conversations as the industry caught up with each other and facilitated business meetings. ProWine Mumbai succeeded in putting together a platform not just for business meetings but also for people in the trade to be introduced to new products that are now available in the Indian market.

On showcase was an array of wines well represented by brands from India and many countries across the world. The French Pavilion led by Business France as well as country pavilions from South Australia, Portugal, Chile brought in their country wine makers and provided access to visitors to meet the

wine producers digitally throughout the day. In the spirits section, visitors were able to taste and meet producers of gin, vodka, single malts, rum, tequila, mezcal, and beer. The highlight for visitors seemed to be the innovative cocktails that imbibed fresh ideas and were artistically curated. Also on display were bar and glassware products and premium drinking water brands.



# Turning a new page in boutique luxury

**Akhil Arora**, Chief Operating Officer, Espire Hospitality Group, shares how their latest brand ZANA - Luxury Escapes, will make heads turn in India's luxury boutique resort market.

The latest brand under the Espire Hospitality Group – ZANA is named after the rare purple lily. Sharing more about the brand, **Akhil Arora**, Chief Operating Officer, Espire Hospitality Group, says, “ZANA experience is an escape from the ordinary into a world of indulgence and exclusivity. Blooming across some of the most exquisite locations across the country, ZANA - Luxury Escapes offers a whole new world—a world that traces a confluence of unique experiences, modern hospitality, and a service philosophy that can only be defined as the ultimate ‘ZANA Way’.”

## ZANA DEBUT

He further informs, “We have recently launched our ZANA Lake Resort, Udaipur on the scenic Udai Sagar Lake. It is the group's first resort under their newest brand, ZANA - Luxury Escapes and this launch marks the group's entry into India's luxury boutique resort market.”



**AKHIL ARORA**  
COO,  
Espire Hospitality Group

## USP

Sharing what sets ZANA - Luxury Escapes apart from the other brands in this segment, he says, “The brand concept has been planned after extensive research on what the Indian market currently has to offer and how can we develop a

distinctive luxury experience that will set us apart from even the other brands that have developed in this space, in the last few years.”

## WHY NEW BRAND?

When asked, what made them bring this brand to the market, Arora shares, “In the recent past, the travelers' inclination towards boutique luxury resorts and experiential getaways in domestic leisure destinations has increased and will continue to rise. We have taken a pertinent step to add a luxury boutique resort brand ZANA - Luxury Escapes to the hospitality landscape of India.”

## ON COUNTRY INN & RESORTS

When it comes to Country Inn & Resorts, he says, “In alignment with our plans, we recently re-introduced the brand with a refreshed look and feel while retaining our core philosophy of offering the most memorable and warm experience to our guests.”

# World Wildlife Week celebrated

To create awareness regarding protection and conservation of wildlife, World Wildlife Week was celebrated from 2 October to October 8 in India.

World Wildlife Week was celebrated from 2 October to October 8 in India with an aim to protect the preserve country's fauna. In 2021, the theme of World Wildlife Week was ‘Forests and Livelihoods: Sustaining People and Planet’.

## WHY IS THIS WEEK CELEBRATED?

Wildlife plays a crucial role in maintaining the ecological balance of nature. Any harm to it can pose threat to entire ecosystem. Thus, it becomes important to preserve flora and fauna.

Some of the main objectives of this week:

- Awareness of the protection and conservation of wildlife.
- Make people aware of the importance of wildlife conservation.
- Set up additional services to protect wildlife.
- Discuss all issues related to the protection and conservation of wildlife.

## NATIONAL WILDLIFE WEEK: IMPORTANCE

Wildlife Week was started with the aim of raising awareness regarding the important measures for

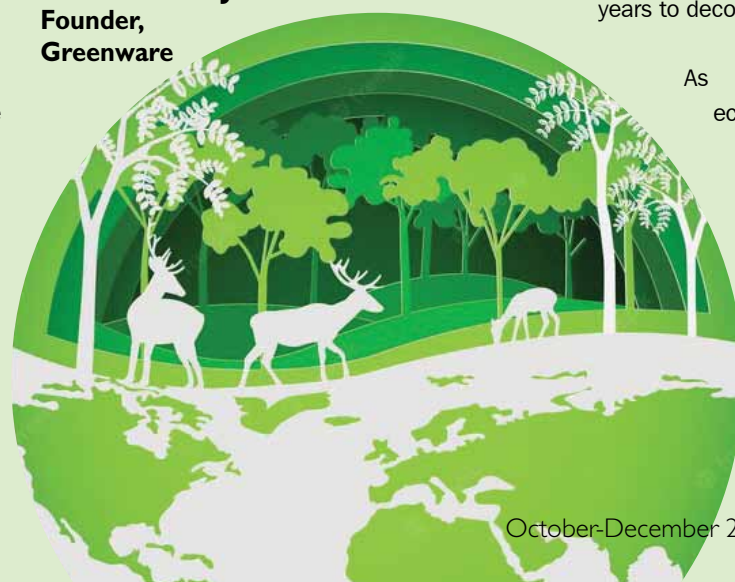


**ADITYA RAJESH DAGA**  
Founder,  
Greenware

the protection of wildlife life. Against this backdrop, the Indian government has created an Indian Wildlife Council that is committed to raising awareness of the conservation of wildlife.

Aditya Rajesh Daga's Greenware has developed biodegradable gloves with a goal to raise awareness about environmental issues that need our attention, including conservation of Mother Earth and protection of wildlife. These gloves decompose in less than a year, unlike traditional plastic, which takes thousands of years to decompose.

As part of the world's ecosystems, wildlife provides balance and stability to nature's processes. The goal of wildlife conservation is to ensure the survival of the species, and to educate people on living sustainably with other species.



# Food industry is in revival mode

Post-COVID, food industry is rebuilding itself and must adapt new technologies to catch up with the times, opines **Chef Devender Kumar**, President, Indian Culinary Forum.



Bryan

## FOOD BUSINESS REVIVING

A dish that is easy to create, using local, seasonal foods, is filling and delicious all at once. I believe that following COVID, business is in a revival phase and is resuming. The economy is either as good as 2019 before COVID or much better. So far, everything after COVID is going really well. I anticipate good future, better and better intentions.

## UPGRADATION NECESSARY

Of course, during COVID, business came to a complete halt, and the hotel sector was one that was little affected. However, I believe that now is the time for us to catch up because the situation has become normal. We must consider consumer demand, market trends, and of course, the importance of sustainable agriculture and given that consumers increasingly anticipate eating nutritious cuisine, I believe we must move with the times. Health-related factors were, of course, far more crucial before COVID. But since COVID, I believe that individuals have comprehended and come to understand the importance of eating healthily in order to support any kind of community or organization.



**CHEF DEVENDER KUMAR**  
President,  
Indian Culinary Forum

So, in my opinion, we must adapt to the times. Upgrades are required. We need to create a cuisine that uses regional and seasonal ingredients, offers unique food that people will appreciate, and involves invention, creation, and originality in the future. That is how I see it since I expect business to pick back up quickly.

## AWARDS MUST FOR TALENT

The main goal of these awards, which have been given out for more than 19 years, has been to provide a forum for fellow chefs to share expertise, trade ideas and demonstrate their culinary prowess. We set up a platform where other Chefs can show off their abilities and get paid for it. Therefore, when you get the chance to demonstrate your skill and you are rewarded for it, that is another way to acknowledge their talent, achievement and contribution.

Therefore, all these accolades serve to stimulate you and serve as a kind of self-evaluation that shows where you stand and where you need to develop. Because our goal is for them to receive rewards that will help them advance in their careers, access more drive and be able to compete at a high level.

# Hopes and prospects

Customers are now more receptive to health and cleanliness and hotels must meet their expectations, says **Chef Bharat Alagh**, Vice President, Operations & Culinary, Orange Tiger Hospitality.



Bryan

## FOOD TRENDS ARE CHANGING

The moment has come to go back to the origins and rediscover those tried and true recipes that may have disappeared with time, but their essence and presence have always been present. Many generations have relied on conventional substances and treatments to sustain health. Our reality was first stopped, then fast-forwarded, and finally transformed into a hybrid one by COVID. It has modernized our way of life and experiences, which has a significant impact on our priorities and actions related to food and drink. To improve immunity and gut health, popular food trends are turning to traditional ingredients and methods. During COVID, priorities changed. It is positively influencing the food industry. Millets are getting popular.

## EXPLORING NEW OPTIONS

Significant setbacks that the hospitality sector has faced have encouraged and driven industry personnel to change their approach. In order to affect consumers'



**CHEF BHARAT ALAGH**  
VP,  
Operations & Culinary,  
Orange Tiger Hospitality

minds and souls, brands that provide information and options are taking a variety of initiatives and using a sensitive and practical approach.

People's perceptions of COVID have been altered as it has begun to fade. People were searching everywhere for entertainment and wanted to come out of the closet. Consumers are now eager to embrace various novel experiences as the hotel and food industries have begun to embrace the new change.

## NUTRITION GAINING SIGNIFICANCE

COVID has significantly altered people's palates and taste buds throughout the world. Health and hygiene are becoming more important to people. Nutrition has assumed prime importance. Developing healthy behavior is now again fashionable. People are returning to their origins. The newest trend is Farm to Plate. On private terraces, organic gardening is taking place. Demand is growing for raw ingredients and raw recipes.

# Animated discussion

19th edition of Annual Chef Awards along with 10th edition of Chef Summit concluded on high note. This year's Summit was phased into four sessions and witnessed participation of aspiring chefs, hotel management students and hospitality professionals from all over India.



The 19th edition of annual chef awards as part of the celebrations of International Chefs Day felicitated 17 outstanding culinary artisans. On the occasion, the 10th edition of Chef Summit was also organized. The theme for this year was 'Imagining a Healthy Future'.

"The Indian Chef Awards started 19 years back in 2004 by Indian Culinary Forum (ICF) have become Indian culinary industry's most respected and most valued testament for talent and skill recognition in addition to becoming the biggest platform for knowledge sharing amongst industry stakeholders. This year's event cemented ICF Awards as the finest platform for knowledge sharing, talent recognition of Indian Chefs, and spreading goodwill and footprint of Indian cuisine around the world," commented **Chef Davinder Kumar**, President, Indian Culinary Forum.

Echoing similar sentiments, **Chef Vivek Saggur**, General Secretary, Indian Culinary Forum, said, "ICF's aim is not merely recognition of talents but also empowering talents with latest culinary knowledge and skills which not only helps in career development but also helps the country by spreading the footprint of Indian cuisine around the world."

The Summit witnessed participation of aspiring chefs, hotel-management students and hospitality professionals from all over India, who discussed, debated and deliberated upon a lot of pertinent issues relating to the hospitality industry.

The day-long summit was phased over four sessions. The first session was on the topic, Vision 2030: Do We Foresee a Healthy Future. This session was moderated by Rajiv Gulshan, Dean, Le Cordon Bleu School of Hospitality & Tourism. The speakers in the session were industry veterans such as Dr Shikha Nehru Sharma, Founder and Managing Director, Nutriwel Health (India) Pvt Ltd, Chef Akshay Bhardwaj, Executive Chef, Andaz Aerocity, Sanjay Sethi, Executive Director, Plant Based Foods Industry Association, Joshua Leny, Student, Master's in Hospitality, Le Cordon Bleu School. The session highlighted the present trends of food, the ingredients used and cooking methods.

The second session, The Great Hospitality Talent Hunt - Are We Navigating Well, was moderated by Sourish Bhattacharya, the speakers in the session were Chef Sameer Miglani, Managing Director, HRM Solutions, Rishabh Tandon, Director HR, IHG, Deep Bahadur Thapa,



Summit witnessed participation of aspiring chefs, hotel-management students and hospitality professionals from all over India, who discussed, debated and deliberated upon a lot of pertinent issues relating to the hospitality industry

Student, BCIMCT. Some of the key takeaways from the session were discussions on making the hospitality sector a preferred career choice for students by offering lucrative packages and resources for the wellbeing of the chefs. The new initiatives that hotel management institutes should bring in imparting culinary skills at par with international standards.

The third session, there is more to food than what you see on your plate. Striking that perfect balance between taste, cost and calories, was moderated by Chef Ashish Bhasin, Director, F&B Service & Culinary, Leela Ambience Gurugram. The speakers of the session were veterans of the hospitality industry such as Prashant Kulkarni, Director, F&B Operations, Hilton India, Rocky Mohan, Founder & Mentor, Gourmet Passport and Director, Conran Media Pvt. Ltd., Chef Nitin Puri, Director, Culinary, Griffith Foods, Himanshu Bhatt, GM, Marketing, Food Service India, Shambhavi, Student, Le Cordon Bleu School. The session highlighted issues such as operating costs of hotels and restaurants, the cost of importing ingredients that leads to additional expenses. Balancing the cuisines by using locally grown that are fresh and healthy as compared to imported ones for offering the best cuisines to diners.

The fourth session was a special ICF Live Session, where Rajiv Gulshan, Dean, Le Cordon Bleu School of Hospitality and Tourism, G D Goenka University interacted with celebrity Chefs Atul Kochar and Ajay Chopra.



#### ◀ KULPREET KAUR

Director, Sales, The Den Bengaluru

Kulpreet Kaur has worked with renowned brands across India, where she focused on implementing strategic plans, and attracting new business for the hotel. Prior to joining The Den Bengaluru as Director, Sales, Kulpreet was associated with Marriot International Bengaluru Whitefield Hotel as Director, Sales.



#### ◀ PRATYUSH MOHAPATRA

Director, Marketing Communications and PR, Kandima Maldives krew

Pratyush Mohapatra has over six years of experience in the field of marketing and started his career at The Westin Hyderabad in 2015. As Director, Marketing Communications and PR, Kandima Maldives krew, Pratyush is looking forward to embracing and amplifying the offerings of this unique island destination.

#### ATHINI KASHE ▶

Head, Spa, Salon and Wellness, The Imperial, New Delhi

Athini Kashe has a rich experience in luxury hospitality and is known for spearheading some of the best spas across India. Kashe specializes in skin, Ayurveda and cosmetology. She is now the Head, Spa, Salon and Wellness, The Imperial New Delhi.



#### ARINDAM BOSE ▶

Director, Sales, Crowne Plaza Today Gurugram

Arindam Bose joins Crowne Plaza Today Gurugram as the Director, Sales. He was previously associated with The Courtyard Marriott, Gurugram. Through his engagement with hotel brands such as The Leela Hotels, Palaces & Resorts, CWT, The Lalit, and Taj City Centre Gurugram, he brings a diverse experience with him.



#### ◀ TARUN ARORA

Chef De Cuisine of Events, Andaz Delhi

Tarun Arora began his career in the Food and Beverage industry in 2008, as an Executive Trainee and Demi Chef De Partie at Hotel Imperial, New Delhi. He has been appointed as the Chef De Cuisine of Events at Andaz Delhi.



#### ◀ AMIT MUKHERJEE

General Manager, Pushkara Sarovar Portico, Dibrugarh, Assam

A seasoned hospitality professional with a career span of 30 years, Amit Mukherjee possesses a niche expertise in operations management, F&B operations and guest relationship management. Before joining Pushkara Sarovar Portico, he was associated with Pugdundee Safaris.



#### JITENDER GUPTA ▶

Financial Controller, Radisson Blu Plaza Delhi Airport

Jitender Gupta brings a wealth of 23 years of deep understanding and commands experience in cost and management accounting. As the Financial Controller, Radisson Blu Plaza Delhi Airport, he will be overseeing hotel's all financial operations—accounting, auditing and budgeting.



#### NARASINH KAMATH ▶

Executive Chef, DoubleTree by Hilton Goa

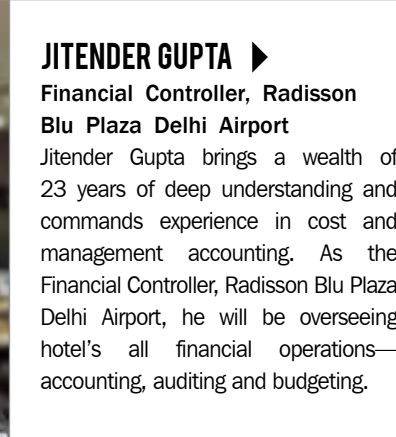
Narasinh Kamath joins DoubleTree by Hilton Goa as Executive Chef. With over a decade of enriching culinary experience that encompassed handling of star rated kitchens, Chef Kamath joins the entourage of creative minds at the resort.



#### ◀ KANIKA MATHUR

Front Office Manager, Courtyard and Fairfield by Marriott Bengaluru ORR

Kanika Mathur brings with her 10 years of experience. As Front Office Manager, Courtyard and Fairfield by Marriott Bengaluru ORR, Kanika will be monitoring and identifying all guest needs while maintaining the organization's standards.



#### ◀ SANKET GADIKAR

Assistant Sales Manager, Courtyard by Marriott Pune Chakan

With over five years of experience in hotel operations and sales, Sanket Gadikar started his journey with Novotel Pune. As Assistant Sales Manager, Courtyard by Marriott Pune Chakan, will be responsible for developing sales and marketing strategies, promoting awareness of brand image internally and externally among others.



new season  
new wardrobe  
up to 70% less on my favourite brands

# THIS IS MY WORLD

*discover yours.*

Find all your favourite brands and plenty of new ones, for up to 70% less all year round.

Discover the world's most sought-after premium and luxury brands, and even more to come.



## TAX FREE SHOPPING

Non-EU residents can enjoy a tax refund on products purchased in our centres. Visit our in-centre Tax Refund offices.\* (\*where applicable)

## GET AN EXTRA 10% OFF

Contact your preferred travel agent for more information about the VIP benefits offered to our guests.

## FAMILY DAY OUT

With our wide range of stores with something for all the family, plus tempting cafés and restaurants, kids play areas and even a waterpark\*, you can enjoy the perfect family day out. So wherever your next adventure takes you, make it extra special with a visit to McArthurGlen Designer Outlets. (\*where applicable)

## ENJOY A DAY OF LUXURY

- ARMANI
- BURBERRY
- CHLOÉ
- DOLCE & GABBANA
- GUCCI
- JIMMY CHOO
- KARL LAGERFELD
- MICHAEL KORS
- MOSCHINO
- OFF-WHITE
- POLO
- RALPH LAUREN
- PRADA
- STELLA MCCARTNEY
- VALENTINO
- VERSACE

## EASY LOCATION

Our portfolio of 26 stylish and vibrant Designer Outlets are located near major cities, including Berlin, London, Milan, Rome, Venice and Vienna.



mcarthurglen.com  
gccsales@mcarthurglen.com, +971 527117557



Sultanate of Oman سلطنة عُمان  
وزارة التراث والسياحة  
Ministry of Heritage and Tourism



# Visit Oman

to experience its wonderful hospitality

**OMAN**

BEAUTY HAS  
AN ADDRESS

EXPERIENCEOMAN.OM

+91 9910062018, arjun.chadha@buzztravelmarketing.com

#EXPERIENCEOMAN