

Hotel TALK

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Volume 1 | Issue 1
September-October 2023

Pages 68 | ₹20

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AWARDS**

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leaders

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& rates
Is it sustainable?**

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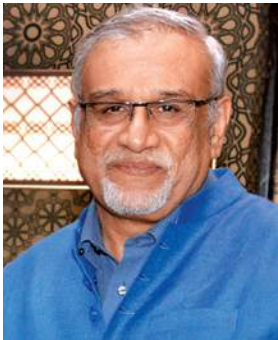
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Vijendra Khinvasara - National Manager- Healthcare and Hospitality

A new era for hospitality sector begins



The world has changed in the last three years, and it was time for us to change as well. Today, we are proud to unveil a fresh look and feel to modern hospitality with **HotelTalk**.

In the ever-evolving landscape of travel and hospitality, where experiences are as diverse as the travellers themselves, HotelTalk emerges anew, donning a refreshed look and feel to cater to the needs and aspirations of the contemporary globetrotter. As we embark on this exciting journey, we are happy to share with you the myriad transformations that HotelTalk has undergone, reflecting the dynamic shifts in the world of hospitality and the discerning preferences of modern-age hotel guests.

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In the ever-evolving landscape of travel and hospitality, where experiences are as diverse as the travellers themselves, HotelTalk emerges anew”

Gone are the days of one-size-fits-all hospitality. In this spirit, we have reimagined HotelTalk to be the ultimate companion. With an eye-catching and modern design, our new avatar is a visual testament to the vibrant diversity of hotels and the rich tapestry of their offerings.

HotelTalk is not just a magazine; it embodies innovation, experience, and community. Its pages open doors to a realm of endless possibilities, portraying hotels not just as accommodations but as portals to life-changing adventures. We are excited to embark on this journey with you, to explore the uncharted territories of hospitality, and to redefine what it means to travel in this new age.

Welcome to the refreshed HotelTalk, where every page invites you to dream, discover and delight in the magic of modern hospitality.

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Hospitality 2.0 Bigger and Bolder



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Hotel operators are happy with financial results so far, as well as with estimated growth numbers, which are reasonably robust”

It is indeed heartening to see the hospitality industry at its vibrant best once again. After a period of uncertainty and doubtful survival, it would have been challenging to envision the revival of such energy. This speaks volumes for the industry, which has proven to be resilient and withstood enormous challenges.

Favourably, the overall outlook is likely to remain positive. For a change, the supply of room inventory will chase demand. Hotel operators are happy with the financial results so far. Hotel brands are rapidly increasing their portfolios, with asset owners happy to invest in property improvement and subsequent branding. It would be interesting to also estimate new developments, that would exhibit an increase in inventory and capacity. This, in fact, will be key to managing the growing numbers of travellers.

As we delve into the positives for operations and growth, we must not ignore the challenges that loom large. Amongst many, I feel we must give priority to the big two – environment & sustainability and hospitality related skill development. While hotel companies are investing in sustainability, a big barrier is the shortage of skilled talent to manage this effort.

Reports also suggest that during COVID, almost 25 per cent of the layoffs became permanent. Other than the fact that business was taking time to restart, it was also largely due to hospitality managers re-looking at operating processes and achieving efficiencies with fewer people. It now remains up to hospitality companies to reignite the desire in youngsters to join the fraternity.

In the coming issues of **HotelTalk**, we will address challenges faced by the industry and ask experts to share their insights and recommendations. We really appreciate your continued readership.

Cheers,
Sunil Ghadiok

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Six Senses Fort Barwara, Rajasthan

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The demand-supply gap is keeping hotel occupancy & rates robust. While some feel it is cyclical nature of business at play, others believe that rates will wane out once investment starts pouring in. Industry's top professionals share their viewpoint...



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HotelTalk is published & printed by Devika Jeet on behalf of DDP Publications Pvt. Ltd. Printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase-I, New Delhi-110020. Published from 72, Todarmal Road, New Delhi - 110 001.

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India Travel Awards Applauding industry leaders



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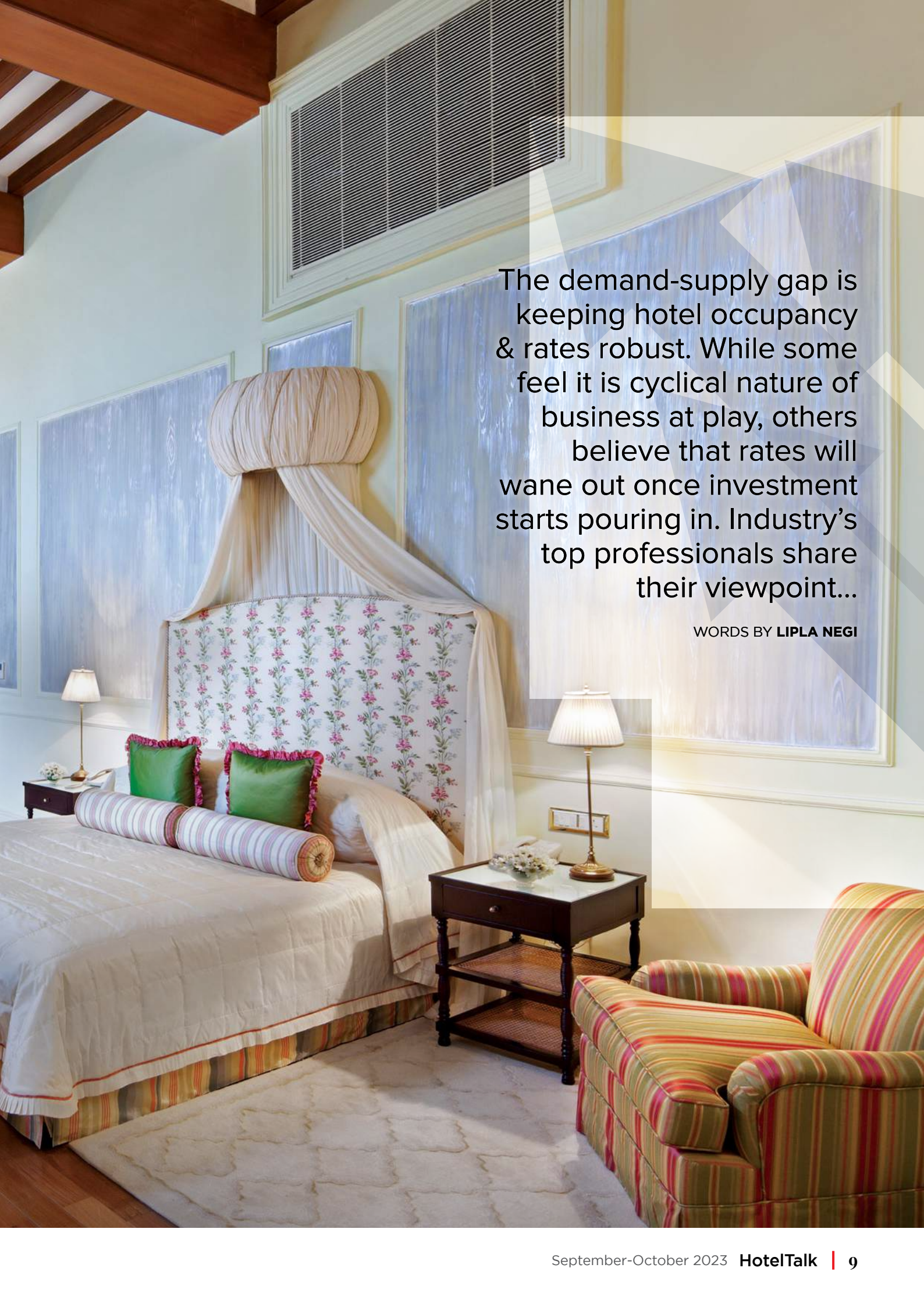
Modern branding Embracing change & engagement

Hospitality professionals advocate for brand distinctiveness, personalised experiences and technology integration to address brand fatigue and engage diverse audiences.



High occupancy & rates

IS IT SUSTAINABLE?

A photograph of a hotel room. On the left, a bed is made with white linens and a floral patterned headboard. Two green pillows and a striped bolster are on the bed. To the right of the bed is a dark wood nightstand with a lamp. In the foreground, a striped armchair is visible. The room has a high ceiling with wooden beams and a large window with sheer curtains. A semi-transparent text box is overlaid on the right side of the image.

The demand-supply gap is keeping hotel occupancy & rates robust. While some feel it is cyclical nature of business at play, others believe that rates will wane out once investment starts pouring in. Industry's top professionals share their viewpoint...

WORDS BY **LIPLA NEGI**

Tier II and III sectors driving growth

Dilpreet Singh Bindra

Area Director, Ops, North India, Bhutan & Nepal and Franchise Operations, South Asia, Marriott International

With a positive outlook for India over the coming 10 years, the market is now experiencing strong demand and constrained supply. There is a consensus that hotels will continue to see an increase in both occupancy rates and prices even if big international conferences have not yet completely resumed after COVID.

ADRs have increased compared to 2019, but there is still a sizable space for development, particularly when compared to rates in other worldwide areas. The attractiveness of a

location and the experiences provided by hotels are more important to travellers than the simple cost. The expansion of resort portfolios, such as the 30 per cent rise seen at Marriott, highlights the significance of distinctive experiences in luring leisure travellers.

In India, the growth of the hotel industry is being driven by a dual focus on Tier II and III sectors as well as a specific focus on the luxury market, especially in resort areas. The strategy focus of the sector is on signing premium assets, which reflects an alignment with shifting customer tastes.

Weddings have emerged as a significant source of revenue for Indian hotels, contributing close to 30 per cent of overall revenue, changing the complexion of the industry. Additionally, the MICE sector continues to be crucial to the success of the whole industry. While the Indian market is on the mend, the industry understands that for a thorough recovery to occur, international leisure travellers must return to the nation.



The expansion of resort portfolios, such as the 30 per cent rise seen at Marriott, highlights the significance of distinctive experiences

High rates have not discouraged inbound leisure travel, contrary to forecasts. Industry insiders are excited by reports that international visitor visits to India have increased this year. This increase shows that tourists are once again confident in India's tourism industry and emphasises how resilient the nation is as a top travel destination. The hotel costs are reasonable when compared to other places.

Investor sentiments towards India are positive

Vikramjit Singh

President, Lemon Tree Hotels

Occupancy and rates will continue to grow for at least the next four years. Some of the factors that are contributing to the high growth are:

- Currently, India is mostly driven by domestic demand, and inbound arrivals have not recovered to the pre-COVID level. This is expected to change in the coming years, with the government's focus on increasing foreign tourist arrivals (FTAs) to the country.
- Investor sentiments, both domestic and international, towards India are positive. Foreign investments with manufacturing units are being set up in different states, which will lead to higher travel needs. The hosting of the

connectivity with additional airports in the pipeline and the Vande Bharat Express routes.

Despite worries about rate stabilisation, the predicted mismatch between supply and demand makes it probable that rates will continue to increase year over year. The trend of rate increases stays positive as long as supply continues to expand more slowly than demand. The current strong industry performance is fueling the construction of new hotels in all price ranges, including luxury.



Despite worries about rate stabilisation, the predicted mismatch between supply and demand makes it probable that rates will continue to increase year over year

G20 events in India will also add confidence in G20 nations for investments in our country.

- Demand growth is surpassing supply growth, and as we have seen from the cycles of the past, this trend will continue for a few years until supply catches up.
- There is a boost in religious tourism, which is less impacted by the economic downturn. Kashi surpassed Goa in the number of tourists, and Ayodhya seems to be next. Hotel owners and operators are now strategically targeting these markets, where demand is high and increasing further.
- There has already been and will continue to be a boost in





Sustainable occupancy & rates: Short-term prospects

Rakesh Mathur
Senior Hospitality & Tourism Professional

High occupancy and rates are sustainable in the short term for the next one or two years. But in medium terms, with investment coming into the industry, high occupancy will take a slight dip. However, at the same time, since Indian economy continues to grow, it will not be a large dip. It will have an upward graph. So, if not very high, the occupancy will continue to sustain a reasonable upward trajectory in the coming years.

Rates are subjected to market conditions. When you have good occupancy, a good amount of investment also comes into the business. And when that happens, rates normally take a dip. This is a cyclical pattern of the market. Previously, there have been periods of highs and lows as well. Recently, the rates have been unusually high, and they are



Room additions are also low because a lot of acquisitions are happening due to the transfer of assets. So, it is keeping the total room count low

going to stabilise and come down in the next few years. As per my experience, this will last 2-3 years, or 5 years maximum. I do not think rates will stabilize. There will always be fluctuations because that is the nature of the market.

The current performance is a natural phenomenon in the hospitality industry. When rates and occupancy are good, investment pours into the business. And when people start investing, the development activity picks up pace. Simultaneously, what is happening here is that several hotels that could not sustain losses during the COVID, as per reports, are up for sale. So, apart from development, there will be transfer of assets.

Hotel additions are below pre-COVID levels because, at that time, investment was booming. And then COVID came. Room additions are also low because a lot of acquisitions are happening due to the transfer of assets. So, it is keeping the total room count low. As more additions follow, you will see a fall in occupancy and rates over the medium rate.

Brands ramp up inventory expansion plans

Greesh Bindra

Vice President, Operations, The Suryaa New Delhi



I see high occupancy and rates moving upward for another year. With no inventory adding up, it would still remain a sellers' market and we would continue to command rates. I see rate stabilisation happening once occupancies settle down. That would happen once outbound opens up completely. A backlog of visas and skyrocketing airfares are still affecting travel outside India.

I see a strong inflow of foreign tourist arrivals this year between November 2023 and March 2024. Though the numbers are quite encouraging and satisfying, it appears that inbound tourism is expected to be back to pre-COVID levels by the last quarter of 2024.



The industry is becoming a more significant economic force and has the potential to be used as a tool for development



Major hotel chains such as Marriott International, IHG, RHG, IHCL and Oberoi hotels, among others, are signing deals to increase their inventory size in the country. Though demand is going to be buoyant for room additions, I do not see any new inventory size adding, at least in the Delhi NCR region for the next one year.

The wedding business has helped hotels to maintain occupancies and high ADRs. All Indian hotel chains are vying for a piece of this growing market, with several brands launching new marketing initiatives specifically targeted at the wedding market. We have seen over 100 per cent growth in the revenues generated in this segment compared to the pre-COVID era. Guests are taking advantage of the opportunity to spend lavishly on themed and grand weddings.

It is irrefutable that the industry is becoming a more significant economic force and has the potential to be used as a tool for development.



Average Room Rate has stayed stable

Nikhil Sharma
Market Managing Director, Eurasia,
Wyndham Hotels & Resort

Although there are worries regarding rate stabilisation, the existing situation of hotel rates in India points to a stable and balanced hospitality business. The industry's resiliency in the face of economic changes is demonstrated by the average daily room rate (ADR), which has stayed stable. In addition to drawing tourists looking for trustworthy lodging alternatives, this stability shows how adaptable the sector is to shifting market dynamics.

There are concerns regarding the appeal of international travel for Indian tourists as hotel charges in India grow. The world's largest middle class, which has enormous potential, offers a unique opportunity for both domestic and international travel. Growing disposable incomes enable this group to make a considerable contribution to the expansion of the tourist sector globally.

The growth of hotels across all market categories is being driven by the hospitality sector's present performance, with the mid-segment receiving special attention. The future of this market sector appears to have bright potential, given its growth trajectory. The industry's diversification is further aided by the expanding number of upmarket accommodations designed to appeal to discriminating travellers.

The hospitality business in India has witnessed a spectacular increase in Revenue per Available Room (RevPAR), and occupancy rates have been continuously high. These trends are not temporary occurrences but rather a sign of a strong and long-lasting demand for hotel rooms. In the medium to long term, it is anticipated to pick up momentum. Notably, the hosting of big events such as G20 meetings and the ICC World Cup has had an impact on the increase in demand. These sizable gatherings caused a surge in hotel reservations, supporting the industry's upward trend. A positive picture for the future success of India's hotel sector may be seen in such excellent indicators.



The existing situation of hotel rates in India points to a stable and balanced hospitality business



Demand to remain buoyant, supply sluggish

Jaideep Dang

Managing Director, Hotels and Hospitality Group, JLL India

Occupancy rates are moving in line with seasonality experienced by the hotel sector in India. This is characterised by a strong Q1 (Jan to March) on the back of corporate travel followed by a dip in Q2 brought about by the reduction in corporate travel amidst extreme summer months and by summer vacations. We expect occupancy levels to pick up during Q3, which is normally the shoulder months followed by an uptick in Q4, which is typically led by corporate travel, MICE and weddings.

Although, there has been a significant growth in room inventory in the past 18 months, but we expect the supply over the next 3-4 year period to be comparatively slow. Demand on the other hand is expected to remain buoyant given the growth in Indian economy. We expect the hotels' performance to remain robust in the medium term.



There has been a significant growth in room inventory in the past 18 months, but we expect the supply over the next 3-4 year period to be comparatively slow

Development activity has witnessed an uptick in recent quarters as per data tracked by JLL. In H1 (Jan to June) 2023, there have been 127 new branded hotel signings comprising more than 11,500 rooms which is a 36 per cent Y-o-Y growth in new room inventory signed. The midscale hotels comprise the largest segment (26 per cent) of upcoming hotel room inventory in major hospitality markets comprising of Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kolkata, Gurgaon, Pune and Goa. The luxury segment is the runner-up in the same comprising approximately 24 per cent of the future supply in major hospitality markets.

Due to the completion of several hotel projects that had been put on hold due to COVID, the branded supply increased significantly in 2022 compared to 2021. This led to an upsurge in development activity. However, this growth is expected to witness a rationalisation in coming years as upcoming supply tapers down.

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Hotel classification process needs to be streamlined

New Nidhi portal has led to delayed information about inspections, making it challenging for hotel associations to appoint qualified experts for classification committee, highlights **Sudesh Poddar**.



The Federation of Hotel & Restaurant Associations of India (FHRAI) has taken serious umbrage pertaining to the HRACC inspection process. As per the requirements of the hotel classification process, representatives of travel and hospitality trade associations, as part of the HRACC team, take part in the physical inspection process for the

classification of hotels. In the past, the trade associations used to receive information about classification inspections well in advance, which enabled them to assign a suitable representative with the requisite expertise and experience in the domain.

However, ever since the new Nidhi portal has been made operational, information about inspection visits

usually comes at a very advanced stage, due to which the associations have very little time to appoint an expert member for the HRACC committee for classification. The last-minute information makes it extremely difficult to arrange for a member to attend the classification visit. It gets even tougher to arrange for a representative to attend the inspection visit in remote areas of the country due to scheduling and travel constraints.

The members support FHRAI's appeal to V Vidyavathi, Secretary, Ministry of Tourism, Government of India, regarding the serious lapse in the HRACC inspection process being coordinated through the Nidhi portal. The members discussed the issue, seeking suitable changes or amendments in the process to ensure that information about classification inspection is shared with the stakeholders 15-20 days in advance. This would enable members to appoint suitable representatives to facilitate the inspection visit.



Sudesh Poddar
President, FHRAI

“

The last-minute information makes it extremely difficult to arrange for a member to attend the classification visit”

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Tertiary city expansion on cards for RHG

The hotel chain is ensuring to open 10-12 new properties every year in India, especially Tier II & III cities, reckons **Zubin Saxena**.

WORDS BY **JANICE ALYOSIUS**

Zubin Saxena, Managing Director and Senior Area Vice President, South Asia, Radisson Hotel Group (RHG), claims that India's hospitality industry is about to embark on a transformational journey that will last for the next 25 years. Within next 5-7 years, Saxena predicts that India will emerge as the third-largest economy in the world, setting the stage for it to become a major player in the travel and hospitality sector.

Highlighting RHG's ambitious plans to solidify its presence further, Saxena shared, "We currently have a portfolio of 170 hotels operating and under development, and we plan to develop the portfolio further in the next 3-5 years. We are opening 10-12 hotels every year, which is part of our active strategy to target Tier II, III, IV and V cities within the Indian market. The strategic move is to tap the potential these cities have to offer, and that is where we see the Indian domestic story really shining. Radisson is positioning itself to penetrate and thrive in these untapped markets."

Radisson's commitment to sustainability extends from guestrooms to operations at their properties. "We



Zubin Saxena
Managing Director and Senior Area Vice President, South Asia, Radisson Hotel Group (RHG)

are investing deeply in terms of energy efficiency, right from temperature control, air conditioning in our hotel rooms, to producing power by using solar panels and so on. We are ensuring that our hotels are at the forefront of this cause," he further added.

Adding that the dynamics of hotel room pricing are a complex interplay between supply and demand, Saxena,

“

We are opening 10-12 hotels every year, which is part of our active strategy to target Tier II, III, IV and V cities within the Indian market”

believed, We are at a point where demand for hotel rooms is very strong and the supply is stable to an extent, which is pushing the average rates up. Also, our industry has started focussing on price value proposition for the customers. In addition to this, the average rates are bound to grow and remain this way for the next 12-18 months.”

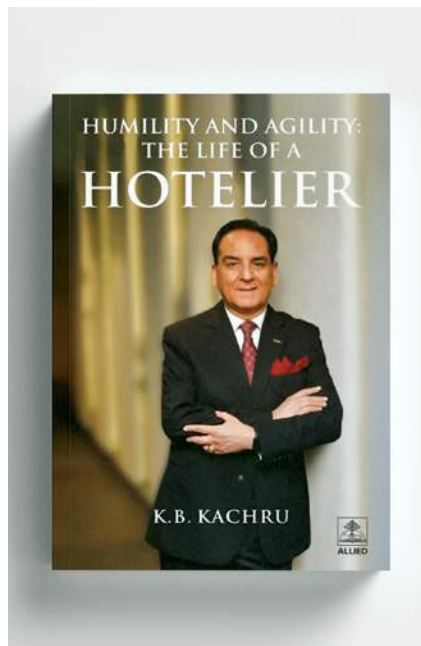
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Chronicles of a **hotelier**

Hospitality veteran **K B Kachru** recently unveiled his debut book *Humility and Agility: The Life of a Hotelier*, which highlights leadership lessons, sustainability and India's hospitality industry.

WORDS BY **JANICE ALYOSIUS**

In the industry of hospitality, where memories are created and experiences are produced, **K B Kachru** is a symbol of leadership and tenacity. Kachru, Chairman Emeritus & Principal Advisor, South Asia, Radisson Hotel Group, has had a brilliant career spanning decades. He just published a compelling book that not only details his extraordinary journey but also offers priceless insights into the hospitality industry. His debut book, titled *Humility and Agility: The Life of a Hotelier*, reflects Kachru's remarkable career, and is a testament to the principles of humility and agility that have served as his compass, and is a storehouse of knowledge that extends beyond the sector.



Regarded as a revered figure in the hospitality industry, Kachru introduces a diverse spectrum of behaviours that hold the potential to be imbibed and embraced by leaders across various spheres. His inspiring moments and personal anecdotes are woven seamlessly into key leadership lessons, providing readers with practical insights they can apply to their own professional and personal lives. A heartfelt expression of love and dedication towards his career, the book delves into the pivotal role played by the people Kachru encountered throughout his journey.

Explaining the driving force behind penning this book, Kachru articulated, "As I navigated through different chapters of my life, I recognised the





K B Kachru
Chairman Emeritus & Principal
Advisor, South Asia, Radisson
Hotel Group



As I navigated through different chapters of my life, I recognised importance of documenting certain events that held valuable lessons for future generations”

importance of documenting certain events that held valuable lessons for future generations. Learning is a journey, and my intention was simply to share these insights.”

Within the confines of his book, Kachru’s objective was to kindle a flame of inspiration within the hospitality sector. “Many of my colleagues are writing good things about their experiences. I think it will do very well. As leaders of the industry, we all should contribute and share our experiences with others, which will help everybody. You may relate to it now or later, but it will help everybody at some stage of life,” he said.

When it comes to encouraging the hospitality industry, one of the primary factors driving or impacting the industry are the G20 events. Emphasising the impact of G20 events on

the hospitality industry, Kachru said, “G20 events are helping us to position the country better. Travellers are now moving to lesser-known destinations and understanding what India has to offer. These meetings have strategically showcased lesser-known destinations in India, placing the country on a broader tourism map. So, I think this will help our industry in a big way.”

Beyond individual brands, sustainability has become a collective commitment within the hospitality sector. Kachru highlighted the fact that sustainability is of key importance in the tourism and hospitality industries. “It is very important not only for Radisson but for the entire hotel industry. They have recognised that we must do something for Mother Earth, and everybody is contributing, whether it is in terms of using renewable energy

or saying no to single-use plastic. Each brand and hotel are contributing towards it,” he shared.

Highlighting the potential of India, Kachru said, “India presents a dynamic marketplace, and our industry’s resurgence post-COVID is a source of immense pride. The pace of growth will be influenced by market dynamics, and as inventory increases, it will introduce a stabilising element. We are equipped for this progression, but our aspiration remains to enhance room availability and inventory. Investment is flowing, and progress is evident. The opportunity for expansion is open to all. Both domestic and international chains are thriving, underscoring their serious commitment to the Indian market. Our collective expansion is in motion.”

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Redefining hospitality architecture

Bobby Mukherji, a prominent architect, has shaped India's top hotels for almost 30 years, blending art & functionality. Mukherji's approach focusses on timeless designs, sustainability and local sourcing.

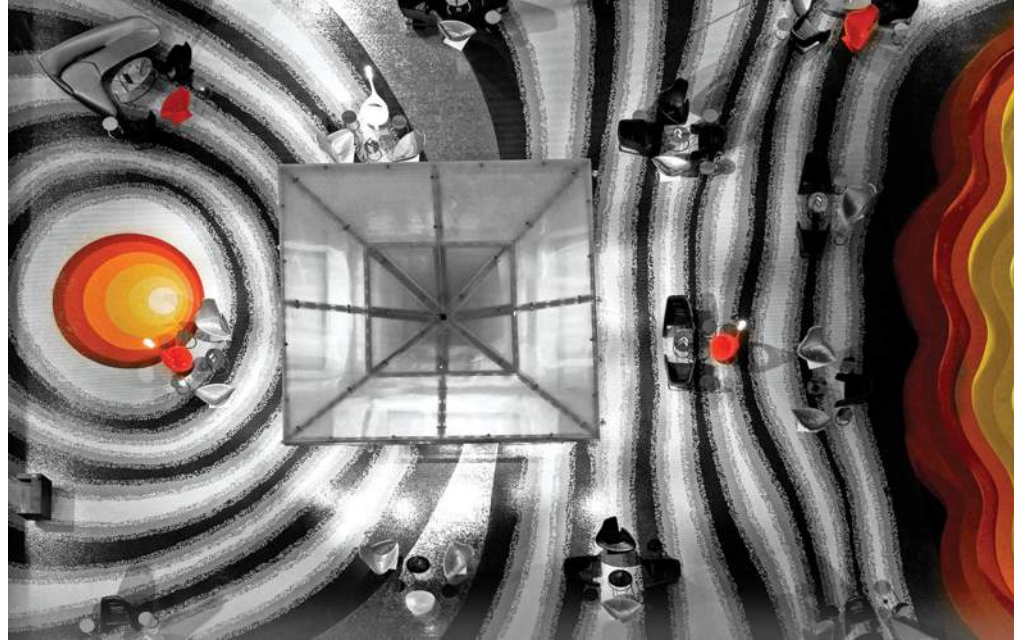
For nearly 30 years now, Bobby Mukherji's name has been associated with some of India's biggest and finest hotels. He is renowned for being one of the finest architects shaping the modern cityscape of new India, seamlessly merging functionality with art and aesthetics. At Bobby Mukherji & Associates (BM&A), his team has ventured into diverse sectors, including recreational, commercial, residential, healthcare, and urban planning, alongside the hospitality and aviation industries, from where the journey started for them. BM&A embraces a cross-disciplinary approach, which has propelled them to international recognition.

Genesis of excellence

Discussing his inaugural hotel project, the renovation of Le Meridien in New Delhi, Mukherji remarked, "It holds a special place in my heart. It set a trend much ahead of its time, granting me substantial creative liberty. The project gained landmark status, fostering goodwill in the hospitality sector. Following the renovation, it ascended to India's top five revenue-generating hotels. I deeply enjoyed collaborating with the owner and CEO during this endeavour. Pouring my energy into this field, one achievement led to another, culminating in over two decades of designing hotels. I have contributed to the creation of more than 50 hotels."

Architect of iconic brands

Indeed, some of the most renowned names in the hotel industry owe credit to BM&A, including brands such as IHCL, Hilton, Lemon Tree Hotels, Oberoi, Hyatt, IHG, Marriott, Accor, Radisson, Lalit, Dusit, Royal Orchid, Sahara Hospitality and Hard Rock, to name a few. An elaborate process underlies the creation of these grand structures, and Mukherji sheds light on it. "Prior to commencing any hotel project, we compose a script, akin to a movie script, constructing an entire brand, the star category, and more. We have consistently achieved success in delivering the right product. Our design approach is not confined to a single style; we embrace



“

I aim to develop concepts that do not necessitate renovations in the next 20 years, perhaps only some minor refurbishing and upholstery adjustments”



complete pluralism. Our hotels are distinct from each other, meticulously tailored to their respective locations. We incorporate abundant local influences into our design to confer a unique identity and avert a generic appearance. This strategy consistently yields exceptional outcomes for our clients,” he conveyed.

Aesthetics & functionality

Mukherji’s hotels have been praised for their aesthetic appeal, along with their sustainable functionality. This creative merging of art and functional design is the secret recipe for the success that all their projects have brought the firm. Mukherji said, “When people live a certain kind of ordinary existence in their own home, the experience of living in a hotel, whether it be for 2-3 days or more, should be unique. It should be a fantasy type experience. It should

be away from the mundane that the customer experiences regularly, so starting from the way they take their food to the way they sleep, lighting and the rooms; everything should be unique and special. All this adds up to amplifying the guest experience.”

A vision beyond trends

“My main approach is to create a timeless design. I aim to develop concepts that do not necessitate renovations in the next 20 years, perhaps only some minor refurbishing and upholstery adjustments. Our commitment to sustainability involves incorporating green practices. This inclination has grown over the years, as we previously relied heavily on imports. This shift is due in part to the enhanced quality of domestically produced goods, fixtures and fittings compared to two decades ago,” emphasised Mukherji.

HT

Experiential hospitality

Authenticity meets innovation



Is experiential stay merely a buzzword or tangible reality? What is actual definition of experiential stays, and what components does it encompass? deciphers **Steve Borgia**.



Steve Borgia
Founder Chairman & MD,
INDeco Group of Hotels

Experiential holidays fall under a very special category that will emerge into a niche segment that will perpetually grow. Beyond all that, it will also be very close to sustainability.

As we move into the next decade, I can only see people favouring experiential holidays, especially when it comes to families. Experiential stay is not only jargon; the impact of immersive holidays has been strong enough that numerous standalone hotels offering experiential stays might

have succumbed to the challenges of COVID and its aftermath.

When it comes to vacation hotels, we need to be experiential. It is far beyond the understanding of the industry. We have got to continuously innovate to be experiential, and at the same time, we should also be authentic. Its application is far and wide among different countries. Asian countries stand to gain a huge advantage in this sector, especially India.

Destinations that provide experiential holidays will last for a long time.



Our flagship hotel, INDeco Hotels Swamimalai in Tamil Nadu, is not only a pioneer but a classic example too. While we are experiential, we are innovative by the hour. Curated experiences by the hotel and natural wonders around the hotel, both in equal proportion, offer a great experiential stay for the guests.

The natural wonders add to the authenticity, but to go experiential, much of it must be positioned, innovated and offered by the hotel. For instance, you can offer a beautiful stretch pool inside a guestroom and sell it for a bomb to the guest. On the other hand, you can fix a pump set inside the room and sell it as an experience for a much higher price. People may prefer the latter because it is not only an experience but also unique and innovative. Nothing that they can experience elsewhere should be part of your offering.

In one of our hotels, guests are taught how to ride a bullock cart. Furthermore, they are trained to pass a riding test and are offered a licence to ride a bullock cart. And when it comes to experiences around the hotel, guests are taken to fish in the nearby

village pond. The chef helps them cook their catch.

There are some experiences that are common to both domestic and international travellers. But they can also be totally different when you experience in a hotel. It should not

for an international guest, it can be mind-blowing. Likewise, eating food on a banana leaf can be an everyday ritual and therefore may not mean much as an experience. But for an international tourist, it can be a once-in-a-lifetime experience.

“

When it comes to vacation hotels, we need to be experiential. It is far beyond the understanding of the industry”

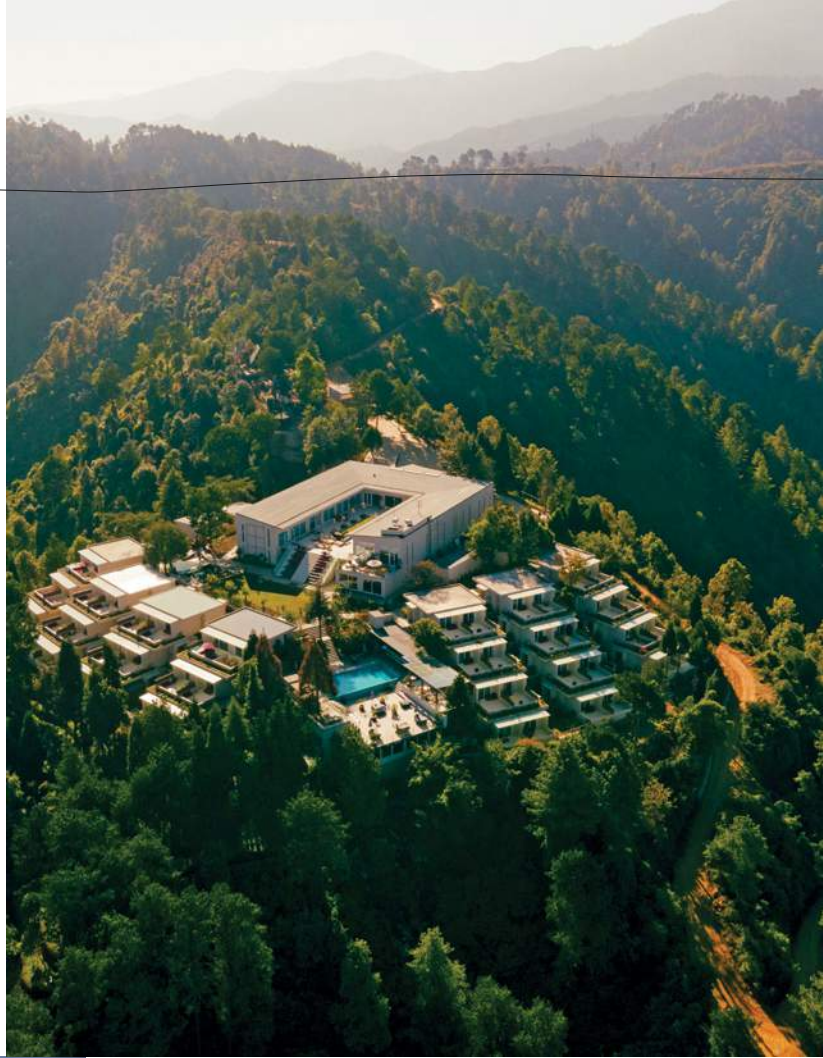
only be wow, but also unique and something special. A mundane day-to-day life for a domestic guest will not make much of an impact when it comes to an international case. Therefore, it is extremely important to position it differently so that it makes a good impact.

The wow factor must be built; for instance, making a dosa can be an everyday routine for domestic guests. But

In short, experiential hotels will sustain for a long time if creating experiences within the hotel is not name-sake. They must be authentic and unique, and surely they have to add a wow factor. One should not impose experiences; they have to be born out of the local art, culture, lifestyle and ecology, among others. Experiences must be innovative as well and should offer first-time experiences. HT

A Himalayan odyssey

Building seven luxury hotels en-route to Mt Everest, **Nima Martin Sherpa** shares his roadmap to redefine the hospitality landscape in Nepal.



Going to Mt. Everest is a once-in-a-lifetime kind of experience. Numerous international publications almost always list the Everest Base-camp Trek as their “Top 10 bucket list destinations of the world.” But the journey, though beautiful, can be tough. The base camp trek is a 7-10 day hike and the quality and standards of the majority of the lodges thus far is quite basic. I have always believed that the potential of tourism in my country is huge but there are gaps in service and design.

With our hotel chain we want to elevate the standard of service and facilities in the Everest region. I fell just because you’re in high altitudes and freezing temperatures doesn’t mean your experience can’t be comfortable or special. I am excited to build well-designed hotels in unique locations providing great service and experiences with an approach that is innovative, mindful and ecologically conscious.

The genesis

My family is building a total of seven small luxury hotels from Lukla, which is the gateway to Mount Everest, to Lobuche, which is the last stop before Everest Base Camp and a further three hotels along the Gokyo lakes trail to complete our chain of hotels in the Everest region. We saw a big demand in the market for high-end experiences in the Everest region. Frankly, we were also tired of seeing Nepal constantly being positioned as a cheap back-packers’ destination. Nepal has so much more to offer and the country simply has not harnessed its true tourism potential.

We’re fortunate that my father had the foresight to acquire some of the best properties along the trekking trail to Mt. Everest Basecamp decades ago. In fact, it was his vision to build a chain of hotels and he constructed four lodges in the 1990s. But with the ever-growing curiosity and interest in Mt. Everest, and the demand for a more comfortable trekking experi-



ence, we thought this would be the right time to invest in a chain of luxury hotels all the way to base camp, providing standardized quality and comfort for discerning guests.

Apart from the Everest Hotels, we recently launched 'The Terraces Resort and Spa' on the outskirts of Kathmandu Valley, which serves as our base in the capital. This 100 acre property perched on a hill is 45 minutes away from Kathmandu Airport, and offers 180 degree view of the Himalayas. Visitors pressed for time can take a helicopter from the Terraces

directly to any of our properties in the Everest region, which saves them the hassle of dealing with domestic airport transfers etc.

An experience for all

Well just getting to the Everest region is an experience, but with our luxury lodges we want to make sure the stay is equally rewarding and a unique experience. The majority of our clients will be trekkers and mountaineers, but we also expect quite a number of non-trekkers to fly to our properties on helicopters from our resort in Kath-

mandu. Traditionally, the client base in the Everest region was trekkers and mountaineers, but the idea of Mt. Everest has now expanded to include everyone from gap year students to retirees to those who want to have an intimate wedding or celebrate their honeymoon. In the past, our guests were mainly Europeans and Americans, but of late, we have seen a great increase in visitors from China, India and the Middle East.

Eco-conscious ascend

Constructing at high altitudes inside a National Park in an area that is most impacted by climate change means we have to be mindful of nature. We will be using clean renewable energy sources like solar, wind and micro hydropower and embracing more energy-efficient building designs. We will practice green living by saving water, using organic products and working with the local community to promote afforestation, organic farming and eco-tourism in the region. HT

“

The idea of Mt. Everest has now expanded to include everyone from gap year students to retirees to those who want to have an intimate wedding”



Going green for growth

From sustainability budgets being earmarked and strategies being streamlined, here is how hospitality leaders are leading the change to make responsible tourism a top priority.

WORDS BY LIPLA NEGI





Sudeep Jain
MD, South West Asia, IHG Hotels & Resorts

As one of the world's leading hotel companies, at IHG, we embrace our responsibility and the opportunity to help shape the future of responsible travel. That is why in 2021, we launched Journey to Tomorrow, a 10-year action plan of clear commitments to drive change for our people, communities, and planet, aligned to our purpose of True Hospitality for Good and to the UN Sustainable Development Goals. We call it a journey as we may not have all the answers yet, but we see this as an important framework to bring together all who stay, work and

partner with us to shape the future of responsible travel.

Over the next decade, we are focussed on working with our hotels to reduce carbon emissions in line with climate science; eliminating single-use items or finding recyclable alternatives; reducing food waste; collaborating with local stakeholders to tackle water sustainability issues in areas of greatest risk. In addition to this, as a brand committed to sustainability, we are implementing initiatives such as introducing bulk amenities and Artificial Intelligence based technology to reduce food waste.

“

Over the next decade, we are focussed on eliminating single-use items or finding recyclable alternatives and reducing food waste, among others”





Gaurav Pokhriyal
Executive VP, Human Resources, IHCL

In the last financial year, our spend on sustainability related initiatives was approximately ₹35 crore. Currently, 35 per cent of the total power consumed by IHCL is from renewables. We have also tied up with Tata Power for the installation of electric vehicle charging infrastructure across our hotels in India. IHCL has installed over 310 EV charging points at more

All biodegradable waste is composted, and 74 hotels have on-site composters. 20 water bottling plants have been set up across our properties to scale up the transition to a plastic-free service process. Across our properties, plastic shower caps have made way for compostable shower caps and plastic ear buds have been replaced with paper ear buds. Our Taj branded



Currently, 35 per cent of the total power consumed by IHCL is from renewables”

than 110 of its properties and this number is going to increase.

Heating, Ventilation and Air Conditioning (HVAC) is always a huge energy guzzler and a cost centre, for the hospitality business. Our partnership with the International Finance Corporation, a member of the World Bank Group is helping us introduce efficient, climate-smart, cost-effective cooling solutions for the first time in India’s hospitality sector.

hotels are also replacing other plastic disposables such as toothbrush, razor and comb with products made with bamboo, potentially reducing 25 tonnes of plastic on an annual basis.

IHCL has established 18 skilling centres across twelve states in collaboration with partners, including signing a 10-year MoU with the Assam Government for the development of a hospitality-focused skills training centre in the North East.





Inge Huijbrechts

Global SVP, Sustainability, Security & Corporate Communications, Radisson Hotel Group

Our sustainability goals at Radisson Hotel Group align with Think People, Planet and Community principles. Our aim is to achieve Net Zero by 2050.

To reach our sustainability goals, we are focussing on two main levers. Firstly, we are working on increas-

ing the energy efficiency of our hotel buildings. This involves adopting innovative technologies for sustainable operations. Secondly, we are transitioning to renewable energy sources to minimise our carbon footprint.

As part of our commitment to responsible travel and meetings, we offer sustainable value propositions to our guests. This includes providing 100 per cent carbon-neutral meetings and conferences. Additionally, we are expanding the availability of electric vehicle (EV) charging networks in India and in Europe.

There are hotels in our portfolio such as Radisson Blu Nagpur, Radisson Blu Ahmedabad and Radisson Blu Indore that have received recognition with IGBC building certificates. These esteemed properties are complemented by iconic, sustainably designed hotels such as Radisson Resort & Spa Lonavala. We introduced water from air technology at Radisson Blu Plaza Delhi Airport, producing drinking water from air humidity, an innovative solution that saves water. This technology brings estimated annual cost savings of ₹3,18,280.



We introduced water from air technology at Radisson Blu Plaza Delhi Airport, producing drinking water from air humidity”



H C Vinayaka
VP, Technical, EHS and Sustainability, ITC Hotels

It is a matter of pride that ITC Hotels and Welcom-
Hotels have achieved, much ahead of time, the 2030
carbon emission targets envisaged in the COP21 Paris
agreement. Guided by the ethos of Responsible Luxury, we
endeavour to create a harmonious balance between luxury
and sustainability by prioritizing environmental steward-
ship.

We are constantly evaluating new technologies and initia-
tives. We are already way ahead on the sustainability curve
and have achieved international milestones. We are work-
ing on our plan to extend the LEED Zero Water Certifica-
tion and LEED Zero Carbon Certification to other hotels,
which will be one-of-a-kind achievement in the entire
world.

ITC Hotels is among the first hotel chains to mitigate
single-use plastic at close to 150 touch points, eliminating
the use of plastic by approximately 2.5 lakh kg/year. Our
commitment to achieve 100 per cent waste recycling puts
effective measures in practice such as recycling or reusing
more than 99 per cent of waste generated through various
means such as organic waste converters, bio-methanation
plants and so on.



*Our commitment to achieve
100 per cent waste recycling
puts effective measures in
practice such as recycling
or reusing more than 99 per
cent of waste generated”*



*We have dedicated funds
at each property to provide
investment in projects that
benefit local communities and
environments”*



Jeffery Smith
Vice President,
Sustainability, Six Senses
Hotels Resorts Spas

Over the past 16 years, Six Senses has been bottling
its own drinking water. By establishing on-site
filtration and bottling facilities, each resort elimi-
nates the transportation impacts and use of plastic water
bottles. Six Senses drinking water has proved a taste-test
winner with guests also.

Each Six Senses resort and hotel features an Earth Lab,
which promotes sustainable living in inspirational and
innovative ways. The space is used to host workshops that
empower guests and community members to learn about
and connect more closely with the natural world.

To be self-sustaining, we are moving towards zero waste
to landfill, using existing resources and reducing our car-
bon. In 2022, we produced compost, organic vegetables,
eggs, essential oils, renewable energy, honey and cleaning
solutions due to the efforts of individual properties, and
avoided 1,760,787 plastic bottles by refilling our own drink-
ing water.

In 2022, our hosts dedicated around 4,900 hours to
volunteering in their local communities, over 9,500 com-
munity members joined our events to help the environ-
ment and support communities and almost 20,000 guests
supported positive impact events. We made life better as
120,467 people gained access to clean drinking water and
sanitation, provided access to education and skill training to
8,528 students and created 113 jobs in local communities.

We also have dedicated funds at each property to provide
investment in projects that benefit local communities and
environments, while guest bookings contribute directly to
each resort’s sustainability fund .



Nurturing growth & collaboration

Uniting senior leadership of Marriott International with C-Suite executives from leading corporates, Marriott Marketplace kicks off its three-city tour in Delhi, followed by Bengaluru & Mumbai.

WORDS BY LIPLA NEGI

While COVID forced every business to work virtually, the significance of in-person meetings and conversations remains unparalleled. Agrees **Arun Kumar**, Market Vice President, North India, Nepal and Bhutan, Marriott International, “Human nature is such that we want to meet. Now people are travelling for business because what you can achieve in person probably becomes less efficient when you try to do it over a phone call or in online meetings. Here at Marriott Marketplace, we want to make people feel that we are present.” He further added that while things will continue to grow virtually, physical events will always bring more productive results. He further added that domestic demand will continue to surge, bringing growth and development to lesser-known destinations. “We are trying to talk to developers in the secondary markets



to see what the potential in those markets is. Expansion will happen in these markets where no brand has a presence. We will open some smaller hotels in cities such as Varanasi, Ayodhya, Ujjain, Kanpur and Gwalior,” he revealed. The brand has plans to open 15 hotels in India by the end of this year.”

In its ninth year, Marriott Marketplace is known as a unique networking platform that helps foster collaboration, innovation and growth within India’s business landscape. “This year we have 80 hotels showcasing their products to corporates and tour operators,” he explained. This multi-city event started its tour in Delhi at the JW Marriott New Delhi Aerocity and will also be taking place at the Marriott Whitefield, Bengaluru on 7 September followed by an event in Mumbai at The St. Regis, Mumbai on 14 September.

HT



Robust demand projected for hotel rooms in 2023

Owing to rising travel demand, better global conditions and occupancy rates, CMIE has forecast that hotel room additions will remain below pre-COVID levels in 2023-24.

WORDS BY HT BUREAU

The room additions in the hotel industry are expected to remain below pre-COVID levels in 2023-24, according to CMIE's Industry Outlook report. "Rising travel demand and higher occupancy rates are driving the need for additional capacities in the industry. Better global macroeconomic conditions and the resumption of e-visa services with key source countries will lead to an increase in foreign tourist arrivals. Demand for domestic travel is expected to remain robust in the current year. Most of the room addition projects expected to be completed in 2023-24 will add capacity in smaller cities. The hotel industry is anticipating an increase in demand over the next few years. It is therefore expected to continue to significantly add capacity over the next

few years. The industry added 5,993 rooms in 2021-22 and 5,354 rooms in 2022-23. However, room additions will continue to be below pre-COVID levels. The industry added 7,686 rooms per year in the five years from 2015-16 to 2019-20," outlined CMIE's Industry Outlook.

Increased travel demand

In 2022-23, the industry witnessed a

sharp rise in foreign tourist arrivals and domestic tourist visits. Foreign tourist arrivals increased by 302.2 per cent to 7.9 million tourists in 2022-23 as compared to 1.9 million tourists in 2021-22. Domestic tourist visits are estimated to have increased by 174.1 per cent to 1.8 billion visits in 2022 from 677 million visits in 2021. The increase in travel demand was reportedly on account of pent-up demand

“

Hotel industry is likely to complete 78 projects in 2023-24 as compared to 59 projects in previous year”



for leisure travel and a recovery in corporate travel driven by an increase in meetings, incentives, conferences and exhibition events.

The increase in foreign tourist arrivals and domestic tourist visits drove up occupancy rates and average room rates (ARRs) in 2022-23. The industry's average occupancy rates were around 59-61 per cent in the calendar year 2022, according to a report by HVS Anarock. Occupancy rates were 15-17 percentage points higher in 2022 as compared to the occupancy rates in 2021. However, when compared to occupancy rates in the pre-COVID year 2019, they were 5-7 percentage points lower. The average occupancy rate is likely to rise to 66 per cent in 2023.

Average room rates in the industry increased to ₹6,000-6,200 in the calendar year 2022, according to the above-mentioned report. ARR were 37-39 per cent higher in 2022 as compared in 2021. Compared to rates in the pre-COVID year 2019, ARR were

1-3 per cent higher in 2022. Average room rates are expected to grow by 16 per cent to reach ₹7,106 in 2023.

Asset-light models

Hotel companies are looking to expand their portfolios through an asset-light business model to keep up with the faster increase in travel demand. The asset-light business model involves signing hotels under management contracts, franchise agreements, revenue-share agreements, or lease agreements. These hotels will require less time for implementation. The asset-light model will also require less investment in capital expenditures.

Double digit growth

FTAs are expected to increase by 23.3 per cent to 9.7 million visitors in 2023-24. The increase in foreign tourist arrivals will be on account of improvements in global macroeconomic conditions and the Central Government's decision to resume e-visa services for major source countries. **HT**

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India Travel Awards

Applauding industry leaders

India Travel Awards North 2023 turned out to be a remarkable success, honouring trailblazing contributors to Indian tourism.

The India Travel Awards North 2023, hosted at the Hyatt Regency Delhi on 25 July, marked an extraordinary success, bringing together the foremost professionals from the travel and hospitality sectors to honour outstanding leaders and achievers.

SanJeet, Founder, DDP Group, conveyed his joy, affirming, “Tonight’s award recipients embody the spirit of excellence, creativity and resilience. They have elevated India’s status as a global tourism destination and showcased the true essence of Indian hospitality. From creating unforgettable experiences for travellers to empowering the workforce, these trailblazers have left no stone unturned in their pursuit of excellence.”

The award selection kicked off with an online nomination phase that garnered enthusiastic engagement from various segments. The nomination form prompted participants to reflect on their unique attributes, leading to over 203 distinct nomination categories, showcasing the vibrant and ever-changing landscape of the Indian tourism sector.

Voting was conducted with the utmost care to ensure transparency and avoid any duplication, giving rise to a fair and unbiased selection process. After the completion of online voting, a distinguished jury, renowned for their expertise in the domain, diligently assessed and chose the most deserving individuals and organizations as award winners.



The event commenced with a keynote address by the Chief Guest, V K Duggal, former Governor of Manipur and Mizoram. He urged the hospitality industry to focus on providing competitive pricing, seamless travel experiences and sustainable practices to attract and retain international tourists, further elevating India's position as a preferred global destination.

The India Travel Awards North 2023 recognised several accomplished names in the industry, including the following noteworthy honorees:

- Gallery of Legends inductee: Ashwani Lohani, ex-Indian Railway Service officer
- DDP Trailblazer for 2023: Rajiv Mehra, President, Indian Association of Tour Operators
- Wedding Tourism Ambassador 2023: Rajeev Jain, Founder and Director, Rashi Entertainment
- DDP Game Changer for 2023: Rikant Pittie, Co-Founder, Ease-MyTrip
- Face of the Future: Isha Goyal, Executive Director & CEO, STIC Travel Group

V K Duggal, Chief Guest, urged the hospitality industry to focus on providing competitive pricing, seamless travel experiences and sustainable practices



Commending hospitality achievers

Achievers from the hospitality industry were felicitated at the India Travel Awards North 2023. The who's who of the hotel sector were in attendance as they cheered their peers and enjoyed an evening of celebration and recognition.



Hyatt Regency Delhi











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- Importers and Trading Houses
- Buying Houses and Agents
- Architects and Interior Designers
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- Institutional Procurement Agencies
- HORECA (Hotels, Restaurants, Cafes)
- Brand Owners and Franchisees
- Corporate Sourcing Heads
- Entrepreneurs and Startups



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TRANSFORMING passion into culinary careers

AISSMS Pune's Hotel Management programme focusses on practical training and culinary management.

One of the most praiseworthy qualities of the hospitality industry is its warmth and resilience. The way the service industry has bounced back post-COVID is truly commendable. The vibrant hues of hospitality continue to evolve in their countless shades in this post-COVID era, and with that comes the demand for skilled workers.

The need for skilled employees in the hospitality sector has been a constant challenge. Time and again, there has been a requirement to bridge this gap, which has always been our endeavour to carry out.

At All India Shri Shivaji Memorial Society's (AISSMS) College of Hotel Management & Catering Technology, Pune under the able guidance of Dr. Sonali Jadhav, Principal, we focus on getting students ready for the industry with a carefully curated syllabus that gives equal emphasis to industry experience and theoretical knowledge.

Discussing about hospitality, Dr. Jadhav mentioned that it is impossible to disregard the surging fascination with the culinary domain. Articles have already tackled the projection that the culinary workforce will become highly sought-after by 2030. This transformation will stem from changing consumer inclinations, technological strides and an escalating emphasis on sustainability and well-being.

Keeping pace with the changing requirements of the industry, we have held the significance of food production training at the forefront. Be it our flagship event—Atithya, which enables our students to compete with their peers from across



Discussing hospitality, it is impossible to disregard the surging fascination with the culinary domain

the country in culinary skills—or our successful attempt to prepare 100 curries of India, which earned us a place in the World Book of Records, London. Additionally, we also have events such as theme dinners conducted by our final-year students, which involve successfully running a restaurant for two nights based on a theme.

In one of the latest initiatives by our placement cell, we just successfully completed a recruitment drive called Weekend Skilling, where our students get to earn practical experience over the weekends by working

with reputed brands, thereby being productive during the weekends. We had 10 prominent restaurant brands visit our campus and they selected students not just in service but also in food production.

Hence, to ensure that we keep providing quality professionals to the industry, which is constantly shifting gears with new trends and innovations, we have our new course for Bachelor in Business Administration (BBA) in Culinary Management for all those students who wish to further their career in gastronomy through passion and dedication. **HT**

DPIIT eases hotel industry's Copyright Act pressure

Industry experts share their perspectives on the recent DPIIT directive that restrains copyright societies from collecting royalties for musical, literary, or other events.

WORDS BY SARA HAQUE



DPIIT has warned copyright societies against allegedly collecting royalties for any musical, literary, or other events organised by government agencies or religious events, including weddings, in its most recent notification clarifying the provisions of the Copyright Act, 1957. This has come as a huge relief for the hotel industry, as for years, the copyright societies have targeted hotels for hosting performances by outside clientele, including musical and other events. Here is what people from the hotel and event industries have to say about it.

“Government just re-imposed law, which was not followed by PPL and other copyright societies, so we thank them”



Pradeep Shetty
President
HRAWI

HRAWI has been rigorously pursuing this with various government authorities, highlighting the misconduct of copyright societies, which end up in constant harassment of hospitality establishments. This directive is a result of HRAWI's commitment and perseverance to work towards creating a conducive business environment for its members.



Rajeev Jain
Director
Rashi Entertainment

The government just re-imposed the law, which was not followed by PPL and other copyright societies, so we thank them. No businessman likes the unlawful extraction of money. The government must form a system through which artists are paid their dues, but through a private body, it will never happen. It is a welcome move for the whole wedding industry.



Sharon Immanuel
Business Head & Wedding
Planner, BMP Weddings

I am glad about the ruling because the amount and the licensing fee that were asked were much more than what a regular DJ would cost. They were pressuring the hotels and organisers, and because there were no regulations, some of the people were taking advantage of the situation and using it to force the clients to pay an extra fee.



Armaan Sharma
Founder
Humsafar Weddings

When clients are having wedding events in 5-star hotels and all, third parties are always creating a ruckus because they require a licence. A lot of wedding planners also do not know about this thing that licences are required or not for a social event. So, what is important is that, pan-India, everybody who is organising these events is aware of this.



Vandita Bawa
VP-Business Dev.
Weddings By Chime

It becomes very uncomfortable for the client and wedding planners because sometimes the band costs you 50k, but this extra money amounts to up to a lakh. Hotels are still not allowing this. I had to face a lot of problems in Goa for a wedding. Apparently some IPRS thing had come out, and we had to take it. It is very inconvenient for the client.



Minnat Lalpuria
Founder & CEO
7Vachan

The licences have not been applicable since a couple of years ago, but it is basically the hotels that insist on the licence. Now that there has been a public ruling, the hotels are under a mandate. Now that it has been completely waived off, we are expecting more live entertainment and drama to be added to these social events. This is a welcoming gesture for the clients.



Sahil Sachdeva
Co-Founder
The Event Designer

This directive has shed light on the intricate intersection of copyright, artistic expression and cultural festivities. This decision reflects a broader recognition of the communal and celebratory nature of wedding events. Popular Bollywood tracks play an integral role in setting the tone for such occasions. It adds a lot of emotional resonance to the celebration.



Nanki Chawla
Wedding Planner, Nanki
Chawla Events

Collecting royalties from people who play music seems ridiculous. It seems a bit shady that so many of these parties are privatising it and almost extorting royalty fees for it. It is a money-making system because these fees do not even go to the government. There is no uniformity, too, because some places do not require a licence, but hotels usually do. HT

Plating for perfection

What role does food plating play in elevating the overall dining experience and does it help win the loyalty of diners? We delve into the importance of this artful strategy...

WORDS BY LIPLA NEGI



How your food arrives on your table says a lot about the place and the chef. In the culinary world, food plating is considered equivalent to an art, where skill meets strategy. In a world where restaurants are competing on a global scale, chefs are constantly exploring ways to plate their food in an awe-inspiring way. Experimenting with varied textures and temperatures, food plating finds new interpretations and significance in the age of social media. But how much does this artful skill contribute to building the reputation of a restaurant? Does it also help in gaining a legion of patrons? And how do chefs balance taste and technique while plating for perfection?

Food plating vs. styling

According to **Manish Mehrotra**, Culinary Director, Indian Accent restaurant, people often confuse food plating with food styling. While styling is done for the camera inside the four walls of a studio, plating is done for consumption at restaurants. He explained, “Food styling is done by food stylists who are not necessarily chefs, while food plating is done at restaurants by chefs who have prepared that dish right from scratch. Often, food styling involves the use of artificial materials to enhance the appearance of the food and make it look more appetising on camera. For instance, shaving foam is used instead of real ice cream, or shoe polish is brushed over the cooked food to give it a very charred effect. Whereas, in food plating, all the ingredients used are edible.”



Apoorva Kunte
Executive Chef,
The Westin Melbourne

“

Food looks better when it is served in smaller portions as opposed to a piled-up plate”



kitchen torches are necessary equipment for food plating since they allow for fine placement, the addition of gloss, the application of finishes and controlled charring. Ingredients are shaped by pastry rings and moulds and aesthetics are enhanced by backgrounds and utensils. Zesters and other garnishing implements add decorative touches,” explained Rajnish Malkoti, Executive Chef, Welcomhotel By ITC Hotels Shimla. However, Mehrotra feels that one does not need too many tools to elevate the appearance of a dish. It is out-of-the-box thinking that makes any dish stand out. “At Indian Accent, we serve the famed Old Delhi street chat, daulat ki chat, in currency notes. The idea and



Manish Mehrotra
Culinary Director,
Indian Accent
Restaurants

Taste, texture and temperature can make or break a dish and its presentation. Underlining the fine nuances of the art of food plating, Mehrotra said, “While plating, one should not waste so much time that the dish becomes cold. Texture is important and people should feel it in their mouths. Next comes the colour of the ingredients, and which should complement each other. So, no dark on dark or white on white.” Talking about the key principles of food presentation, **Apoorva Kunte**, Executive Chef, The Westin Melbourne, said, “One of the key principles with food styling will always be to keep it simple, fresh and real. The eye needs a focal point on a plate. If the styling includes multiple focal points, then this confuses the brain and gives the perception of a crowded plate.”

Taste meets technique

Have you ever wondered why upscale restaurants have bigger plates serving smaller portions of food? No, it is not about exotic ingredients arriving on almost life-size plates in a luxury dining setting! The secret lies in layering the ingredients in a way that the dish appeals to all your senses. Explained Kunte, “Food looks better when it is served in smaller portions as opposed to a piled up plate. The size of the plates used to serve the food plays a very important role in luxury styling. Gone are the days when plates needed to look big and full when served. Understanding portion sizes and flavour pairings helps achieve the perfect-styled plate.”

To attain a balance of taste and texture, chefs rely on an array of tools. “The tweezers, spray bottles, brushes and

“*The idea & its representation should make sense. It should not be over the top or gimmicky*”





Rajnish Malkoti
Executive Chef,
Welcomhotel By ITC
Hotels Shimla

“

Each carefully created dish conveys a narrative about ingredients, chef's creativity & culinary tradition”

its representation should make sense. It should not be over-the-top or gimmicky. Flavour and temperature of the dish are supreme.”

A luxury experience

Food plating is often intertwined with a luxury dining experience. Kunte stated, “A luxury dining experience starts with styling that pleases the eye. It does not always involve using expensive ingredients or high-end produce. It involves elements such as freshness of ingredients, layering and perfect portioning.”

When plating is woven with storytelling, a one-of-a-kind experience is evoked. According to Malkoti, storytelling through plating helps cement a stronger bond with diners and often results in repeat customers. He explained, “Each carefully created dish conveys a narrative about the ingredients, the chef's creativity and the culinary tradition. By enhancing the dining experience with a narrative element, restaurants help their customers develop stronger bonds with the dishes they are enjoying. Luxury dining is known for its attention to detail, and food plating is a prime example of this dedication to excellence. Every component of the dish, from the arrangement of the microgreens to the accuracy of the sauce drizzles, is carefully designed to produce a harmonious plate.” At this point, Mehrotra is quick to point out, “Taste is non-negotiable. So, everything else must match it. People come back for taste and not for plating.” So, a good presentation may give people a selfie moment, but eventually, it is taste that rules the roost.

HT



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Pioneering sustainable tech for hotels

At the recent India International Hospitality Expo, hotel industry professionals emphasised on paperless operations and water and energy conservation.

WORDS BY SARA HAQUE



Rakesh Kumar
Chairman,
India Expo Centre
and Mart

Among the Himalayan states, Himachal Pradesh has made significant strides in recent years towards sustainable tourism. The state has undertaken commendable initiatives to promote sustainability. It boasts excellent air connectivity and has furthermore developed a robust strategy to enhance tourism within its borders. Undoubtedly, the India International Hospitality Expo event has succeeded in piquing considerable interest in the state's tourism prospects.



Amit Sharda
Chief Operating
Officer,
Prologic First

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B Krishnamoorthy
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Balbir Singh Khera
CEO,
BuildTrack

The technology that we are bringing here is how the Internet of Things can be introduced into the hotel space and how it can bring efficiency and productivity to hotels. This implies how energy and resource consumption can be reduced and how the workforce can be made more productive.



Ritendra Sharma
AVP Sales
WAE

We are embarking on a journey in the hospitality industry, where our focus is on promoting glass water bottling plants. This initiative will empower the hospitality sector to significantly reduce the presence of plastics in their operations.



V Khinivasara
National Manager
West Region, ASSA
ABLOY

We offer nearly 250 products that are certified by EPD. Our ongoing efforts are dedicated to enhancing the sustainability of our products, aligning with the current preferences of hotels, which now prioritise both sustainability and heightened hygiene standards.



Inderpreet Sawhney
Managing Partner
TSS

We are currently transitioning to renewable energy sources. We collect PET bottles from hotels. We have collaborated with a company that converts them into fibres to create bags. These bags serve multiple purposes, such as beach bags and laundry bags, within the hotel premises.



Modern branding

Embracing change & engagement

Hospitality professionals advocate for brand distinctiveness, personalised experiences and technology integration to address brand fatigue and engage diverse audiences.

WORDS BY **CHARMAINE FERNZ**



A brand is a powerful instrument that forms the basis of every organization. It should be obvious that the most important component in determining a company's success is excellent branding. Warren Buffett said it so beautifully: "It takes 20 years to build a reputation, and only five minutes to destroy one." If you think about it, your behaviour will change. There are various industries affected by this, but the hotel sector is particularly affected.

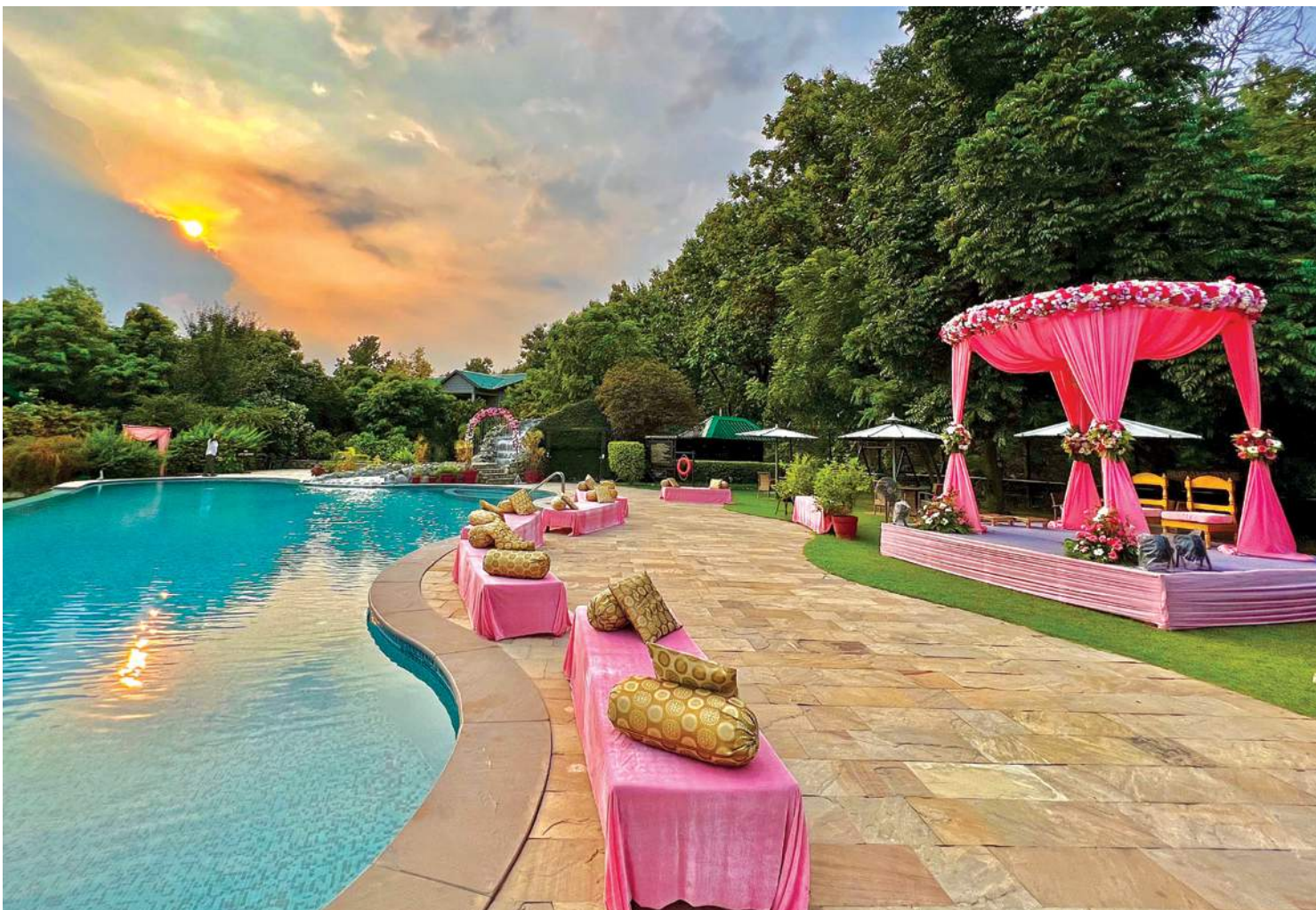
Over the years, a variety of brands have succeeded in establishing themselves in India. But as times change, it is critical for hospitality businesses to update their brand to appeal to the new millennials; otherwise, brand weariness will result. In the subsequent narrative, industry experts in hospitality express their opinions on the significance of minimizing brand weariness. **Manish Goyal**, Founder, Stotrak Hospitality, simply states that evolution is the largest benefit the hotel business has. "Guest preferences and technological advancements are constantly changing; therefore our business must keep up. In turn, this gives them an updated brand presence. The firms that react to such market changes keep providing something new to guests," Goyal added. **Manoj Agarwal**, Head, Asset Management, InterGlobe Hotels has a unique viewpoint, contending that the best way to analyze brand fatigue is from the standpoint

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Changing landscape of communication & consumer involvement has resulted in a slew of new trends and opportunities”



Manoj Agarwal
Head, Asset Management,
InterGlobe Hotels



of the consumer. A significant amount of exposure to the target demographic through various media channels is necessary to mitigate brand fatigue. In the Indian hospitality sector, it is typically seen that brands don't use above-the-line (ATL) or digital campaigns to maintain a significant share of voice (SoV), whereas online travel agencies (OTAs) such as MakeMyTrip and Agoda have been able to do so across a range of media. "We, at InterGlobe Hotels, have continuously worked towards meeting the expectations of discerning customers by upgrading our service standards as well as our products through design interventions, he continued. "It is often seen that different hotel chains deal with brand fatigue by engaging with customers at various levels," added Agarwal.

“

In today's networked world, main goal of new-age branding is to create meaningful connections & align with customers”



Vishal Lonkar
General Manager,
Business Development,
Renest Hotels & Resorts

According to **Antony Thomas**, Managing Director, Luxeglamp Eco Resort, who is speaking from the perspective of a fairly new brand, hotels must concentrate on brand distinctiveness and improving guest experiences in the competitive hotel market. To remain relevant and satisfy the changing needs of the target audience, this entails consistently updating and refreshing their offerings. He continues by saying that a number of tactics should be used, including continuous investment in cutting-edge amenities and services, offering distinctive experiences, creating moments for customers that promote loyalty, and most significantly today, giving priority to personalisation. "Actively seeking guest feedback through surveys or social media platforms allows hotels to understand areas where they may be experiencing brand fatigue. By addressing these concerns promptly and transparently, hotels can





demonstrate their commitment to continuous improvement and regain trust from disengaged customers,” asserted Thomas.

On a similar note, **Vishal Lonkar**, General Manager, Business Development, Renest Hotels & Resorts, states that in the hotel industry, where customer loyalty and satisfaction are critical, hotels employ various strategies such as periodic renovation and refurbishment to keep properties fresh and appealing. This includes improvements to rooms, public areas, amenities and technology infrastructure. In some circumstances, hotels decide to rebrand in order to refresh their image and attract new clients. Changes to the hotel’s name, logo, visual identity, or target market positioning may be part of the rebranding process. This technique seeks to generate a sense of uniqueness and distinguish the hotel from its prior brand identity. Hotel innovation and technology integration are critical to staying current. Hotels frequently execute targeted marketing initiatives to re-engage existing customers and attract new ones. The campaigns’ purpose is to rekindle interest in the hotel. Finally, working with influencers and brand ambassadors to reach a larger audience. By presenting the hotel from different angles, influencer marketing may introduce the hotel to new demographics, stimulate excitement and combat brand fatigue.

“

Many hospitality companies are always looking for innovative methods to engage their customers”



Abhinav Sood
Director,
Communications Inc



Social media allows a brand to develop a digital reputation by rapidly delivering a message to a targeted audience”



Manish Goyal
 Founder,
 Stotrak Hospitality

A brand apart

Many hospitality companies are always looking for innovative methods to engage their customers. While familiarity was once the gamechanger, local culture, food, historical significance and service in local costume are another trend that has grabbed the attention of many, according to **Abhinav Sood**, Director, Communications Inc. A brand is still identifiable by the experience it provides in terms of service, philosophy and identity, but it is the experience within these parameters that is important to people today. Sustainability, carbon footprints and promoting yourself as a Green Hotel are all key aspects of branding today. Many hotels modified their products to meet current demand during COVID such as becoming isolation wards or catering to long-term staycations or workations. It is critical to realize that management believes it is necessary to develop ways to better monetize and sell by presenting the same offers to diverse audiences.

Goyal believes that creating experiences is a pressing requirement. “Our hotels and homestays are always updating themselves with the most recent local experiences. The essential tactic is to jump on a new trend right away. For example, our most recent offering was a trip to a secret waterfall via an ancient temple and caverns where Pandavas lived during their exile,” Goyal pointed out.





The new age branding

In the new normal, every industry had to look at their product from a different angle. Everything had changed. Today's brands seek to communicate their experiences rather than just their products. According to Sood, it is all about storytelling, offering a peek of life into the hotel through influencers, YouTubers and Content Creators as a personalized experience. Lonkar, on the other hand, considers new-age branding to be a current approach to brand planning and management that takes into consideration changing customer behaviours, technological improvements and market dynamics. Purpose-driven, authentic and transparent, customer-centric, engaging through digital and social media, experience-focused, flexible and adaptive, collaborative, and using a multi-channel and omnichannel approach are key features of new-age branding. In today's networked world,

the main goal of new-age branding is to create meaningful connections, tailor experiences and align with customers.

Agarwal goes on to say that the changing landscape of communication and consumer involvement has resulted in a slew of new trends and opportunities. Hybrid events, the metaverse, gaming, digital audio, brand-owned experiential properties, tactical app communication, new age content—GenZ/AI/Vernacular, and many more are examples. Incorporating these features into brand communication and experiences can assist organizations in staying ahead of the developing digital world by establishing deeper connections and so effectively connecting with their target audiences. “We have now added carefully curated libraries and paintings by young and emerging artists that will appeal to both millennials and Gen Z, as well as business and leisure travellers,” he added.

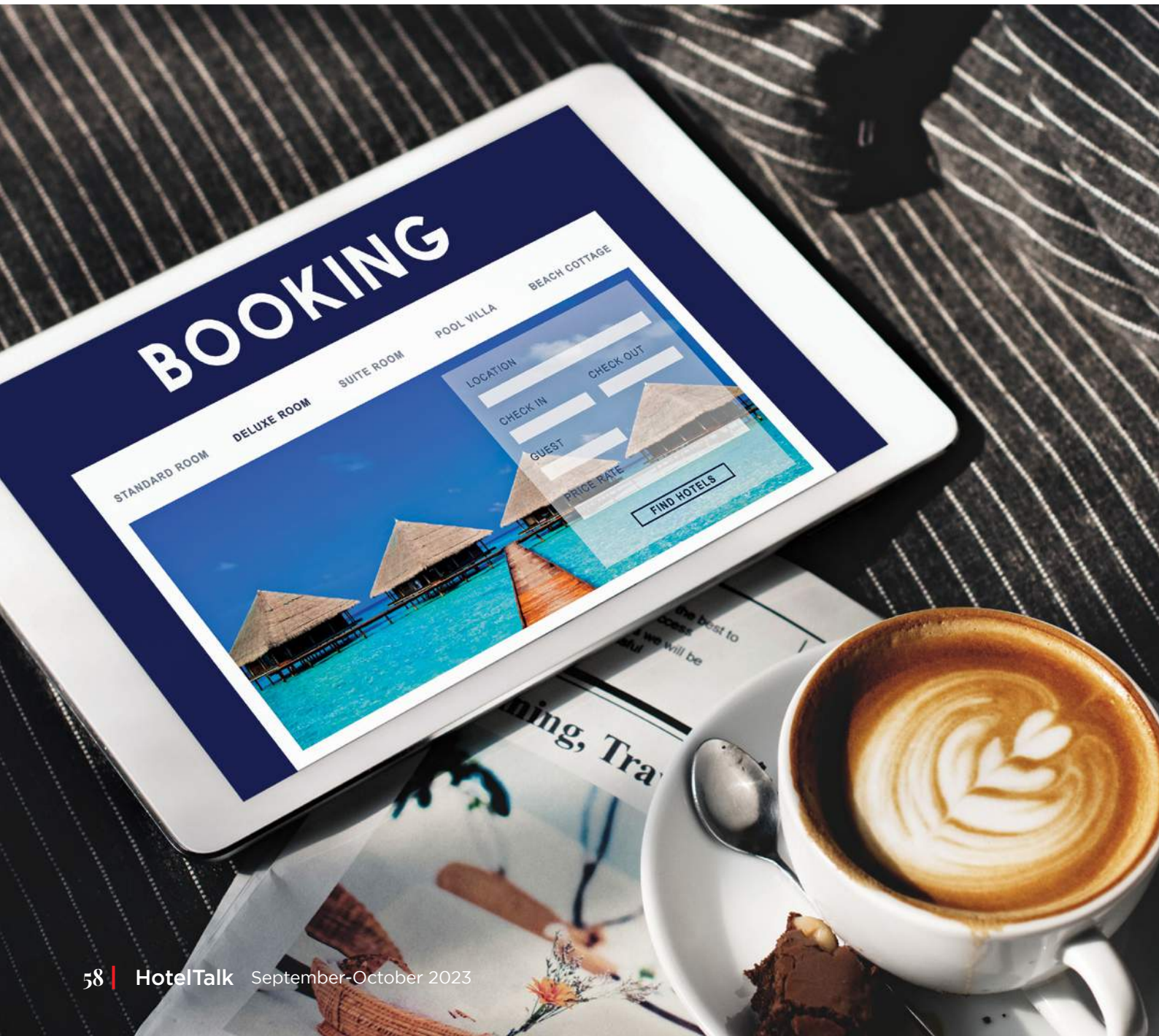
HT

Tech-ing up luxury

to enhance experiences

Hotels are increasingly adapting to evolve the digital landscape for success, blending technology with personalised luxury experiences to cater to modern travellers' preferences.

WORDS BY ANANYA KUKREJA



Change is the only constant, in all facets of life. Thus, the hospitality industry must also adapt to the ever-evolving environment—whether it is from the point of view of guest comfort, guest expectations, or ensuring a seamless process of operations in this fast-paced world. There is no denying that technology has overtaken our lives in all spheres and the speed of change is so fast that there is a need to adapt quickly.

As a luxury brand, a hotel must deliver the best when it comes to experiences (products and services), and today, technology has so deeply embedded itself into the notion of luxury

that the two are often indistinguishable; not that we are complaining! The connectivity, convenience and opportunity it provides to a property and brand are just some of the ways we can inculcate its benefits.

Luxury redefined?

Technology has seeped into all areas of a hotel—presence on social media, advertising on digital platforms, the online booking process through smartphones, seamless and instant reverts for reservations, guest feedback, and more. Within a property, its adaptation provides convenience to guests and staff with little things such as digital check-ins and check-outs,

digital order taking in restaurants, robot helpers, and so much more.

“Within the luxury segment, today one has to cater to different ages and demographics,” said **Alpana Singh**, Cluster Director, Sales & Marketing, IHCL & Director, Sales, Taj Mahal Lucknow. The usage and adaptation of technology should benefit all. However, it is important to keep in mind that with time, the clientele will move beyond Gen Z to Gen Alpha and Gen Beta—generations who are born in a tech-savvy world.

“In the digital age, luxury begins with crafting personalised experiences specifically customised to cater to guests’ unique preferences and



Alpana Singh
Cluster Director, Sales & Marketing, IHCL & Director, Sales, Taj Mahal Lucknow



Within the luxury segment, today one has to cater to different ages and demographics”



requirements,” said **Abinash Manghani**, CEO, WelcomHeritage. To achieve this, we use our data-driven insights to better understand and anticipate our guests’ needs, enabling us to offer bespoke experiences tailored to their desires.

To remain relevant and competitive in the digital age, luxury hotels must strike a delicate balance between technology and personalised service. While advanced technology enhances convenience and efficiency, the human touch and personalised experiences remain crucial to delivering unforgettable, luxurious hospitality. A robot could certainly never cater to the requirements of a grand wedding and its grand guests.



Abinash Manghani
CEO,
WelcomHeritage



In digital age, luxury begins with crafting personalised experiences and catering to guests’ unique preferences”

Guest surveys, serve well

The biggest way to grow any business, let alone our customer-centric hospitality industry, is by listening to and understanding the expectations of the individuals they are catering to. Guest feedback has always gone a long way towards making a brand—that is, of course, if that feedback is acted upon or embraced.

“In my entire experience as a hotelier, I have learned that the best way to understand our processes is through surveys and guest feedback,” said **Manish Goyal**, Founder, Stotrak Hospitality.

The shift in attitudes of the modern traveller towards respecting all things local, the rising awareness of the impact of their actions on the environment, and the rapid advancements in technology and a growing reliance on digital solu-

tions have significantly transformed the expectations and preferences of luxury travellers. How are the hotels recognising this? — Through guest feedback, research and development in understanding modern customers’ needs and expectations.

With new information comes effective and efficient implementation. While travelling remains a priority today, there is a clear and strong shift towards doing it consciously. Rightly so! Many brands are more proactive now than ever in implementing sustainable practices towards the common goal of longevity and prosperity. The modern customer, with the ambition to be educated, has allowed us to connect deeper over the responsibility towards environment. Actions towards reduction in carbon footprint, use of renewable energy, sourcing local materials and talent, as





Nishant Taneja
Head, Marketing,
Moksha Himalaya Spa
Resort



Concept of luxury in hotels has indeed evolved. It allows guests to take more immersive approach in decision-making”

well as many other initiatives can be taken to reduce the negative impact on the environment, and this way every organisation must foresee its future.

Personalised requirements such as room functionality, including lighting, temperature, audio and video settings, as well as bathtub controls, could be handled digitally. While all this sounds heavy on investment, most of it depends on the location, clientele, USP, and experience the establishment is catering to and promoting.

“The concept of luxury in hotels has indeed evolved, allowing guests to take a more immersive approach and enhancing their overall experience,” said **Nishant Taneja**, Head, Marketing, Moksha Himalaya Spa Resort. **HT**



Happy tidings for hotel occupancy in 2024

ICRA predicts robust revenue growth of 13-15 per cent in FY2024 for Indian hotel industry, owing to sustained cost rationalisation measures and operating leverage benefits.

WORDS BY HT BUREAU

ICRA's projections: Premium hotel occupancy



FY 2023

68-70 per cent

FY 2024

70-72 per cent

The Average Room Rates (ARRs) for premium hotels are expected to hover around ₹6,000-6,200 in FY2024. Despite the projected occupancy rates reaching the highest levels in a decade, the Revenue Per Available Room (RevPAR) is anticipated to remain at a 20-25 per cent discount compared to its peak in FY2008.

Consistent improvement in consumer sentiments despite the inflationary environment, stable corporate performance and domestic air passenger traffic inching above pre-COVID levels augur well for travel and hotel demand. The demand recovery has been strong in the last year, and ICRA anticipates it to continue in FY2024 as well. Sustainance of domestic leisure travel, higher bookings from meetings, incentives, conferences and exhibitions (MICE) and business travel, along with an increase in foreign tourist arrivals (FTAs), would support demand. The industry is also likely to





benefit from specific events such as the G20 summit and the ICC World Cup 2023.

Vinutaa S, Vice President and Sector Head, Corporate Ratings, ICRA, said, “Gateway cities such as Delhi and Mumbai are likely to top the occupancy chart at 75 per cent plus in FY2024. Demand is expected to remain healthy across markets, although Bengaluru and Pune are likely to be laggards compared to other key cities. While the G20 summit would support occupancy across cities in FY2024, improved economic activity and business associations stemming from these meetings are likely to translate into incremental demand for hotels over the medium term. ICRA expects an improving trend in ARR across markets in FY2024, driven by healthy occupancy.”

ICRA estimates a 13-15 per cent revenue growth for the Indian hotel industry in FY2024, notwithstanding the potential impact on demand from exogenous shocks, if any. Sustenance of a large part of the cost-rationalisation measures undertaken during the COVID period, along with operating leverage benefits, resulted in a sharp expansion in margins. ICRA’s sample set, comprising 12 large hotel compa-

nies, reported operating margins of 32 per cent for FY2023 as compared to 20-22 per cent pre-COVID. While there could be some moderation in margins from these levels with an increase in some cost-heads, including refurbishment and maintenance, the

ing inventory. There are sizeable supply announcements in Tier II and religious destinations as well. However, the hotel supply pipeline is expected to grow only at a three-year CAGR of 3.5-4 per cent, adding approximately 15,000-16,000 rooms to

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Sustenance of domestic leisure travel, higher bookings from M!CE & business travel, along with an increase in FTAs, would support demand”

margins are still expected to be higher than the pre-COVID levels over the medium term.

“The healthy demand uptick resulted in pick-up in new supply announcements and commencement of deferred projects over the last 12-15 months. The incremental premium supply is concentrated in select markets, with Mumbai and Bengaluru accounting for a bulk of the upcom-

the pan-India premium inventory of 95,000 rooms across 12 key cities in India. This will facilitate an upcycle, as demand improves over the medium term and outpaces supply. The current inventory growth is significantly lower than the expansion of approximately 18 per cent witnessed during FY2009-2013, after the global financial crisis,” reiterated Vinutaa S.

HT



Hospitality prowess on display

AHP Hospitality Challenge 2023, which recently concluded successfully, showcased diverse talent from the hospitality industry and felicitated experts.

The sixth edition of the AHP Hospitality Excellence Awards 2023 was held at the USI Auditorium in New Delhi by the Association of Hospitality Professionals. The AHP Hospitality Challenge 2023 winners were recognised at this event, which honoured the extraordinary efforts of industry experts.

Highlighting the industry's premier talent, including specially-abled professionals, the AHP Hospitality Challenge 2023 demonstrated expertise across a diverse spectrum of categories. Contestants from across the nation showcased their creativity, passion and unwavering commitment, establishing a novel standard for excellence within the hospitality sector. Boasting participation from more than 350 hospitality experts competing in 17 distinct categories, the event underscored the sector's dynamism and forward-looking innovation.

Speaking about the event, **Vinod Gulati**, President, Association of Hospitality Professionals, expressed his admiration for the participants,



stating, "I am incredibly proud of the remarkable skills and talent demonstrated by all the participants throughout the AHP Hospitality Challenge. They have showcased the immense potential within our industry."

Devpshita Gautam, General Secretary, Association of Hospitality Professionals, remarked, "The AHP Hospitality Challenge has offered a stage for participants to exhibit their exceptional talents and embrace the ethos of fair competition. We take immense pride in their achievements

and look forward to acknowledging their remarkable performances at the AHP Hospitality Excellence Awards. This year, we have introduced the specially-abled category for the first time, underscoring our commitment to inclusiveness and diversity. AHP's collaboration with the Tourism and Hospitality Skill Council echoes our support for the Skill India Mission and the promotion of the World Skill Competition. Our dedication lies in fostering awareness and furnishing a suitable platform for aspiring professionals."

HT



Celebrating excellence in spirits

ProWine Mumbai, scheduled for November 24-25, features impressive offerings, including ProWine Spirits Challenge & Bartenders' Competition.

ProWine Mumbai, the largest event in India for the wine, spirits, craft beverages, and hospitality industry as well as for wine enthusiasts, is scheduled to be held on 24-25 November at the Jio World Convention Center and is packed with impressive show attractions and experiences for participants. The ProWine Spirits Challenge and the ProWine Bartenders' Competition, which provide spirits manufacturers and bartenders a prominent platform to display their expertise are notable highlights. The panellists for the Craftsmen Discussion will provide interesting viewpoints on the sector.

The ProWine Spirits Challenge will facilitate a contest between the makers of alcoholic beverages, in which spirit brands can compete to substantiate the quality of their products. The



Challenge invites all premium spirit categories, including whiskeys, vodkas, gins, rums and agave to participate.

"In a short span of time, ProWine Mumbai has been successful in creating an extraordinary platform for the international wine and spirits community to meet and network. Adding new dimensions to the event, The ProWine Spirits Challenge and The ProWine Bartenders' Competition will bring many opportunities both for the participating brands as well as the buyers to position themselves and their brands as leaders of the industry. We encourage all eligible brands and bartenders to participate and make the most of these contests," said **Thomas Schlitt**, Managing Director, Messe Düsseldorf India.

According to **Nikhil Agarwal**, Founder of All Things Nice, the ProWine Spirits Challenge offers not just an impartial platform for brands, but also imparts significant marketing value through participation and its association with the ProWine platform.

HT

Movements



Kulpreet Kaur
Director, Sales & Marketing, Hyatt Centric MG Road Bangalore

Kulpreet Kaur has joined Hyatt Centric MG Road Bangalore as the new Director, Sales & Marketing. Kaur will fortify the leadership team's capabilities and play a pivotal role in optimizing market share. Her expertise lies in propelling revenue growth and establishing a robust brand presence. It will ensure the hotel's ongoing success.



Nadeem Khan
Director, Rooms, JW Marriott Bengaluru Prestige Golfshire Resort & Spa

JW Marriott Bengaluru Prestige Golfshire Resort & Spa has appointed Nadeem Khan as Director, Rooms. He comes with an experience spanning over 14 years in hospitality management, customer engagement and property administration. He played a key role in guiding the opening of Marriott's Luxury Collection properties across India.



Kunal Vasudeva
Co-Founder & MD, Indian School of Hospitality

Kunal Vasudeva has been promoted to Co-Founder and Managing Director at the Indian School of Hospitality (ISH). In this role, he will oversee the expansion of ISH's academic programmes, ensuring they meet global standards and utilise the new National Education Policy to facilitate interdisciplinary education in India.



Manoj Mathew
General Manager, The Fern Shelter Resort, Palghar

Manoj Mathew has been appointed as General Manager of The Fern Shelter Resort, Palghar. His professional journey has encompassed hotel chains, including Oberoi Hotels and Hotel Marine Plaza, among others. He believes innovation is the key to staying relevant and chasing a vision while constantly learning is the way forward.



Ravi Dhankhar
General Manager, The Ramada By Wyndham Jaipur North

Ravi Dhankhar has been named as new General Manager, The Ramada By Wyndham Jaipur North. In his new role, he will be responsible for overseeing the hotel's staff and operations, sales, marketing, client relationship management, corporate liaisoning, P&L, financial targets, cost management and EBIDTA among others.



Srivatsa Allampalli
General Manager, Hyatt Place Jaipur Malviya Nagar

Srivatsa Allampalli has been appointed as General Manager, Hyatt Place Jaipur Malviya Nagar. With over two decades of experience in hospitality, Allampalli has worked with renowned brands such as The Oberoi Group and One & Only Resorts, among others. Allampalli comes from the Rooms Division background.



Jitendra Singh Rathore
Executive Chef, Courtyard by Marriott Tiruchirappalli

Courtyard by Marriott Tiruchirappalli has announced Jitendra Singh Rathore as the new Executive Chef. He comes with an impressive career of over two decades and extensive experience acquired from working in renowned hotels across the country. He started his culinary journey in 2003 at Oberoi Rajvilas in Jaipur.



Saif Usmani
Spa Manager, Shangri-La Eros New Delhi

Shangri-La Eros New Delhi has appointed Saif Usmani as the Spa Manager. Saif Usmani will be in charge of managing and improving Shangri-La Eros New Delhi's spa, wellness and fitness programmes. He has a proven track record of providing exceptional customer experiences in hotels and resorts.

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Experience the Power of Clean with Nilfisk Carpet Cleaner

Say Goodbye to Stubborn Stains!



Impress your valued guests with impeccably clean carpets that radiate freshness and sophistication

Our carpet cleaning machine utilizes state-of-the-art technology, leaving no room for stains, dirt, or unpleasant odors. Elevate their stay and earn glowing reviews that drive repeat business.

Designed with simplicity and ease of use in mind, the Nilfisk Carpet Cleaner empowers your staff to efficiently clean and maintain your hotel's carpets. Nilfisk Carpet Cleaners are approved by The Carpet & Rug Institute and comes

with advanced cleaning technology which ensures deep extraction of dirt, grime, and allergens, leaving your carpets looking and feeling as good as new.

No more downtime waiting for wet carpets to dry. The Nilfisk Carpet Cleaner's efficient drying capabilities ensure your hotel rooms are ready for guests in no time, minimizing any disruption to your operations.



ES300 carpet injector & extractor for deep cleaning



VU500 upright vacuum cleaner delivering exception cleaning performance



GU700 heavy duty carpet cleaner cleaning in single pass and double speeds

Invest in the Nilfisk Carpet Cleaner and take your hotel's cleanliness to the next level

Contact us today to discover how Nilfisk can elevate your guests experience and make your carpets shine!



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