

HOTELS & RESTAURANTS INDIA fhrai magazine

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A MONTHLY ON HOSPITALITY TRADE
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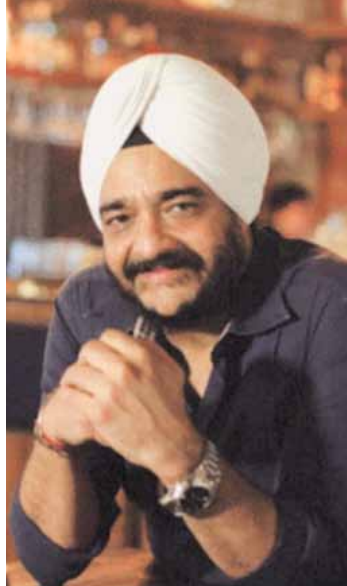
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Gurbaxish Singh Kohli
Vice President
FHRAI

Travel will witness impressive bounce back, and the sector will soon be able to put the pandemic's destruction behind it, so smart investors are making their investment plans accordingly



My Dear Members,

After a dismal 2020, the Indian hotel sector found some much-needed hope in 2021, as it made steady headway on the road to recovery. The year began on a promising note with the commencement of the vaccination programme, which, combined with a decrease in COVID-19 cases, improved travel sentiment in the country. Domestic leisure travel drove the recovery throughout the year, with business travel also showing early signs of revival. Hotel demand was boosted by weddings and social gatherings, as well as the resurgence of small-to-medium-sized domestic MICE events. But the year was not without setbacks, as the emergence of new COVID-19 variants and restrictions acted as temporary roadblocks. However, the industry, being resilient, has always found new ways to move forward.

We have seen a direct relation between vaccine confidence and traveller confidence. India is leading in its efforts to get the vaccination drive to its maximum. Today, most restaurants are almost back to 90 per cent of their pre-pandemic sales. We must remember that hospitality deals with the most perishable commodities, i.e., room nights and table bookings, and once they are gone, they can never be made up for via later bookings. The sector ended the year with an India-wide occupancy of 42–45 per cent, up by 10–13 percentage points over the previous year. Due to the recovering demand, average rates have also begun to improve, slowly albeit progressively approaching pre-COVID-19 levels. As per HVS Anarock, the growth in occupancy and average room rates (ARR) resulted in a 24–27 per cent increase in RevPAR to ₹1,800–2,100 in 2021. But an increase in a property's RevPAR does not necessarily mean greater profits. Hoteliers continued to focus on leisure destinations as well as tier 3 and 4 cities, having recognised the enormous potential of domestic tourism.

Throughout this FHRAI, your voice has continued to pursue the state and union governments, and

as a result, the Union Budget 2022 considered some of the recommendations made by FHRAI, including ECLGS extension till March 2023, and the expansion of the guarantee cover, with the additional corpus exclusively earmarked for the hospitality and related segments. Moreover, the government's greater focus on large-scale infrastructure development will aid long-term growth in the tourism and hospitality sectors. We believe that travel will witness an impressive bounce back, and the sector will soon be able to put the pandemic's destruction behind it, so smart investors are making their investment plans accordingly.

Leisure markets continue to drive the recovery, with even smaller leisure markets in the country, such as Himachal Pradesh, Uttarakhand, and J&K, recording all-time high occupancy and ARR. Post the second variant, Chandigarh, Goa, Rajasthan, and J&K surpassed pre-pandemic levels. Goa's average rates exceeded pre-pandemic levels by over 19 per cent by the end of the year and emerged as the go-to holiday destination. Luxury and upper-upscale properties performed exceedingly well in these markets. Hotel stocks were once again in focus in 2021, thanks to the relaxation of COVID-19-restrictions, the gradual reopening of the economy, the increasing vaccination rate, and the robust rebound in demand. The majority of hotel stock prices rose by 10–45 per cent.

The future looks bright and we are confident that we will be back to pre-pandemic levels faster than expected. FHRAI is doing its best to ensure that the sector gets the priority it deserves. Hopefully, the authorities and the government are in sync. With the worst behind us, let us work together for a brighter future.

With kind regards,

Gurbaxish Singh Kohli
Vice President, FHRAI

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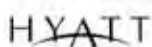
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APRIL 2022

HOSPITALITY EDUCATION: PAVING PATH OF SUCCESS 16

In new phygital world, faculty at hospitality schools need to keep pace with changing trends and technology in order to meet demands of this ever-evolving industry, opines experts.

COVER IMAGE:
BAALE RESORT GOA



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Government is focussing on marketing Incredible India 2.0 as overseas travel and flights resume. Executive Committee discusses strategies for industry players.



SHIFTING PARADIGM WITH INBOUND BIZ 30

Hospitality sector is finally on course of improved ADR days as India reopens international flights. Hoteliers are upping their game in safety and experience to serve foreign guests.



NICHE IS OUR TASTE AND TARGET 34

As demand for experiential travel grows, Faiz Rashid, Director, Jehan Numa Group, feels that brand's 100-years old legacy will give them edge over global companies.



EXPERIENTIAL HOTSPOT 36

During pandemic, wedding tourism has been godsend for Rajasthan, and state is pushing experiential tourism, says Dr. Punita Singh, JD, Rajasthan Tourism Dept.



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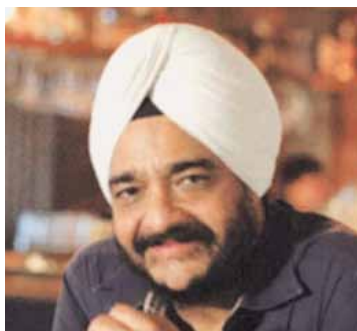
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Export obligations beset hoteliers

FHRAI has requested DGFT to extend export obligation period for another 6–8 years for all past EPCG licences where term ended in February 2020 onwards.

Given the catastrophic consequences of COVID-19 on India's hotel industry, FHRAI has requested that the Director General of Foreign Trade (DGFT) intervene immediately to provide an extension of the export obligation (EO) term under the Export Promotion Capital Goods (EPCG) scheme. Because many FHRAI members have EPCG obligations under the plan, the association has urged the DGFT to be lenient in the current situation and delay the said obligations for all hotels by another 6–8 years to enable them to recover and generate foreign exchange to meet their export commitments. "As you are aware, the hospitality industry has been badly hit due to the unprecedented pandemic. There has been no foreign business in India since February 2020, and it will take many years for the sector to come out of the colossal economic damage it has suffered during the last two years," said **Gurbaxish Singh Kohli**, Vice President, FHRAI.



Gurbaxish Singh Kohli
Vice President, FHRAI

Payments made by foreigners in rupees in hotels be treated as foreign exchange



The association also drew DGFT's notice to another concern. Hotels provide services to international tourists and fill out Form 21 for the police department, as well as save a copy of the passport for their records, but payment is made in Indian currency through tour operators and travel agencies, among others. In this context, FHRAI requested that payments made by foreigners in rupees in hotels be treated as foreign exchange earned for the purposes of the EPCG plan as deemed export.

'Rationalise GST for hospitality'

India is facing tough competition from neighbouring destinations due to higher rate of GST and thus, FHRAI submitted its suggestions for rationalisation of GST for hospitality sector.

FHRAI has requested the government to take immediate policy measures to assist the industry in its survival efforts. In line with this, the association has presented suggestions to the GST Council's Group of Ministers (GOM) to assess the current GST structure. In the post-COVID-19 scenario, most countries that rely on FTAs have reduced the GST on the hospitality sector. In India, the GST rates for hospitality are among the highest in the world. This raises the cost of both domestic and inbound tourism. India faces stiff competition from neighbouring countries, owing to the higher GST rate and other factors that make the overall tourism package costlier in India. The suggestions include:

- Raising the threshold limit for charging GST at 18 per cent on hotel room tariffs to ₹9,500 from ₹7,500.
- Improving the threshold limit for zero GST for hotel rooms from ₹1,000 currently to ₹2,000 per room per day

Improve threshold limit for zero GST for hotel rooms from ₹1,000 currently to ₹2,000 per room per day



₹2,000 per room per day.

- Treating all F&B revenue in a hotel and standalone restaurant as bundled services to be charged GST as: a 5 per cent composite scheme for units that do not avail ITC and a 12 per cent GST for units that do avail ITC.
- Allowing valid GST hotel bills from any state other than the individual assessee's home state, paid for in digital mode, exempt under section 80C for an additional amount of ₹50,000.
- Allowing IGST billing to hotels for corporate bookings and MICE.
- Reducing GST on LPG used in hotels.
- Removing GST for rent payments or allow input credit for rent payments.
- Including a new provision in the law for an immediate refund of GST paid by new hotel projects and existing expansions.
- Charging GST on the receipt of payments only, not on advances.

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HRANI Conclave scores success

It was first time HRANI Conclave was held in Katra, and efforts were made to move forward in unison with local hotel fraternity in addressing concerns pertaining to tourism sector.

HRANI recently hosted a conclave focussed on 'Hospitality & Tourism – 2022 & beyond'. The event was organised in association with the Hotel & Restaurant Association, Katra (HRAK) and the Federation of Hotels, Restaurants, Industry & Commerce of Jammu Region (FHRICJR). **Thakur Ranjan Parkash**, Principal Secretary Industries & Commerce, J&K, who was also the Chief Guest, said, "We set a target of 50,000 investments in J&K till 2023-24, but we will achieve this target in 2021-22 itself. It is more than three times the investment J&K got in the last 70 years."

The event was graced by Anoo Malhotra, Director, Department of Industries & Commerce, J&K; Babila Rakwal, Deputy Commissioner, Reasi; Syed F. Ahmed, MD, J&K Tourism



Development Corporation; Sanjeev Gupta, Deputy Commissioner, Food Safety Division, Jammu; Naresh Kumar, Deputy Director, Tourism Publicity & Adventure; Angrez Singh, SDM Katra; Assistant Commissioner Food Safety;

and Ambika Bali, Assistant Director Tourism. Dignitaries from the industry included Surendra Kumar Jaiswal, President, HRANI and Vice President, FHRAI; Garish Oberoi, Treasurer, HRANI and Former President, FHRAI and HRANI; Rakesh Wazir, President, HRAK and FHRICJR; Nikhil Sharma, Member, Managing Committee, HRANI and Regional Director (Head-South Asia), Wyndham (Ramada); Amarvir Singh, Hony. Secretary, HRANI; Rattandeep Singh Anand, Hony. Joint Secretary; Ankit Gupta, Hony. Joint Secretary; and Renu Thapiliyal, Secretary General. Senior members from the HRANI Managing Committee present were Arun Dang, Pradeep Narayan Singh, Vidup Agrahari, Pawan Aggarwal, and Vinod Gulati, including Jugal Kishore Sharma, Former Tourism Minister, J&K; Virender Kesar, President, Katra Chamber of Commerce; Kushal

HRANI



We made efforts to identify issues that need to be resolved at centre and at J&K state level





Magotra, President, Hotel & Restaurant Association, Patnitop; and Vivek Sharma, Vice President, HRAK.

The conclave also featured a session on hygiene rating by FSSAI. An award ceremony was held to recognise industry professionals. There were institutional, individual, and special awards. The winners included Radisson Blu as the Best Luxury Hotel in Jammu,

while the Best Leisure Hotel in Katra award was bagged by The White Hotel, and Rakesh Wazir, President, HRAK/ FHRICJR was awarded Hospitality Leader of Katra.

"It was the first time that HRANI's conclave was taking place in Katra, and every effort was made to move unitedly in coordination with the local hotel fraternity in addressing all issues

concerning the tourism industry as well as hoteliers. The hospitality sector has gone through a challenging time since 2020 on account of COVID-19, and we need to come together to help the small and medium-sized hoteliers get back on their feet. On that note, I am glad to share that the next convention of FHRAI has been planned for Srinagar," said **Surendra Kumar Jaiswal**, President, HRANI.

HRANI

Meet with Delhi excise comm'r

HRANI met Delhi excise commissioner to discuss fee structure of composite licence.

A delegation from HRANI, led by Garish Oberoi, Chairman, Delhi State Committee and Treasurer, HRANI, and comprised of members Vinod Gulati, EC Member, HRANI & FHRAI; Renu Thapliyal, Secretary General, HRANI; Sahu, Imperial Hotel, and Amarjeet Singh Ahuja, Le Meridien, recently met Arava Gopi Krishna, Commissioner, Department of Excise, Entertainment & Luxury Tax Government of NCT of Delhi. The fee structure introduced in the composite licence issued in the last excise policy was extensively discussed. A detailed submission was presented to the Commissioner. Some of the requests were: the 24-hour liquor service needs to be made optional in the new policy instead of being mandatory and the fees should be reduced by 50 per cent as per the earlier provision; the annual fees levied on banquets located in a hotel (excise licensee) should be withdrawn as liquor is not served at all the events and the wedding business is also seasonal; and as per earlier practice, the provision of obtaining a temporary licence for banquets located in a hotel to serve liquor and with no guest liquor should be restored and allowed for licensee hotels.

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'Offer uniform waiver of 50%'

Citing interrupted operations for 11 out of 12 months in FY2021-22, HRAWI has requested for 50 per cent waiver in excise licence fee for Maharashtra hospitality industry.

HRAWI has written to the Maharashtra government requesting a 50 per cent exemption from the Excise Licence Fee for FY2021-22. Hotels and restaurants were authorised to operate without interruptions for one month out of the 12 months. With the Disaster Management Authority imposing various limits on licence holders, hotels and restaurants in just 14 of the 36 districts could completely function, and only for 28 days between 1 April 2021 and 31 March 2022. Even now, the remaining 22 districts in the state function with limits. While many other sectors have received stamp duty and tax benefits, no relief has been granted to the hotel and restaurant business.

"Maharashtra has around 10,500 hotels and 210,000 restaurants, and over the last 24 months, around 3,000 hotels and 60,000 restaurants have permanently shut down. Maharashtra's hospitality industry has suffered a revenue loss of approximately ₹5,000 crore per month. We have presented a detailed chart to the state government on the extent and nature of restrictions that were imposed by the Disaster Management Authority on licence holders. It shows that out of the 365 days in that year, we had only 28 fully operational days until 31 March 2022. Also, the 28 days were applicable to only 14 districts out of 36 districts in the state. As things stand, it is only fair that the government waives off 50 per cent of the excise licence fee for that



Sherry Bhatia
President, HRAWI

“**Around 3,000 hotels and 60,000 restaurants have shut down**

financial year,” says **Sherry Bhatia**, President, HRAWI.

HRAWI has hailed the state government for partially reversing the rise in excise rates for FY2022-23. “We thank the government for the partial rollback in the increase in the fee for the coming FY, but the fact remains that the industry has suffered massive losses over the last two years. The rollback is definitely welcome, but the industry needs a lot more than a 7.5 per cent relief on the previously notified fee. Most industries in the state have been offered relief in stamp duty and tax benefits, but the hospitality sector is



Pradeep Shetty
Sr. Vice President, HRAWI

“**Rollback is welcome, but industry needs lot more than 7.5 per cent relief**

being hung out to dry. Significant capital has been ploughed in by the industry to reopen and restart operations and is continuing to make efforts to bring back workers. Moreover, inflation caused by the hike in petroleum prices, as well as the general increase in all raw materials of up to 40 per cent, has put owners in a very difficult situation. Hence, we request the Maharashtra government to either offer a uniform waiver of 50 per cent or charge licence fees for FY2021-22 to the extent of the duration during which establishments were allowed to operate,” said **Pradeep Shetty**, Sr. Vice President, HRAWI.

“Through the last two years, restaurants continued paying for salaries, property taxes, statutory fees, electricity, water, and other overheads. However, licence holders were unable to carry out the business due to the restrictions imposed by the state. The restaurant industry was severely affected. We hope that the state government will consider our request favourably and extend urgent relief to the industry,” concluded Bhatia.

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Shaping revenue growth strategies

With COVID-19 restrictions eased in region, SIHRA is poised to boost sector by engaging in dialogue with state governments and pledging support to stakeholders.

SIHRA organised an interactive session with Madurai hoteliers on 28 February 2022, at Courtyard by Marriott in Madurai, where they discussed the strategy for increasing revenue after the intensity of COVID-19 decreased and promoting Madurai as a destination in collaboration with the Government of Tamil Nadu.

Forty-five hoteliers took part, offered their perspectives, and pledged their support for each other's interests.

RELAXATION OF COVID-19 RESTRICTIONS

With effect from 3 March 2022, the Government of Tamil Nadu has lifted prohibitions on social, cultural, religious, and political gatherings.

The state government has also increased the number of people who can attend and participate in marriages to 500 and the number of people who can attend funerals to 250.

BUDGET ALLOCATION FOR TOURISM IN TAMIL NADU BUDGET 2022-23

The plea of SIHRA at the pre-budget meeting was considered by the Government of Tamil Nadu and the government has allotted ₹246.06 crore towards tourism.

MEETING WITH CHIEF MINISTER, GOVERNMENT OF KARNATAKA

On 18 March 2022, K. Syama Raju, President, SIHRA and Executive Committee members met with Karnataka Chief Minister Basavaraj Bommai and urged that the CM propose to the GST Council:

- to keep the 5 per cent GST rate on restaurants
- to raise the upper limit of the hotel room tariff slab to which 12 per cent GST rate is applicable to ₹9,000



K. Syama Raju
President, SIHRA

CM agreed to attend SIHRA Convention and pledged his support for state food festival

from ₹7,500 to encourage tourism. Currently, 12 per cent GST rate is applicable to room tariff of up to ₹7,500 per day. Syama Raju also recommended organising a state-

level food festival to encourage tourism in the state and asked the Chief Minister to inaugurate the proposed food festival.

The Chief Minister assured that the Government of Karnataka will recommend to the GST Council that the 5 per cent GST rate be maintained for restaurants and that the top limit of the hotel room price slab to which the 12 per cent GST rate applies be increased to ₹9,000. The Chief Minister agreed to attend the upcoming SIHRA Convention and pledged his support for the upcoming state food festival. A memorandum was also sent to Karnataka's Chief Minister.

INCREASE IN PROPERTY TAX

The Tamil Nadu government has revised the property tax on all residential properties by 25 per cent to 100 per cent, industrial and private school and college properties by 175 per cent, and commercial properties by 200 per cent.

The tax on vacant land has been increased by 100 per cent in all urban local governments. The revised rates come into effect on 1 April 2022.

Back after two-year hiatus

WB government is gearing up to host Bengal Global Business Summit and has strong emphasis on hospitality and tourism. There will be sectoral sessions for industry and MSMEs.

The West Bengal government will host the Bengal Global Business Summit (BGBS) on 20-21 April, following a two-year hiatus. The business summit is the state government's flagship programme for showcasing business readiness and investment potential to the global business community. At the 2019 summit, the fifth edition of the BGBS, then-finance minister Amit Mitra stated that the state received proposals worth more than ₹12.32 lakh crore at the business summits between 2015 and 2019, and generated 28 lakh jobs.

The last edition of BGBS helped the state attract ₹2.84 lakh crore in investment. There were 86 MOUs signed, as well as 45 B2C and 1,200 B2B meetings. However, the pandemic



Sudesh Poddar
President, HRAEI

It is huge opportunity for hospitality sector. We expect a boost to ailing industry after hiatus

hindered project implementation. Despite this, the state grew at a 1.2 per cent annual rate in 2020-21.

The summit has a strong emphasis on hospitality and tourism, and there are sectoral sessions dedicated to the industry and MSME. **Sudesh Poddar**, President, HRAEI, who will represent the industry at the summit, said, "It is a huge opportunity for the sector. We expect a boost to the ailing industry after a hiatus."

The meet, which gathers thousands of global participants, is also an opportunity for the industry's MICE sector. **Pranav Singh**, Hony. Secretary, HRAEI, said, "The last edition attracted over 4,000 delegates, including 450 international delegates from 35 countries."

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Hospitality education: Paving path of success



In new phygital world, faculty at hospitality schools need to keep pace with changing trends and technology to meet demands of this ever-evolving industry, opines experts.



Pulak Mandal

“It is challenging to impart and inculcate the skills through online education”

In last month's issue of the magazine, we highlighted the views of four principals of central IHMs on burning issues in hospitality education, and the discussion continues this month with the views and vision of four other principals of central IHMs in this issue.

COPING WITH EMERGENCE OF E-CLASSES

Anand Kumar Singh, Principal, IHM Bhopal, stated that the advent of the pandemic led the hospitality educators' resort to online classes. The institute had organised training programmes in virtual mode for the faculty members to bring them up to the same comprehension level of the technological platform. The software platforms adopted for online teaching were assessed by a team of faculty members based on ease of use and handling controls for maintaining discipline during online classes.

Donna D'Souza, Principal, IHM Goa, highlighted the challenges they all face in keeping students engaged and focussed. Video conferencing and hybrid learning platforms overcome the limitations of a physical classroom. Students quickly adapted and have realised that learning is no longer restricted to the classroom and that they must use technology.

Pulak Mandal, Principal, IHM Hajipur, mentioned that the entire curriculum of IHMs is directed towards the inculcation of different skillsets so that the students are ready for the actual industry before they graduate. Therefore, making the transition to online education completely was all the more challenging. However, IHMs have now geared themselves up for this new challenge of online education on multiple fronts. Most of the IHMs have improved their digital infrastructure to cope with online education being a necessity now. Most of the campuses are now equipped with Wi-Fi, and most of the IHMs have also come up with their own digital knowledge base or e-library to integrate with the online mode of education.

Sanjay Thakur, Principal, IHM Hyderabad, has been successful in making this institute a front-runner in adapting to the changing pedagogy necessitated by the pandemic as well as stepping out of its comfort zone. Training faculty to make them technologically advanced, conducting workshops focussing on public speaking, leadership qualities in the faculty, and how to effectively conduct online class, and making videos on digital sales and marketing and facilitating students with an extensive mobile library for reference, helped them run the show effectively.



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Donna D'Souza



The time is ripe to rebuild the hospitality industry by introducing an evolved curriculum



CHALLENGES AND OPPORTUNITIES

Challenges are numerous, opportunities are very few and threats are manifold. Mandal and D'Souza highlighted the lack of digital infrastructure and the investments that were made by the institute and students in improving the same so as to support the continuity of education, but they were not fool-proof. Even if someone manages to arrange the required device, uniform internet connectivity speed across urban as well as rural India is something that no one has control over, and we have to be totally reliant upon the telecom service providers. Singh also shared the same concern, along with a lack of peer learning and student engagement. Thakur's concern is the dilution of the seriousness of online examinations. Students are resorting to unfair means to pass the exams, and that would mean churning out a substandard product—our students. Improper assessment has caused the average student to score on par with an extraordinary student.

But these adverse situations also opened the doors for improvement. All the institutes trained their faculties on the effective usage of digital platforms to deliver maximum content online. Many stakeholders, such as the institute management, faculties, students, parents, and NCHM, got involved together to share the burden and cross the huddles. Learning is no longer confined to classrooms, and open-access resources help in supporting that.

PREPARING STUDENTS FOR INDUSTRY

D'Souza recalled the golden time of hospitality, when one in 10 jobs across the world was in this industry and was affected by the pandemic like never before. But to be ready for the future, students need to learn skills such as facility management, emotional intelligence, soft skills, and customer experience management. The time is ripe to rebuild the industry by introducing an evolved curriculum that takes into account current exigencies. Thakur also supported this view of inculcating diverse skills and making students ready for jobs in banking, corporate hospitals, the armed forces, and the police. Moreover, personality development sessions have added value to student education. IHM Hyderabad has signed MoUs with third-party specialists such as Incode Business Services, Mastercoach, and Harappa Education, for conducting specially-curated workshops in order to make them industry ready.

Mandal stated his concern about the skill gap that has been created due to the absence of practical classes. As most industry jobs are highly skill-based jobs, it is a challenge as to how to impart and inculcate the skillsets through the online mode of education. Students need to be motivated. Only then would they actually participate in the online learning process and develop themselves to the industry standards. Singh, in turn supported the usage of video recorded lectures for skill enhancement, MOOC courses for reskilling, and teaming up with



professionals such as upGrad for polishing the soft skills of students and getting them future-ready.

FUTURE TRAITS OF PROFESSIONALS

All our principals opine that multitasking is the path to success for our industry. Mastering life skills such as emotional intelligence, which will help us to understand others' perspectives better, is going to be the basis of operations in the future. Even digital literacy is a must, as one would need to equip themselves technologically to be able to take up the challenges in the hospitality industry, irrespective of their choice of departments.

INCORPORATING KNOWLEDGE AND SKILL

Thakur suggested that balancing knowledge and skills whilst imbibing management traits is possible only if physical interaction between the students and faculty members takes place, even if it is via the hybrid model of pedagogical instruction. Only then will it be possible for the faculty to impart a better education and provide optimum inputs for the overall development of the students. Mandal is of the same view and stresses the practise of skills to master them. Singh proposed students make virtual and physical assignments on field surveys and visit hospitality and other allied service organisations to understand the applicability of knowledge gained. D'Souza also emphasised the same and says that identifying skills and competencies is useful to educators in framing a curriculum for functional areas. Pivotal changes in the current environment of business and education indicate the need for ongoing curriculum reform in hospitality management. More input from industry professionals is required to guide educational progress in hospitality education in the future.

The need of the hour is that faculty members should keep themselves aware of the latest trends in the industry, with the new normal regulations in place, apart from keeping track of technological advancements and learning the proper usage of modern-day gadgets. Understanding the students and their learning styles in the current scenario would go a long way towards creating this much-needed balance and bringing the spark back into education.



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Hotel occupancy sees steady growth

Hotel occupancy grew markedly over February, but room rates continued to rise y-o-y. However, input prices are projected to grow due to ongoing Ukraine-Russia conflict.

HOTEL SECTOR

Key Stats (India Average)

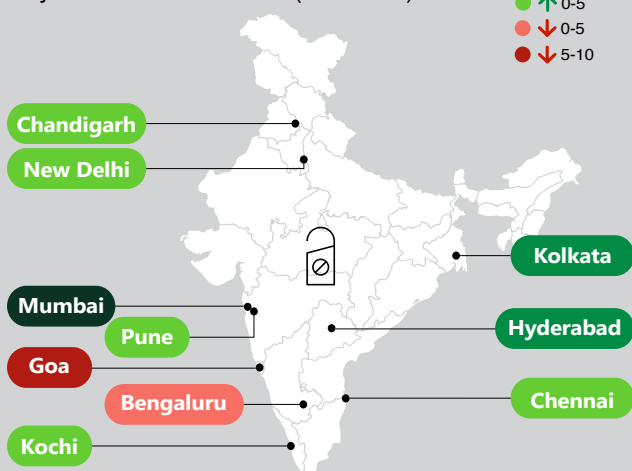
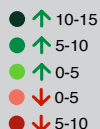


	FEB 2022	M-o-M (%)	Y-o-Y (%)	FEB 2022	DEC 2021	NOV 2021	OCT 2021
ADR	₹5,000 - ₹5,200	↑ 2-4%	ADR	↑ 22-24%	↑ 21-23%	↑ 33-35%	↑ 42-44%
Occupancy	53% - 55%	↑ 17-19pp ¹	Occupancy	↑ 3-5pp	↓ 7-9pp	↑ 15-17pp	↑ 24-26pp
RevPAR	₹2,650 - ₹2,860	↑ 55-57%	RevPAR	↑ 31-33%	↓ 1-3%	↑ 82-84%	↑ 156-158%

Source: HVS Research

OCCUPANCY CHANGE¹

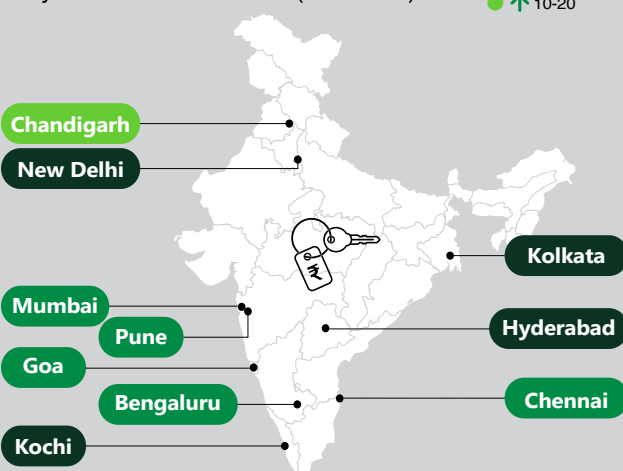
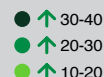
Key Indian Markets Y-o-Y (Feb 2022)



¹Occupancy change in percentage points (pp)

ADR CHANGE²

Key Indian Markets Y-o-Y (Feb 2022)

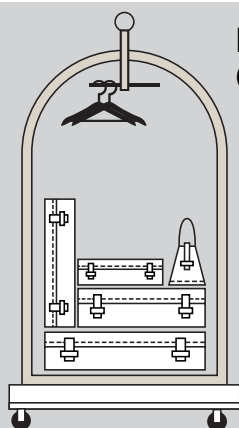


²ADR change in percentage

Source: HVS Research

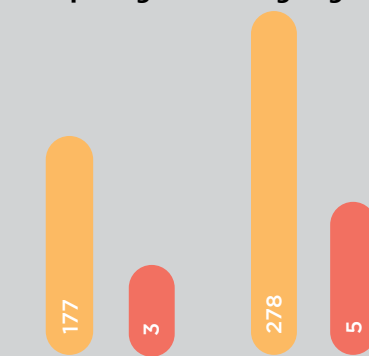
BRANDED HOTELS³

(Feb 2022)



Openings

Signings

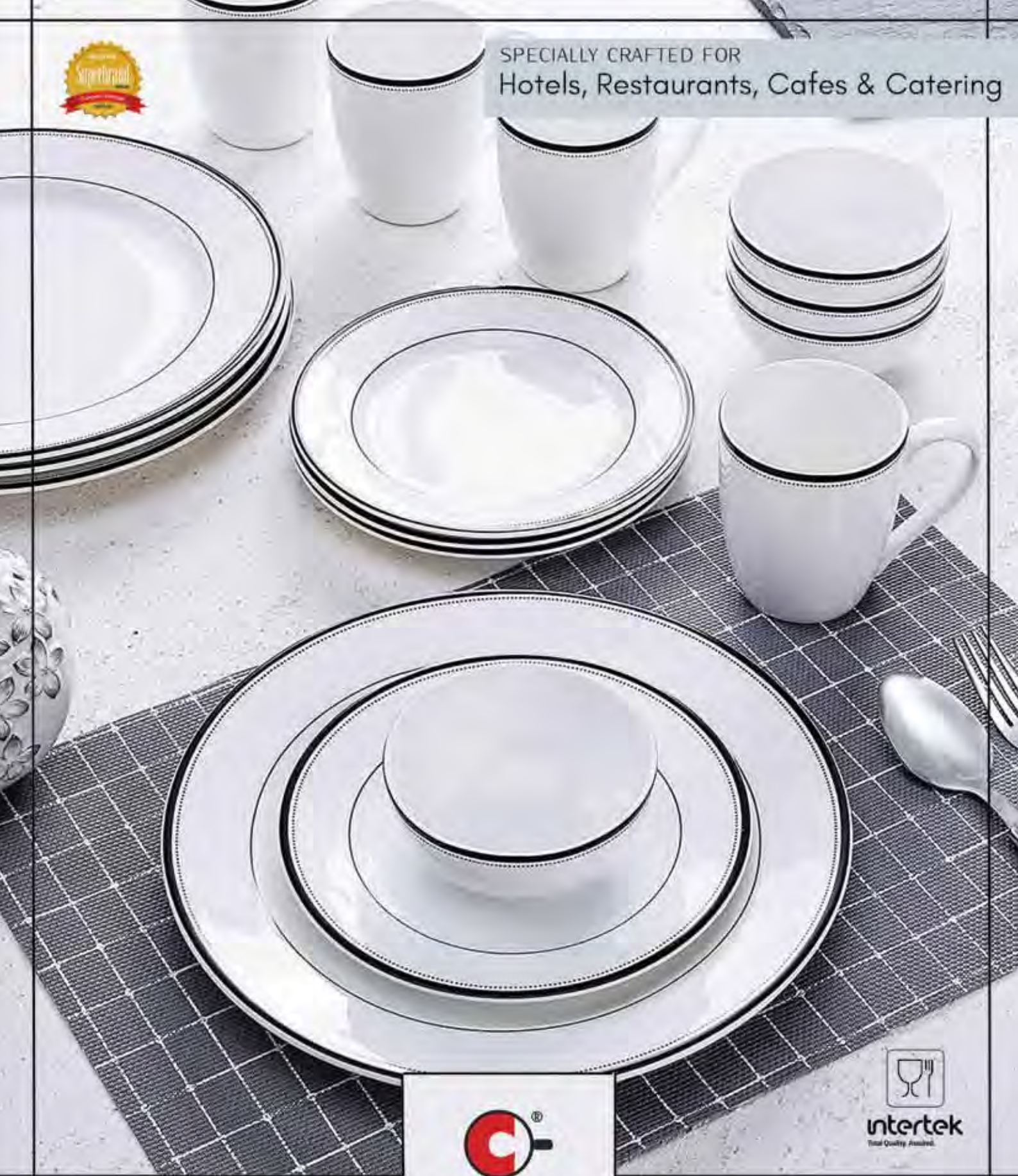


³Data collated by HVS from 13 hotel operators and media reports as of 25 March 2022

Source: HVS Research



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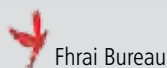
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Volatility ahead

As regional heads welcome news of resumption of international flights, they cannot help but highlight how Russia-Ukraine war is posing other challenges to industry.



Sudesh Poddar
President, HRAEI

UNPLEASANT COINCIDENCE

The global aviation industry suffered over US \$201 billion

in losses in 2020–2022 due to COVID-19 and the accompanying curbs on overseas travel and domestic mobility. India's aviation industry also lost billions of dollars in revenue in the period. Since the tourism and hospitality industry largely feeds off the aviation sector for its earnings and job growth, it is evident from estimates that in 2020, India's foreign exchange earnings from tourist arrivals from abroad plummeted 76 per cent from the previous year, to ₹50,136 crore. Official data shows that in just the nine months ending December 2020, 21.5 million jobs were lost in

Hotels depending on expatriate biz tourism will gain a lot of traction

the tourism and hospitality sectors. The resumption of regular international flights will surely ensure a steady flow of inbound travellers and improve occupancy and average room rates by at least 20 per cent in the next fiscal year. Hotels in Jaipur, Bangalore, or Kolkata that depend on expatriate business

tourism will gain a lot of traction. Medical and MICE tourism can also expect a boost.

The irony is that the decision to open up international travel has coincided with the intensification of sanctions on Russia in the wake of its invasion of Ukraine, which in turn has sent oil prices soaring on fears of disruptions to global energy supply chains. The rising price of crude oil has resulted in an increase in the price of aviation turbine fuel (ATF) of nearly 60 per cent. If the cost of fuel keeps rising, the expected flow of inbound travellers may not continue in the long run.



Sherry Bhatia
President, HRAWI

TAPPING INTO TRUE POTENTIAL

The resumption of all commercial international flights, in addition to the lifting of restrictions, has come as a big relief to the hospitality industry. The FTAs will provide the much-needed boost to industry revenue to cushion the one-sided free-fall in losses. The tourism and hospitality industries generated foreign exchange earnings (FEE) to the tune of ₹1,94,881 crore in 2019. It may take some time before the industry generates similar revenues, but at least it is a start. And, while we wait for FTAs to return to their pre-pandemic levels, we

should drive domestic tourism with full vigour. We should instil confidence in domestic travellers to tour the country while assuring their safety and health. This initiative will keep the wheels of the travel and hospitality industry in motion while also promoting a vibrant travel culture.

The government recently announced the restoration of five-year e-tourist visas. This too is a much needed and welcome decision by the government at this time, which should encourage tourists to travel to India. The pandemic has costed the industry 60–70 per cent revenue. The tourism and hospitality industries in India are the key drivers that have the potential to accelerate the socio-economic development. To achieve its true potential, tourism should be declared a priority sector with special incentives and benefits.

In the current scenario, most countries that depend on FTAs have reduced the GST for their hospitality industries. However, the GST rates for the sector in India remain one of the highest in the world, making both domestic and inbound tourism expensive. India is facing competition from its neighbouring destinations, especially due to the higher rate of GST, which makes the total tourism package expensive for India. To encourage tourism, many of our neighbouring countries have proactively reduced VAT rate drastically. Zero per cent in Malaysia and China, and one percent in Turkey. Most such destination countries already have the lowest rate of VAT as compared to GST of 18 per cent levied in India. The government needs to rationalise taxes and visa rules to increase tourist arrivals.



Tourism should be declared priority sector with special incentives



Surendra Kumar Jaiswal
President, HRANI

STRIVING FOR STEADY RECOVERY

India's resumption of international flights at 100 per cent capacity

scenario as the perfect and most diverse all-weather tourism destination. International flight operations hold the key to revival.

There is no doubt that the move will help the tourism and hospitality industries rebound faster and stronger, but the operations of international flights need to be regulated and streamlined through a well-defined regime of SOP with added revised precautions necessitated over the period while ensuring meticulous compliance thereof at all levels.

Moreover, to enhance the foreign tourist flow to the country, we



after a two-year suspension due to the outbreak of the coronavirus pandemic is likely to be a big boost for the country's hospitality industry. It is the first step towards a steady return to normalcy for the Indian hospitality sector. It will also provide an impetus to economic recovery for the sector and the nation. In addition, it will also normalise the demand-supply balance, resulting in lower international airfares and more inbound travel into India.

People will be able to plan their summer vacations in their countries of choice with greater confidence, and that's the need of the hour. Further, the Indian hospitality sector is also keen on welcoming global tourists. Incredible India needs to leverage the current

Operations of international flights need to be regulated

urge the government to restore all suspended visas that were issued earlier but were suspended due to the pandemic.

Resumption of multiple entry visas and e-visa for the countries which have been barred, particularly from the source markets like the United Kingdom, and Canada, among others, is also required. The extension of free tourist visas till 31 March 2024 without a cap on free tourist visas will also help the sector in recovery.

Ruling line under NICHE TOURISM

Government is focussing on marketing Incredible India 2.0 as overseas travel and flights resume after 20 months. Executive Committee discusses strategies for industry players.



Lakshyaraj Singh Mewar

Lakshyaraj Singh Mewar
Executive Director, HRH Group of Hotels, Udaipur

THE POWER OF INDIA AS ASIA

Every time, we have been congratulating and cheering ourselves on the advent of normal times. Let us now accompany it with prayers and blessings for all those who have survived! Yes, it is extremely heartening to note that Incredible India 2.0 is now the focus of our government and the attention of the hospitality industry.

Needless to say, there is so much to do! There has to be an equal thrust on foreign and domestic tourism; in the former, our focus requires a strategic shift to the East. Japan, South Korea, Taiwan, Vietnam, China, Malaysia, Indonesia, and Singapore are culturally and historically connected with India.

Just as pilgrimage tourism is a big segment of our domestic tourism, the spiritual significance of Buddhist pilgrimage is a top priority for the followers in the South-East Asia region in particular and Asia in general.

Incredible India 2.0 has to demonstrate the power of "India as Asia", India as the land of spirituality and mysticism. Mind you, as the external environment becomes more volatile and conflict-laden, Incredible India's message of peace, piety, and pilgrimage will hold greater meaning for the entire world.

For us in the hospitality industry, the health-safety-security protocols that have been internalised cannot be forgotten or overlooked at any stage. Let us build on what we have learnt, and let us open our hearts and minds to new ideas, new technologies, and safe geographies and give Incredible India 2.0 the wind under its wings!

There is much we can achieve if we work together, collaborate and cooperate at different levels for diverse outcomes to enrich us all.

Incredible India 2.0 has the inherent power to transform the way we travel and stay, the way we stay safe as we holiday and celebrate, and the way we grow as we share our resources and learn. Let us resolve to do our best and say *Jai Hind* to that!



Incredible India 2.0 has the power to transform the way we travel



Param Kannampilly
Chairman & MD, Concept Hospitality
Pvt. Ltd., The Fern Hotels & Resorts

TAPPING INTO DOMESTIC CIRCUITS

We finally seem to be coming out of the stringent pandemic protocols in India, with the lifting of various curbs and the reopening of our skies to regular international flights. These are welcome signs for the industry. While leisure destinations across India have done very well, overall our sector has seen huge falls in revenues, layoffs, and a migration of staff from the industry. Hopefully, this reopening will slowly reverse these deficits.

Our industry's future success in promoting Incredible India 2.0 is dependent on all stakeholders working together in tandem to promote India as a beautiful, safe, and value-for-money destination. India today is far better placed than many countries in Europe, the US and Asia in its COVID-19 situation, and this should be widely highlighted in all GOI communications, trade shows, etc., to the international travel trade. Tourist visas, e-visas, and other types of visas should also be made more accessible. We should encourage international travel agents and trade publications to return to India on familiarisation trips to see for themselves that we are now a safe destination. With scheduled international flights



Param Kannampilly

to and from India increasing now, seat availability and fares should make India a more accessible destination. Hoteliers and travel trade partners should work together to promote the destination through curated circuits, with leisure packages and offers to suit all markets. We should also not discount the local domestic traveller, who has supported all leisure hotels and destinations during the closure of international travel. While many of them will now begin vacationing abroad, there are still international restrictions that may make this a segment we can still tap for our domestic travel circuits this year.



India is far better placed than many countries in its COVID-19 situation



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Vineet Taing President, Vatika Hotels Pvt. Ltd.

FOCUS ON PROMOTING LOCAL GEMS

According to Shri Prahlad Singh Patel, India's former Minister of Tourism, the Incredible India 2.0 campaign focusses on niche tourism products such as yoga, wellness, luxury, cuisine, and wildlife, among others.

The Union Ministry of Tourism launched the campaign 'Incredible India 2.0' during 2017-18, the main objective being to promote various tourist destinations and tourism products of India in important and potential source markets overseas.

India has always been bestowed with incredible natural beauty, a unique cultural heritage, and diversity. The industry must enhance this value proposition and create an enabling environment to prosper. Some of the key strategies, focus areas, and plan of action could possibly be as follows:

- India has over 600,000 villages, each one with its own unique culture and heritage. Hence, eco-tourism can be one great option that could create unique experiences for travellers.

- National parks and wildlife sanctuaries can be heavily promoted to international tourists during their visit to India, which will also contribute to the sustainability of the hospitality ecosystem.
- With a coastline of 7,500 km, cruising could be advantageous to promote. It is the fastest-growing segment of leisure travel in current times.
- India has always been the land of the yogis, hence niche tourism products such as yoga and wellness can be promoted extensively. International tourists can enjoy yoga-asanas in peace and tranquillity.

For six years, the industry has always outperformed the global economy. It proved to be resilient to both economic volatility and geopolitical uncertainty until the pandemic hit. The aviation, travel, and tourism industries account for 10 per cent of global GDP and 10 per cent of jobs across the globe.

With international flights resuming after almost 20 months, a good number of people have started travelling around the world, and the figures are only expected to rise, with international arrivals growing from 1.2 billion in 2016 to 1.8 billion by 2030.

The time has probably come to give the untapped niches and local gems a hard push to get the industry back into revival mode.

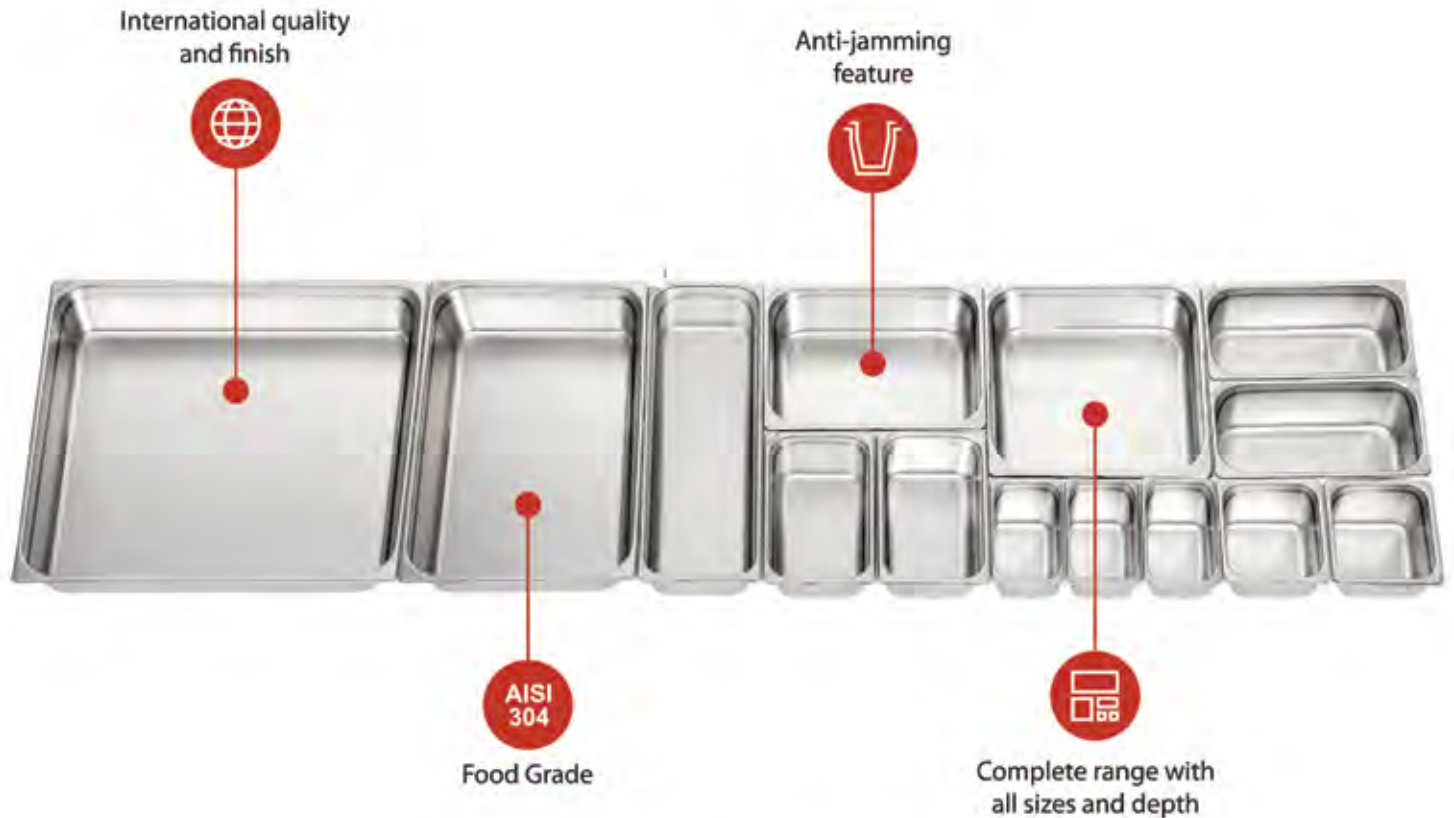


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Traditional businesses switched to hybrid concepts, but had to restructure operations



The US \$60 billion food industry in India is growing with a CAGR of over 10 per cent, with US \$24 billion worth of goods consumed annually by the HoReCa industry. While the technological revolution in the industry has already been started by food aggregator apps, they have only been able to list down a little over 400,000 outlets.

IMPACT OF THE PANDEMIC

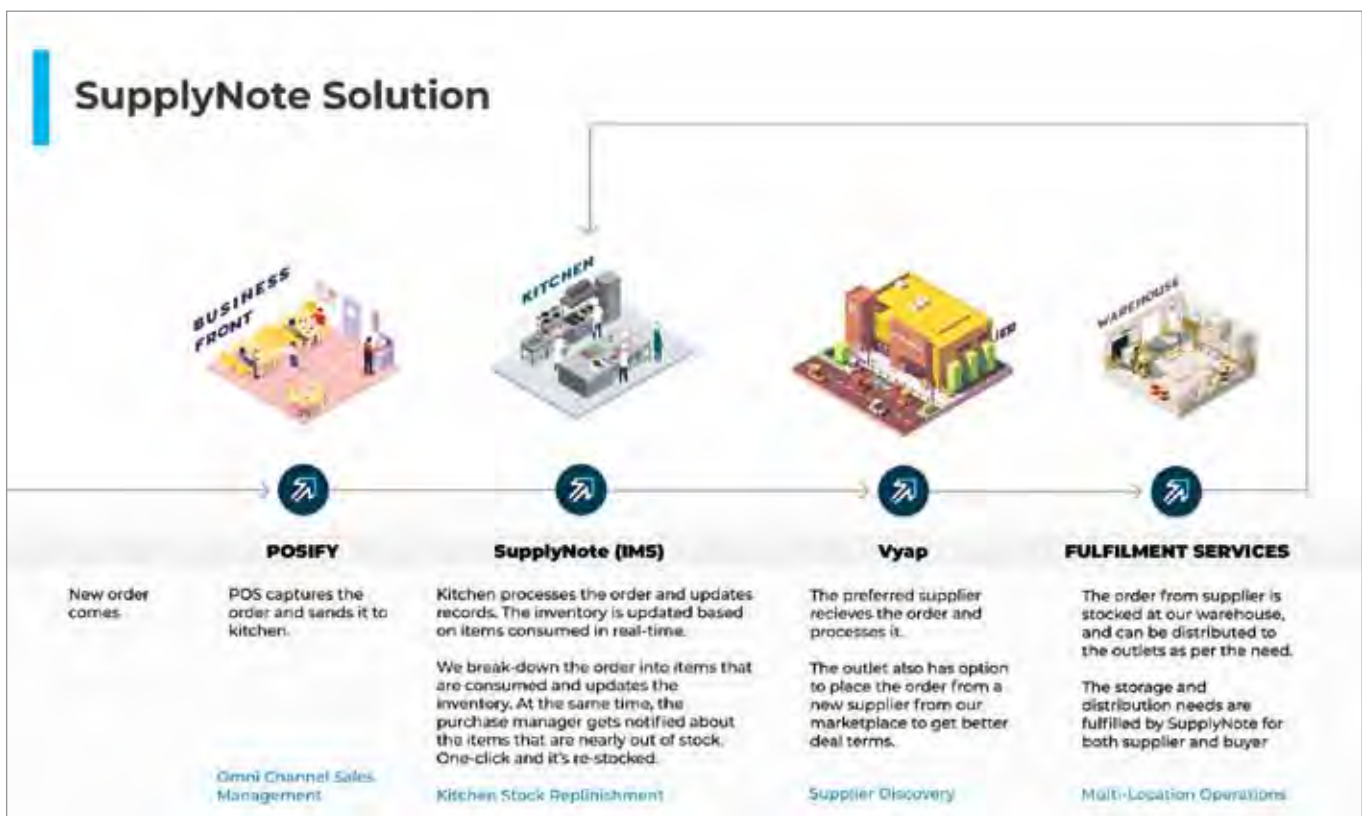
While every industry had to adapt to the post-pandemic world in 2020, food was never out of demand and the F&B industry was quick to adapt. The concept of 'ghost kitchens' or 'cloud kitchens', which was relatively new, became popular really fast, with hundreds of new businesses added in the pandemic years. Cloud kitchens are easy to set up, require low investment and low real estate, and with the added convenience of food aggregator apps, can start to go live within weeks.

Traditional business models switched to hybrid concepts, but they had to restructure their operations

to cut down on costs. However, the part of the F&B industry that started transforming entirely has been the supply chain of the industry.

TECHNOLOGY AID

While the demand was heavy even during the pandemic, the lockdown forced most businesses to shut down temporarily. Most business owners did not anticipate this and were incurring heavy fixed costs in their businesses, and the pandemic presented them with two choices: cut down on the costs or close the business. A significant portion of these costs were incurred in supply chain management, warehouse, logistics, and management, all of which were handled in-house by most businesses. Technology has come as a saviour, allowing businesses to outsource their supply chain management to third-party logistics providers and save costs in-house. While in-house supply chain management incurs a fixed cost, the outsourced stack gives flexibility to downsize as per the need, and the technology helps in reducing the cost of management by automating many components of the supply chain and reducing the need for management personnel.



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Shifting PARADIGM with INBOUND BIZ

Hospitality sector is finally on course of improved ADR days as India reopens international flights. Hoteliers are upping their game in safety and experience to serve foreign guests.



Akhil Arora

Akhil Arora
Chief Operating Officer, Espire Hospitality Group

KEY DRIVER OF TOURISM

With the normalisation of inbound travel, the locations that will see an immediate response and an uptick in international travellers are the key leisure destinations that have been on the top of the tourist charts for years. International guests would be keen to experience the most talked about hotels, such as our recently launched Six Senses Fort Barwara in Sawai Madhopur, Ranthambore, which they missed due to restrictions. They would also plan longer stays to immerse themselves in relaxing stays and exclusive experiences to make up for missed travel opportunities in the recent past. The inbound business has historically been a key driver of tourism in India and a key market for luxury hotels and is, therefore, expected to impact the occupancy of Six Senses Fort Barwara. While the domestic audience has

shown a great response to the launch of this 14th-century fort, we are expecting a surge in business as our international guests have been waiting to visit and experience this illustrious hotel in Ranthambore. The resumption of international travel is great news for us, and we expect an increase of 25–30 per cent in room nights from this segment alone. For a long time, there have been no or limited new additions in the luxury hospitality space in India, and Six Senses Fort Barwara has successfully filled that void. We are receiving a great response from international trade partners.

While there has been a relaxation from the government on COVID-19 protocols, we continue to maintain the highest standards of hygiene and sanitation that have been in place since the pandemic. While maintaining all safety norms, we would invite international media and influencers to experience the illustrious fort and also participate in various trade shows to target our potential international guests who are very well-versed in the Six Senses brand.



Inbound biz will significantly impact the occupancy of the property



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Sarbendra Sarkar

Sarbendra Sarkar **Founder & MD, Cygnett Hotels & Resorts**

KEEPING PRAGMATIC APPROACH

The fact that almost everyone is gearing up to counter the COVID-19 fear with precautions and a willingness to make a change through a pragmatic approach gives tourism and hospitality great hope that things are falling into the right places. Given the level of consciousness and the need to make a change in lifestyle along with COVID-19, till it does not go away completely, makes us hopeful. The past two years have taught us to be far more thoughtful in our approach to mitigating the health-related challenges, and therefore, Indian hospitality has



We are focussing on domestic tourists as they are low-hanging fruit



totally overhauled its customer approach. Due precautions are taken and lessons are learned to combat COVID-19 fears in rooms, general public areas, restaurants, and other places where due precautions are taken and lessons are learned to combat COVID-19 fears.

So while the physical aspects were learned, Cygnett also focussed on the mental health and good attributes that will allow our staff to take good care of guests.

A THOUGHTFUL STRATEGY

We are strongly focussing on domestic tourists as they are the low-hanging fruit. Aggressive marketing plans are in place to ensure people stay at Cygnett properties during the upcoming holiday season in July, as people are ready to try and test different locations with their families and have a great time. So we will focus on both online and offline routes to attract travellers.

ROAD TO RECOVERY

Needless to say, the large number of people that have started travelling now will push the scope of travel, including business travel. This also means good revenue opportunities from the MICE segment. So, now the strategic shift will be to attract both leisure and business travellers. This will certainly increase the average occupancy, thus creating the proposition to increase the ADR benchmark. The push in revenues is certainly going to give hospitality the much-needed boost to try and create better services that suit different sets of consumers. Although the time lost in generating revenue will never return, this will allow more hotels to offer better standards by giving experts like Cygnett the opportunity to manage properties that will not only



create names for themselves but also gain the high monetary returns that they have been looking at for a long time.

SCOPE OF BUSINESS GROWTH

There is immense scope for business growth riding on the positive sentiments that we see among people from all walks of life. We all want to forget the past two years and want to straddle a new path with confidence and positivity. Hence, we think mid-segment hotels will rise, and that can only happen with extremely good basic services meeting good standards. While luxury properties will offer supreme service options, the budget category can win better margins based on safety, hygiene, and consistent brand standards. Furthermore, top visibility across online platforms will ensure better growth, and Cygnett has always been ahead of the curve through its strong online approach.



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Niche is our taste and target

As demand for experiential travel grows, **Faiz Rashid**, Director of Jehan Numa Group, feels that brand's 100-years old legacy will give them edge over global companies.

 Lipla Negi



Faiz Rashid

From crisis management to business strategies, the pandemic changed many things for many hoteliers around the world. However, for **Faiz Rashid**, Director, Jehan Numa Group of Hotels (JNG) and a direct descendant of Dost Mohammad Khan and the Begums of Bhopal, the crisis has reaffirmed his faith and passion for the family-run business. Owned and managed by the founding family of Bhopal, the Jehan Numa Group comprises four distinctive boutique luxury hotels: the Jehan Numa Palace, Jehan Numa Retreat in Bhopal, the Reni Pani Jungle Lodge in Satpura and the recently launched Bori Safari Lodge in the Bori Wildlife Sanctuary.

CUSTODIAN OF THE HERITAGE

While Faiz Rashid stays in Bhopal to look after the retreat and the palace hotel, his brother Aly Rashid takes care of the two lodges. "For us, being a legacy business, it comes down to being involved with the property through generations. We are like custodians of the property, and we want to try and carry the legacy forward. But for someone else who is into the business of buying and selling, it only comes down to restoring the property and then selling or reselling it to someone else. Our focus is always passing it to the next generation," said Faiz. The erstwhile state of Bhopal was founded by Dost Mohammad Khan in 1724. But then the Begums of the family ruled for over 100 years. Four generations of Begums of Bhopal quietly and determinedly sowed seeds for growth and transformation, health and civic innovations, and advancements in the fields of arts, education, and architecture in the area. The stately



There is a niche in India that we suddenly see, who seek experiential travel 

residence was built on the slopes of the Shamla hills in the 19th century by General Obaidullah Khan, son of the last Begum. It was converted into a world-class heritage hotel in 1983 by the General's grandsons.

COLLABORATION IS NOT AN OPTION

The family has been running the hotel for nearly four decades now, and has no plans to collaborate with a global brand. It is not that no lucrative offer came, but the family was determined to take the legacy forward without diluting its essence. "In the last 40 years, we have done well and things have been working for us," said Faiz. Talking about the culinary history, he added how the old family recipes are conserved through generations and proudly said, "These recipes cannot be copied and that is what Bhopal stands for."

A CUT ABOVE THE COMPETITION

Unfazed by the growing competition, Faiz views the opening of Raffles Udaipur and Six Senses Fort Barwara last year as a positive sign – a proof to his belief, "There is a niche in India that we suddenly see, who seek experiential travel, wanting something out of the box, desiring something different and personalised – and this is something we have always believed in."

PANDEMIC DOUBLED THE PASSION

The pandemic gave Rashid brothers an opportunity

to relook at all that they can offer to travellers. Faiz looks at the pandemic from the perspective of "who we are and what we offer!" Since his place was purely an experiential property, he recently spent a lot of time setting-up a museum featuring family photos and treasured artefacts within the Jehen Numa Palace, and it set things rolling for all the other properties. "We created a unique dining experience at the General's Table. At the retreat, we set up private dining spaces and also set-up a green-house bistro," he added.

Realising that social media is a necessity nowadays, the brothers also started a dedicated page for their properties. Besides history and nature, their social media page is a feast for the eyes. "Food is an integral part of the Jehen Numa experience. We give a lot of importance to it, especially on social media. Through pictures we try to showcase the legacy of our 100-years old family recipes," he shared.

PERSONALISATION TRUMP NUMBERS

For any hotel, 100 per cent occupancy is the expectation and target. But Faiz clearly knows that it is not numbers that define success for them. "We cannot cater to anything large. The moment we target large groups, the uniqueness of our experiential hospitality goes out of the window. We prefer to be small groups where we can offer something unique," he said.



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Experiential hotspot

During pandemic, wedding tourism has been godsend for Rajasthan, and state is now pushing experiential tourism, says **Dr. Punita Singh**, JD of Rajasthan Tourism Dept.



Nisha Verma



Dr. Punita Singh



People with lower budgets are also going for destination weddings or resort weddings with 200–250 guests



Claiming that being the largest state in the country gives a vantage point to Rajasthan, **Dr. Punita Singh**, Joint Director, Department of Tourism, Government of Rajasthan, said that most attractions are positioned at different places, particularly the heritage properties. "All these properties are in remote villages or far-off places. This puts us in an advantageous position. In the New Normal, people like to travel to quiet resorts or places a little away from the city, looking for experiences close to nature. Hence, apart from heritage, Rajasthan proves advantageous that these properties are being sought after more. Wellness resorts have also come up. GOI is also marketing these places. Hence, the state is focussing more on experiential tourism," she said.

REPOSITIONING RAJASTHAN

Singh revealed that Rajasthan came up with their new tourism policy in 2020 amid COVID-19. "The policy focusses on enhancing experiential tourism, under which we majorly look at heritage properties, resort experiences, and vast experiences that Rajasthan offers. One of the new products that have emerged owing to lockdown guidelines is wedding tourism, which has become a big component now. It was a luxury segment, but now it is common," she claimed.

PROMOTIONS GALORE

Right after the first lockdown, Rajasthan came up with COVID-19 guidelines for the tourists, which were predominantly domestic. "We started a campaign called *Rajasthan from Home*. Initially, we were visible on our social media platforms and we did a lot of engaging activities. After the lockdown, the surge of domestic tourism was so great that all our properties, both in the private and public sector, were full. We were the number one state in SAATHI guidelines as we did the certification for proper hygiene," she informed. She said that she is proud and happy to share that the Chief Minister of Rajasthan has given the tourism industry status in the latest budget announcement.

FOCUS ON MILLENNIALS

Singh believes that other states should also focus on millennials. They can offer new experiences such as adventure tourism. Any small event happening anywhere should be marketed well. Just as we are a land of fairs and festivals, which can be promoted, and infrastructure is very important. We are also focussing more on our budgets and allocations for the tourism infrastructure. Rajasthan, despite being a natural winner in the film tourism sector, is coming up with the film incentive policy soon," she claimed.



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Sumit Mitruka

Welcome to the Eastern Himalayas, a glorious hotbed of tourism often mistaken as an extension of North East India. Although in terms of cultural and geographical diversity, they are identical, the Eastern Himalayas have their own essence and potential.

THE EMERGENCE

Summit is the first hospitality brand to have its footprints established in a corridor of the Eastern Himalayas. The beauty of properties spread across the axis of Siliguri, Darjeeling, Kalimpong, Gangtok, Pelling, Lachung, and Lachen is more than just a reflection moving seamlessly across rugged Himalayan passages; it validates the hard work demonstrated over a 12-year period to innovate and grow.

A TOKEN OF APPRECIATION

Summit was recognised by the East India Travel Award as the Fastest Growing Hotel Brand in 2014, and until now, whether in the category of ultimate hospitality, customer service, luxury hotel, best hotel chain, leading hotel chain, or best Himalayan hotel brand, Summit

has shown its credentials as the first, largest, and most preferred Himalayan hospitality brand.

CUSTOMERS AT THE CORE

The Summit offers everything, be it heritage hotels, resorts, boutique hotels, farm stays, clubs, off-beat locales, and vernacular architecture. The introduction of electronic cars to pick up and drop off visitors at Summit Properties in the Darjeeling and Kalimpong clusters contributes significantly to CSR. Summit has sales representatives stationed around the country to connect with our valued guests. The list of ways to introduce a guest to traditional Himalayan hospitality continues, with the only goal of remaining true to our motto of "Exceptional Value, Exceptional Service."

TOMORROW WILL DEFINITELY COME

A young and dynamic hotelier from North East India is forging a dream to put the name of Summit Hotels and Resorts on the map of the global hospitality industry. Summit is celebrating 12 years of hard yard in the volatile sector this year. It has grown from one property in Gangtok to 22 properties operating in seven states and 15 locations. It has upscale properties in Kaziranga, Rishikesh, and Shimla, with Lansdowne being the most recent. The dream is to visit every peak in the nation and summarise them for guests to experience Himalayan hospitality.



Summit has always shown its credentials as the first Himalayan hospitality brand



Goa, destination of many facets

While Goa remains leader in wedding tourism, state government is keen to turn narrative to heritage, hinterland, and other facets of tourism, asserts **Nikhil Desai**, MD, GTDC.



Nisha Verma



laiming that the last two years have been a nightmare for the industry, **Nikhil Desai**, Managing Director, Goa Tourism Development Corporation (GTDC), said, "We now have a tourism policy and a master plan, which provide a clear path for Goa to become a sustainable, responsible, and accessible tourist destination. Planning has begun in earnest to achieve the



Nikhil Desai
MD, GTDC




State is focussed on heritage, hinterland, and adventure tourism

objectives, which include better infrastructure, better security network, making it affordable, and introducing a variety of activities such as heritage tourism, hinterland tourism, adventure tourism, wellness, weddings, and MICE."

He revealed that they launched a historical tourism product in December. "To commemorate Goa's 60th anniversary of independence, we donated Fort Aguada Jail and Museum to the tourism industry. There will be a 1,400-acre convention centre completed by the end of this year. We are in the midst of establishing Western Ghats Nature Education Park in South Goa, which will be reoriented on nature-based theme tourism," he said.



Desai stated that the last two years, given the unusual scenario, provided them with few marketing options. Claiming that competition is good, Desai shared that many other states are competing for a similar share of the pie.






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Brand of India

Hamdard is known for huge trust that it evokes in consumers' minds, and RoohAfza is synonymous with Hamdard. It stands tall in food category as proud Indian brand.

Brand Hamdard is an iconic institution, with heritage brands such as RoohAfza. Hamdard, meaning "companion in suffering", was started as a small clinic in undivided India in the year 1906 by Hakeem Hafiz Abdul Majeed. Hamdard grew into a household name under the noble vision of renowned Unani physician Hakeem Abdul Hameed, who transformed it into a multi-dimensional and internationally respected organisation. Hamdard is also a responsible business. A significant chunk of its profit is used for CSR activities.

BRAND VISION AND FUTURE PLANS

Hamdard India has now geared up in a transformational mode and is expanding its product portfolio by introducing new products and pack sizes, extending its popular brands into newer segments.

RoohAfza, i.e., RoohAfza Fusion, RoohAfza Milkshake, RoohAfza Lassi, and RoohAfza LITE (Sugar Free) have been launched. Hamdard Honey, Hamdard Nariyal Paani, Hamdard Glucose-D, and Hamdard Olive Oil are all part of our offering to Hamdard consumers and have received widespread acceptance.

ENHANCING QUALITY OF LIFE

Hamdard has achieved success through a sharp understanding of how changing times need products and solutions that are more relevant to their current needs, aspirations, and lifestyle. While they continue to practice their core ethics through the efficacy of their products, they have stayed abreast of how technology, R&D, and innovative communication can play a more effective role in reaching out to their consumers. There has been a rapid increase in the middle class, with greater



“Hamdard Foods is striving to provide quality and pure natural food products”

HEALTH AND WELLNESS AT THE CORE

Hamdard is known for the huge trust that it evokes in consumers' minds, and, of course, RoohAfza is synonymous with Hamdard. It is the favourite drink of millions and is aptly called "The Drink of India". An icon in itself, it stands tall in the food category as a proud Indian brand that has withstood the test of time for over a century. The mother brand and its extensions ensure that there is a RoohAfza offering for every age, demographic, or cultural profile that may want a RoohAfza experience.

Hamdard (Food Division) is now expanding its product portfolio by introducing new products and formats, extending its popular brand into newer segments. RoohAfza is ubiquitous in every Indian household and enjoys tremendous brand love, represented in the form of a myriad of recipes and innovations. Extensions of

disposable incomes and a consequent increase in consumer spending. The consumer has become king, with a plethora of choices in all product categories. At the same time, the explosion in media coverage led to increased spending on brand awareness by global companies. The third and fourth post-independence generations emerged as the new decision-makers and had a vision of driving growth in the food business with the use of cutting-edge technology, R&D, and digital and social media platforms.

In pursuit of strengthening the values of Hamdard and to fulfill the vision of our founding father, Hakeem Abdul Majeed, and the mission of Hakeem Abdul Hameed, Hamdard Foods is striving to provide quality and pure natural food products to its customers and service to society.

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Mehta Furnishers started over four decades ago with rattan and wicker products and has since diversified into numerous other areas, delivering what is desired by professionals.



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QUINTESSENTIAL LUXURY EXPERIENCE

The vision and expectations of the top-of-the-line hotel managers helped Mehta Furnishers stand where it is. The company is passionate about delivering quality. Its motivated coworkers have kept it strong. Mehta Furnishers is grateful for the trust of the hotel managers with whom they work and who guide them to expect more!

The products are both aesthetic and user-friendly, adding value, style, and convenience for the user. The products have a recall value that stays for a long time in the minds of guests for whom such crafts are created and laid out, as if the flowering bulbs experience

THE VISION

Passion and creative vision are compatible with the expectations of their esteemed customers. Everyone is looking for something different to stand out from the rest. Mehta Furnishers discuss the purpose and add a creative element to it without impacting the quality.

PREMIUM QUALITY AND SUSTAINABILITY

The products are sturdy and able to withstand tough handling. Steel, brass, wood, wicker, and other materials are selected based on the product application. Starting almost four decades ago with

rattan and wicker products, they have diversified into various other segments and are known to deliver what is desired by prominent professionals.

Premium quality baskets, caddies, carts, trays, stands, bins, besides the outdoor furniture such as loungers, umbrellas, chairs, tables and much more. Visit www.mehtafurnishers.com and download the product brochure and look at the creativity in the products.

KEY DESIGN TRENDS FOR 2022

Mehta Furnishers have always been into customising for specific needs. 2022 and beyond will never be any different since every new day, they look for new designs catering to new innovations and new expectations from the clients.

THE OUTLOOK

The company is passionate about something new every now and then. It will continue firm and strong with a positive attitude, and the marketing has always been done through word of mouth. Trust, this industry is full of many wanderers such as Vasco da Gama, and there is no dearth of marketing creativity and good products passionate hoteliers are looking for.

"Bon voyage" is a good word for positivity.





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EXCELLENCE IN LEARNING



Hema Jamnal, the chief interior designer at HSAA, is rooted in her deep philosophy and simple lifestyle. She is the developer of the Naveen Continental Hotel, a freshly constructed commercial building in Prayagraj.

With the ongoing change in the culture, lifestyle, and mindset of new generation consumers, Naveen Continental sought to make a transformation that would attract new clientele and fulfill their increasing taste for good interior and architecture, not simply for delicious cuisine and drinks. Hotel Naveen Continental needs a modification to provide their customers with something new that would catch their attention and something they had never seen before.

June 2021, The hotel's owner invites our team to come to their location to explain their predicament and the rising concern that their interior work is obsolete. Initially, they were asking for some advice on how to improve the hotel's appearance. However, Miss. Hema Jamnal encouraged the hotel's owner to execute a throughout makeover to appropriately react to market changes. Because, in her opinion, making a simple patch here and there wouldn't solve the problem of the hotel losing its trend, it needed a total makeover so it could cater to the clients appropriately. Because she believes that "Adapting to change shouldn't be about cooperating with the rest of the world, but about winning."

Using her decades of knowledge and expertise, she captured the essence of Prayagraj in that hotel, let's have a look at her perspective on the hotel's restaurant.

As we approach the restaurant space, we are welcomed by a Buddha sculpture with a water fountain, which creates a soothing ambiance. Moving on to the seating configurations, the restaurant's design is complemented by the use of orange, teak brown, light green, and off-white color palette. There is also a level play with the ceiling and effective utilization of indirect lighting. The facility can accommodate up to 80-90 people at a time with configurations of 2, 4, and 6 sitters.

The hotel's front elevation and reception attract the attention of passers-by on the streets of Prayagraj. With a fresh look, Naveen Continental Hotel now welcomes a big number of customers every day, and all of this was made possible by Miss. Hema Jamnal's sole philosophy: "Adapting to changes for the win, not for co-op."

Compiled by **SAMENS ALEBOD**

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Eris Home's new collection

◆ The enduring legacy of the Mughals receives an elegant homage in Eris Home's newest collection of luxury cushions. Inspired by the architectural heritage of the erstwhile empire, the eponymous "Mughal" collection is characterised by a rich yet subdued sophistication. Delicate silver foiling, beadwork, and hand embroidery on deep velvet create an enigmatic interplay of visual detail. The jharokhas, jaalis, and domes that define Mughal architecture are translated into intricate patterns. "Through our Mughal spring/summer collection's masterful design, we wanted to reimagine the regal glory of the Mughal era for the contemporary home," said **Sanjana Lunia**, Founder and Creative Head, Eris Home.



OBEETEE designs interactive rugs

◆ Presenting Hakuna Matata from Obeetee Carpets that is a children's tailor-made collection. Fun Brains is a line of interactive rugs that can help children develop problem-solving skills. It includes rugs with vehicles and tracks, maps, and so much more. Another range is Storyboard, which enables kids to associate themselves with their favourite characters. For the tiniest of the lot, OBEETEE has designed the Little Champions range. Planets, trains, trucks, and toys – this range is a collection of imaginary canvases. For the vibrant ones, the crayon range is the answer.

The Elemntum Collection

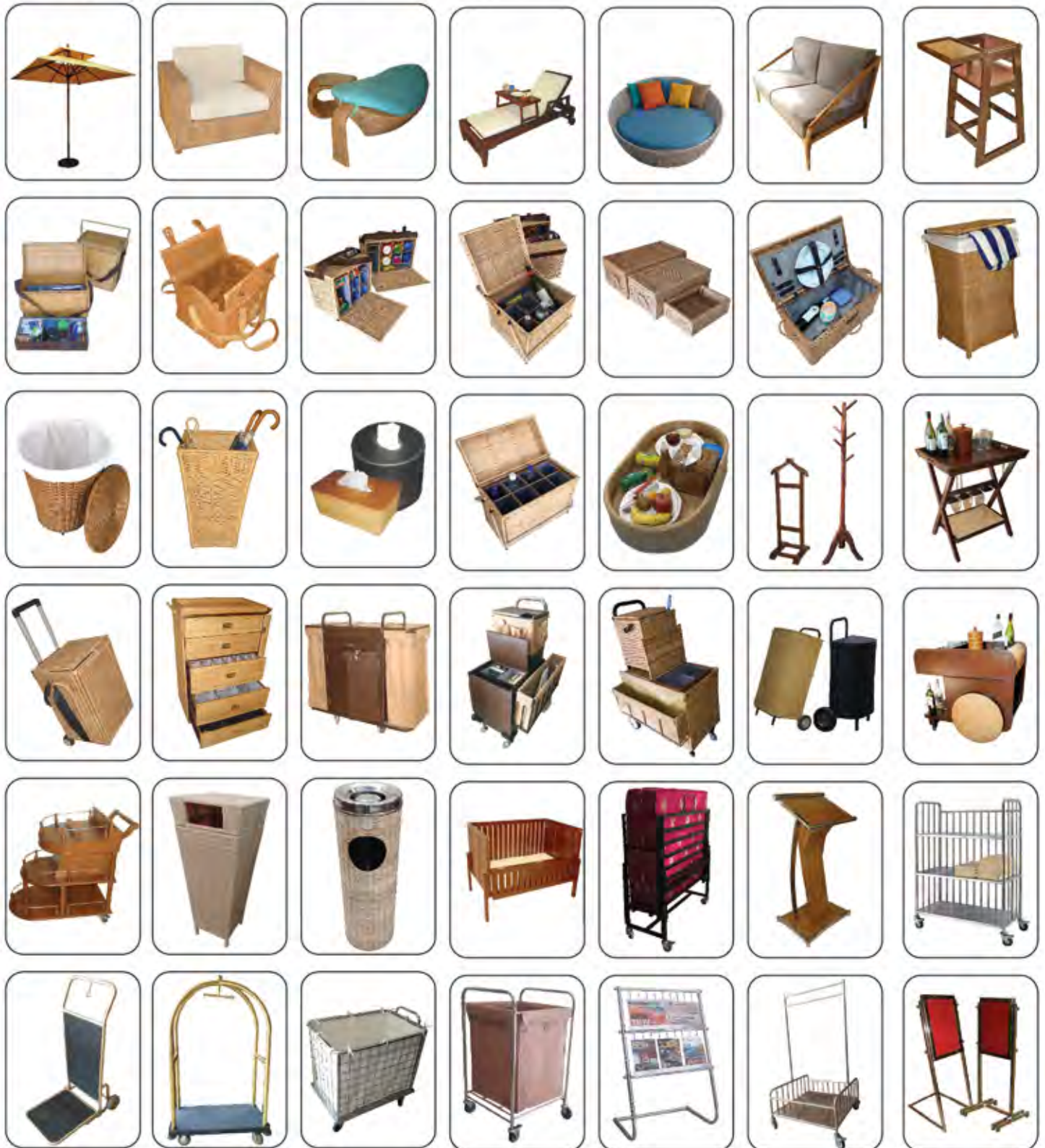
◆ The Elementum Collection is the fruit of the labour of design synergies and creative visions of the House of Rugs and The Design House Company. The two brands have co-created and designed this new collection of rugs that exude tranquil Mediterranean vibes with minimalist strokes of subtle sandy tones and asymmetrical shapes. These are handmade by skilled artisans who use natural fibres with traditional and modern techniques.



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Swachhata is the future. Proper disposal of any kind of waste should be a habit rather than a responsibility. Pitching in with technology is the need of the hour. One such product for solid waste management (SWM) is the Ecoleen Composting Machine, which cleans the environment of any hazardous waste and paves the way for a clean and healthy India.

MAKING THE BRAND STAND OUT

Our product is a fully automatic machine that converts organic and wet waste to compost in 24 hours under an ideal set of conditions. It requires no additives, chemical activators, curing racks, cumbersome and unhygienic systems. The Ecoleen Composting Machine works on gut technology, similar to human digestive system.

When the land costs are so high, our machine requires the minimum amount of space as compared to large landfills in conventional ways. Organic waste is treated at the source point of production, so the transport cost is almost nil.

Aesthetically, the Ecoleen Composting Machine looks good wherever it is placed. Moreover, there is a minimum

labour requirement. The product is a PLC-controlled, fully computerised, easy to operate, user-friendly machine.

Our clients include GMCH Chandigarh, NITRD Delhi, Indian Army, NTPC MP, housing societies such as Motiaz and Guruji Enclave in Punjab, industrial houses that have a canteen inside, various households, and likewise. Our target audience is quality-loving people and organisations with leadership qualities who have the vision to leave a legacy to future generations.

ENCOURAGING COST AND OPERATIONS EFFICIENCY

Ecoleen Composting Machine is a compact machine, which requires minimum space and so the high-valued hospitality land saves crores. Transportation cost to dumping sites is saved and the waste so produced can be treated at site. Solar energy, water harvesting along with composting facility makes an organisation completely eco-friendly. With Ecoleen Composting Machine, not only hotel's aesthetics improve, but also helps in clean surroundings free flies and mosquitoes. There is minimum labour cost for waste handling.

Since we are the OEM of the Ecoleen Composting Machine, we manufacture 10 kg and 25 kg household models, 50 kg, 100 kg, 200 kg, 500 kg, and 1,000 kg regular commercial models. We also tailor the product as per the client's needs and space requirements.



Our target audience is quality-loving organisations with leadership qualities



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MD & CEO
Sterling Holidays

★ Lalvani handled various strategic responsibilities at Sterling for seven years, which included customer engagement, revenue maximisation, hotel sales, and resort operations. In his previous role as COO of Sterling Holidays, he was responsible for successfully strengthening the preferred partners' network, launching new revenue-focussed projects, and spearheading the expansion plans across the country. He has over 25 years of leadership experience in the hospitality, leisure, and ITeS industries.



ANIRUDDH KUMAR

VP-Development, India & South Asia
Accor India

★ Kumar brings over 23 years of experience to the role. He will spearhead Accor's expansion strategy in the region in order to consolidate its current brand footprint as well as focus on expanding current and new brands. In the past, Kumar has been associated with brands such as Marriott International, Starwood Hotels & Resorts, Aman Resorts, Leela Duet India Hotels, and DLF Hotels. In his most recent assignment, he was the Vice President, Asset Management, APAC for Marriott International.



RAKSHIT SHARMA

VP-People, Operations, Sales, & Revenue
Sayaji Hotels

★ Sharma has been given the additional responsibility of sales and revenue. He currently leads Sayaji Hotels as Vice President-Operations & People, where over the past three years of his tenure he has been instrumental in driving business efficiencies, best practices, and operational excellence. He has over 16 years of experience in people management, hotel operations, and business strategy, which have been spent spearheading organisational growth, new openings, talent management, etc.



TANAY SHANKAR

Director-Sales and Marketing
Crowne Plaza New Delhi Okhla

★ In his new role, Shankar will focus on strengthening the hotel's position as a destination for business and leisure travellers and provide the best of Crowne Plaza's hospitality. He will work towards optimising hotel revenue performance across the verticals of room sales, social and MICE business, as well as creating strategic partnerships for marketing activations. As an industry expert, he is armed with more than 15 years of experience across international brands and hotel chains.



KABIR MEHRA

General Manager
Eastin Easy Aishwarya Talegaon

★ Being an IHM-A graduate, Mehra is a seasoned hospitality professional and has worked with the company for a few years now and has helmed the critical managerial positions at our key properties such as Eastin Residences Vadodara, Eastin Easy Vita, and now Eastin Easy Aishwarya Talegaon, which has led to his growth within the organisation. He has had an enriching experience, including hotel pre-opening. He is a hands-on General Manager and is involved in every aspect of the hotel operations.



AMITABH RAI

General Manager
The Westin Hyderabad Mindspace

★ Rai is a seasoned hotelier with a successful career of about 25 years in directional roles spanning hospitality and business. He has been appointed as the Cluster General Manager for The Westin Hyderabad Mindspace and Hyderabad market. In his previous assignment as the General Manager of The Ritz-Carlton, Bangalore, Amitabh positioned the iconic luxury hotel as the top runner and flag bearer across the globe in imparting the highest standards of guest service along with achieving financial heights.

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