

# HOTELS & RESTAURANTS INDIA

# fhrai magazine

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A MONTHLY ON HOSPITALITY TRADE  
By DDP Publications

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FAKE  
NEWS

## GEARING UP FOR FESTIVE RUSH

STRATEGIZING FOR  
G-20 SUMMIT

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FUTURE GROWTH HUBS

NATIONAL TOURISM CONFERENCE  
FOCUSSES ON INDIA @2047







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## Dear Members,

I wish a very happy Diwali to all the esteemed members of FHRAI. While the tourism and hospitality sector is coming back to normal, we are exceedingly hopeful that the festival of lights and the ensuing tourist season would illuminate our lives with prosperity and happiness.

The last eight months of the year have been truly encouraging for the hospitality sector with positive trends like surge in domestic travelling, improvement in hotel occupancies, higher average room rates have been reported from the sector. It is safe to say that there are strong signs of recovery in the sector driven by robust domestic demand which is ably supported by facilitative measures of lifting of restrictions by all the states and unparalleled success achieved by our country in covid vaccination.

Some important events that hold great significance for the travel and tourism sector of our country were organized in the recent past by the Ministry of Tourism. First one is the three-day National Conference of State Tourism Ministers, held at Dharamshala, Himachal Pradesh from 18-20 September 2022. The conference endeavoured to come out with coherent strategies and plans to redefine and revitalise the tourism sector in the country, by involving all major stakeholders. FHRAI had attended this important event and shared some vital points to enable the tourism and hospitality sector of India to come out of the devastating effects of the pandemic and to place India on the top of the global tourism map.

The second occasion is the prestigious 'National Tourism Awards 2018-19', held on 27 September 2022 at New Delhi that also coincided with the World Tourism Day 2022. A total of 81 awards were presented by Hon'ble Vice President of India Jagdeep Dhankhar, recognizing the achievements of the industry in the year 2018-19. It gives me immense pleasure to share that eight-member establishment of FHRAI were presented

with this most prestigious hospitality award in the country, which made all of us proud of their accomplishments.

The country is poised to position itself as a major tourism destination in the world as the upcoming G-20 Presidency starting from December 2022, provides an excellent opportunity for the country to further strengthen our position in the world tourism landscape. Around 200 meetings that are scheduled as part of the G20 presidency event in various locations across the country offers a rare opportunity for the hospitality sector to showcase our world class offerings and services.

I would like to apprise the members that FHRAI recently met Narayan Tatu Rane, Hon'ble Minister for Micro, Small and Medium Enterprises (MSMEs), Government of India and discussed about our concerns related to ECLGS Loan for Hospitality Sector. FHRAI requested the Hon'ble Minister to consider extending the loan term under ECLGS to at least 10 years or equivalent to the term of the original loan, whichever was longer, which would be extremely beneficial to a cash-strapped hospitality sector. Taking note of our request, Rane has assured his support to the hospitality sector.

Despite the strong increase in demand and the positive trends that are visible around, the sector needs to tread cautiously for some more time in the near future. There may be a likelihood of an adverse impact on the sector due to international economic headwinds with many countries are facing the prospect of a recession in 2023. Several major economies are experiencing high inflation because of a combination of factors such as rising fuel prices, ongoing supply disruptions and the Russia-Ukraine war.

While we look forward to a bright future with lot of optimism and positivity, we also need to remain cautious about the vulnerabilities around us.

With best regards,  
**Jaison Chacko**  
Secretary General, FHRAI



**Jaison Chacko**  
Secretary General  
FHRAI



**INDIA IS POISED TO  
POSITION ITSELF AS  
A MAJOR TOURISM  
DESTINATION IN THE  
WORLD AS THE G-20  
PRESIDENCY IS AN  
OPPORTUNITY FOR  
INDIA TO STRENGTHEN  
ITS POSITION ON THE  
TOURISM LANDSCAPE**





fhrai magazine

# CONTENTS

OCTOBER 2022



14



14



15



15

## THIS MONTH

- 03 SECRETARY GENERAL'S MESSAGE
- 06 FHRAI DESK
- 46 MOVEMENTS

## FEATURES

- 10 UNITED WE STAND: MOT  
Center and State need to work hand in hand to make India's G 20 Presidency a grand success, believes Arvind Singh, Secretary, Ministry of Tourism.
- 14 TOURISM AWARDS GIVEN AWAY  
Hon'ble Vice President of India Jagdeep Dhankhar presented 81 awards to the deserving awardees.

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## 24 **REVIVAL OF FESTIVE MOMENTUM?**

Hospitality sector has seen a sharp rise in domestic travel for the festive season. Will it help RevPAR bring biz to peak over levels?



## 30 **GEARING UP FOR FESTIVE RUSH**

The hospitality sector is anticipating a rise in demand during festive season. Here's how they are attracting travelers with festive offers & packages.



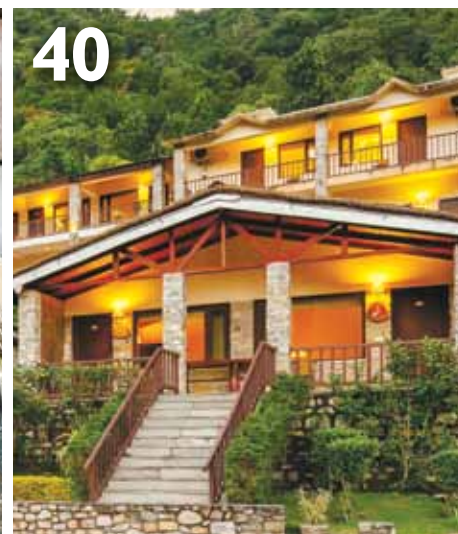
## 36 **EVs YET TO GAIN POPULARITY**

Actor Gul Panag writes about her decision to switch to an electric car and desire to gift her kid a green planet.



## 40 **UPPING THE WILD GAME**

Will the reintroduction of cheetahs prove to be a shot in the arm for wildlife tourism in the country?



### THE FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA

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# Dharamshala Conference focuses on India @2047

National Conference of State Tourism Ministers in Dharamshala paves way for tourism policy and lays out roadmap for the sector.



Nisha Verma

In the run up to India assuming the G20 Presidency, the Ministry of Tourism organised a three-day National Conference of State Tourism Ministers in Dharamshala, Himachal Pradesh. The aim behind the conference, mentioned G Kishan Reddy, Union Minister of Tourism, Culture and DoNER, is to bring together the varied viewpoints and perspectives from all the States and Union Territories on tourism development and growth and to create a direct dialogue with the states on schemes, policies and steps being taken at a national level for overall tourism improvement in India. "With this conference, we want to bring forth best practices, successful projects, and opportunities from various states. The conference also aims to build a common vision for tourism and its growth as we move towards India @ 2047," he shared.

Addressing a press conference a day before the event, he highlighted the



**G Kishan Reddy**  
Union Minister of Tourism,  
Culture and DoNER

**“A STRONG TOURISM POLICY WILL BE RELEASED SOON”**

slogan of 'Vikas Bhi Virasat Bhi' given by Prime Minister Narendra Modi and said that after a vast process of consultations

and deliberations, the National Tourism Policy will be brought out before the Budget session of Parliament. "Various tourist circuits are being promoted across India, including Himalayan Circuit and a new 'Ambedkar Circuit' shall soon be launched," Reddy said.

Underlined that the Dharamshala conference will set the tone for India's G20 presidency. "G-20 will be used as a platform to showcase India's tourism potential to the world. The Tourism sector generated Rs 16.91 lakh crore (US\$240 billion) or 9.2 per cent of India's GDP in 2018 and has supported around 42.67 million jobs or 8.1 per cent of total employment," he said.

Other dignitaries present at the conference included Ajay Bhatt, Minister of State for Tourism and Defence; Shripad Naik, Minister of State for Tourism, Ports, Shipping, and Waterways; Arvind Singh, Secretary, Ministry of Tourism; Rakesh Kumar



**Jai Ram Thakur**  
Himachal Pradesh Chief Minister

**“NAI RAAHEIN NAI MANZILEIN SCHEME TO HIGHLIGHT LESSER-KNOWN TOURIST DESTINATIONS”**

nation then Tourism has an important role to play. The Prime Minister has emphasised on two aspects, first, ‘Whole of Government Approach’, where we breakdown silos and work together across government Ministries. Second, we must work as Team India, where the Union Government and the State governments work together hand in hand,” he added.

He stressed the support of locals must be enlisted so that benefits of tourism percolate down to the grassroots. “Jan bhagidari can revolutionize the tourism sector in the country. The states need to work on a war footing for establishing Yuva Tourism Clubs, which will familiarize the youth with the concept of Dekho Apna Desh.”

Highlighting the ministry’s initiatives, Shripad Naik said India must



**Ajay Bhatt**  
Minister of State for Tourism and Defence

**“DESPITE BEST NATURAL BEAUTIES, INDIA ATTRACTS LESS THAN 2 PER CENT OF GLOBAL TOURISTS”**



be promoted as a 365-day destination. “Ministers and officials from centre and states should thrash issues to improve tourism. We have to put forth all the points along with minutes of the meeting, which will help us to make changes in the tourism policy accordingly,” he said.

Ajay Bhatt advised we must bring our hidden cultural and natural facets to attract more tourists. “We have tackled the difficult times of COVID with the Dekho Apna Desh initiative. Despite being the best natural beauties, it attracts less than 2 per cent of global tourists; and, this only points to the potential that we can achieve,” he said.

Reddy concluded, “India saw a surge in domestic tourism beyond our expectations. Today, we don’t have rooms in hotels and it’s a challenge for us to make this growth sustainable, attract foreign tourists, hike GDP contribution of tourism and boost jobs. This session will help us to formulate a roadmap for tourism in India and we will share the report of this meeting with the PM. We have made a MICE tourism policy, which will be part of the tourism policy.”

At the valedictory session, he claimed there is a need to encourage the private sector in tourism. “We are planning to hold a tourism investors’ conclave in India. This should involve international tourism officers in embassies across the world, who would work with different states. “MOT” has decided such offices will be set up in every state. We have recruited officers and start working in their respective states from mid-October.”

Verma, Additional Secretary (Tourism), and G Kamala Vardhana Rao, Director General (Tourism).

Delighted to see Himachal Pradesh hosting the conference, Jai Ram Thakur, Chief Minister of Himachal Pradesh highlighted, “Our government has also started the ‘Nai Raahein Nai Manzilein’ scheme to highlight some of our lesser-known tourist destinations. The state has undertaken multiple new projects to attract the tourists not only for a weekend but for longer stays too.”

Reddy claimed that for any global tourist, India is a destination to experience and be transformed for life. “If India needs to achieve its immediate goals of a US\$ 5 trillion economy and its long-term goals of a developed



**Shripad Naik**  
Minister of State for Tourism and Ports, Shipping, and Waterways

**“INDIA MUST BE PROMOTED AS A 365-DAY DESTINATION”**



# FHRAI recommendations

Applauding Union Ministry of Tourism, FHRAI says govt must introduce initiatives and continue EPCG scheme to support hotels internationally.

While speaking at the event, Gurbaxish Singh Kohli, Executive Committee Member, FHRAI said, "It is indeed a pathbreaking initiative in redefining the tourism landscape in the country. There is no better time than now to have this stakeholders' consultation and put best efforts to place India on the top of the global tourism map." Some of the Association's recommendations that he shared with G. Kishan Reddy, Minister of Tourism, Culture and DoNER are:

for new projects and subsequent renewals, online approvals and clearances and facilitating a conducive and hassle-free business environment.

## **SUBSIDIES, INCENTIVES & LONG-TERM CREDIT FACILITY**

It is highly important that investment subsidies & tax holidays are granted for investments in tourism projects implemented in the country. Industrial subsidies should be extended to the hospitality sector as well.



## **MAKING TOURISM NATIONAL PRIORITY**

Tourism accounts for around 10% of GDP and employing roughly 90 million people. To accelerate socio-economic development of the country, tourism should be declared as a priority sector with special incentives and benefit to help the sector to attain its true potential.

## **EASE OF DOING BUSINESS**

From inception of a hospitality project to day to day running of the establishments, the sector is tangled in the myriad web of bureaucratic processes and is in need of measure such as single window clearance

## **GST RATIONALIZATION**

### **a) Reduce the GST rates**

Reduction of the GST of the hotel industry in the post Covid-19 scenario has happened in most countries in the world who are dependents on FTA's. The G.S.T. rates for hospitality in India are one of the highest in the world.

### **b) Treat all F&B revenue in a hotel & standalone restaurant as bundled services to be charged GST in the following manner**

- i) 5% composite scheme for units that are not availing ITC

- ii) 12% GST for units that are availing ITC.

The rates should be delinked from any room tariffs if they are part of hotels.

### **c) Reduction of GST for LPG used in hotels**

Reduction of GST from 18% presently to 5% for LPG cylinders consumed in hotels at par with domestic cylinders, can bring down the operational cost of the hotels.

### **d) Remove GST for rent payments or allow input credit for rent payments**

GST for rent payments to be removed for those who are not eligible to claim an input tax credit or input credit should be allowed for the rent payments of hospitality establishments.

## **GRANTING INFRA STATUS**

Currently hotels built with an investment of ₹200 crores or more have been accorded infrastructure status. This threshold has to be brought down to ₹10.00 crores per hotel to give fillip to budget segment in hotel industry.

## **GRANTING INDUSTRY STATUS**

Though industry status has been accorded to hotels by many state Governments, the incentives and privileges associated with an industry are never conferred to the industry.

## **CONTINUATION OF EPCG SCHEME AND SERVICE EXPORT BENEFITS**

The EPCG scheme has helped the hospitality sector in India immensely to emerge as a strong player in the global tourism market, by procuring equipments as per international standards and quality.

## **CONSIDER SINGLE COPYRIGHT SOCIETY AS LEGAL MONOPOLY UNDER COPYRIGHT ACT**

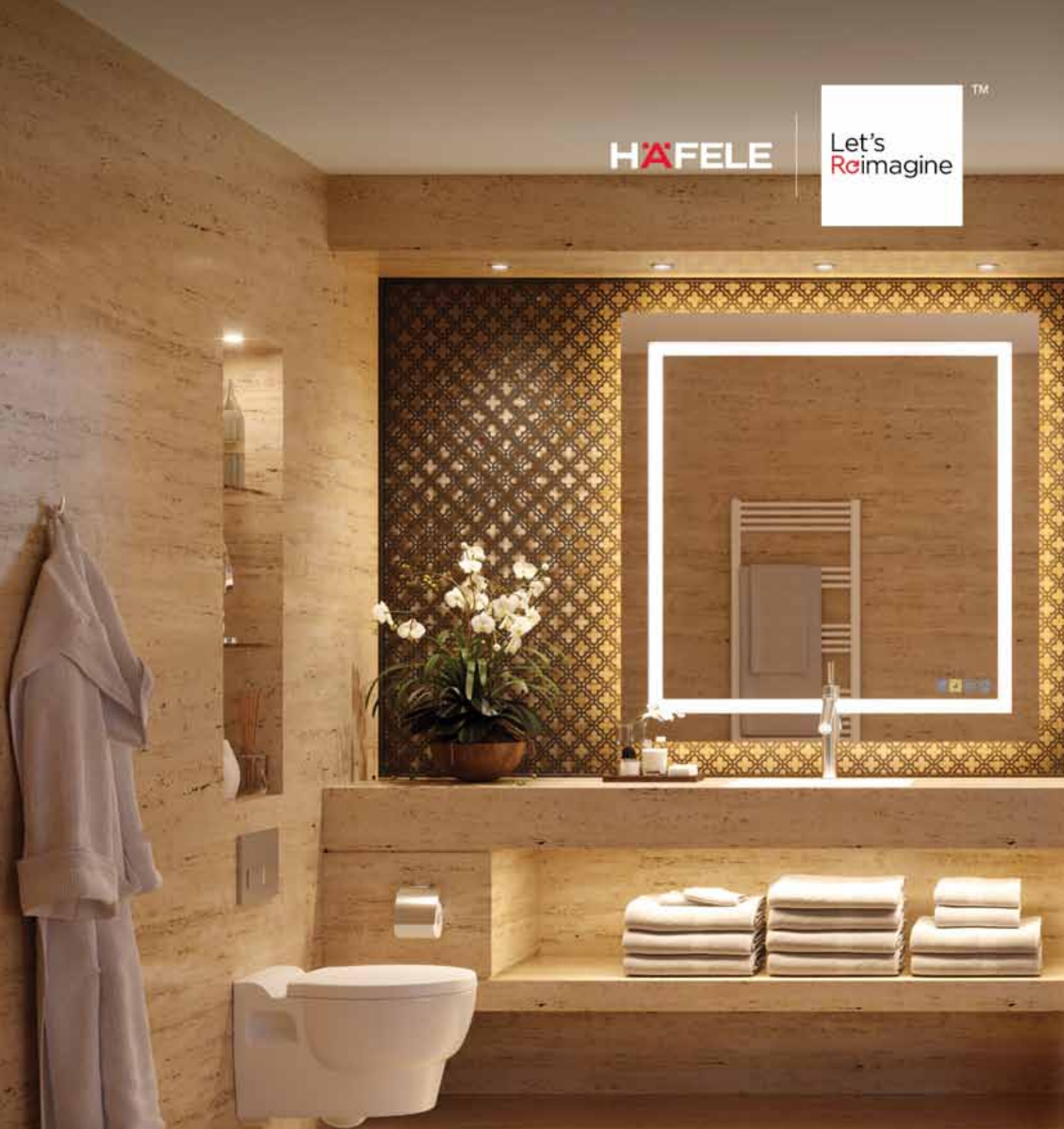
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# United we stand: MOT

Centre and States need to work hand in hand to make India's G20 Presidency a grand success, believes **Arvind Singh**, Secretary, Ministry of Tourism.

**W**hile speaking at the three-day National Conference of State Tourism Ministers, Arvind Singh, Secretary, Ministry of Tourism, referred to the G20 Presidency as a unique opportunity for India to boost its tourism sector and generate employment opportunities in India."

## BRAINSTORMING TOGETHER

Stating that the purpose behind the conference was to get together for the first time after two years of the pandemic, Singh said, "We have reports of good activities taking place in the domestic sector and discussions at the conference will form recommendations, which, in turn, will form policy actions by the state governments as well as the national government, which will revitalize the sector further. Secondly, it would result in healthy competition amongst states to adopt similar policies to attract tourism. Thirdly, we wanted to sensitize the states because of the ensuing G20 Presidency starting next year, which will see 55 destinations host 215 meetings. We want the states to be sensitised about the expectations and how we give a unique Indian experience to the delegates attending the sessions and the G20 meetings from January 2023." He said when states meet each other, there is



**Arvind Singh**  
Secretary, MOT

## WE WILL SEE 55 DESTINATIONS HOSTING 215 MEETINGS UNDER G20"

a sharing of experiences. "What is being done in Jammu and Kashmir may not be relevant for Mizoram, but there is a lot to learn. The best practices of one state can be seen by other states for emulation and for improvement," he said.

## INDIA FOR THE WORLD

He claimed that we should use the G20 Presidency to showcase the country to the global leaders who would come here from the G20 economies, which

control the major portion of the world GDP. "If we are successful in doing that, I am sure it would transform our tourism sector to the next level. The state government representatives are working with Ministry of External Affairs to decide the venues in terms of logistics, connectivity, availability of convention space, and other such facilities in the state. We could use this upcoming presidency to position India as the preferred destination for the rest of the world," said Singh

## OVERSEAS PROMOTIONS

Speaking on physical promotional events in foreign markets, Singh shared, "Hopefully we should start shortly. We will start physical activities and we are hoping that the WTM London will be the first event where it will restart and we'll also try to showcase India's G20 position with some events there."

## DHARAMSHALA DECLARATION

The conference ended with a document being released by the Tourism ministry called the Dharamshala Declaration 2022, which set "the short term and medium term goal for the sector. It will be the benchmark against which everybody's performance will be evaluated," he concluded.

## HIGHLIGHTS OF DHARAMSHALA DECLARATION 2022

- The National Tourism Policy has been drafted with a holistic vision and strategy to revive India's Tourism and targets to achieve USD 1 Trillion by the sector in 2047.
- Ministry is also paving the way for developing responsible and sustainable tourism destinations
- The Government of India will continue to support MSMEs in tourism and capitalise on the employment generation potential in the sector.
- India plans to position itself as a major tourism destination during its presidency of G20 for 2023.
- India will strive to recover to pre-pandemic level by mid 2024. The country is estimated to achieve:



**150 Bn**

US\$ GDP contribution from Tourism



**30 Bn**

US\$ in Foreign Exchange Earnings and



**15 Mn**

foreign arrivals

- India is estimated to grow at 7-9% CAGR in the coming decade and the following goals are expected to be achieved by 2030.



**250 Bn**

US\$ GDP contribution from Tourism



**137 Mn**

jobs in the Tourism sector



**56 Bn**

US\$ in Foreign Exchange Earnings



**25 Mn**

foreign arrivals





# Strategizing for G-20 Summit

From setting up National M!CE Board to creating digital ecosystem, **Rakesh Verma**, Addl Secy, MOT, talks about strategies about strengthening tourism.

**R**akesh Verma, Additional Secretary, Ministry of Tourism (MOT), has said the National Conference of State Tourism Ministers used to be an annual event. “After 2019, because of the pandemic, this was disrupted. It was the first meeting physically of all state tourism ministers and the key agenda was to look at the future of tourism, what policies need to be pursued and how we create a shared vision for 2047 for the tourism sector. The deliberations held across various themes will help us understand what the issues and build a national level policy framework to help tourism sector grow and develop,” he said.

## STRENGTHENING TOURISM POLICY

He informed the conference's summary will be incorporated into the National Tourism Policy. “Each session has been structured around a particular theme, relevant for tourism. Thus, whatever recommendations come as part of these sessions, will be used to draw policies, initiatives and ensure if there are any corrections required in the existing scheme. These deliberations will be utilized for us to chalk out plans, and to build new schemes,” he informed.

## NIDHI 2.0

Sharing the update on Nidhi scheme, he said, “We now have Nidhi 2.0, where we have expanded our platform beyond



**Rakesh Verma**  
Additional Secretary, Ministry of Tourism

## “NIDHI 2.0 WILL ACT AS A PROTOTYPE FOR NATIONAL DIGITAL TOURISM MISSION”

hotels and we will include tour operators, other tourism service providers, various quality certifications, feedback from the users about their experiences with tourism service providers and general feedback. We have now tested it with almost all state governments and about 20 state governments have now been brought on that platform. It will act as a prototype for our national digital tourism mission, which is going to be a much bigger vision, to create this kind of digital ecosystem for tourism sectors.”

## GLOBAL M!CE CONFERENCE

A Global M!CE Conference is scheduled during India's G20 Presidency next year, speaking on which, Verma said, “During G20, the idea is to use this opportunity to position India's tourism offerings, and M!CE is one segment where India needs to work extensively. A lot of new things are happening and the MOT has recently unveiled M!CE tourism and a National M!CE Board has also been set up. It is an inter-ministerial board to help us coordinate policies, take decisions and help us support the M!CE. It was an important conference and we look forward to it to positioning India as a M!CE destination.”

Verma said, “As part of our overseas marketing promotion scheme we will support M!CE specifically to attract that business to India.” “It goes without saying that when you are building destinations for M!CE, we are also including social events and keeping that in mind, we will help in positioning our destinations for wedding and social events.

## OVERSEAS PROMOTIONS

He shared they are now setting up the National Tourism Promotion Board. “Soon that scheme in its new form will be put in place will help us re-introduce our overseas promotional campaign. We are targeting different markets for various products for India's overseas.”

# Extend loan term relief

FHRAI delegation meets the Minister for MSME to discuss key matters and concerns related to hospitality sector.

**A** FHRAI delegation, comprising of Mr. Chetan Mehta- Vice President HRAWI, Mr. Jasbir Singh Arora- Managing Director, Hotel Centre Point Nagpur, Mr. Jaison Chacko- Secretary General FHRAI and Mr. Abhishek Kumar- Assistant Secretary General FHRAI met Shri. Narayan Tatu Rane, Minister for Micro, Small and Medium Enterprises to discuss key matters and concerns related to Hospitality Sector.

FHRAI requested the Hon'ble Minister to consider extending the Loan Term under ECLGS 3.0 Scheme to at least 10 years or the term of original loan, whichever was longer, which would be extremely beneficial



to a cash-strapped hospitality sector. FHRAI also brought to attention of Hon'ble Minister, alleged fraudulent

activities taking place on the internet in the guise of 'Udyam' registration of entities.

# Highest student enrolment

FHRAI-IHM registers the highest student enrolment since the ongoing pandemic struck the world in 2019.

**W**itnessing revival, FHRAI-IHM records the highest student enrolment for 2022-23. The latest batch is the second academic year since the institute became affiliated with the National Council for Hotel Management & Catering Technology (NCHMCT). An induction program for batch 2022-23 was held in the presence of industry stalwarts including Chef Sireesh Saxena, former VP, ITDC Hotels and Rishabh Tandon, Director HR, IHG



**Arun Kumar Singh**  
Director, FHRAI-IHM

Hotels. The last couple of years had put a pause on many students enrolling in hospitality education, resulting in a sharp dip in fresh enrolments at various hotel management colleges. Arun Kumar Singh, Director, FHRAI-IHM said, "Several students turned up for admissions in this session, which is a sign of the good times ahead. FHRAI-IHM is imparting world-class education and training to the students. We are pledged to continue providing highly



**WE ARE PLEDGED TO  
CONTINUE TO GIVE  
SKILLED MANPOWER TO  
THE SECTOR**

skilled manpower for the hospitality sector." He further credited FHRAI-IHM and other hospitality institutes for showing great resilience and surviving the challenging times.





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# Dhankhar presents Tourism Awards

Hon'ble Vice President of India **Jagdeep Dhankhar** presented 81 awards to deserving awardees. The event coincided with the World Tourism Day.

Hon'ble Vice President of India Jagdeep Dhankhar presented the National Tourism Awards recently at an event organized by the Union Tourism Ministry to mark the World Tourism Day, 2022.

During the ceremony that followed, as many as 81 awards were given away this year highlighting the achievements of the industry in 2018-19. Hon'ble Union Tourism Minister G. Kishan Reddy and Union Minister of State for Tourism Ajay Bhatt graced the ceremony. Among others who participated in the programme included Secretary Tourism Arvind Singh and senior officials of the ministry.

During the event, the Hon'ble Vice President of India said that India was a heaven for tourism and hospitality, urging Indians to explore domestic tourist destinations before

## LIST OF FHRAI MEMBER AWARDEES

CATEGORY	ENTITY NAME
<b>Best Hotel 5-Star</b>	The Gateway Hotel, Vijayawada
<b>Best Hotel 4-Star</b>	Taj Kumarakom, Kottayam
<b>Best Heritage Hotel - Grand Category</b>	Shiv Niwas Palace, Udaipur
<b>Best Heritage Hotel - Basic Category</b>	Shikarbadi Hotel, Udaipur
<b>Best Eco-Friendly Hotel</b>	ITC Rajputana, Jaipur
<b>Best Standalone Restaurant</b>	Mandap Thali – Hotel Express Towers, Vadodara
<b>Hotel Providing Best Facilities for Differently abled Guests</b>	The Ashok, New Delhi
<b>Best Hotel Based Meeting Venue</b>	ITC Grand Chola, Chennai

going on international travel. The Hon'ble Vice President also released the India Tourism Statistics 2022, New Incredible India Global Promotional Films, and GoBeyond:75 Experiences

of North India e-book during the event. Addressing the gathering, the Union Tourism Minister said that the tourism and hospitality sector has become more vibrant.







# Two Udaipur hotels awarded

Shiv Niwas Palace and Shikarbadi Hotel, Udaipur bagged awards in Best Heritage Hotel in Grand Category and Basic Category, respectively.

**H**on'ble Vice President Jagdeep Dhankhar referring to India's civilizational history and rich cultural heritage, underlined that most of the tourist places have a deep connect with our history, folk arts and ancient texts.

Addressing a gathering after presenting National Tourism Awards for the year 2018-19 at Vigyan Bhawan in New Delhi on 27 September 2022, the Vice President of India termed tourism a key driver of economic growth and employment generation in the country.

Shiv Niwas Palace, the iconic palace-hotel of HRH Group of Hotels, was bestowed with the award of Best Heritage Hotel-Grand Category, while Shikarbadi Hotel in Udaipur was declared the Best Heritage Hotel-Basic Category by the Ministry of Tourism. Maharaj Kumar Sahib Lakshyaraj



(Right) Hon'ble Union Tourism Minister G Kishan Reddy presents the award to Maharaj Kumar Sahib Lakshyaraj Singhji Mewar (left) and MOS Tourism Ajay Bhatt presents award to Adityaveer Singh.

Singhji Mewar of Udaipur, Executive Director of HRH Group of Hotels, and Adityaveer Singh, VP-Hotel Operations, received the awards for Shiv Niwas Palace and Shikarbadi Hotels from the Hon'ble Ministers of Tourism and Culture. "It is a matter of

honor for us. It is a proud day for us and dedicate these awards to every employee of our Group," said Maharaj Kumar Sahib Lakshyaraj Singhji Mewar.

G Kishan Reddy, Union Tourism Minister, Ajay Bhatt, MoS Tourism among others participated.

# New HRANI prez elected

**Garish Oberoi** was elected as president and office-bearers for term 2022-24 were elected by Managing Committee during HRANI's AGM.

**H**RANI concluded its 71st Annual General Meeting at Radisson Blu Plaza Delhi Airport, New Delhi recently. The AGM's agenda included the elections of the Association's Management Committee for the term 2022-24, which was followed by the meeting of the Management Committee to elect the office bearers for the term 2022-24. Garish Oberoi has been elected

as the president of HRANI during this meeting. He has been in the hospitality industry for 30 years and has represented the industry in multiple causes and achieved winning outcomes for the sector across boards. Oberoi is Partner, Hotel Uberoi Anand, Uberoi Anand & Associates and Amber Restaurant, Bareilly.

The elected office-bearers are: Vice

Jaiswal, Managing Director, Deep Group of Hotels, Lucknow; Treasurer is Amarvir Singh, Partner, Hotel Natraj, Ludhiana; Hony. Jt. Secretaries are Ankit Gupta, Managing Director, Hotel Himani's, Chandigarh and Rattandeep Singh Anand, Managing Director, Asia Group of Hotels, Jammu.

The members who have recently joined the Managing Committee are Ajay Bakaya, Managing Director, Sarovar Hotels Pvt. Ltd; Kamal Nayan Tripathi, Managing Director, Aahana - The Corbett Wilderness, Ram Nagar; Virendra Teotia, Managing Director, The Umrao, New Delhi; Kunal Singh Chawra, General Manager - Sales, The Aodhi, Kumbhalgarh; Yash Malhotra, Hotel Landmark, Kanpur; Vikas Kapoor, V.P Operations, Radisson, Shimla and Meena Bhatia, Vice President & General Manager, Le Meridien; and Gulam Mustafa, The Grand Dragon, Ladakh.



## OBEROI ACHIEVED WINNING OUTCOMES FOR THE SECTOR ACROSS BOARDS

Presidents are Rakesh Roy, Director, EL Chico Hotels & Restaurant (P) Ltd, Allahabad and Vinod Gulati, Managing Director, Gulati Restaurant, New Delhi; Honorary Secretary is Surendra Kumar

# HRAEI gets new president

At the 61st Annual General Meeting of the association, **Sudesh Poddar** was elected as the president for a second term for 2022-2023.

**T**he strongest forum of the hospitality industry of the region, with 12 member states and one Union Territory has re-elected Sudesh Poddar as its president during its 61st Annual General Meeting held at The Park Hotel, Kolkata.

The team, led by Poddar comprises T.S. Walia, the FHRAI Past President, Md. Azhar as the Senior Vice President, Aneel Goenka as the Vice-President, Pranav Singh as the Honorary Secretary, Amit Ruia as Honorary Treasurer, Sandeep Sehgal as the Joint Honorary Secretary, and HS Bagga as Joint Honorary Treasurer.

Poddar's efficient leadership reached heights in the past eight years, especially during the lockdown due to COVID.



**Sudesh Poddar**  
President, HRAEI

## “INDIA MUST BE PROMOTED AS A 365-DAY DESTINATION”

When the hotel industry was going through its worst crisis since India's independence, Poddar led delegations to the chief ministers, government bodies, bureaucrats and other forums with appeals to rescue the sector from acute financial strife.

Under his empathetic leadership during COVID times, the association organised hygiene drives across the region and helped the people suffering from the ongoing pandemic by converting many hotel rooms to offer care and succour to patients.

Poddar also personally ensured that the adequate supply of covid vaccination for hospitality workers and their families with coordination with West Bengal government.



**SIHRA**

# Building hospitality biz back

More than 500 delegates are likely to participate in two-day SIHRA Convention, scheduled to be held in Bengaluru from November 18.

## BENGALURU TO HOST SIHRA CONVENTION 2022

SIHRA is planning to organize its Convention in Bengaluru from November 18-20, where over 500 delegates are likely to participate. According to SIHRA officials, Government officials and political leaders are expected to attend the Convention.

## PAYMENTS DUE TO HOTELIERS

Continuous follow-up by SIHRA with the Tamil Nadu Health Department officials, including the Health Secretary and the state Finance Minister's office, resulted in the Tamil Nadu Government issuing a Government Order to clear Rs. 57 crore due to hoteliers for accommodation as well as food provided to doctors and nurses, paramedical staff, who worked in COVID isolation wards/



**K Syama Raju**  
President, SIHRA

CCCs during April 2021 to November 21, 2021.

## MEETING KERALA GOVERNMENT OFFICIALS

Sundar, Director-Operations, met Sparjan Kumar, IPS, Trivandram City Police Commissioner. He also

met PB Nooh, IAS, Director, Kerala Tourism and apprised him of SIHRA's intention to play a proactive role in developing tourism in Kerala. The Tourism director had suggested to organize an interactive session with Kerala hoteliers to understand the concerns of hoteliers.

## HOTELIERS MEET IN TRIVANDRUM

An interactive meeting with the hoteliers was organized in Trivandrum and 45 hoteliers participated in the meeting. Members had discussions on various issues including classification of hotels and requested SIHRA's support in escalating concerns to the Union and state governments. The participants thanked SIHRA and President, K Syama Raju for their efforts in addressing the issues affecting the hoteliers.



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# HRAWI celebrates resilience

19th Regional Convention, held in Nashik, was largest congregation of industry professionals, policymakers & investors from hospitality sector.



## HRAWI gets its youngest Prez

Shetty to work with Centre, State to advocate hospitality and tourism growth.

**A**t the 72nd AGM of HRAWI held on 24 September Pradeep Shetty, Director, Maharaja Hotels was elected the President. The new office will have Nirav Gandhi and Chetan Mehta as the Sr. VP and VP. Jimmy Shaw will act as the Hon. Secretary, Dilip Kothari as the Jt. Hon. Secretary, and Paramjit S. Ghai as the Hon. Treasurer.

Prior to taking over as the President, Shetty had served as the Sr. VP. He has been active member of HRAWI for over a decade and served as the FHRAI Jt.



**Pradeep Shetty**  
President, HRAWI

Hon Secretary. Shetty will serve as the youngest President of the Association. He is considered the foremost legal minds on hospitality and brought together hoteliers and restaurateurs, protesting the unethical practices of OTAs and FSAs, cable TV / TRAI matters, service charges, and MRP issues. “The endeavour is to do its best to alleviate pain points of the members and we will work with the State and Centre in policy advocacy for the growth of tourism and hospitality in the region,” he said.



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# Expectations from upcoming **FOREIGN TRADE POLICY**



Import against EPCGS should be continued for next 10 years, SEIS entitlement be hiked from to 10% for next 10 years, say Regional Heads.

## **IT IS IMPERATIVE TO REVIEW EPCG SCHEME: HRAEI**

**I**n the upcoming Foreign Trade Policy, we expect a review of EPCG and relief for struggling hospitality sector. Considering the changed economic and geo-political scenario, it is essential to review the EPCGS and provide relief for the industry to fulfil obligations under the Scheme. As it is hotels are facing issues of liquidity, revenue losses, forex earnings, high costs fixed in nature and other difficulties. The HRAEI urged the government not to issue notices to hotels, propose punitive action against them for non-fulfilment of obligations among others.

During the construction phase, if the company had imported equipment required under EPCG, the custom duty on all such equipment is levied at a concessional rate. The company has an obligation towards export earnings



**Sudesh Poddar**  
President, HRAEI

**“AS IT IS HOTELS  
ARE FACING REVENUE  
LOSSES, LIQUIDITY  
ISSUES AMONG OTHERS”**

and upon commencement of hotel operations, equivalent to six/eight times of the duty saved for six/eight years under Export Obligation (EO) must be paid. As per EPCGS, the company furnishes bank guarantees to the Customs equivalent to the duty amount saved for the aforesaid EO for 6-8 years. If the EO cannot be fulfilled within the time limit, two years extension can be applied by way of depositing composition fees as per the scheme's guidelines. Two more years extension may be considered for 3% Duty Authorization with the condition that 50% of duty saved payable in proportion to the unfulfilled EO is paid to Customs before an endorsement of EO extension. If the Company is unable to fulfil the EO within the due date, the duty saved with the prescribed interest on duty saved shall become payable.



# COVID LAID WASTE HOSPITALITY, TOURISM: HRAWI

The Centre has hinted at offering a slew of measures to the worst-hit sectors in the upcoming Foreign Trade Policy. Hospitality and tourism are one of the hardest hit sectors and the industry is looking forward to incentives.

Currently, the SEIS duty scrip percentage rate is a measly 3 per cent for hotels. In view of the hotel business scenario on account of COVID, the SEIS duty scrip per cent should be increased to minimum 30 per cent. SEIS benefits such as entitlements ratio need to be increased to at least for a period three years on gross forex earnings, particularly for 2019-20, 2022-23, and 2023-24. To accelerate and incentivize all-round development of tourism infrastructure catering to foreign tourists, fiscal incentives in the form of SEIS certificates and import against EPCG should be continued for the next 10 years.

Hotels under the services sector witnessed a decline in business scenario post 2007. Occupancy dropped to 40 per cent and forex earnings continuously



**Pradeep Shetty**  
President, HRAWI

**“PRESENTLY, SEIS DUTY SCRIP PERCENTAGE RATE IS A MEASLY 3% FOR HOTELS. ON ACCOUNT OF COVID, THE SEIS DUTY SCRIP PER CENT SHOULD BE INCREASED TO 30%”**

declined in view of acute recession, terrorist attacks of 26/11 impacting international tourist arrivals. In view of the decline in business Year on Year, most hotels managed to fulfil specific Export Obligation (EO), however, annual average over and above EO cannot practically be maintained. Hence, the earlier provision of exemption as per FTP 2002-07, Para 5.7.6, where hotels under service sector were exempted from annual maintenance of exports should be restored. Exemption from annual average maintenance for hotels under Services Sector should be included or the earlier provisions of exemptions to be restored as prevailed till March 2007.

At present, the process for availing export incentives is time consuming and the compliance requirements for EPCG are complicated. We recommend a platform encompassing technology driven interface linked to PAN and or Import-Export Code to compute net forex earning of business entities. More online and offline support from the DGFT and NIC is required since all applications are now online.

# IMPORTS AGAINST EPCGS MUST CONTINUE: HRANI

Industry expects Service Export Incentive Scheme (SEIS) to be restructured to take care of sectors such as travel and tourism the forthcoming Foreign Trade Policy. The upcoming policy should leverage India's potential in services sector to increase India's share in global services exports.

To accelerate and incentivize all around development of tourism infrastructure, catering to foreign tourist, fiscal incentives in the form of SEIS certificates, and import against Export Promotion Capital Goods Scheme (EPCGS) should be continued for next 10 years and SEIS entitlement be increased from existing 5 per cent to 10 per cent as profitability and cash flows of the hotel industry have been severely dented due to ongoing pandemic, Garish Oberoi, President, HRANI said.

The EPCGS allows import of capital goods such as spares at zero duty, subject to fulfilment of Export Obligation of six times of duty saved on capital goods imported to be paid under the scheme in six years. The timelines for meeting



**Garish Oberoi**  
President, HRANI

**“THE POLICY SHOULD LEVERAGE INDIA'S POTENTIAL IN SERVICES SECTOR”**

Export Obligation should be extended by at least four years, Oberoi felt.

The DGFT provides relaxations every year to export sectors for the export products, which are not performing well, while hotels under the service sector do



not get such relief. The service sector should be treated at par with the export sector in the policy, HRANI stated.

Oberoi said, “The new foreign trade policy is expected to set out strategies to diversify the portfolio of our export products in terms of more countries and also in terms of more products, where India has core competence.”

# Will **INBOUND** take off this season?

India's tourism sector is geared up for global tourists after three years. EC member **Param Kannampilly** share his views on return of inbound biz.

**T**he threat of Covid is almost over and things are returning to normal after a gap of almost three years. The hospitality and travel industry are hoping that the season is going to bring cheers to the industry. Early trends suggest an influx of inbound tourists. As per the report published by RateGain Travel Technologies, major cities in India like New Delhi and Mumbai are expected to see increase in arrivals. The reports claims that due to high vaccination rates in the country, major airports are expected to see high arrivals. If we go by the trends, India's tourism and hospitality industry is expected to do well after three years.

There is a pent-up demand among the tourists and India is likely to gain due to it. Another factor which is going in India's favour is the rupee to dollar conversion rate. With the dollar hitting Rs 82 mark, India is bound to become one of the most favourable destinations



**Param Kannampilly**  
Chairman, Concept Hospitality Private Limited, The Fern Hotels & Resorts

## “**STEEP INFLATION RATES GRIPPING THE ENTIRE EUROPE AND AMERICA**”

for European and Asian travellers. Inbound tourists will have more money, so it is easier for them to plan a vacation. India is also one of the few countries

which offer a variety of options to the tourists. We are blessed to have beautiful beaches, mountains, desserts, forests etc. So, if anyone is coming to India, he has a lot of options. Moreover, it is one of the safest destinations to travel, add it with political stability and a vast English-speaking population, there are a lot of things which are going in India's favour.

There are however a few concerns as well. There is a war going on between Russia and Ukraine for some time now, it might have an adverse effect. There is a fear of Chinese aggression on Taiwan. Besides, the biggest cause of worry as far as I am concerned is the steep inflation rates gripping the entire Europe and America. The energy prices are skyrocketing due to the ongoing war between Russia and Ukraine giving a lot of grief to the entire European nations. The average people, even in bigger economies like Germany and France are facing difficult times and it might impact their travel plans.





# WELLNESS makes a comeback

**Ramesh Daryanani**, VP, Global Sales, Asia Pacific, Marriott International, feels the industry needs to go back to the basics of delivering seamless travel.



Hazel Jain

**M**arriott International returned with one of its most coveted events 'The Exchange India event 2022' (earlier called Sales Mission /At Marriott), one of the leading B2B networking and business events taking place for the first time since the pandemic. The event took place in Mumbai and New Delhi with representatives from over 65 international hotels in attendance.

Speaking on the sidelines of the show, Ramesh Daryanani, VP, Global Sales, Asia Pacific, Marriott International, said, "We have today 65 hoteliers that have come in from all parts of the world representing 150 hotels across our portfolio. This event is all about promoting tourism, MICE, and business travel to these destinations."

He said, "We believe travel will continue to rebound and improve versus 2019 and this will be led by leisure. We are seeing a lot of pent-up demand for leisure travel across the region and the world. We are also seeing corporate travel continue to strengthen as well. With regards to meetings and events, our queries 2023 has surpassed our expectations. We feel optimistic about 2023. In addition, we are also adding new hotels. We have 700 hotels in the pipeline in this part of the world. Our new build hotels take 3-4 years to come into the system—hence these openings will be staggered. We will also have some new conversions that will be joining the system as well," he shares.

One of the recent conversions are six hotels in Vietnam from the Vinpearl Group. The openings has taken the total number of hotels for the group to 17 in Vietnam.

"There are about 30 hotels in the pipeline. RevPAR levels are 4 per cent behind 2019 levels and the next



**Ramesh Daryanani**

VP, Global Sales, Asia Pacific, Marriott International

**“WE ARE SEEING A BIG FOCUS ON WELLNESS, AND A DEMAND FOR EXPERIENCES THAT ARE PERSONALISED”**

quarter are improving as well. We feel optimistic about Q4 looking at the demand trends that we are seeing," Daryanani says.

## ASIA PACIFIC RECOVERING

He sees India, Singapore, Australia and Indonesia leading this recovery. "In India, we see recovery surpass 2019 levels. The same is reflected in Australia. It is led by leisure, but we are seeing corporate travel and MICE come back strongly. We are seeing leisure and business being combined – 'bleisure'. People are staying longer in our hotels but they are combining work and leisure. We are also seeing multi-generational travel. That's where hotels like ours need to be ready to cater to this segment. The third thing we are observing is Gen Z movement and a big proponent of our guests inhouse is the Gen Z travelers," he adds.

## TRENDS AMONG TRAVELERS

Daryanani says, "We are seeing a big focus on wellness, and a demand for experiences that are personalised. And that's what we are seeing in the luxury space across our brands. We are seeing gradual recovery in business travel. It is going to take some time to reach 2019 levels, but they are strong signs of it rebounding quickly."

# Revival of FESTIVE MOMENTUM?

Hospitality sector has seen a sharp rise in domestic travel for the festive season. Will it help RevPAR bring business to peak over levels?



Charmaine Fernz

**T**he festive spirit and atmosphere also mean travel to many. With the last two years being full of gloom and uncertainty, this year spells revival in many ways. The hospitality industry after a tough period is now looking positively in the coming months to make up for lost guests and business boom. As **Prashant Chadha**, Hotel Manager, The Westin Mumbai Powai Lake & Lakeside Chalet, Mumbai – Marriott Executive Apartments explains during this festive season, we have witnessed a sharp rise in domestic travel with families and professionals enjoying the much overdue break. The months of September through November are the time of good cheer and giving. “The demand for leisure travel has doubled and our hotel is delighted to be completely occupied again and buzzing with excitement,” he adds, optimistically.

Chadha further asserts that during the lockdown, we launched complimenting services and enhanced our delivery experience. We are thrilled that these additional business avenues are booming as well while patrons continue to enjoy these services which give them the perfect break at this urban resort.

Sharing a view from a business property, **Koumaal Kapoor**, Cluster



**Prashant Chadha**

Hotel Manager, The Westin Mumbai Powai Lake & Lakeside Chalet, Mumbai – Marriott Executive Apartments

**“AVERAGE ROOM RATES ARE ONE OF THE HIGHEST IN MUMBAI”**

Revenue Manager, Novotel Pune Nagar Road & Novotel Imagica Khopoli says that being a business hotel, the festive season and holidays have a negative impact on business. Occupancies shrink radically.

Citing a similar point of view, **Deepak Verma**, Director of Sales and Marketing, The Westin Hyderabad Mindspace says that corporate business is expected to slow down in the first

and last 10 days of October due to the festive season. Hence, there will be a focused drive for retail packages that have a bundle of experiences in dining, SPA and engagement activities for family getaways. “The last year was a well-performing year as the restrictions were freshly lifted and this led to an influx of leisure business for the festive seasons. This year is expected to pace at the same level as the general staycation segment has plateaued,” he adds.

## THE BUSINESS IMPACT

This year has been promising for the hospitality industry as people are making plans for holidays. This could be short staycations, workations or even extended weekends. Many reasons are being sought out to take a break post the pandemic. This growth in travel has impacted







businesses positively. **Chander K Baljee**, Chairman and Managing Director, Royal Orchid Hotels & Regenta Hotels says currently, the market is growing at the right momentum and we have seen good Q1 results for the FY-2022-23. On a positive note, the hospitality sector has seen a surge in occupancy and a rise in revenue per available room. Q2 has witnessed an influx of demand from across the country as it presents an opportune time for consumers to head out for short-budget travel.

According to a JLL report, the Revenue per Available Room (RevPAR) witnessed an exponential growth of 339.3 per cent year-on-year (YoY) in Q2 of 2022 as against the same period in the corresponding year.

Elaborating on a similar trend Chadha explains our ARR are currently



**Chander K Baljee**

Chairman & MD, Royal Orchid Hotels & Regenta Hotels

**“Q2 HAS WITNESSED AN INFLUX OF DEMAND FROM ACROSS THE COUNTRY”**

one of the highest in the city as The Westin Mumbai Powai Lake offers its guests the experience of travelling to a luxury resort without leaving the city. Our Urban Resort concept has resulted in 95% occupancy during this festive season with several days going completely sold out. Guests have the choice to bask in the wellness of all the luxuries be it for leisure or business.

However, Kapoor believes that unlike holidays and long weekends, occupancies dip to 35%-40% for the festive period, ADRs also take a beating as people prefer to stay at home during the festivities.

Verma however feels that during the festive period, there is an increase in experiential stay bookings, and the ARRs are attractive with values added experiences.



## THE FESTIVE LINE-UP

Many properties are thinking out of the box to lure guests while for many it is catering to a packed house. As Baljee asserts starting in September, the hospitality sector witnessed a new peak in business which was driven largely by the festive season and other social functions. This trend will continue. "With business travel and corporate off-sites gaining momentum, summer holidays offer a further impetus to the overall demand resulting in renewed confidence in the sector. We expect this momentum to continue over the next few quarters on the back of long weekends, festivals, weddings, events, and business travel evenly contributing to this growth," he adds.

Interestingly, Verma adds that staycations are bundled with experiences for every member of the family that includes dining, drinks at the bar, Spas and Kids' entertainment zones. Our chefs have designed festive dishes, delicacies and curated gourmet Diwali boxes and hampers. The Diwali by Marriott Bonvoy with Manish Malhotra sweet boxes have received an incredible response. We have the Marriott Bonvoy on wheels "Celebrations with Marriott" home-delivery packages for home get-togethers



**Koumaal Kapoor**

Cluster Revenue Manager, Novotel  
Pune Nagar Road & Novotel Imagica  
Khopoli

**“WE ARE PROMOTING STAYCATION PACKAGES AND SPECIAL CORPORATE DEALS FOR DIWALI PARTIES”**

and family dining promotions at the restaurants and special Diwali brunches

The hospitality industry has been left with no option but to innovate and grow. In light of the current season, Kapoor explains that we at Novotel are promoting Diwali hampers and sweet

boxes specially curated by our in-house chefs. For rooms, we are promoting the staycation packages while also promoting our F&B offerings such as special corporate deals for Diwali parties, especially for employees. We also have themed dinners and brunches planned for Diwali.

Thinking out of the box has become a norm in a post-pandemic world. Today, every business is looking to do things differently and hospitality is no different. As Chadha says there is lots of excitement happening this season at The Westin Mumbai Powai Lake. Revisiting traditional artisanal hampers, in its fourth year, Diwali by Marriott Bonvoy offers uncompromising quality coupled with exquisite taste for this auspicious festival. This year, The Westin Mumbai Powai Lake has collaborated with Manish Malhotra to share his design expertise and aesthetic appeal to our hampers. The design exudes glitterati with golden hues and white motifs bringing the spirit of festivities right from the packaging to its interior elements.

"This year we bring artisanal condiments for the connoisseur of finer things in life. All ingredients of the delicacies are sourced locally and







made in-house by our master chefs with no added artificial sweeteners or external preservatives. These gourmet hampers can be purchased for near and dear ones as well as friends and associates. Singaporean-born Australian cook, Sashikumar Cheliah shares a very special culinary experience at Nawab Saheb, the Indian restaurant that pays homage to the chef's love for tradition, culture, and exploration via stories that have travelled through years," he adds.

Chadha concludes with the festive package lined up for his guests saying

### RevPAR SAW A GROWTH OF 339.3 PER CENT YOY IN Q2 2022

we have the Westin Getaway package recently introduced that is curated to give guests a complete immersive retreat experience.

This indulgent luxury offers a complimentary breakfast and dinner, early check-in and late check-out, a complimentary stay for two children,

and a host of indoor activities to keep one refreshed and rejuvenated.

Concluding on an optimistic note, Verma adds that Navrathri, Dussehra and Diwali have a strong sentiment of tradition, hence the messaging and packages should be authentic and classic along with including engaging activities. "We were the first hotel to launch a completely vegetarian Navrathri Thali and converted our Indian Specialty restaurant - Kangan completely vegetarian for lunch during this time," he added.



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# Smart cities are future growth hubs

RHG's expansion strategy will follow growth of new locations in tier III and IV cities, says **Zubin Saxena**, MD & VP, Operations, South Asia, RHG.



Lipla Negi

For many leaders across the global hospitality industry, rethinking tourism is now inextricably linked to sustainability. It is no longer just a buzzword. Today, it attracts some serious attention and commitment from the industry stakeholders. Zubin Saxena, MD and VP, Operations, South Asia, Radisson Hotel Group, belongs to this growing tribe of hoteliers who feel that the sector's future will be guided by sustainability and technology.

Addressing the inauguration of EV chargers at Radisson Blu Plaza Delhi Airport, he said, "It is the beginning of a new future, and it starts with sustainability." Keeping up with its



**Zubin Saxena**

Zubin Saxena, MD and VP, Operations, South Asia, Radisson Hotel Group

commitment towards the environment, RHG plans to EV-enable its portfolio of 100 plus hotels across South Asia over the

next few years." Making a strong call for sustainability, he asserts there is a real ROI attached to sustainability. "Almost 60% of our hotels are operate on LEDs. We use laundry chemicals that can operate at a lower temperature, so the heating cost of the equipment goes down. These are realities, which are going to become part of hospitality infrastructure in the future. There is the payback on these improvisations," he informs.

## **GUESTS VALUE SUSTAINABILITY**

Hotels and retreats that operate sustainably and help guests reconnect to the environment naturally have seen a rise in demand over the past two years. To cater to this growing segment,



brands are readjusting their perspective towards sustainability by investing in retreats, and experiences that fulfil the desire for sustainable travel. Agreed Saxena, “Radisson Group recently introduced a new lifestyle brand called Radisson Individuals Retreats,” where stays are authentic, sustainable and offer experiences that reflect the essence of their destination.

These retreats exemplify the mantra of experience built around sustainability. “Radisson Individual Retreats are small retreats or properties, from 25 to 35 rooms, located in experiential locations and built in a locally sustainable way,” he said. Underlining the growing popularity of retreats offering unique, planet-friendly experiences, he highlights how such properties are attracting good ARR. “All such properties run at a high average rate because there is a segment of customers, which wants to pay for that experience.” One such retreat under the new lifestyle brand is underway in Palampur. “It is being built in the most sustainable manner and will also help the local community earn a livelihood,” he informed.

#### MILLENNIAL IS MINDSET

After COVID cases started reducing, the hospitality industry went through a metamorphosis of sorts, stirring trends such as bleisure, staycations, drivecations and, hybrid meetings among others. “Customer behavior has permanently changed. Bleisure, hybrid meetings are a



### THERE IS A PAYBACK ON SUSTAINABLE IMPROVISATIONS. OFFBEAT RETREATS ARE ATTRACTING A GOOD ARR

reality nowadays. These are shifting changes that come out of any global crisis or pandemic. Delving deep into the term ‘millennial’, Saxena explained, “Millennial is not an age group, it is a mindset. It could be an octogenarian, but with a millennial mindset. This mindset revolves around technology and sustainability.”

Indeed, there is a reason for brands to attract this millennial mindset as well as the young population in the country. India has the largest youth population

in the world. We have to adapt,” he emphasised, “Our children and youngsters, today are concerned about the environment. When it comes to travel, the young explorer is passionate about sustainability and selfies in equal parts.” Early this year, RHG opened Radisson Red with a 154-key hotel in Chandigarh Mohali.

#### TIER III & IV CITIES

An avid traveler himself, Zubin said, “The biggest hindrance to travel by road in the past was poor roads, but things have changed drastically now.” With good road connectivity, the definition of tier IV and V cities is evolving. “I like driving myself, and a radius of 6-8 hours from Delhi could take me to the sublime mountains of Himachal Pradesh and Uttarakhand. For instance, Ranikhet in Almora—it is largely unexplored yet picturesque.





# Gearing up for FESTIVE RUSH



Anticipating a rise in demand, here's how hotels are preparing to attract travelers with festive offers and packages.

## ADDING VALUE TO LURE NEW AGE TRAVELER

Things have turned around and hospitality industry has bounced back like never before. Leisure travel has grown manifold in past two years. The sentiment during ongoing festive season is positive a good sign for the industry. Clearly, the demand for hyperlocal and enriching experiences is on the rise in various cities across India.

With an endeavour to provide immersive and enriching experiences, Brand Welcomhotel is reflective of the warmth of Indian culture, while upholding the benchmark service standards that ITC Hotels is known for. With vaccination, domestic travellers are exploring new destinations and at Welcomhotel is striving to add value to attract the travellers.

While it will be difficult to bifurcate in absolute terms, the ADR and RevPAR are on an upward trend as we witness a dynamic shift in travel trends, domestic staycations continue to be hugely



**Amaan Kidwai**

Area Manager, Welcomhotels, North & GM, Welcomhotel Sheraton New Delhi

**“THE ADR AND REVPAR ARE ON AN UPWARD TREND, EVEN AS WE WITNESS A DYNAMIC SHIFT IN TRAVEL TRENDS”**

in demand in hill properties such as Welcomhotel Shimla, Welcomhotel Pahalgam, Welcomhotel Chail and Welcomhotel Mussoorie.

In the wedding segment, we are witnessing a healthy demand and the onset of wedding season has boosted occupancy and average room rates further. Wedding segment has seen a healthy traction in leisure destinations such as Welcomhotel Mussoorie and Welcomhotel Amritsar. Welcomhotel Katra, 'a destination by itself', has opened new horizons for weddings and the MICE segment in India.

Alfresco dining has made a comeback. With pleasant weather during the day, alfresco dining is now preferred by most guests at hill destinations. The picturesque and scenic backdrop, complemented with the culinary repertoire of ITC Hotels, are sure shot medicine for curating memorable experiences.



Welcomhotels across destinations offer the finest open-air spaces to serve as the ideal venue/s for a delicious meal or celebrations. Due to this trend, Welcomhotels have augmented capacity in the outdoor dining area by more than 30 per cent. The Royal Afghan at Welcomhotel Mussoorie, an outdoor dining area has been recently launched offering Northwest Frontier Cuisine with breathtaking views of mountain peaks. At Welcomhotel Chail, one can

celebrate special occasions/ intimate couple dinners under starlit sky.

Our special packages such as the ALL-IN GETAWAY, the all-inclusive package, SHORT BREAK to discover exciting destinations and experience a leisurely getaway, SUITE MEMORIES, offer world class service in a tasteful setting or SPA BREAK includes breakfast, signature spa treatment are getting great response from discerning travelers.

A leading destination for holistic health and wellness, each Welcomhotel offers a range of comprehensive services at the award-winning K by Kaya Kalp – The Spa to attract travelers and help them rejuvenate during their stay. There's a rapidly growing demand for bespoke treatments in the foreseeable future.

The market is buoyant about the festive season and some of the new properties under the Welcomhotel brand will commence operations this year.

## CREATING AWESOME EXPERIENCES FOR GUESTS

The hospitality industry is once again stimulating economic recovery for the country. The industry is going through its best-ever phase with high occupancies and growing Average Rates. The festive season may witness resurgent travel and spending by domestic customers. Consumer sentiment has been positive for the past few months and is most likely to continue in the same way for the upcoming festive season.

Customers are back to spending and utilizing travel budgets to the fullest, which has led to a growth in leisure travel. They are willing to spend on holidays and experiences. Higher discretionary income spending has boosted family and individual travel. We have also seen the recovery of the important, 'Single Lady Traveler Segment'.

For the rest of the year, we expect business to continue at a good pace. With the ongoing holiday season, demand is outpacing supply in the travel industry. The hotel is witnessing consistent growth in occupancy, and it is hopeful that the momentum will continue with the upcoming festive season and may create a surge in demand for travel.

The demand is heavy, and the domestic market continues to drive more customers. In addition to our nationwide business, our international business is growing. We endeavor to optimize and create a healthy balance between occupancy and rates. There are several packages available for the customers to choose from, as per their requirements.

Recognizing the need for flexibility and convenience, we are offering flexible rates with easy cancellation options. We have unique FNB offerings designed for our resident and non-resident guests such as Diwali hampers, festive buffets, customized packages, and many more.



**Nalin Mandiratta**  
Regional GM, SWA, IHG Hotels

**“CUSTOMERS ARE UTILIZING TRAVEL BUDGETS TO THE FULL, WHICH HAS LED TO A RISE IN LEISURE TRAVEL”**

Travel and events during the festive rush have always been key demand drivers for tourist destinations such as Jaipur. Considering the increase in leisure travel, a rise in weekend getaways from drivable distances, and families planning long vacations, we have geared our operations to the next level. The teams are all set to create majestic experiences for the guests.

The festive season has begun, and the entire hospitality, travel and tourism industry is bursting with festive special offers. With a respite from the pandemic, there has been a new zeal within the travel industry, and it is contagious. This is the year in which people are celebrating the festivals wholeheartedly, as a result of the two years of the pandemic. Across all the business sectors, there is buoyancy and expectation that business will achieve new heights.



# STAYCATIONS INCREASING AT HEALTHY RATE

The most awaited time of the year is around the corner. People make their plans during this season with no hesitation. To continue creating the demand in the number of bookings, we at THE Park New Delhi, have curated special festive offers such as a discount of up to 20 per cent on F&B, spa, laundry, and complimentary entries to our entertainment spaces.

It is a positive sign not only for our hotel, but for the entire hotel industry that the peak festival season in India is well on its way to pre-COVID times. Now that people are travelling and going for parties and dinners once again, it allows us to pick up from where we had to pause for a while. Hence, we are expecting a growth of 20 per cent in business in comparison to 2019 during this festive season.

A demand for staycations was captured in second quarter of 2021, with an average of 76 per cent of all bookings being domestic. This festive season with global travel in India, we are expecting a good market mix. From curated events and authentic cuisines at Aqua, our guests enjoy Anything But Ordinary™ experiences that we are experts in creating.

We are prepping ourselves for not just revenue through room nights, but also our bookings are coming from F&B.



**Rohit Arora**  
Area General Manager,  
THE Park New Delhi

**“DEMAND FOR STAYCATIONS WAS CAPTURED IN Q2 OF 2021, WITH 76% OF BOOKINGS BEING DOMESTIC”**

Our OR is already over 70 per cent. For Diwali, we have curated hampers, which are ideal to gift to your friends and special ones.

With our stronghold in F&B, we at THE Park New Delhi have curated the festive season special ‘Navaratri Thali’, the rich traditional heritage behind every dish, while crafting the

spread. The festivities are lined up with special themes—Magnetic Wednesdays dedicated to the best of Hip-Hop music, Euphoric Saturdays for music lovers, and the best of all nights is going to be our Sufiyana Fridays an evening by the swimming pool, listening to the music being performed Live by a soul touching Sufi Band.

In future, we will be offering special festive offers to our guests, who want to stay at THE Park New Delhi. The offers will give a discount of up to 20 per cent on F&B, spa, laundry, and complimentary entries to our entertainment spaces, Agni and Aqua.

We have an exciting line-up for the coming months, starting from Diwali we have curated Diwali hampers for our guests. We are also celebrating regional cuisines such as the recently concluded Bihari food festival in September, ‘Navaratri Thali’ has already started in October, Punjabi food promotions coming up in November followed by ‘Delhi 6’ cuisine in December 2022.

New inquiries and bookings have already started coming in for the Diwali week and we have started getting bookings for Christmas and New Year. Looking at the pick-up rate, we are expecting it to surpass our last two-quarters of revenue collected.





# Maharashtra

grants

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## GRADUAL RETURN OF CORPORATE TRAVEL

**T**ourism activity has picked up and may reach its peak during the festive season as travelers are waiting in the wings to throng to new destinations. Leisure destinations will witness demand during the festive weeks. We are witnessing business on books at these destinations i.e. Goa, Jaipur and Nashik. These destinations will also drive higher ARR's for the month owing to the influx in demand. Even, business hotels in key corporate-centric locations will experience compression in the middle of the month (October) owing to soft demand during the Dusshera and Diwali week.

The industry witnessed some of its best performing months this year with a few months surpassing the pre-COVID levels, indicating that people are keen on travel. This was driven due to decline in COVID cases, resumption of domestic travel, resumption of international flights from March 2022, healthy leisure travel demand, wedding demand and gradual return of corporate travel.

Our portfolio comprises locations such as Goa, Nashik, Jaipur where we are preparing to service our guests and their needs during the festive season. Business hotel locations will bounce back and show a stronger November compared to October for the industry.

To attract travelers, we will be revamping our menu across all our ibis Hotels. The new menu will be a balanced mix of international, Indian and regional cuisines to cater to the festive season. We have introduced a



**Manoj Agarwal**  
Head, Asset Management,  
InterGlobe Hotels

**“TO ATTRACT TRAVELERS, WE WILL BE REVAMPING OUR MENU ACROSS ALL OUR IBIS HOTELS SHORTLY”**

new offer for ibis Jaipur, comprising our brand passion points of food, music, and entertainment. ‘WKNDR Jaipur’ is all about no-fuss weekend stays with distinct features and amenities. It is a package that includes your stay, unlimited food, beverage offerings, curated kids’ activities, spa, rooftop pool and, music. WKNDR is available for booking on Fridays, Saturdays, and Sundays.

Since food, music and entertainment are pillars for ibis, we have a lot of offers around F&B in addition to WKNDR. There is ‘Swim and breakfast’ offer that is popular and we have the festive themed buffets and menu items planned. We have ibis music gigs and karaoke nights planned at some of our properties, the music gigs are packaged with F&B offerings for example – our Ibis Gurgaon property will be running a 1+1 offer on all the beverages till the end of October.







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# Refreshingly Indian

Monsoon at Café Lota at Worldmark 1, Aerocity continues its gastronomic tour as it presents fusion food menu that is as unique & soul drenching as its name.



Lipla Negi

Anyone who has been to India or has read about the country has a fair idea of how dynamic and diverse its food offerings are. Food is ingrained in its history, culture, topography and daily life—an indivisible part of its identity. And yet this image of Indian food, over the years, has got constricted to spicy curries. Monsoon by Café Lota rediscovers Indian food beyond the stereotype with a food menu that presents “Indian food with a twist,” says co-founder **Vishwas Makhija**, co-founder Monsoon at Café Lota, Worldmark 1, R4, Aerocity, New Delhi.

From the quaint beach towns of South India to the sun-glazed villages in the Himalayan region, the multi-regional and multi-cultural menu brings recipes that have been part of local kitchens for decades now. While all the ingredients are sourced here, the spices are hand pounded to follow recipes that have been passed down from generations. “We have focused on special delicacies that Indian households reserve for their guests or reveal at only special occasions such as festivals,” explains co-founder **Rajesh Ojha**. To suit the evolving palate of the global traveller, the upscale café has infused more nutritional ingredients to these age-old recipes. For instance, buckwheat pancakes, odd vegetable kebabs (made with seasonal veggies such as beetroot, mushroom, pumpkin) and chocolate torte on a crispy millet base.

Exuding the tranquillity and stillness of monsoon season, the décor charms with calming hues of blue, old-school louvered windows, understated yellow stucco walls, warm wood seating, and hand-painted murals of scenes from a life close to nature.

“We have travelled extensively around the globe, but the beauty of India during monsoon is uniquely refreshing and something that we had never seen anywhere else in the world. Our space is as much a visual break from the urban black and white, as it is mental,” shares Makhija.



## HIMALAYAN TROUT, SESAME CHICKEN & CHOCOLATE TORTE ARE POPULAR DELICACIES AMONG TRAVELLERS

A dining experience at Monsoon by Café Lota is singularly unique and refreshing for two reasons—the hospitality and the research that has gone behind each dish till it reaches your plate. From vegetarian bestsellers such as Buckwheat Pancakes and assorted Beetroot, Pumpkin, and Kala Chana Kebabs, to non-vegetarian favourite's such as the Prawn Pepper Stir Fry and

Sesame Chicken, there is a soul food for every diner here.

“To add to any diner's delight, we also have a carefully curated cocktail menu with concoctions that you have probably never sipped on before,” says Makhija.

Aerocity is the global business hub for domestic professionals and global business traveller, and over the years, this restaurant has become a popular stopover for soul-soothing food and conversations. “We also curate special tasting menus for big groups—international as well as domestic travelers,” says Makhija. Himalayan trout, sesame chicken, lemon ginger chicken and chocolate torte are some of the most popular dishes among the travelers.



# EVs yet to gain POPULARITY

I switched to electric cars, because once I crossed a certain age, I started looking at the world differently. Also, I wanted to gift my kid a green planet.



Gul Panag



I have been driving an electric car for seven years now. In fact, the electric car has been my primary vehicle of commuting in Mumbai all this time. While driving within the city has not been any problem, the trips outside the city were a hassle.

People often ask me why you want to use an electric car even when I am a certified petrolhead. Why am I so crazy about solar energy? My house has a solar roof, and it is my dream to produce enough solar electricity to power my car. It is different when you are living life in a happy go lucky way in your young days, sans a care about your health. But once you cross a certain age, you



Gul Panag

Actor and Co-founder of SunFuel

**“DESTINATION CHARGING IS AN IMPORTANT PART OF PUBLIC CHARGING INFRA”**

start looking at the world differently. When I had Nihal, something changed inside me. I must give something to my kid as a legacy when he is old enough—what better gift other than a green planet?

I met my co-founders sometime in 2019-20, when Sudhir explored this idea and did research in the field of EV charging. So, we said, we will solve this problem. And I was convinced Sudhir had the right strategy to solve the problem. One aspect of his strategy that resonated with me is he viewed destination charging as an important part of public charging infrastructure.

In fact, this was what attracted me to be a co-founder in this company.

As I mentioned earlier, as an EV user intracity commute was never a challenge for me. I so wanted to take my electric car on a holiday. But whenever I would call a hotel and ask them if they had a charger, they always cut a sorry figure. So, when Sudhir told me that he wants to put chargers in all luxury hotels in the country, well that was a high-5 moment for both of us. I said yes and here is a team that gets the strategy right. When I did my own research, we were looking at providing other destination charging providers. Secondly, if there were few, they were using the hotel premises to sell charging sessions to passer-by EV users.

Sudhir had another model in his mind, where he said only the guests will be allowed to use the charger and the charging revenue goes to the hotel. I liked that. He said SunFuel will focus on the ad-revenue on the charger. If you see our charger that has got a billboard on it that earns ad-revenue for SunFuel. As a hotel user I would never wish a charger meant for the guest be use by a non-guest. Two, this made business sense because revenue from the charger was quite independent of charger utilization. So, we created the value proposition of destination charging alongside our other two pillars—highway charging and city charging.



# Blending fashion & functionality

Adding haute couture to Chef wear, Uniforms Unlimited integrate innovative designs with effortless utility.

Everything about the hospitality landscape is going through a modern uplift, including the uniforms. Ushering in a new era of haute couture in hospitality work wear, Zubin Mehta, Managing Director, Uniforms Unlimited and creator of the Brand Chefs Unlimited is one such trendsetter. He believes that 'a stylish yet practical' work wear enhances value and unifies the complete experience of hospitality. He has a holistic approach towards designing, which blends richness in cultures and offers finely styled uniforms that are practical as well as elaborate enough to bring deep connection with the destination where the hotels/resorts are located.

His designer brand "Dezenzia" creates a unique blend of Chef Wear that is uber stylish yet practical for use even in the most challenging industrial kitchens. Zubin believes in bringing in inspirational Chef Wear that enhances the pride of a chef exponentially. He emphasized that the designs created by him are unique and charming and



**Zubin Mehta**

MD, Uniforms Unlimited and creator of the Brand Chefs Unlimited

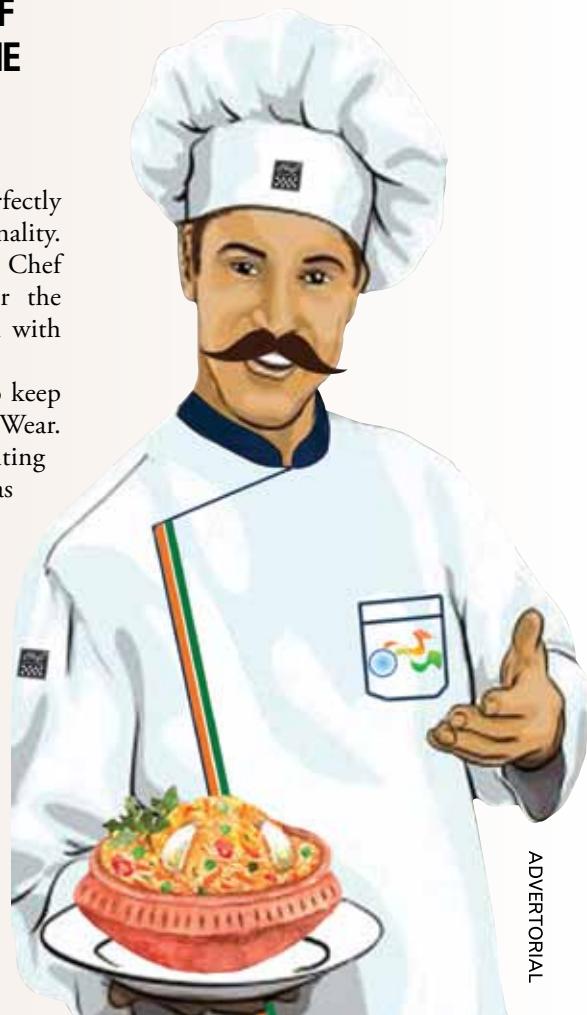
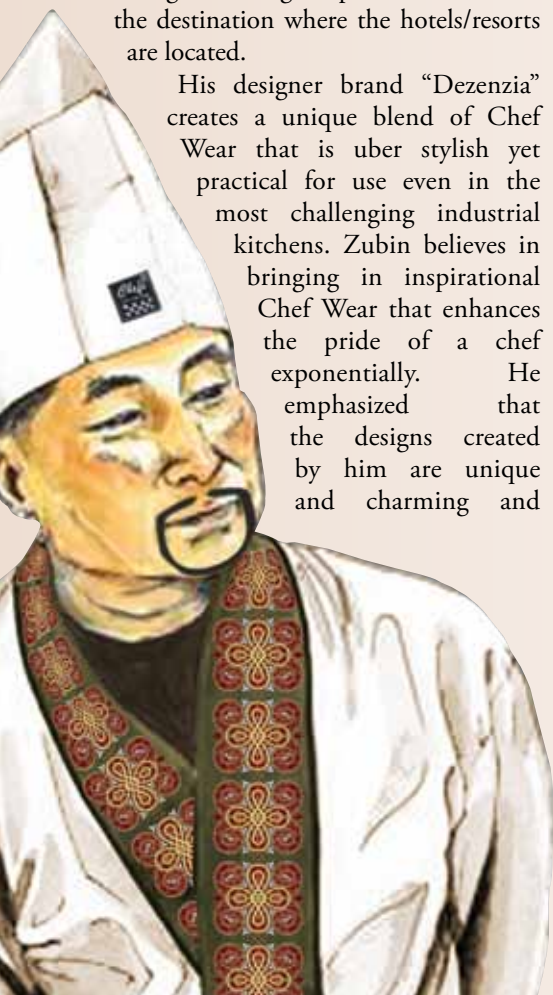
**“UNIFORMS COME WITH AN ASSURANCE OF QUALITY AND STAND THE TEST OF TIME”**

play an important role in perfectly complementing the Chef's personality. Be it the functional everyday Chef Wear or a statement jacket for the Celebrity Chefs, he creates them with equal élan.

The brand has a reputation to keep up with trendy designs in Chef Wear. The team is forever experimenting with bright colored coats such as Denims, Dry Fits, Digital Prints, Fancy Trims, while maintaining the utilitarian value of the garment and the comfort of the end user. Chef uniform is created in such a way that it makes them durable with an assurance of quality and stands the test of time. The brand Chefs Unlimited comes with decades of manufacturing experience and a state of the art facility to back the production. The Uniforms Unlimited Head

Office is in Mumbai. Multiple factories are set up across India with state of the art equipment to provide you with complete uniform solutions. The Team Uniforms Unlimited constantly works on upgrading and innovating designs, fabrics, and techniques. They are without a doubt the trailblazers in establishing new uniform trends in the hospitality industry as well as in many other industries where uniforms are essential.

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# Upping the WILD GAME

Will the reintroduction of cheetahs prove to be a shot in the arm for wildlife tourism in India?



Ananya Kukreja

**T**he lenses were eagerly placed to welcome these extraordinary guests. Their every move was captured and watched with bated breath.

Inspiring awe and several travel plans, a pack of eighth cheetahs from Namibia made their way to Kuno National Park in Madhya Pradesh. A specie that had gone extinct in the country decades ago could be seen prowling on Indian soil majestically. Their arrival reignited the enthusiasm of wildlife enthusiasts across the country and the globe to take out their cameras and click the country's diverse wildlife yet again. The wildlife resorts around national parks and sanctuaries are buzzing with action, keeping their fingers crossed and wishing that 'Project Cheetah' will translate into growth in the coming years.

## EMERGENCE AND EXPANSE

Wildlife Tourism allows travelers to be close to nature—amidst its flora and fauna—in an eco-friendly manner while allowing service providers to reap its economic potential. Wildlife Tourism has a long history. Although it began with hunting, poaching, and trading of animals, it has now evolved to sightseeing—replacing guns with binoculars and cameras. Wildlife tourism's raison d'être is the nail-biting adventure of witnessing wild animals in action in their natural habitat. The United Nations estimates that wildlife tourism accounts for 7% of all global tourism. As per the World Travel and Tourism Council, Wildlife Tourism currently employs, directly or indirectly, roughly 22 million people worldwide and contributes more than US\$120 billion to the global GDP. As per FMI Analysis, the same figure is estimated at US\$135 billion by the end



**Abinash Manghani**  
CEO at WelcomHeritage Hotels

**“WE EXPECT 70 TO 80 PER CENT OCCUPANCY FOR THE UPCOMING SEASON”**







of 2022 and US\$219.9 billion by 2032, with a projected CAGR of 5%.

In the Asian context, India has immense potential to lead this segment, as it is one of the 12 mega biodiverse countries in the world—home to 7% of all mammals, 12.6% of birds, 62% of reptiles, and 44% of amphibians. According to the Union Ministry of Tourism, Wildlife Tourism contributes about 4% to the Indian Tourism industry—US\$4.4 billion out of US\$224 billion. India's Tiger population accounts for a whopping 70% of the global tiger population; another feather in India's cap was added when the Guinness World Record recognised the country's efforts to scientifically count tigers with the world's largest camera trap surveillance on wildlife.

Besides the rich tiger population, India is also home to many other animals, the majestic Cheetah is a recent addition.



**Nikita Khamparia**  
Head Naturalist at Forsyth Lodge

## “HIRING MAJORITY STAFF FROM THE LOCAL COMMUNITY IS A PRIORITY”

**Vikram Lalvani**, MD & CEO, Sterling Holiday Resorts Ltd, reaffirms, “India has umpteen wildlife parks and sanctuaries, and for years our tourism's business plan

has been inclusive of this segment. But I strongly believe Indian wildlife is an exclusive segment within the tourism sector and globally recognised for its unique flora and fauna, landscapes and tropical climate. Therefore, it deserves special attention.” According to research by Conservation India, Wildlife Tourism in the country is growing at a CAGR of 15%. The same may be expected to double with the commencement of Prime Minister Narendra Modi's 'Action Plan for Introduction of Cheetah in India', where over the next five years, 50 Cheetahs will be introduced in various national parks.

## TOPICAL TRENDS

The reintroduction of Cheetahs into the Indian wildlife, after eighth decades, has been the most topical trend in the tourism segment recently. **Harpreet Bhatia**, VP, Procurement for India, Nepal, Bhutan,





Sri Lanka at Travel Corporation India Ltd., believes, "Addition of Cheetahs into the wildlife list will not only revive the interest among tourists, but also create pride in the netizens and, of course, give economic growth an impetus."

The world has realised the need to be in close contact with nature after COVID cases reduced, and it has led to the desire to explore more. The world has also chosen to act more responsibly towards nature and the environment. The last two years have created many wildlife and nature enthusiasts within India as they turned to domestic wildlife circuits for holidays over international travel. Seeing the increased consumer interest, many national parks and jungle lodges have made suitable changes—sanitised safari jeeps, smaller tour batches, better sustainability initiatives, efforts towards responsible activities and forest excursions, using anthropological and cultural facts of the forest in their storytelling for a holistic perspective.

Domestic travellers, keen to travel within the country or to short-haul destinations, are now willing to spend on luxury and wildlife destinations for repeat visits. As per a recent study, 66% of consumers consider sustainable travel a priority. The Union Ministry of Civil Aviation recently identified 50 locations—having incredible wildlife and spiritual attractions—for prospective



**Vikram Lalvani**  
MD & CEO at Sterling Holiday  
Resorts Limited

## “INDIAN WILDLIFE IS AN EXCLUSIVE SEGMENT WITHIN THE TOURISM SECTOR”

airports. The proactiveness of the government to support the segment with initiatives such as 'Dekho Apna Desh' will boost the segment. It has been noticed a traveler's length of stay in near parks has increased, showing a shift from the topical trend of quick getaways. "After pandemic cases reduced, we have seen a change in human interaction with their surroundings where they reduce littering and usage of their mobiles has lessened. This, in turn, has led to many birds migrating and newer species

being identified in our resort, which is beautifully located amidst serene backwaters and Mangrove forests," says **Ayyapan Kutty**, GM, Esturay Sarovar Portico, Poovar Island.

## WEALTH IN WILDLIFE

Various brands have reacted to the increased consumer desire to undertake wildlife tourism by expanding their offerings. **Abinash Manghani**, CEO at WelcomHeritage Hotels, JV between ITC and Jodhana Heritage, says, "We are thrilled to witness India's wildlife travel and tourism take off and expect 70-80% occupancy for the upcoming season". They have an agile team to strategize, initiate and maintain active collaborations within the industry. They aim to present all the big four cats of India in their offerings and are in the process of exploring newer destinations such as Gir, Kabini and Kumbalgarh.

Madhya Pradesh is seeing a rise in travelers eager to witness the wild majestic Cheetahs—Samode Safari Lodge, Reni Pani Jungle Lodge and Bori Wildlife Lodge are some of the best and most frequented wildlife luxury lodges. Wayanad Wild by CGH Earth is a getaway (now long stay) favourite amongst travelers visiting Kerala. Forsyth Lodge in Satpura is one of the top lodges in the country that cares for the land, people and wildlife. "Keeping



our ethos in mind, we have a dedicated team working to ensure high occupancy rate with sustainable practices and community training for better livelihood opportunities for the locals,” says **Nikita Khamparia**, Head Naturalist, Forsyth Lodge. Every business has its way of selling, and Forsyth Lodge is known for curating and personalised memorable experiences for their guests.

Collaboration and joint promotion with overseas tourism bodies and travel partners is important. Domestic travel is restricted to long weekends and is still not at good occupancy throughout the week. To change the situation, brands need to reach out to a varied population passionate about wildlife such as photography clubs, students, nature lovers, sustainability workshops, and more.

From the inbound or domestic perspective, Rajasthan, MP, Assam and Karnataka have a good chances of high travel footfall. Places such as Leopard safari in Jaipur, Jawai, and Birding in Bharatpur are gaining attention. Similarly, Maharashtra, Gujarat, and Northeast have potential.

## MINISTRY OF CIVIL AVIATION RECENTLY IDENTIFIED 50 LOCATIONS WITH INCREDIBLE WILDLIFE FOR PROSPECTIVE AIRPORTS

“Naturalists and knowledge sharing, discounted prices on weekdays, low-season campaigns and participation in trade fairs and travel marts will give them an edge,” says Bhatia. For Sterling Holiday Resorts, Wildlife and Jungle Holidays is a key leisure segment. Lalvani says, “With 300 key operations, our intent will be to promote Jungle Holidays. We want to build awareness about our ecology, native habitats and unique culture of these destinations; hence our services will extend to the discoveries and experiences surrounding these resorts. There is a benefit from our ecosystem for hotel and resort brands.”

### GROWTH WITH SUSTAINABILITY

For stakeholders within the

tourism industries, venturing into unconventional destinations, creating synergies by providing livelihoods to the forest communities, and revival of the incomes of the jungles are taking the forefront. Manghani says, “We have laid out norms and practices that are implemented across all our hotels, including water conservation, efficient waste management and reducing single-use plastic among others. We have joined hands with agencies such as TOFTigers and SYCOM to our commitment and endeavour.”

Such practices will invariably bring about a tourist segment that will align with wildlife conservation and sustainability. Forsyth Lodge, set in the barren tract of 44 acres of farmland, is a restored forest, alive with resident spotted deer, leopards and tigers traversing and a safe haven for other wildlife. Khamparia says, “Our passion for wildlife shows in the steps we take to give a traveler the best experience while keeping our footprint low with no use of plastic, managing waste, sourcing local and fresh produce, hiring majority staff from the local community, and



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# ALL NUTS ABOUT snacking



Pioneer of dry roasted nuts and smoked almonds, India Food Exports aims to expand its product line on a pan-India basis.

**S**ynonymous with healthy snacking, India Food Exports takes pride in developing products that are truly natural, nutrient rich and free of any oil (dry-roasted), preservatives or artificial flavoring. Bharath S Nair, Director e-Commerce, India Food Exports reveals the brand's expansion plans, commitment to sustainability and vision to redefine snacking with a wide array of nutrient-rich products in future.

## EXPANSION PLANS

We currently have plans to expand our brand reach beyond our stronghold of the South region, and introduce our products on a Pan-India basis. We are also exporting the product as an OEM supplier. We plan to introduce more healthy nut based products in the near future. Our vision is to increase our presence on all sales platforms, to expand our product line with unique and nutritious products and to imprint our brand image as one of the finest in the food sector in India.

## COMMITTED TO SUSTAINABILITY

Our brand goes above and beyond to ensure that all the material is environment-friendly and procured



## WE OFFER FLYERS COMPACT & NUTRITIOUS ALTERNATIVE TO REGULAR COOKED MEALS

sustainably. We are providing a greener environment for our future generations. Keeping in line with this ideal, we have also installed a solar power unit at our manufacturing facility to offset our carbon footprint.

## CUTTING ABOVE THE COMPETITION

We are the pioneers of dry-roasted nuts in India. Our proprietary 'FOST'

process ensures a product that stands out from the competition—taste and quality wise. Many competitors have tried unsuccessfully to copy our product.

## TECHNOLOGICALLY ADVANCED

We have a BRC AA rated manufacturing facility to ensure that the very best of manufacturing practices and hygiene are followed. We are always on the lookout for state of art machinery to scale up production and to ensure that the highest quality is maintained.

## FAVOURITE AMONG FLYERS

As our products are natural nut-based products considered to be a wholesome and an essential part of a healthy diet, it offers flyers an enticing, compact and nutritious alternative to regular cooked meals. The smoked almonds have acquired a fan base among flyers. Moreover, we understand that many of the customers collect the tins, which they can take home and re-use for storage purposes. All products that we offer in-flight are also available in a similar packing under our Delinut brand and available for purchase at the nearest store or online marketplace and also on our website [www.delinutshop.com](http://www.delinutshop.com).



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# MOVEMENTS



**VILAS PAWAR**

**CEO – Franchise Business  
Lemon Tree Hotels Ltd.**

★ To lead the new Franchise Division of the Company, LTHL has got Pawar on board as the CEO. A hotel management graduate of IHM, Mumbai, he has worked for 36 years with marquee brands including Taj Hotels, Hyatt Hotels, Radisson Hotels, Edenpark Hotels and TGI Fridays. In his last assignment, as Director and Chief Executive Officer, he was responsible for establishing the operations and franchise business for Choice Hotels International in India, Nepal, Sri Lanka and the Maldives. Currently, LTHL operates 8,350 rooms in 86 hotels across 52 destinations, in India and abroad.



**RAYOMUND PARDIWALLA**

**Executive Chef  
The Den Bengaluru**

★ Rayomund, a culinary maestro brings over 29 years of expertise to the hotel where he will be responsible for overseeing food and beverages across the dining outlets. In his new role, he will be spearheading the culinary teams and related operations, curating menus and presenting innovative dishes with a twist. Additionally, he will oversee the menus for in-room dining, catering, and corporate events at the hotel. He will be working with the finest local produce to create exceptional dishes using techniques he has learned throughout his culinary journey.



**NAMRATA SALARIA**

**Crowne Meeting Director  
Crowne Plaza Greater Noida**

★ Salaria will be the key point of contact for the Meeting Planner, providing one-stop service and ensuring that all needs and requirements are met. She will be responsible for working effectively with other hotel departments for a seamless meetings experience. An experienced sales leader with a demonstrated history of working in the hospitality industry for over 17 years, she comes with a wealth of experience in enhancing sales, marketing, and revenue streams. She has a deep understanding of the market, having worked with renowned brands in the country.



**VIKRAM SINGH**

**Director of Sales and Marketing  
Marriott Hotel Indore**

★ An industry veteran with a rich experience across renowned hospitality brands like ITC Hotels, Hyatt Place, Singh will be responsible in driving commercial objectives and enhance the brand positioning for Indore Marriott Hotel. Some of his achievements include prestigious awards like DOSM of the year (North India) by BW Hotelier in 2020, Sales Manager of the Year 2018 - Global Recognition of Fairfield Brands. His Marriott career began in the year 2008 with Hyderabad Marriott & Convention Centre.



**SIDNEY DCUNHA**

**Culinary Director  
Sofitel Mumbai BKC**

★ Dcunha brings over 18 years of experience in the culinary space. He also brings with him a deep knowledge of structuring culinary teams, launching new culinary concepts, and working with large-scale banqueting. Throughout his career, he has developed rich culinary experience and the ability to cater to both Indian and international palates. He also brings with him a deep knowledge of structuring culinary teams, launching new culinary concepts, and working with large-scale banqueting, all while keeping an eye on the bottom line.



**VINOTH KUMAR R**

**Food & Beverage Manager  
Hyatt Centric MG Road Bangalore**

★ Appointment as the new Food & Beverage Manager, Vinoth Kumar R brings with him close to 2 decades of experience in the hospitality industry. Having worked with brands such as Holiday Inn Racecourse Bangalore, Le Meridien Coimbatore; Feathers hotel Chennai and Park Hyatt Chennai, Vinoth has unmatched experience and expertise in food and beverage. In his current role, Vinoth will be focusing on maximizing the F&B revenue, introducing new F&B concepts and elevating the guest dining experience.



# The apt addition to your mini-bar

Delinut is a pioneer of dry roasting in India with trust earned over 4 generations in the food industry. Using our proprietary FOST technology, our roasting process ensures the fresh, crisp and full-bodied taste of nuts which is 100% free from oil and preservatives. We have a wide variety of nuts and flavours including roasted and plain cashews, almonds, peanuts, pistachios, mixed nuts and trail mixes.

All our current flavours are made from natural sources.

We can provide customized OEM solutions to cater to your needs perfectly from our BRC certified factories.

Our ever growing client portfolio includes  
Major domestic airlines, International hotel chains,  
Major coffee shop chains and blue - chip companies.  
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