

HOTELS & RESTAURANTS INDIA fhrai magazine

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Garish Oberoi
President, FHRAI

Dear fellow members,

We at FHRAI have been consistently pursuing the Central and state governments for favourable Goods and Services Tax (GST) rates for the hospitality industry. In continuation with these efforts, we held a series of meetings with various government officials in the last few months. The meetings were very productive for the hospitality industry as the representations and concerns of the industry were discussed at length.

Post our efforts, the last meeting of GST Council held on July 21, 2018, brought some much-needed relief to the hotel industry. Now, GST will be levied on the actual tariff (invoice value/ transaction value) charged to customers for hotel rooms instead of declared tariff. The overall cost for the customer will come down and improve the affordability of hotels, which will go a long way in improving occupancies and yields. Now, when premier hotels offer discounted rates, GST will be charged on the actual, invoiced tariff. Also, the lower rates at hotels during off-season will now have a lower GST charged on the actual, invoiced tariff of the off-season hotel room instead of the declared tariff. The regressive anomaly of charging GST on the declared tariff is now thankfully out of the system. As far as hotel restaurants are concerned, we will also try to get Input Tax Credit (ITC) for hotel restaurants and also try and ensure that the GST on the food bill does not remain dependent on the declared tariff.

India has become the world's sixth biggest economy with its Gross Domestic Product (GDP) amounting to \$2.597 trillion, pushing France into seventh place as per World Bank figures of 2017. The country's economy rebounded strongly from July 2017. In fact, in the first quarter of 2018,

India's growth rate of 7.7 per cent overtook China's, which stood at 6.8 per cent as per IMF, World Bank. India could be number five very soon. It has doubled its GDP in a decade and is expected to power ahead as a key economic engine.

As per the half yearly Hotel Momentum India Report by JLL, 10 out of 11 markets in India witnessed an increase in H1 2018 RevPAR performance over the same period in 2017. Mumbai came out the leader in absolute RevPAR and Delhi came out the leader in RevPAR percentage change in H1 2018 over the same period in 2017. At least 10 out of 11 markets registered stability or increase in ADR in the first half of the year. The ratio of newly-signed inventory for domestic versus international brands is 47:53. Hotel conversions accounted for approximately 12 per cent of the hotel signings. Karnataka is the leading state in brand signings in H1 2018. Supply and demand growth for 11 cities was 2.9 per cent and 4.6 per cent, respectively. This shows that overall, the hospitality business is on an upswing, spurred by increase in demand and decline in supply. The industry is buoyant and we are on the cusp of growth, aided by a growing economy as elaborated by the GDP.

On this positive note, I hope to see you in Lucknow, so we can help take the hospitality business to a greater altitude!

With warm regards,
Garish Oberoi
President, FHRAI

“

India has become the world's sixth biggest economy with its Gross Domestic Product (GDP) amounting to \$2.597 trillion

”

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AUGUST 2018

COVER STORY

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SEEKING SPIRITUALITY WITH WELLNESS

This year's FHRAI Annual Convention will emphasise on the importance of wellness and spirituality. Hotel spokespersons share with us trends in the segment and what they offer

Cover Photo

(L-R) Garish Oberoi, President, FHRAI; Sanjay Sood, President, HRANI and JP Nadda, Union Minister for Health & Family Welfare, Government of India



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Here are some glimpses of the Executive Committee meet of FHRAI that was held on August 9, 2018, in New Delhi

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FEATURES

CONVENTION 2018 14 CONVENTION TO BE GRACED BY TOP BRASS

Take a look at the schedule of business sessions that are to be held at FHRAI's Annual Convention in Lucknow this year. Government top brass and eminent personalities will grace the event



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We share with you some snapshots from the Managing Committee meet of HRANI held on July 14, 2018, in Ludhiana



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FHRAI DESK 22 HRAWI CONVENTION IN SRI LANKA CONCLUDES SUCCESSFULLY

A look at all the excitement and networking that formed part of HRAWI's 18th Regional Convention that was held overseas for the first time



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OPINION 54 HOTELS GET SOCIAL WITH SOCIAL MEDIA

Senior members of FHRAI provide tips on how social media can be used by hotels to improve brand image. They also talk about responding promptly and aptly to negative online reviews



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FHRAI

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Surendra Kumar Jaiswal
Hony. Secretary
FHRAI



In a bid to attract more tourists, the Ministry of Tourism will take a slew of measures to promote the upcoming Kumbh Mela globally. The 49-day-long fair is scheduled to begin in Allahabad in January 2019



Dear fellow members,

The notification issued to implement decisions taken by the GST Council on July 21, 2018, has substituted the word 'declared tariff' with 'value of supply' for calculating GST on room tariff. In simple terms, the rate of tax on accommodation service will be based on transaction value instead of declared tariff. This has been a major victory for FHRAI.

That said, GST for dining in the same hotel restaurant will be based on declared tariff. Regulations prescribe that GST rate for restaurants in hotel premises having room tariff of less than ₹7,500 a day will attract GST of five per cent without Input Tax Credit (ITC), while tariff of more than ₹7,500 will fall under 18 per cent rate with full ITC. In other words, if the actual room tariff is ₹6,000, the customer will be required to pay GST on food at a rate prescribed for tariff of ₹7,500 or above. So, if the customer is paying ₹6,000 as room tariff, he/she would have been entitled to enjoy the dining facility in the restaurants located in the same premise at five per cent GST. However, he/she will be required to pay 18 per cent on the food bill also, as declared or published tariff is ₹8,000. This is something we will work on to change.

In a bid to attract more foreign tourists, the Ministry of Tourism will take a slew of measures to promote the upcoming Kumbh Mela globally. The 49-day-long fair is scheduled to begin in Allahabad in January 2019. **KJ Alphons**, Minister of State (I/C) for Tourism, Government of India, says, "The Ministry will launch 'Chalo Kumbh Chalo' campaign across the country and other marketing campaigns to promote the fair. We are organising the 'Pravasi Bharatiya Divas' in Varanasi

to attract 'Pravasi Bharatiya Delegates' to visit the holy congregation. We will lay out advertisements promoting Kumbh 2019 at major international airports of the country to attract foreign tourists. We will also develop designated areas for flag hoisting for 192 countries visiting the Kumbh Mela."

The Ministry of Tourism has identified 17 sites in 12 clusters for development under Iconic Tourist Sites Development Project. The sites include Taj Mahal, Fatehpur Sikri, Ajanta & Ellora, Humayun's Tomb, Red Fort, Qutub Minar, Colva Beach, Amer Fort, Somnath, Dholavira, Khajuraho, Hampi, Mahabalipuram, Kaziranga, Kumarakom, and Mahabodhi. The Ministry will develop the sites with a focus on issues concerning connectivity to the destination, better facilities for the tourists at the site, skill development, involvement of local community, promotion and branding, and by bringing in private investment. The monuments taken up for development fall under the jurisdiction of Archaeological Survey of India (ASI) and state archaeology departments. The Ministry will carry out interventions at these monuments in collaboration with the ASI and state governments, and all development plans will have elements of universal accessibility, cleanliness at the monuments, use of green technology, and enhanced security for tourists.

With September around the corner, I welcome you all to the culturally-rich city of Lucknow!

With kind regards,
Surendra Kumar Jaiswal
Honorary Secretary, FHRAI



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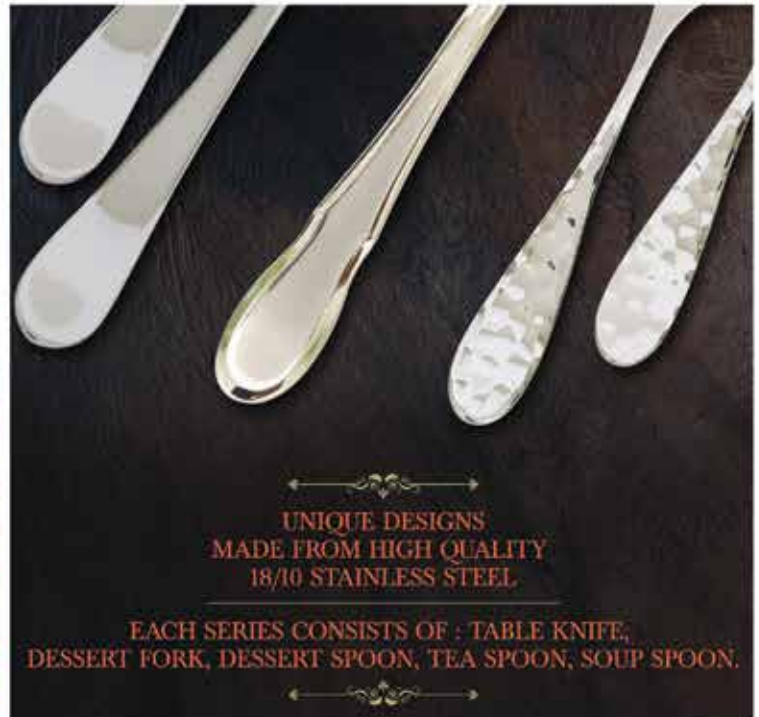
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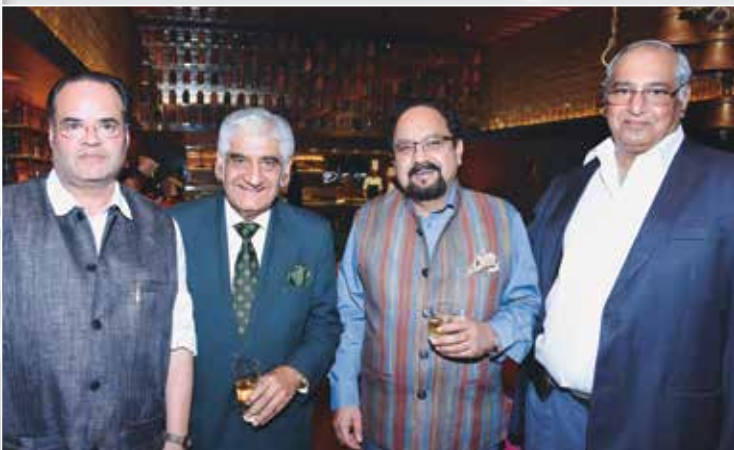
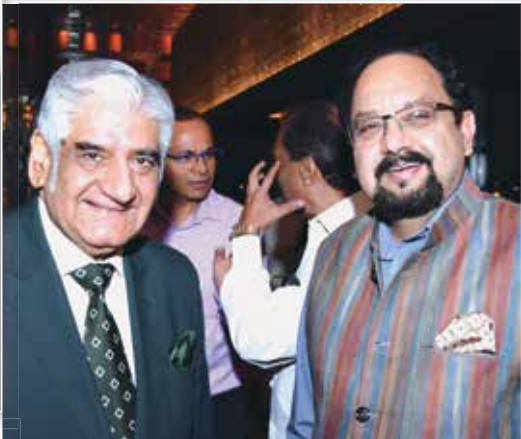
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GLIMPSES FROM EC meeting in DELHI

The Executive Committee meeting of FHRAI took place on August 9, 2018, at Roseate House, New Delhi. Cocktails and dinner were also held on the eve of the meet, at Kheer, Roseate House. Here are some snapshots...





CONVENTION to be graced by TOP BRASS

The FHRAI Annual Convention will begin on September 20, 2018, at the Ramada Lucknow Hotel & Convention Centre. The eventful evening will begin with the much-awaited inauguration ceremony.

September 20, 2018

CHIEF GUEST



Yogi Adityanath
Chief Minister
Uttar Pradesh

GUEST OF HONOUR



Rita Bahuguna Joshi
Minister, Tourism
Government of Uttar Pradesh

GUEST OF HONOUR



Ashok Chandra Panda
Minister, Tourism
Government of Odisha

Post the inauguration, the Incredible India Evening will showcase to guests a cultural performance by Mangniyar Troupe, Rajasthan, to be followed by cocktails and gala dinner.

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KJ Alphons

Minister of State (I/C) for Tourism
Government of India

September 21, 2018

Ramada Lucknow Hotel & Convention Centre

Friday begins with a Ministerial Session from 10.30 am-11.00 am, followed by business sessions.

BUSINESS SESSION 1 (11.15 am – 12.15 pm)

Spiritual & Wellness Tourism – Are We There to Provide the Tourist with a Holistic Tourism Experience?

The session will be moderated by **Narayani Ganesh**, Editor, Speaking Tree. Panellists include Vibhas Prasad, Director, Leisure Hotels Group; Gauranga Das, Director, Govardhan Eco-Village; Shubha Vilas, Motivational Speaker; Haji Syed Salman Chisti, Gadi Nashin Darga, Ajmer Sharif* and Shantum Seth, Dharmacharya*.

BUSINESS SESSION 2 (12.15 pm – 1.15 pm)

Farm to Fork: The New Food Culture as Driver of Tourism

The session will be moderated by **Sourish Bhattacharyya**, Founder-Director, Tasting India Symposium. Panellists include Shipra Khanna; Alex Moser, Executive Chef, Andaz, Delhi*; Aditi Dugar, Owner, Masque, Mumbai; Sneh Yadav, Proprietor, Tijara Organic Farm and Achintya Anand, Director, Krishi Cress. It will be followed by a stand-alone session by **Dr. Anita Bhatnagar Jain**, Additional Chief Secy., UP, on 'Eco-friendly Practices by Hotels'.

BUSINESS SESSION 3 (2.30 pm – 3.30 pm)

Industry Performance & Outlook

The session will be moderated by **Vijay Thacker**, Director, Horwath HTL and panellists include Puneet Chhatwal, CEO, Taj Group; Neeraj Govil, Area VP, South Asia, Marriott International; Arun Saraf, MD, Saraf Hotel Enterprises and JB Singh, President & CEO, InterGlobe Hotels*.

BUSINESS SESSION 4 (3.30 pm – 4.30 pm)

Is Developing a Wellness Centre / Resort a Profitable Venture Over a Simple Resort?

The session will be moderated by **Arvind Varchaswi**, Sri Tattva*. Panellists include BM Gupta, ED, Tourism Finance Corporation of India; Abhilash K Ramesh, ED, Kairali Ayurvedic Group; Veer

Singh, MD, Vana*; Shruti Shibulal, CEO, Tamara*; Nikhil Kapur, Founder, Atmantan, Pune* and Jahangir H Aibara, Director, Mahajan & Aibara*.

BUSINESS SESSION 5 (4.30 pm – 5.30 pm)

Effective Asset Management - Maximising Value

The session will be moderated by **Mandeep Lamba**, MD, JLL India. Panellists include Ajay K Bakaya, ED, Sarovar Hotels; Rattan Keswani, Deputy MD, Lemon Tree Hotels*; Shwetank Singh, Head, Asset Management, InterGlobe; PJ Mammen, COO, Saraf Enterprises and Saurabh Gupta, Managing Partner, Asset Management, Hotelivate Consulting. This will be followed by a cultural performance and gala dinner.

September 22, 2018

Ramada Lucknow Hotel & Convention Centre

Saturday begins with a stand-alone session, followed by business sessions.

BUSINESS SESSION 6 (11.00 am – 12.00 pm)

The Next Steps for India Tourism

The session is being moderated by **Ashish Gupta**, CEO, FAITH. Panellists include Suman Billa, Jt. Secy., Tourism, Govt. of India*; Awanish Awasthi, Additional Chief Secretary, UP Tourism; Pronab Sarkar, President, IATO; Sunil Kumar, President, TAAI and SM Shervani, former President, FHRAI.

BUSINESS SESSION 7 (12.00 pm – 1.00 pm)

How Traditional Hotels Should Survive in the Modern World

This session will be moderated by **Harish Chandra**, Director - IT, Sarovar Hotels. Panellists include RP Rama, President, Sarona Holdings (USA); Kaushal K Chaudhary, ED & Group Head IT & IS, Lanco; Manoj Srivastava, SVP - Travel IT Solutions, Airlines Technology; Vipin Kumar, Senior IT Leader/Technology Evangelist and Shreeharsh Bhandari, CTO, Panchshil Realty Pune.

BUSINESS SESSION 8 (2.30 pm – 3.30 pm)

Use of Block Chain, AI and New Evolving Next Gen Technologies in Travel & Hospitality Industry

This session will be moderated by **Ajith Nayar**, Co-Founder & CMO, CamCom. Panellists include Basant Chaturvedi, Head IT,



Dr. Dinesh Sharma
Deputy Chief Minister
Government of UP

Perfetti Van Melle India; Pankaj Mittal, CIO, 5am Ventures; CG Prasad, AVP, Next Story Group and Harish Chandra, Director IT, Sarovar Hotels.

VALEDICTORY SESSION & AWARDS

The Chief Guest is **Dr. Dinesh Sharma**, Deputy CM, Govt. of UP and Guest of Honour is **Rashmi Verma**, Secretary Tourism, Govt. of India.

(*To be confirmed)



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FAREWELL TO AN ESTEEMED COLLEAGUE



The team of Federation of Hotel and Restaurant Associations of India (FHRAI) bid farewell to its long-treasured colleague, **Asha Rani Juneja**, who retired as the Assistant Secretary General (Legal) on July 24, 2018. She had joined the Association on February 21, 1979, and was an integral part of the organisation for almost 40 years. Her dedication and contributions to the workings of the Association have been an asset, and FHRAI is indebted to her for the benchmarks she has helped achieve while at the Association. The FHRAI team wishes her all the best in her future endeavours.

FHRAI

HRANI ORGANISES FOSTAC SESSIONS IN LUCKNOW



The Hotel and Restaurant Association of Northern India (HRANI), in association with Uttar Pradesh Hotel & Restaurant Association (UPHRA), organised two FOSTAC sessions that were concluded on June 20 and 21, 2018, at The Lineage Hotel, Lucknow. The session was graced by **Garish Oberoi**, President, FHRAI; **Surendra Kumar Jaiswal**, President, UPHRA and **Ravi S Khanna**, Treasurer, UPHRA. **Vikas**

Gupta, Professor, Amity University, was the faculty for both sessions. Eighty food handlers participated in both the sessions.

HRANI has so far trained and certified nearly a 1000 hospitality professionals in the northern region under FSSAI's Master Trainer and Supervisory Training programmes. Having completed 29 successful training sessions, the association has

achieved the label of 'Silver Training Partner' for Food Safety Training & Certification by FSSAI.

Promoting safe and hygienic food among all, the FOSTAC sessions are extensively being organised by HRANI in regions under its purview, and the vigorous campaign is bringing good results. The Association will continue to take this noble initiative forward, in line with FSSAI guidelines.

HRANI

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GLIMPSES OF MANAGING COMMITTEE MEET IN LUDHIANA

The Hotel and Restaurant Association of Northern India held its Managing Committee

meeting on July 14, 2018, at The Park Plaza, Ludhiana. We share with you some glimpses from the event that

brought about fruitful discussions and interactions followed by members smiling for the camera.



AMARVIR SINGH ELECTED AS PRESIDENT, HRAP



Amarvir Singh
Vice President
HRANI

Amarvir Singh, Vice President, HRANI, was recently elected as the President of Hotel & Restaurant Association of Punjab (HRAP). He was honoured in the Annual General Meeting of the association held at Hotel Friends Regency, Ludhiana. Singh, who also owns Hotel Natraj in Ludhiana, has previously served as General Secretary, HRAP and is a member of the Executive Committee of FHRAI from the northern region.

HRANI REQUESTS ISSUE OF ORDERS

Garish Oberoi, President, Federation of Hotel & Restaurant Associations of India and Treasurer, Hotel and Restaurant Association of Northern India, along with **Surendra Kumar Jaiswal**, Honorary Secretary, FHRAI & HRANI, held a meeting with **Anoop Chandra Pandey**, Hon'ble Chief Secretary, Uttar Pradesh, on July 19, 2018. At the meeting, a request was made to issue orders on publication of Government Orders as announced in Tourism Policy 2018 of the state of Uttar Pradesh. The meeting achieved a winning outcome, as the same was assured by him. With this, HRANI reinforces its commitment to take up industry-related issues with government bodies and ensuring that they are duly represented to policymakers for favourable action.

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HRAWI CONVENTION IN SRI LANKA CONCLUDES SUCCESSFULLY

HRAWI's 18th Regional Convention that concluded in Colombo recently was a huge success, where members surfed the wave of global tourism, as the theme promised, guided by expert commentary. It was an endeavour to merge the industry aspirations of both countries in creating a global hospitality offering.

The 18th edition of the Hotel and Restaurant Association of Western India's (HRAWI) Regional Convention for advancing into a new era of hospitality that played out from June 27-30, 2018 in Colombo was flagged off by HRAWI President, **Dilip Datwani**. The association's maiden international convention stayed true to its theme 'Surfing the Wave of Global Tourism' and saw attendance from a majority

HRAWI



“The convention helped identify the common interests and strengthened ties between the nations of India and Sri Lanka”

Maharashtra; **Sanath Ukwatte**, President of Hotel Association of Sri Lanka; **Kumar De Silva**, Chairman of Sri Lanka Convention Bureau and former Sri Lanka cricket team captain, **Aravinda De Silva**.

HRAWI had held the three-day convention in Sri Lanka with the objective of sharing the hospitality cultures of the two nations while also learning and promoting global tourism best practices.

“I would like to thank the Hotel Association of Sri Lanka and the Sri Lanka Convention Bureau for partaking in our convention and lending us their valuable support. It was a privilege to host and meet eminent personalities from the Sri Lankan

of members and eminent international speakers.

The inaugural ceremony took place in the presence of several dignitaries and distinguished guests, including Chief Guest **Suja K Menon**, Head of Economic & Commercial Wing, High Commission of India, Colombo, who delivered the keynote address. Also present at the event were **Pratap Sarnaik**, Member of Legislative Assembly of



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hospitality fraternity. The convention helped identify the common interests and strengthened ties between the two nations for advancing together into a new era of global tourism and hospitality," said Datwani.

EXPERT OPINIONS

The convention held several business sessions including discussions on managing hotel operations effectively, understanding the impact and influence of food and travel bloggers, developments

in hotel interiors and architecture, and the emerging restaurant trends and global Sri Lankan cuisine. "Besides conducting key sessions on improving efficiency in management and operations of hotels, we also integrated sessions on unconventional subjects.

Food and travel bloggers and others who, through several App-based platforms, have converged as a voice, are influencing the course of

hospitality and tourism today. We included a session on this topic and benefited with the insights provided by some of the best Subject Matter Experts in this domain," added Datwani.

"The Sri Lankan hospitality industry is witnessing key developments. Through this convention, it was HRAWI's endeavour to merge the industry aspirations of both countries in creating a global hospitality offering," he concluded.

RESPIRE FOR INDUSTRY IN BIHAR'S AMENDED PROHIBITION LAW

More than two years after the Nitish Kumar-led Bihar government passed the Prohibition Bill, the state legislature recently amended the law to make it less harsh on violators, especially the first-time offenders. The provisions of community fine and deportation of habitual drinkers have been struck off in the amended law. It has also relaxed the provision under which the house or hotel where liquor be found, sealed. HRAEI has played a key role in the amendment.

Due to the harsh execution of the Bihar Prohibition and Excise Act 2016, owners of hotels, restaurants, and resorts in Bihar were facing unnecessary harassment. Some hotels were sealed and FIRs were filed against owners and managers,



Sudesh Poddar
President
HRAEI

even though alcohol was consumed in a closed room and procured by the guest on his own. The hospitality sector had supported the government

in the execution of the law. They had been making guests sign an undertaking or declaration to make aware that Bihar be a dry state and alcohol consumption, its sale, keeping alcohol in possession be a crime. Guests are also made to undertake that in case of violation, the hotel or restaurant will not be responsible. Still, many owners and managers had been penalised for no fault of theirs.

"We are glad the amended act has been passed by Bihar Assembly, incorporating several amendments sought by us," says **Sudesh Poddar**, President, HRAEI. "Now, hotels will not be sealed and prosecution will be launched only against the culprits," adds **Amil Chamaria**, a prominent member of the association from Bihar.

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CONCEPT

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Travellers today are looking for travel and stay experiences that are distinctive, innovative, customised, local, and exciting. Now guests can check into select AccorHotels properties in Delhi, Bengaluru, Hyderabad, and Goa to enjoy MyRoom by AccorHotels – a unique concept that offers customised rooms which are curated to reflect various themes and passions, allowing guests to connect with their stay and feel welcomed. Going beyond standardised rooms, MyRoom offers 15 vibrant and creatively inspired rooms for both adults and children, livening their stay.

To bridge the gap between the hotel staff and guests, the MyRoom themes have been designed by the hotel staff itself. The staff brainstormed on themes they are passionate about, while keeping their guests in mind. Following internal discussions, three winners were shortlisted, where each winner was given charge to decorate and plan the room as per their identified theme. These personalised rooms are available at five AccorHotels properties in India - Novotel New Delhi Aerocity, Novotel Bengaluru Techpark, Mercure Hyderabad KCP, ibis Styles Goa Calangute, and ibis New Delhi Aerocity. "With



much success during our pilot project, we have expanded the concept now to five hotels and hope to continue to offer these unique rooms across India," says **Jean-Michel Cassé**, Chief Operating Officer, India & South Asia, AccorHotels.



LAUNCH

RENAISSANCE HOTELS DEBUTS IN SOUTH INDIA

Renaissance Hotels, part of Marriott International, has announced the opening of the Renaissance Bengaluru Race Course Hotel. It is the brand's first hotel in South India and the fourth in line to join the Renaissance Hotels India portfolio, following the launch of Renaissance Ahmedabad earlier this year. Reinforcing the brand's global commitment to design, the hotel features horse-inspired design motifs given its locale. With 276 modern and artfully designed rooms, the Renaissance Bengaluru Race Course Hotel offers an unsurpassed view of the Bangalore Turf Club. Spread over 12,680 sqft of indoor and outdoor space, the property features the brand's signature REN Meetings programme with state-of-the-art audio-visual technology.

"The hospitality sector is moving forward at a very fast pace and India is a strategic growth market for us right now. The rise of the middle class, increasing disposable incomes, and double-digit growth in domestic tourism are very positive trends. Bengaluru as a market is witnessing phenomenal growth; its booming tech scene makes it one of the country's most dynamic cities with exceptional economic growth and strong business activity. With the debut of the Renaissance Bengaluru Race Course Hotel, guests can experience a global lifestyle hospitality brand that seeks to inspire and encourages spontaneous discovery when travelling, be it for business or pleasure," says **Neeraj Govil**, Area Vice President, South Asia, Marriott International.



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LAUNCH

SAROVAR STRENGTHENS PRESENCE IN THE NORTH

Sarovar Hotels has launched the Nataraj Sarovar Portico Jhansi, consolidating the group's foray into Uttar Pradesh. The hotel was inaugurated in the presence of **Sanjay Khanna**, Managing Director, Nataraj Mobiles and **Ajay K Bakaya**, Managing Director, Sarovar Hotels & Resorts. The hotel offers fully-equipped conferencing and banquet spaces and facilities for up to 500 guests. A well-equipped fitness centre, 24-hour in-room dining, a swimming pool, and a salon ensure a comfortable stay for guests at the property. Nataraj Sarovar Portico Jhansi is nestled in the heart of the city, a short drive from the railway station and in the midst of palaces, forts and temples, as well as shopping malls.

Commenting on the development, Bakaya said, "With its significant development, Jhansi is an important destination with a rising number of visitors from across the country. It is an important location for us and a significant addition to our product portfolio. This is set to be the best hotel in the city and will cater to the needs of corporates, groups, and leisure travellers."

Sarovar Hotels is targeting 100 hotels under its portfolio by 2020. Expected openings in 2018 include hotels in Jaisalmer, Somnath, Dibrugarh, Junagadh, Gorakhpur, as well as Lusaka in Zambia.

LAUNCH

MARRIOTT'S SIXTH ALOFT IN INDIA IN NEW DELHI



Marriott International has opened its sixth Aloft-branded hotel in India with the launch of Aloft New Delhi Aerocity. The hotel offers a vibrant and stylish atmosphere and is conveniently connected to major hubs in the city. Its 253 guest rooms are designed with a bold and contemporary tonality reflective of the brand's philosophy. The urban design encompasses open spaces providing an environment of informality and opportunity for personal engagement. Food and beverage offerings include the 'Re:mix' lounge; the on-trend 'W XYZ' bar with regular 'Live at Aloft Hotels' music performances by local emerging artists and Nook, the all-day dining restaurant. With state-of-the-art business meeting facilities, the hotel is well-equipped to host large conferences. Recreational options include 'Re:chargeSM', the fitness centre and Splash, the outdoor pool bar and lounge.

"The Aloft New Delhi Aerocity is a significant addition to the brand's distribution in India. With the recent milestone of Marriott International celebrating 100 hotels in the country, we continue to see huge opportunity for growth, especially for distinctive brands like Aloft. The brand's value proposition resonates with the new-age traveller who is looking for unique experiences and technological innovations that establish a connect and make the stay match his lifestyle," says **Neeraj Govil**, Area Vice President - South Asia, Marriott International.

EXPANSION

IHG SIGNS 110-ROOM HOLIDAY INN IN KOLKATA

The InterContinental Hotels Group (IHG) has partnered with SDB Developers to bring a second Holiday Inn hotel to Kolkata, West Bengal. As part of the agreement, the 110-room Holiday Inn Resort Kolkata NH6 will have 90 rooms operational by the end of 2018, with 20 additional rooms expected to be operational by 2020. The new resort will expand the growing presence of the Holiday Inn brand family in the country. Sprawling across 12 acres of land in Uluberia, a city that comes under the Kolkata Metropolitan Area, Holiday Inn Resort Kolkata NH6 is strategically located to offer excellent connectivity to central Kolkata. The resort will be an hour's drive from Netaji Subhash Chandra Bose International Airport. It will house impressive meeting and banquet facilities along with beautifully landscaped lawns suited for wedding functions. Furthermore, guests staying at the hotel will be spoiled for choice with three dining options offering excellent food and beverage selections.

Commenting on the announcement, **Sudeep Jain**, Vice President, Development, South West Asia, IHG, said, "We are excited to expand our footprint in Kolkata, the third largest metropolitan city in India, in collaboration with our esteemed partner - SDB Developers. The



signing of Holiday Inn Resort Kolkata NH6 is in line with our strategy to grow our portfolio of midscale hotels in the country, comprising the Holiday Inn brand family. Given the location, facilities, and best-in-class amenities that will be available at the resort, we expect strong demand from various segments, including leisure, MICE, social events, and weddings."



EXPANSION

WELCOMHERITAGE ADDS PROPERTY IN NAINITAL

WelcomHeritage has added one more property to its existing portfolio, the WelcomHeritage Ashdale, Nainital. This old manor from the British era, built by the English as their summer residence, is now owned by the Royalty of Sahaspur. The nineteenth-century bungalow has been renovated and refurbished to high standards and converted to a boutique hotel. It has 24 meticulously designed guest rooms with balconies and verandas overlooking the greenery. The property also has a multi-cuisine restaurant called Green Oak that serves Indian, Continental, and Chinese cuisines.

Talking about the new property, **Sunil Gupta**, Chief Executive Officer, WelcomHeritage, shared, "Adding WelcomHeritage Ashdale in our group is a part of our expansion plan for 2018. This heritage building, which is now converted into a hotel, is a unique property that is nestled amidst the green oaks and deodars. What makes this property unique is the serenity of the location and its old-world charm which is still untouched. Like every WelcomHeritage property, Ashdale has also been a true reflection of Indian culture. We are extremely proud to have it in our WelcomHeritage family. With this new addition, the group has increased the list to 41 properties in India."

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SEEKING SPIRITUALITY WITH

Wellness, both spiritual and physical, has become essential now more than ever, and the FHRAI convention this year seeks to bring it to the fore.

WELL



WELLNESS

Kanchan Nath

The tired body and soul seek solace in relaxation, rejuvenation, and reconnection with nature and the inner self. Nourishing food and good hospitality help weave this blanket of well-being. Hotels today are becoming exclusive and enhanced in their wellness offerings.

The universe consists of five basic elements – earth, water, fire, air, and space. Everything we see in nature - trees, animals, or man - is made out of these five elements. When man comes in contact with these basic elements, it brings about a sense of harmony within and around, helping one to relax easily. To achieve a state of well-being at physical, mental, emotional, intellectual and spiritual levels, it is important to maintain a delicate balance between indulgence and austerity; giving the body its due but not obsessing over it is the key to wellness. Relaxing massages, hydrotherapy, practice of *yogasana*, *pranayama* and meditation, combined with the right eating habits, etc., can result in good health and well-being.



Vijay Shrikent

Vijay Shrikent General Manager Taj Nadesar Palace and The Gateway Hotel Ganges Varanasi

A HEART LIKE NONE OTHER

Overtly religious, deeply pious, richly colourful, and the oldest city of the world, Varanasi is situated on the banks of the Ganges river. The city's heart beats like none other. With history peeping out of almost every nook and corner of the city, every monument, including the temples and the houses, conveys a sense of history. One of them is Nadesar Palace, the stately heritage palace from the 19th century. Built in 1835 by James Prinsep for the then British residents, the palace eventually became the abode of the Benaras royal family and is named after goddess Nadesari, the consort of Shiva. With just 10 suites to offer, the palace is as intimate as it can get - a cradle of private luxury.

ABHISHEKA TREATMENT

The signature treatment at Jiva Spa at Nadesar Palace is the Abhisheka treatment. The treatment starts with a steam bath that opens the skin pores and removes toxins from the body. The guest steps into a serene treatment room infused with the fragrance and soft light of traditional Indian incense and lamps locally made in Varanasi. Soothing chants of verses invoking the goddesses of India's seven holy rivers create an aura of peace and sanctity. The guest is seated on an exquisite

stool, and water from the Ganges is gently poured from a traditional urn onto the body. Panchamruta is then applied on the body. After its therapeutic ingredients soak into the skin, it is rinsed with water from the Ganges. Soothing sandalwood paste is applied over the body and rinsed after a while. Jiva Spa uses only organic products that are sourced from quality vendors.

SOAKED IN WELL-BEING

Wellness is not simply the absence of illness but an improved quality of life resulting from enhanced physical, social, mental, emotional, spiritual, and environmental health. Nature has an extremely important role to play in wellness. Bourgeoning orchards of mango and a striking blanket of marigold and jasmine surround the Nadesar Palace, which is also home to peacocks lending a dainty air to the palace. This adds to the guest's sense of well-being.

VARANASI, THE SPIRITUAL CITY

The tourism department of UP is now promoting the city as a wellness destination. The spa at Nadesar Palace has seen a steady and increasing revenue growth year-on-year.



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Rame Gowda

Rame Gowda General Manager Shreyas Yoga Retreat

A GREATER SHARE OF THE REVENUE PIE

Shreyas Retreat has been recognised as a destination wellness retreat with more than 70 per cent of guests landing in Bengaluru to check-in directly at Shreyas and go back home on completion of their stay.

The wellness market in India has been growing at over 15 per cent over the last five to six years. Earlier, the wellness packages used to contribute about 20 per cent of the overall revenue and today, we have about 60 per cent of the revenue coming from various wellness packages.

THE CORRECT NATURE OF FOOD

Growing, harvesting, cooking, serving, and eating are divine processes. How we grow, cook, what we cook, and how we serve are important in equal measure. We aim to follow certain yogic principles with regard to food - food must be seasonally grown, fresh, light, and nutritious. We focus on correct food combinations and eating the correct food at the correct time. The emphasis is on low-calorie, low-salt, and low-fat menus based on foods that provide antioxidants, vitamins, high fibre, and high water content to eliminate



the toxins from the body completely. Fresh fruits and vegetables, whole grains, and juices help in removing toxins from the body while cleansing the system and enhancing the circulation. They also help in improving the skin texture, digestion, and energy levels.

NUMBERS SAY IT ALL

The resort has been doing reasonably well with an average growth of 15-20 per cent in revenue every year over the last four years. Occupancy was at 51 per cent in 2018 and 44 per cent in 2017, ARR was at ₹28,593 in 2018 and ₹25,382 in 2017, and RevPAR was at ₹14,349 in 2018 and ₹11,062 in 2017. The busiest months are November to March.

WELLNESS IN WELL-BEING

Wellness at Shreyas is the state of well-being at all levels of one's existence that include physical, mental, emotional, intellectual, and spiritual.



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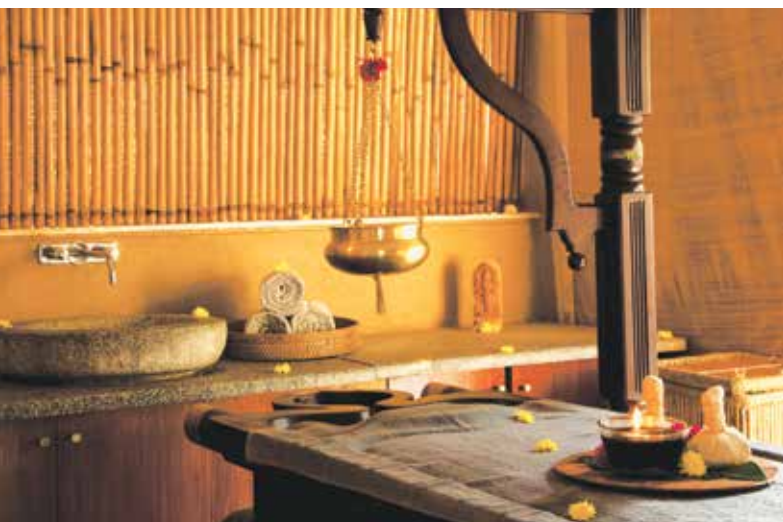
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Modern lifestyle has alienated man from nature; man is so obsessed with success and is so destination-focused that he has lost the sense of balance and well-being and seeks pleasure in material comforts. We get so busy in our race to achieve higher standards at work and in society that it is easy to miss the link between body, mind and soul, resulting in loss of interpersonal connections and awareness of the surroundings, leading to loss of inner peace which we seek outside. Wellness in luxury is a pampering way of re-establishing the connection

15 years have completely ignored the tourism sector and not done enough in promoting either Karnataka or Bengaluru as a tourist or wellness destination. The city on its own has been growing as a favourable destination for medical tourism over the last five to six years.

There are many people who come here from the Middle East, Africa, and South America for various medical surgeries because of their affordability. Some of the governments in the Middle East are sending



with oneself without sacrificing the comforts and pleasures of life, and establishing the sense of well-being. Shreyas is a luxury yoga retreat in the suburbs of Bengaluru, yet not very far from the city. It is spread over 25 acres with 12 well-appointed cottages.

BENGALURU FOR WELLNESS

The city of Bengaluru, where Shreyas Retreat is located, is not that known for wellness tourism. Progressive governments in Karnataka over the last

patients to Bengaluru on government expenditure. This is an excellent opportunity for wellness retreats around the city to draw some of the patients post-surgery for one to two weeks for a wellness break; many foreigners prefer to stay back in wellness retreats as there is no proper support back home during recuperation.

There is a need for the state government to have a definite strategy with budget allocation to promote the state around the world as a wellness destination.

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Anand Nair

Anand Nair
General Manager
Vasundhara Sarovar Premiere - Vayalar, Kerala

UPASANA AYURVEDA & SPA

Vasundhara Sarovar Premiere has entered into an association with The Arya Vaidya Pharmacy, Coimbatore, a reputed Ayurveda firm, to manage the Upasana Ayurveda & Spa. The 5000 sqft spa encompasses eight well-equipped therapy rooms with four Ayurveda treatment rooms and four Western therapy rooms, including a couple's massage room with jacuzzi and attached steam room.

The Arya Vaidya Pharmacy was founded by late Arya Vaidyan P Rama Warriar, a renowned physician trained in age-old traditions of Ayurveda. It manufactures around 400 therapeutic formulations in the two GMP-certified manufacturing units. It is the first company in South India to gain government GMP certification

for production standards under the WHO guidelines for Ayurveda.

TALKING NUMBERS

We started our operations effective April 2012, and the year 2017-18 was our best year of operation as we generated our highest revenues. We registered a growth of nearly 21 per cent over 2016-17. Even in terms of occupancy we registered a growth of 14 per cent over 2016-17. The busiest months have always been from December to February. The ARR has been ₹5938 (2016-17) and ₹6129 (2017-18) while RevPAR has been ₹2909 (2016-17) and ₹3446 (2017-18).

MIX OF GUESTS

Historically if we see, we have been getting more domestic guests than international. The ratio would be 70:30. We do get international tourists from Europe, the Middle East, the Far East, North America, and Australia. The top countries have been Germany, United States, United Kingdom, and Saudi Arabia.

HEALTH, THE NEW WEALTH

Wellness tourism is getting better year after year. Health is now becoming the new wealth for the modern era. This is the best time for luxury brands to get into the wellness industry. People are increasingly displaying their wellness mainly through social media, in ways that they might have shown off their luxury gadgets or luxury cars. Stress is your body's way of responding to any kind of demand or threat.



Being stressed frequently can lead to serious health problems and disrupt every system in our body.

One of the most effective and rewarding techniques for stress management is meditation, which encourages you to relax your mind and examine your inner self. In addition to meditation, yoga has proven to be a great stress reliever.

SPIRITUALITY IS BEYOND RELIGION

Spirituality has a positive impact on our mental and physical well-being. Spirituality is beyond religion. Awareness of the common spirit that resides in all creations on earth is spirituality. It teaches us to be more compassionate, prevents depression, and also promotes happiness.

Spirituality helps unveil the cover of illusions, which lead to false perceptions and assumptions. Spirituality has healing powers and can transform our life.

KERALA, THE HOME OF AYURVEDA

Kerala is considered the home of Ayurveda and its traditions have acquired much popularity around

the globe in recent times. The holistic, wellness concept inherent in Ayurveda has found worldwide appeal, particularly in countries such as Germany, Sweden, UK, Russia and even the Middle East. We get a lot of overseas travellers who come to Kerala specifically to get Ayurvedic treatments and Kerala Tourism has tried to ensure that the service they get here is of the highest standard, through a process of quality checking and accreditation.

KERALA MEDICAL VALUE TRAVEL SOCIETY

Kerala Tourism has played its role as a facilitator and catalyst for the development of Medical Value Travel (MVT). A new body called the Kerala Medical Value Travel Society was formed recently with the Secretary Tourism, Secretary Health, Secretary Industries among others as its ex-officio members.

The objective of the society is to place Kerala on the global MVT map and also promote the state as a healthcare hub in the country by 2020. The state government and other health industry stakeholders jointly organised an international conference and exhibition last year to highlight top-of-the-line facilities in Kerala.



DID YOU KNOW?

Spiritual awakening is an intensified perception that makes the world brighter and more fascinating

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Pankaj Chansarkar

Pankaj Chansarkar

Spa Manager

Six Senses Spa, Jaypee Greens Golf & Spa Resort, Greater Noida

REDEFINING WELLNESS

India is offering a prospective platform for growth of the wellness industry at a rapid pace. Many new ventures are blooming in the aspect to introduce wellness in the urban life. The trends are based on various approaches that redefine traditional measures to stay healthy.

SOCIAL SOBERING

These days, the youth is ditching liquor and sobering up at social events with healthy shakes, fruit juices, and other nutritious beverages to fight against many lifestyle diseases. These night outs and social gatherings are becoming a thing in the Western world.

ATHLEISURE

This is a typical trend where people are taking up clothes that are comfortable to wear. The clothes can be worn when one is going to the gym and/or while going to the office. The word is the hybridised result of two words - leisure and athletics.

ACROYOGA

Acroyoga is the result of hybridisation between yoga and acrobatics. In this case, practising

the postures of yoga along with acrobatic performances is a two-person job. The acroyoga videos and images can be seen on social networking sites. Performing such an art is really catching up with the crowd, but it is tougher than conventional acrobatics and *asanas* of yoga.

THE SPA

The Six Senses Spa at Jaypee Greens Golf & Spa Resort is unique to the region. It is a fully-integrated lifestyle wellness retreat and resort spa destination. We delight in creating personal and individual journeys, exclusive memberships, and packages for a healthy lifestyle balance and well-being that include rejuvenation and revitalisation through holistic well-being and healing, in harmony with the environment and administered by therapists who are highly skilled and embrace the philosophy of balancing senses.

INCREASED ENGAGEMENT OF MICE

The resort is in a developing stage and attracts a mix of guests from Greater Noida, Noida, and South Delhi. Due to high global wellness service standards, we also get high volume of repeat guests. The weekend leisure business adds to the spa's revenue.



DID YOU KNOW?

Pranayama, which involves breathing through one nostril at a time, can help relieve anxiety and improve concentration

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Gaurav Miglani

Gaurav Miglani
General Manager
Taj Bekal Resort & Spa, Kerala

CEREMONIES OF CLEANSING RITUALS

Our spa is popular among spa goers for our royal Abhisheka treatment. Abhisheka from Jiva presents the global spa guest an experience which is unique to our Indian ancient ceremonies of cleansing rituals. It is the gentle pouring of healing sea water from the Arabian Sea and *panchamrutha* (a mix of natural ingredients like honey, curd, milk, jaggery and *ghee*), a sandalwood powder paste application followed by a relaxing massage. We also have a Homa Kundam, where a sacred ceremony is performed through the use of a sacred fire. All the ingredients for our signature experiences are natural and we have a signature line of products for the same.

essential oils, we have our exclusive organic spa linen. Mental wellness is a very important part of the human life as without a sound mental state to survive in the age of technology where information utilisation and cut-throat competition are a part of daily life, surviving would almost be impossible. Mental wellness forms the foundation on which a life can be nurtured to fight stress and focus on day-to-day life activities.

CONNECTING WITH THE WORLD

Spirituality means different things to different people. We would like to define spirituality as the core of a person's identity, feeling of belonging



HEALING WITH JIVA

Our concept of wellness is inspired by the traditional Indian healing wisdom; we believe that a spa unfolds a holistic path of life that opens out channels to nurture one's life force. Our spa treatments have been carefully recreated from the fabled lifestyle and culture of Indian royalty and the healing therapies that embrace Indian spirituality. Wellness is also aimed for the guest's good health by them occupying a pleasant stimulating environment that supports well-being. Apart from our exclusive range of 100 per cent natural, rare and blended products which are prepared from the natural goodness of fresh fruits, vegetables, Indian herbs, sea salts and pure

or connectedness to the entire world. Also, it can mean that there is more to life than material things. Spirituality can bring a feeling of being connected to something bigger than yourself and it can provide a way of coping.

WELLNESS ON THE RISE

An annual growth of 12 per cent compared to last year in the wellness industry definitely shows it to be a positive sign. The focus of today's generation on wellness is more than any other generation and hence, beauty and wellness combined with yoga and health-related offerings could be another opportunity for the hotel industry.



DID YOU KNOW?

The best time to massage oil onto the body is in the morning before bathing or showering



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General Manager
Taj Madikeri Resort & Spa, Coorg

IN TOUCH WITH NATURE

Living in the lap of luxury allows you to live in close contact with nature and gives you the opportunity to explore different choices of alluring cuisines. There is a growing body of evidence indicating that spiritual practices are associated with better healing. People who engage in a spiritual practice often experience lower levels of distress. It's like creating a culture of self-care. Wellness as a concept has been in vogue since ancient times. As more and more people walk into the wellness zone, this is only going to grow. Wellness in today's time is a multidimensional concept and has grown in a healthy manner in the last few years.

ORGANIC AT HEART

Taj Madikeri Resort & Spa is organic at heart and is nestled in 180 acres of a living, breathing rainforest. There are 300-odd species of flora and fauna around, and the resort has its own produce and supply of strawberries, mulberries, honey, avocados, and gooseberries. The spa is built in an unusual design spanning over 30,000 sqft, offering stunning views of the rainforest delving across three levels, which lend to the mystique and charm of the resort.

Our products are created with the purest of ingredients that are 100 per cent natural and rare, hand-blended products exclusively developed for Jiva. They are crafted with an inherent understanding of the therapeutic goodness of Indian herbs and rich

essential oils. The signature blends are made of traditional herbs, with ingredients known to propagate long-lasting and enriching benefits.

DEVELOPING WELLNESS CITIES

Karnataka is evolving into a wellness destination. Numerous specialty services, different streams of healthcare, state-of-the-art equipment, hospitals of global repute, and an undeniable cost advantage have amped up Karnataka's health tourism prospects.

Right from allopathy to alternate healing like Ayurveda, Siddha, Unani, naturopathy, spas, and other unconventional forms of therapy, the city has everything on offer. Add to this a salubrious climate that's conducive to healing and recuperation and you have a thorough rejuvenation experience called Karnataka.

Ayurveda is regarded as a life science itself and has found an exponent in Karnataka. Along with a good number of respected practitioners choosing Bengaluru to set up their facility, Karnataka also boasts of some of the most renowned premium Ayurvedic retreats. Mysuru also boasts of having a world-class Ayurveda academy and wellness centre. With the growing inclination and potential, the government should continue to focus on this segment.



DID YOU KNOW?

It is believed that spiritually awakened individuals are generally more content than other people





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clientele belongs to the upper section of the society of the age group of 38-plus. Of our international clientele, the majority of our guests are European with more than 50 per cent belonging to Germany or German-speaking provinces. This number is followed by the French-speaking and guests from Canada, US, Russia, Japan, and the Middle East.

DISTILLING COMPLEX MALADIES

Today's era has become more of a mechanised era



Abhilash K Ramesh

Abhilash K Ramesh Executive Director Kairali Ayurvedic Group

CUSTOMISED TO REQUIREMENTS

Being intact with nature, the Ayurvedic healing village provides an endless list of USPs, everything being personalised and customised according to the body requirement of each guest. The food provided here is 100 per cent organic. Every ingredient used is grown in-house along with products and medicines. It has its own state-of-the-art setup for medicines and products just 40 kms from the resort, and most of the food ingredients are grown at the property or around it.

ON AN UPWARD SWING

The Ayurvedic healing village is steadily rising with a year-on-year growth rate recorded at 16 per cent. A total of 30 villas are available accommodating 60 people at once, with single occupancy average room rate being ₹15,186 while the ARR for a double room is ₹16,256. RevPAR for single and double occupancy moves between ₹8,000-10,000. Though demand for Ayurveda is high throughout the year, the most demanding months are November to February.

RISE IN DOMESTIC GUESTS

The domestic contribution has risen astonishingly from 28 per cent in 2015-16 to 46 per cent in 2016-17 and 2017-18. The majority of domestic

with so much dependence on technology. We all are slowly disconnecting ourselves from our body, especially the millennial section of the society that is driven by work goals and adapts to unhealthy eating habits. Most of our guests who are in their late 30s and early 40s suffer from imbalances in the cardiovascular system, increase in cholesterol, and high sugar levels. Women in that age group have the highest number of PCOD or PCOS, ageing problems, poor digestive system, and even pregnancy related troubles as the stress level is too high and tends to wear down the systemic level of the body. Unequivocally speaking, Ayurveda shines in its capacity to distil a host of complex maladies into an elegantly simple collection of qualitative patterns, which help illuminate a clear path towards healing stress for each individual. Our rejuvenation and de-stress package is high in demand throughout the year and is mostly availed by millennials.

A BUSINESS OPPORTUNITY

The wellness industry is a well-developed ecosystem in India that has so far witnessed a compounded annual growth rate of 12 per cent. Globally speaking, since 2013, more than 16,000 spas have been added in one year itself and in just two years, a high jump of 11 per cent was seen in a number of spas and resorts. The wellness industry is set to achieve a ₹150,000-crore turnover by 2019-20. A report by FICCI has described the wellness industry to be one of huge business opportunity.



DID YOU KNOW?

Ayurvedic healers emphasise the value of regularity in everything, be it rest, play or work

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Vibhas Prasad

Vibhas Prasad Director Leisure Hotels Group

ROBUST GROWTH FOR LEISURE

Leisure Hotels Group is a dominant player in the Uttarakhand travel and tourism sector. The company operates more than 26 properties in the state's tourist and scenic destinations, as well as across Uttar Pradesh, Himachal Pradesh, Goa, etc., offering more than 700 rooms in the leisure, adventure, wellness, wildlife, and spiritual segments. We have had robust growth in ARR in most of our markets except for the Corbett Park area due to a lot of supply in inventory recently. In the last few years, the company has focused on creating an independent revenue management team that is able to work with trade channels to monetise the same for dynamic inventory and rate management. The group is also expanding its footprint through managing and marketing hotels as well as resorts via management contracts. We have already created a corporate team in the head office to undertake this exercise.

DISCOVER YOUR TRUE SELF

Guests staying with us have the opportunity to discover their true self with spiritualism, yoga, and meditation, on the banks of the Ganges in Haridwar and Rishikesh. We are committed to employing the best environmental and ecological practices in technology, equipment, and operational processes. For instance, at Aloha on the Ganges, situated just a kilometre from Laxman Jhula and surrounded by mountains on three sides, guests can de-stress in the

lap of nature. From kids to senior citizens, people of all age groups can participate in our recreational activities. Right from indoor games and swings for kids to art and craft, adventure trails, water sports, and treks for youngsters, as well as meditation and yoga for the elderly, the resort offers everything.

Being surrounded by nature helps you discover yourself. Meditation actually heals your inner body, mind and soul, and a surrounding like the one at Aloha makes you feel wonderful outside as well. Turning to mediation and spirituality means you look for inner peace and solace.

THE CENTRE OF WELLNESS

Rishikesh is one of the best destinations for wellness tourism. The government is investing majorly for tourism in the state in terms of connectivity for airports and trains, but we still need to focus on basic infrastructure inside the city, like roads, parking, and electricity. Better planning for peak season and new regulation for adventure tourism to prevent any accident should also be the government's priority. Rishikesh has become the hub for wellness in the world in the last five years. The city also hosts International Yoga Week every year, with tourists visiting from more than 85 countries. This is increasing year-on-year and Rishikesh has more than 200 registered yoga and meditation schools.



DID YOU KNOW?

Spiritually awakened people are less prone to negative states such as boredom, loneliness, and dissatisfaction

Urvashi Singh

Owner

WelcomHeritage Urvashi's Retreat

DEVELOPING WELLNESS DESTINATIONS

I believe there is no better place in the world for wellness than the Himalayas themselves. Healing is a part of their natural composition, as a matter of which they end up enriching every visitor to the extent that the visitor allows them to. The state government has slowly begun marketing Himachal

tourism into greater prominence, but has a long way to go. It needs to recognise the centrality of tourism as a major source of income and hence, demanding of greater attention, planning and funds. More importantly, the government needs to urgently work on improving infrastructure in terms of road connectivity as well as air connectivity to sectors such as Manali, which have remained neglected for too long.

WELLNESS SPEAKS WELL FOR BUSINESS

The wellness industry over the last five years seems to have extended beyond the standard premises of Kerala, which is the birthplace of Ayurveda. Hotels are practising immense sensibility in integrating wellness components into their development strategies, which has taken them a long way. The market for wellness is very large and if tapped in a bracket-wise manner, will provide stupendous returns. Authenticity and pricing remain the two central concerns according to me. I do not possess any statistics on this matter, I have only stated my personal opinion.



Urvashi Singh



DID YOU KNOW?

A pleasant aroma, be it from fresh flowers or other natural fragrances, has the power to lighten our mood



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Vinit Chhabra

Vinit Chhabra
General Manager
The Khyber Himalayan
Resort & Spa, Gulmarg

KHYBER SPA BY L'OCCITANE

The Khyber Spa by L'Occitane is located within The Khyber Himalayan Resort & Spa in Gulmarg, Jammu & Kashmir. It offers luxurious and holistic spa treatments inspired by traditions and rituals of Provence, France, along with stunning views of the Himalayas to its discerning guests from across the world and India. It is a place to unwind and be pampered, be it after an exhilarating ski session, a leisurely walk in the dense woods or meadows, or at the beginning of your day. The spa aims to bring to life the invigorating climate of Gulmarg. Be it spring, summer, autumn, or winter, guests can choose from a repertoire of signature treatments specially crafted with homegrown seasonal flora combined with original L'Occitane products and pure water from the springs in the Himalayas.

WELLNESS IN LUXURY

Today, the luxury segment is continuously looking



DID YOU KNOW?

Laughing at life's frustrations can increase immunity to stress and adversity



for unique experiences. In 2014, The Khyber tied up with L'Occitane - a world-renowned wellness brand - so guests could indulge in pampering themselves with an equally luxurious brand and feeling good right here in Gulmarg. The Khyber offers guests the option of complete relaxation at the resort and spa, or combining their stay with adventure activities like skiing, trekking, playing golf, or simply sightseeing and exploring the nearby areas.

NATURE FOR WELLNESS

At The Khyber, we are blessed to be surrounded by forests on one side and rolling meadows on the other. The resort offers stunning views of the Himalayas from various vantage points, including the spa. In addition, the spa is able to source seasonal flora to combine with L'Occitane products and of course, pure water from the Himalayan spring.

CLEANSING WITH NATURE

Wellness is another word for rest and relaxation, which automatically leads to de-stressing. Not only is the climate in Gulmarg salubrious, but the air too is cleaner and invigorating. The quiet surroundings provide for a restful sojourn, whether it's a swim in the all-weather pool, a leisurely walk in the vicinity, or just reading a book in the balcony overlooking the mountain peaks.

With majestic views of the Affarwat Peaks, The Khyber Himalayan Resort & Spa is spread over seven acres of a sylvan coniferous forest. A world away from the ordinary, this 85-room resort is a haven of luxury designed to pamper the guest in every way. Guests can also ski on some of Asia's finest slopes in winter, trek and picnic through unspoiled forests and flower-bedecked meadows in spring, or tee off on the world's highest golf course.



Jaideep Singh

Owner

WelcomHeritage Ramgarh, Panchkula

AN ESCAPE FROM THE CITY

WelcomHeritage Ramgarh offers a unique proposition to visit the modern city of Chandigarh while staying in a 350-year-old palace property with a wide variety of stay options spread across five room categories. We prepare specially curated meals for our guests, from family recipes passed down for over five generations. We spare no effort in making our guests' stay a memorable one and take special care in attending to their needs.

While the property goes back centuries, the amenities and comforts that are offered are modern. With an inventory of just 26 rooms, the hotel offers a huge open green space to the guest, be it for yoga, to relax, or to simply take a dip in the swimming pool. In fact, the hotel offers absolute peace and tranquillity to guests looking for private long-stay options without any kind of disturbance. A short break with friends or family, or a business trip will be a welcome change for all guests looking for an experiential stay, away from the busy city life, while being so close to the city.

AN AMBIENCE WITH A DIFFERENCE

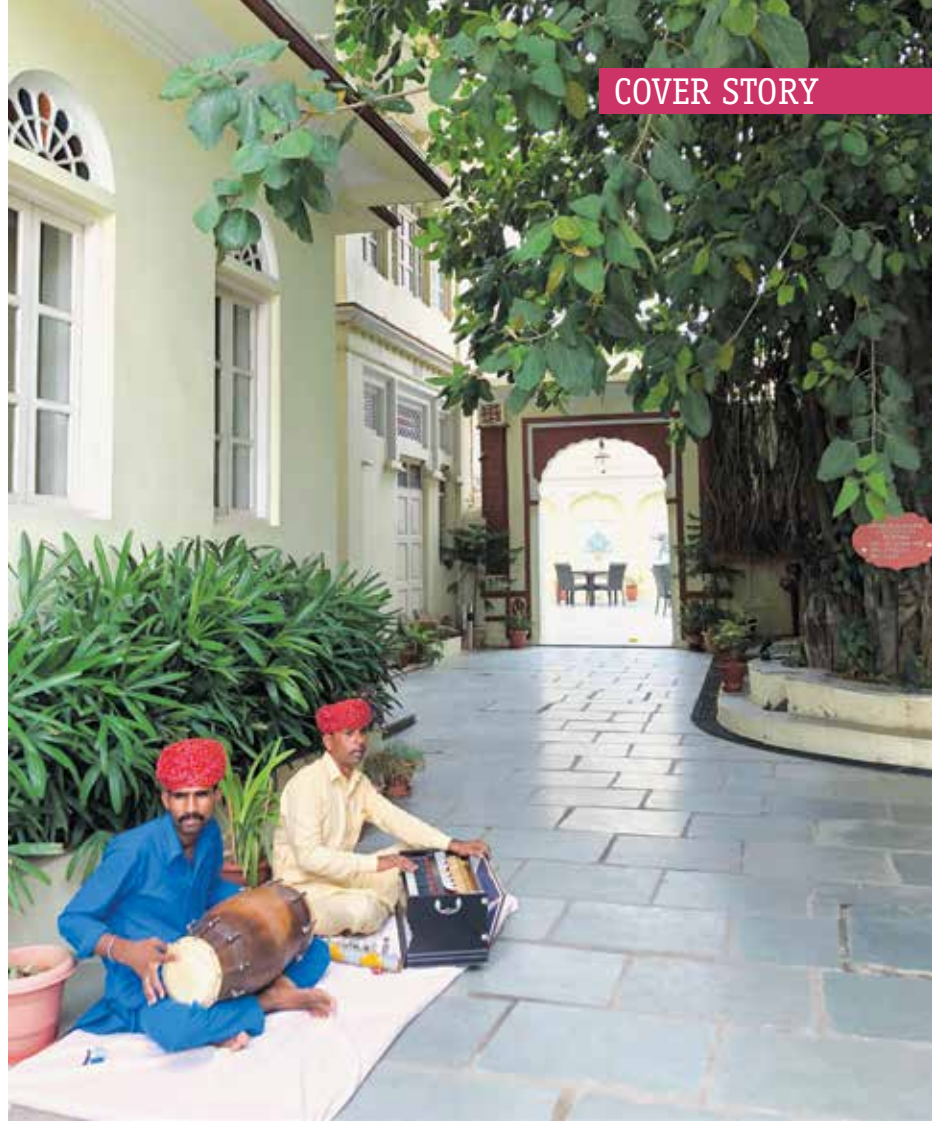
Wellness is a state of the mind being free of all distractions and disturbances while enjoying the goodness of peace. In a green and clean surrounding with no worries of time flying by, ours is an ideal place to de-stress. We have a 300-year-old family temple in the compound. We encourage guests to just sit in the temple area and let the mind be free. Such an ambience has a very calming and soothing effect on an individual. We offer our guests a place to feel free, not be conscious about anything, and just be themselves. The ambience and the environment at WelcomHeritage Ramgarh are different from that of a typical business or city hotel.

AN IDEAL PLACE

We have witnessed a number of weddings happening here, the prime reason being the temple - Mandir Thakurdwara, set amidst the palace. The neat and clean surrounding of the temple area adorned with *shishtikri* work is something not to be missed. Spirituality in any form helps people focus on their inner thoughts and see a clear picture of the mind. The ambience in which one meditates helps greatly in achieving the clarity one seeks. This property is ideally positioned to offer such an ambience in natural surroundings.

TRENDS IN THE WELLNESS INDUSTRY

In India, and more specifically in this region, the



wellness industry has not yet boomed. Globally, this is a multibillion-dollar industry, but here it is limited to a few areas like cosmetic beauty, slimming, alternate medicine, etc. Most of these areas are connected to medical intervention at some stage or the other. However, we would want people to be more on the preventive mode than the corrective mode. In the corrective mode, the damage is either done or being done.

A resort such as ours gives the guest a welcome break from his or her routine life. A stay of at least five nights is required to connect with the inner self, reason being that the first two days are spent just forgetting about the daily worries of life while the third day the person is relaxed and at ease. Meditation and relaxation are best observed on the third and fourth day.

Finally, the last day is filled with distractions of the break getting over and the need to get back to the real world. Having mentioned the above, some people are really able to benefit from the two days in the middle and this rejuvenation lasts anywhere from two to six months or more depending on an individual. Such breaks are very cost effective and helpful as compared to medical procedures, which are costlier and may not necessarily bring peace to the mind.



Jaideep Singh



DID YOU KNOW?

Understanding that we can't control our circumstances but can control how we respond to them helps de-stress

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Hotels get Social with Social Media

Hotels use social media for marketing and promotion, but this also subjects them to negative publicity when used by disgruntled clients. Senior members of FHRAI emphasise on the key to using this medium effectively.

Kanchan Nath



Garish Oberoi
President
FHRAI

AN AUDIENCE OF GREAT NUMBERS

We have all witnessed social media's mega boom in the last decade. It has been able to penetrate and influence our lives in ways that still amaze me. The use of social media has gradually expanded from individuals to business and organisations. It has taken the shape of an effective tool to reach out to the masses. Hotel brands all over the country can be easily found on all major social media platforms.

In today's time, social media is being used not only by millennials, but active participation can also be seen by a large number of individuals belonging to generation-X. Kaplan and Haenlein, marketing professors and experts in social media and Big Data science, share the opinion that generation-X will soon become the biggest chunk of the spending population and generation-Y, on the brink of joining the workforce, regular users of social media. Therefore, in terms of generating leads, social media's reach undoubtedly plays a beneficial role for the

industry. Good social media marketing strategy holds great potential to generate new clientele.

RESPOND WITH GRACE

Social media can be viewed as a cohesive medium of sharing information. The term 'information' encompasses all things - a hotel sharing information about its amenities, upcoming events, highlights, achievements, etc., along with guests sharing their views about the service of the hotel, their expectations, and experience. Most hotel establishments depend on word of mouth and positive reviews from guests, making social media a natural source of marketing and an effective branding tool. Of course, it can also be a point of negative publicity, as one bad experience can lead people to leave ruthless reviews on social media. Whatever the type of publicity it may be, good or bad, the key is constant interaction. The best way to deal with bad reviews on such platforms is to respond with grace and assure that the hotel or staff regrets the guest's bad experience. It is crucial to respond to messages within a certain amount of time, usually within the first few hours.

ONE TIP

Quantitative assessment of this particular marketing strategy can show how well it's working for the hotel. Social media marketing should be a desirable skill a marketing manager or IT manager needs to have in his/her portfolio because updating, sharing information, and keeping a healthy interaction with guests has become imperative for hotels that are active in the online social world.



K. Syama Raju
President
SIHRA

A VITAL TOOL

Social media has emerged as a vital marketing tool for the hospitality industry. It forms part of the marketing budget and is monitored by the head of marketing. While this medium plays an important role in protecting the product, in this case the hotels and its services, it is important that we identify the right agency that specialises in social media marketing, lest it become less productive with negative publicity.

This is a very cost-effective marketing tool and has immense potential in marketing the hotel to improve brand image and increase sales and awareness among the target audience while generating new clients. A well-known hotel brand always helps for sustenance and increase in revenue, both in accommodation and sale through the F&B outlet.

ONE TIP

While there are advantages, selection of the competent agency will help create the right profile and yield better dividends. Hotels must look into this strategy to effectively market the USP of their property and explore different techniques that can bring more guests to them and help the business. Also, posting relevant events will enlarge the network and drive more traffic to the hotel's website, resulting in more patronage and revenue.



Hotels depend on word of mouth and positive reviews, making social media a natural source of marketing





Sanjay Sood
President
HRANI

KEEPING THE GUEST INFORMED

The Facebook-Cambridge Analytica issue is a noteworthy example of how social media influences the lives of individuals. Initially, it was a way for individuals to connect with one another - a means to keep in touch and stay updated on happenings in one another's life. Although the usage still remains the same, it has now become a legitimate means of marketing for business.

The impact of the social media revolution has been such that if guests aren't sharing the experiences of their trip, then



they're probably looking at photos or videos their friends have posted.

Hotels in the northern region such as Hyatt Regency Delhi, Le Méridien, Taj Palace Delhi, and ITC Maurya are extremely active on social media. Most of them have a 4.4 or higher rating on social media platforms. They keep posting upcoming events and programmes,

exclusive deals, special achievements, etc., on their Facebook pages constantly. In a way, this helps them to stay connected with loyal, past, as well as future guests.

PROMPT RESPONSE UNDER ALL CIRCUMSTANCES

Leaders in the hospitality industry cannot and must not ignore the impact of the social media paradigm on their business. The use of social media platforms to share information has spread like wildfire in recent times, and travellers consistently use it to express pleasure or displeasure about their experiences in hotels.

Some trends report that people are more likely to post about a negative experience than a positive one, but that is not the case each time. Negative comments or negative posts, however, can harm the brand's image immensely. The key is continuous, prompt correspondence. If a guest posts a positive review or comment, we must respond with gratitude; similarly, if a guest posts something negative, make sure to respond so that the guest feels heard and the one reading would be assured that if they come across any issue, their voice would be heard and concern addressed.

ONE TIP

The immense popularity and intrusion of social media into the very veins of popular culture can be attributed to the rise of cell phone owners and free internet. If we take into account research done on the use of internet on phones, it is not unthinkable that mobile phones will be the primary mode of internet access worldwide by 2020.

Therefore, it only makes sense that hoteliers should have a strong social media marketing game. Hiring specialists at this point in time can be a good thing for hotels if a set target is to be achieved or if they want to create a larger impact on the newer generation. A marketing manager with good knowledge would indeed be a desirable candidate for the hotel, whereas hotel chains that have a marketing team set in place should include a social media marketing expert.



Sudesh Poddar
President
HRAEI

MAKING THE BEST OF SOCIAL MEDIA

Some of our members are trying to enhance and improve customer experience by using social media to connect quickly, transparently, and usefully with their guests.

They are trying to develop a responsive social channel to assist in delivering a standardised customer experience.

Even small and medium hotels are making their presence felt on social media channels like Facebook and Instagram.

Some of the entities are getting a leg up via hotel aggregators, while some are trying to be responsive to hotel review sites. Slowly and gradually, a number of members are joining the social media bandwagon with expert help.

Till now, social media didn't help much to garner business leads. However, reviews on certain sites can affect business negatively.

This is why many of the members are realising the importance of responding to damaging reviews or making their own social media activity stronger.

Since the new generation often makes a decision on hotel booking or restaurant choice based on reviews on certain websites, it's important to keep a track on such

reviews that are likely to impact the image of the establishment.

A BIG INVESTMENT FOR SMALLER BRANDS

Social media does help in marketing and promotion, but only the bigger brands have been able to invest heavily for this purpose. Some of the smaller brands depend on hotel aggregators for online publicity.

For this, the new entities often demand a pound of flesh. Revenue sharing is not always satisfactory; very few have been able to garner business through online marketing independently. Traditional channels of marketing are still the mainstay.

ONE TIP

To deal with unwanted publicity, Online Reputation Management (ORM) is the need of the hour. While most hotels and restaurants don't hire firms specialising in ORM, they consult them on occasions of escalation or emergency. This is beneficial for the hotel because it helps save the image of a property in time, reducing the risk of any damage that may be caused if corrective action is not sought and implemented.

Many of them consult with individuals who have a knowledge of ORM. In most cases, the marketing managers handle the situation in consultation with an expert when online reputation gets damaged.



Dilip Datwani
President
HRAWI

BEING A GOOD LISTENER

Now more than ever, social media is integral to a brand's identity. Not only does it drive awareness and engage your audience, but it builds trust and long-lasting loyalty through conversation. In the recent past, I have seen hotels in the western region use direct response and social media monitoring as a way to surprise and delight whenever possible. This allows hotels to build an emotional connection with your audience by delivering the unexpected. I personally have kept an eye out for these opportunities, even something as simple as finding that "Celebrating our anniversary!" comment and surprising the couple with rose petals upon check-in. This establishes a repertoire with guests because they listened. It also sets the tone for a great experience, which results in a positive review.

Historically, hotels and resorts invested heavily in print advertising to build trust through repetition and familiarity. Today's world of digital advertising has diluted brand budgets, but branding can still be accomplished digitally through proper strategies. Ideally, hotels should concentrate on repeatedly reaching out to the same target audience to drive conversion at one or more of these levels. Consistent messaging using online platforms such as Twitter, Facebook, and Instagram directed to these prospective audiences will allow hotels to generate awareness and an understanding of their products in order to anticipate business in the future, even if they don't purchase right now. Lead generation for hotels

will enable us to build the brand, with the goal of attracting and converting prospects into loyal repeat customers.

BUILDING ON REVIEWS

Before guests book a hotel, they will probably do some research to pick the right hotel. Through Facebook, Instagram, Twitter and TripAdvisor, hotels have the ability to influence how the guest perceives your hotel before they book. Determine what you offer and the types of guests that you want to cater to. The tone you set will be used across all social media platforms, so it is important to get your messaging straight from the start. Once you have narrowed this demographic, encourage guests to 'like' you on Facebook or 'tweet' on Twitter. Reward them by offering discounts on products and services. If they have a travel blog, ask them to write about your hotel for further discounts. If they do not have a travel blog, push them to post a review through their Facebook account on TripAdvisor.

It's never nice when someone slams your business in public. A few seconds for them can turn into an ongoing headache for you and your team. While it's tempting to return fire, there are actually positive things you can do to improve the worst reviews. This starts with a quick response. Response time is one of the most important factors in improving a bad review. Customers want to feel heard – especially the angry ones – and sometimes a friendly message is all it takes. But it needs to be timely, otherwise they're never going to change their review. The key here is to show that you care about the customer's feedback. If they complain about the cleanliness of the room, ask them for more details and attempt to look into it. If they didn't like the food, take their advice and make changes.

ONE TIP

Every hotel company should have a social media strategy ready before their product or service launch, and above that they should have a proper social media marketing team to manage everything. They should have a balance between the in-house team and an agency.





Hospitality First in Mumbai

The Hospitality First Show (THFS), to be held from October 3-5, 2018, will return to Mumbai this year with a marked increase in the number of sourcing professionals estimated to attend the trade event.

The 2017 edition of The Hospitality First Show attracted over 8,500 professionals from hospitality, restaurant, catering, and beverage segments across the HORECA and Alcobeve spectrums. The show has since emerged as the most comprehensive hospitality, leisure, and foodservice trade fair with a focus on professional catering equipment, hotel and leisure guest room amenities, as well as interior and design products and services.

The India Hotel & Leisure Show (IHLS) and ninth edition of Restaurant & Catering Show (RECA) under The Hospitality First Show will be held from October 3-5, 2018, at Mumbai's Bandra-Kurla Complex. This edition will also witness an increased number of products on display. The combined show across two integral sectors of the hospitality and foodservice industry promises to bring 200-250 of the finest brands across categories all under one roof. The event is actively supported by Western India Culinary Association (WICA) and HPMF.

"The exhibition has a clear objective to be business relevant to the supplier ecosystem serving the Indian hotel and leisure industry," says **Pradeep Gopalan**, Director, Hospitality First India, the show organisers.

This year will witness the launch of real-time Hotel Room Design Concept (HRDC), a novel and engaging concept being introduced by Hospitality First and the Institute of Indian Interior Designers. Leading architects and interior designers will showcase luxury, designer, value-for-money hotel guest room designs incorporating the five Es - elegance, efficiency, economics, energy efficiency, and eco-friendliness. The India Hotel & Leisure Show is being rolled out under The Hospitality First Show brand. The existing RECA 2018 edition, being the ninth edition of the show, continues to be held with its identity intact under the umbrella of The Hospitality First Show.



Pradeep Gopalan

With this, The Hospitality First Show will cover the full range of segments within the HORECA industry. "It is a capex and consumables focused show that will truly support the supplier ecosystem in India," says Gopalan.



The exhibition has a clear objective to be business relevant to the supplier ecosystem





Automating an **experience**

Crestron helps clients automate their hotels, thus creating an unforgettable, hassle-free stay for their guests. The technology provider will be showcasing at InfoComm India 2018, being held in Mumbai.

Step into Hilton's Connected Room, the world's first mobile-centric hotel room, and you cannot help but be blown away. On check-in, the preferences are automatically applied to the rooms. Indeed, professional audio-visual (Pro-AV) and integrated experience technologies are redefining the meaning of bespoke experiences.

Throughout the Curtiss Hotel in Buffalo, Crestron's technologies control the AV, lighting, climate, and shades. A Crestron TSW touchscreen in each room, featuring a custom interface, gives guests complete one-touch control of their environment with direct access to all guest services, hotel directory, and valet.

INFOCOMM INDIA 2018

Looking for cutting-edge technologies? This

September at InfoComm India 2018, over 200 exhibitors from 20 countries will showcase their latest innovations. Industry bellwethers such as Aero, Crestron India, Delta, Harman, Kramer Electronics, and Panasonic India will be present. Discover a wide array of Pro-AV and integrated experience solutions such as room scheduling, room and entertainment control systems, ultra-short-throw projectors, as well as indoor LED displays to design a memorable guest experience.

THE SUMMIT

InfoComm India 2018 Summit is the show's learning platform. This year, there are over 53 free-to-attend educational sessions across AVIXA Seminars, Industry and Technology Forums, AVIXA FlashTracks, and Platinum Partners' Presentations. Experts will be here to share their insights.

TECHNOLOGY & DESIGN

The Institute of Indian Interior Designers (IIID), Mumbai Chapter, is set to lend muscle to a three-hour discussion on technology design. Sumesh Menon, Designer and Founder, Sumesh Menon Associates, will speak during the session on 'Hospitality Design & Technology: Challenges and Results'. There will be an interactive session enlightening on the solutions that can solve technology issues faced by designers and architects. During the panel discussion helmed by Conrad Gonsalves, Past President of IIID, and other luminaries, visitors will get to engage in meaningful think-tanks on how designers and architects can use technology design to simplify living spaces.

“Give guests complete one-touch control of their environment with direct access to all services”





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Welcome to Hilton's Connected Room, the world's first mobile-centric hotel room. Already rolled out at the Hilton Garden Inn in Memphis, USA, this high-tech guest room allows visitors to indicate their preferences, from their favourite TV channels to room temperatures, via a mobile app. When they check in, the preferences will automatically be applied to the rooms. Very soon, Hilton's guests can also use voice commands to control devices or upload their personal artworks for display within the room. Indeed, Professional AudioVisual and Integrated Experience technologies are redefining the meaning of bespoke experience. Automation also benefits building owners — they can monitor electricity use for maximum energy efficiency and receive alerts when a device malfunctions.

This September at InfoComm India 2018, see the technologies that can help you design a five-star guest experience as well as streamline your day-to-day building operations. Innovators moving the AV needle will be present — learn about their solutions as well as their ongoing research studies. Be the first to see new products debuting in the Indian market. Have illuminating discussions with industry experts at the Summit's free-to-attend educational sessions.

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DRESSING HEALTHY

◆ FunFoods by Dr. Oetker has introduced a complete new range of 10 zero-fat dressings. This range has been conceptualised based on an in-depth consumer research. The range consists of evergreen classics - Caesar, honey mustard, ranch, and 1000 Island, as well as other modern varieties.



'FOUR' SUPERIOR SECURITY

◆ Ozone has launched its new four-in-one fingerprint door lock that comes with four access options of using fingerprint, RFID card, user PIN code, and mechanical key. Its USP is the voice-guided feature for smooth operation and a universal lever for ease of installation. The lock comes with an auto secure and code scrambling function for additional security.



STORE WITH STYLE!

◆ Wisma Atria Interiors has launched the contemporary elegant sideboard collection to add a stylish touch to interiors while providing some much-needed storage space. The array of these sideboards holds stylish contemporary touches owing to an innovative interplay of indigenous designs carved out with premium-grade solid wood. The collection has a well-equipped storage space to hold lamps, books, sculptures, or decorative pots. Its range of designs and sizes can aptly fit in with the décor of a space.



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Delivering with **perfection**

With a pan India presence, HS Ahuja & Associates continues to add more projects to its portfolio. While each project has its own identity, perfection and a hint of glamour continue to remain consistent in them all.

HS Ahuja & Associates (HSAA) is a name to be reckoned with when you think of the interior design of hotels and restaurants. The lead designer - **Hema** and Founder of HSAA - **Subhash Ahuja**, are taking the company to new-found levels. Under their leadership, HSAA continuously receives projects and the company ensures that it not only delivers the projects within specified timelines, but that each project hits the nail on the head when it comes to delivering the client's vision. With pan India presence, HSAA continues on a path to growth and expansion. To ensure that each project is the best it can be, initial consultations and meetings are conducted by Hema and Ahuja to understand the

client's requirements. Some of the many projects HS Ahuja & Associates has undertaken include large facilities for companies, restaurants, residences, as well as offices. Its client list includes hotels such as Ramada, Highland Park in Manali, a resort in Shimla as well as one in Srinagar; the restaurant list includes Sagar Ratna among others. HSAA also has several upcoming projects that include projects in Patna, Manali, Visakhapatnam, and Bhopal among others.

For some, design is merely a functional aspect, but that is not what it means for Hema. An interior reflects the soul of the person or the organisation that uses it. It needs to resonate with their hopes, their aspirations.

HSAA's projects are unique and no two projects are alike. However, the sparkle of glamour remains consistent in them, and guests get a sense of belonging as their taste is resonated in the space.

“

An interior reflects the soul of the person that uses it; it needs to resonate with their hopes and desires”

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FSSAI INITIATES 'THE EAT RIGHT MOVEMENT'



In an unprecedented show of solidarity to improve public health in India and combat negative nutritional trends to fight lifestyle diseases, the food industry, public health professionals, civil society and consumer organisations, influencers and celebrities came together on a common platform and pledged to take concrete steps to create 'The Eat Right Movement' in the country. This movement, built on two broad pillars of 'Eat Healthy' and 'Eat Safe', aims to engage, excite, and enable citizens to improve their health and well-being. Led by FSSAI, the strength of the movement lies in its holistic and collaborative approach, with stakeholders on both the demand and supply-side joining to make a difference through some

clearly identified steps. To kick-start and popularise the movement, a powerful infotainment campaign through a short video starring National Award winning actor Rajkumar Rao was also launched, encouraging citizens to reduce salt, sugar, and fat. The campaign has the potential to go viral with its simple message - 'Aaj Se Thoda Kam'.

Pawan Agarwal, CEO, FSSAI, remarked that the movement had the potential to grow organically as a self-perpetuating movement co-owned and co-led by various partners using the broad framework and resources put together by professionals in the field.

IHCL COMMITS TO EMPOWERING THE YOUTH

The Indian Hotels Company (IHCL) has championed the cause of honing the skill of the less-privileged youth in India to support the United Nations Sustainable Development Goals. Since 2007, IHCL's 'Building Livelihoods' programme, in association with industrial training institutes, non-governmental organisations, TISS School of Vocational Education and Tata Strive amongst others, has trained and certified over 20,000 youth who dropped out from school from identified remote areas, urban slums, and tribal belts. In line with its ethos of community building and development, IHCL along with Tata Strive currently runs 14 skill centres across India.

A large number of these skill training efforts have been in housekeeping, food and beverage services, spa, kitchen and bakery trades, and are structured as practical short courses with in-built on-the-job exposure, training in soft skills and basic spoken English.

Through the programme, the company continues to build a quality talent pipeline for the hospitality industry, with an aim to develop and support deserving youth and their families in the country. Over 85 per cent of these trained youth secure immediate job placements



in the hotel and service industry. The trained youth are also awarded professional certification on completion of the course, in association with programme partners and the tourism sector's Skill Council.



ISH FOCUSES ON VR TECHNOLOGY FOR TRAINING

Indian School of Hospitality (ISH) is redefining hospitality education for the industry through a focus on Virtual Reality (VR) technology as a learning and training aid. Along with US-based Virtual Reality developers TRANSFR VR, ISH hosted the first-ever Virtual Reality hospitality learning and development workshop at the brand-new technology-enabled ISH campus in Gurugram, Haryana. This path-breaking VR workshop displayed a completely revolutionary approach to training and learning in an efficient and cost-effective new way. Prototypes of VR modules for bartending, housekeeping, and coffee making were demonstrated to senior housekeeping, food and beverage, and training leaders, as well as general managers of the industry in a series of workshops held at ISH. The idea was to showcase technologies and opportunities, and then take feedback from the industry in order to develop comprehensive modules

for use in training as well as in education. Participants had the opportunity to experience TRANSFR VR's proprietary VR technology personally, and see the possibilities of the software being tailor-made to meet their needs.

Speaking at the occasion, **Dilip Puri**, Founder & CEO, ISH, said, "It is the vision of ISH to bring in new technologies which can enable learning in education as well as learning and development for hospitality and allied industries. We are delighted to have had the opportunity to showcase this amazing technology and the opportunities it presents. This marks the beginning of integrating technologies for a better learning experience for both ISH students and companies across industries. I am looking forward to introducing and using VR technology into our own curriculums."

KFC'S FOUNDER COLONEL SANDERS COMES TO INDIA



Colonel Sanders, Founder of the world-famous Kentucky Fried Chicken (KFC), set foot in the national capital recently. KFC India has opened the gates to KFC Land, taking fans across the country by storm. The brand hosted a celebratory evening in honour of his visit to India and to give consumers an exclusive experience of KFC Land.

Bringing alive nuances of the Land, the evening saw Sanders meeting excited KFC fans and select consumers, ending on a celebratory high by declaring July 6 as National Fried Chicken Day. Sharing his excitement on KFC Land and bringing Colonel Sanders

to India, **Moksh Chopra**, Director Marketing, KFC India, said, "With KFC Land, we wanted to ensure our communication was as unique as our food. Isn't it fascinating to imagine a land full of chicken-lovers that is united by its citizens' love for chicken? That's what KFC Land is – our new advertising platform to communicate the KFC brand story in an interesting, distinct way. Over the months ahead, you're going to hear about our new launches, activations, offers, and all other brand initiatives through this platform." Theatre actor Denzil Smith, the man behind the iconic white beard and suit, plays the first Indian Colonel Sanders.

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PRADIPTA MOHAPATRA

Assistant Vice President - Sales & Marketing
MAYFAIR Hotels & Resorts

★ MAYFAIR Hotels & Resorts has appointed Pradipta Mohapatra as the Assistant Vice President to head the sales and marketing division of the group. He will be responsible for the entire sales and marketing operation of the group, including financial budgets, sales office operation pan India, marketing, brand building, central reservation, and revenue management. He will set new benchmarks for the group. Mohapatra began his career with Oberoi Group and has been associated with MAYFAIR since 2008 in various positions. The group operates 10 luxury properties located at Bhubaneswar, Puri, Gopalpur-on-Sea, Rourkela, Darjeeling, Gangtok, Kalimpong, and Goa.



SANJAY KAUSHIK

Chief Operating Officer
Raviz Hotels & Resorts

★ Raviz Hotels & Resorts has appointed Sanjay Kaushik as their Chief Operating Officer. He brings with him 22 years of experience in the hotel industry and has a proven track record in business turnarounds. In his career in the industry, Kaushik has worked with the ITC Maurya Sheraton, Carlson, and IHG. In the new role, he will be responsible for designing and implementing business strategies, plans, and procedures as well as establishing policies that promote the vision of the company. He will also participate in expansion activities of the group. Kaushik moves to Raviz from IHG, where he was the Area General Manager, West India.



SHIBIL MALIK

General Manager
Sheraton Grand Chennai Resort & Spa

★ Shibil Malik has been appointed as the first General Manager of Sheraton Grand Chennai Resort & Spa, the premium resort property coming up on the East Coast Road of Chennai. He will be responsible for launching the new resort and positioning it as a destination for unique experiences. Through his unwavering commitment to service excellence, Malik plans to ensure the resort features amongst the best in the country. Prior to this assignment, Malik was the General Manager of Sheraton Hyderabad.



SAMRAT DATTA

General Manager
Taj Palace, New Delhi

★ Taj Palace, New Delhi, has appointed Samrat Datta as its new General Manager. An established leader in the hospitality industry, in the new role, Datta will be responsible for the continued success of the hotel, overseeing the day-to-day operations, and providing exceptional guest service. He is a company veteran having spent over 20 years at Indian Hotels Company. He moved to this role from Taj Bengal, Kolkata. Prior to that he was the General Manager at Taj Jai Mahal Palace located in Jaipur.



RAJESH GOPALAKRISHNAN

GM, Novotel Visakhapatnam Varun Beach Hotel and Varun Bheemli Resort

★ Rajesh Gopalakrishnan has been appointed as the General Manager for Novotel Visakhapatnam Varun Beach Hotel and Varun Bheemli Resort. In this role, he will be responsible for spearheading the overall operations of both the properties, which are owned by Varun Hospitality. Gopalakrishnan has been associated with AccorHotels since 2005, and was the General Manager of Grand Mercure Vadodara prior to this move. He has worked at various positions in the hospitality industry across India, the Middle East, and the Maldives.

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ASHWANI KUMAR GOELA

General Manager
Radisson Blu Plaza Delhi Airport

★ Ashwani Kumar Goela has been appointed as the General Manager at Radisson Blu Plaza Delhi Airport. He brings with him 19 years of experience in hospitality. His ability to drive performance, turn around assets, and build great teams will be valuable for the hotel as it looks to strengthen and expand its position in the market. He is a young professional with almost two decades of leadership experience in the hospitality sector and will oversee the complete operations of Radisson Blu Plaza Delhi Airport. He will play a key role in meeting the hotel's aggressive growth goals as well as building a name in the global market. Goela holds a diploma in hotel management.



FIROZ JANGARIA

General Manager, Renaissance
Bengaluru Race Course Hotel

★ Firoz Jangaria has been appointed as the General Manager at Renaissance Bengaluru Race Course Hotel. In his new role, he will be responsible for overseeing the hotel operations and ensuring stellar standards of guest service with which the Renaissance brand is associated. As head of the hotel, Jangaria will be leading the executive team with strategic planning and tactical management. He brings over 15 years' experience to the role, with expertise in hospitality operations and management. Prior to this, Jangaria served as the General Manager (pre-opening) for AccorHotels, where he was responsible for hotel openings in India.



SUNIL SINGH PARIHAR

General Manager
Clarks Resort, Bhopal

★ Clarks Resort, Bhopal, has appointed Sunil Singh Parihar as the General Manager of the hotel. He brings with him over 17 years of experience in hotel operations, specialising in F&B operations. He also has good understanding of the MICE and travel trade segments. This experience will help him contribute better to his duties. In the new role, Parihar will be responsible for executing the overall operational standards for Clarks Resort and positioning the property as a preferred MICE and wedding destination of Central India. Prior to joining Clarks Resort, he was the Unit General Manager with Best Western Hotels & Resorts.



MELVILLE JOHN

Director of Operations
Conrad Pune

★ Melville John has recently been appointed as the Director of Operations at Conrad Pune. An industry expert, John holds an experience of two decades in hospitality, converting strategic vision into measurable results at various hotels globally. As the Director of Operations, he will be responsible for heading and managing the hotel operations and maintaining high standards of guest satisfaction. Throughout his career, he has worked with several established brands such as Four Seasons Hotels and Resorts; JW Marriott; and The Leela Palaces, Hotels and Resorts across various luxury properties in India, the Maldives, Toronto, Thailand, Azerbaijan, and Cairo. Prior to joining Conrad Pune, John served as the Director of Food & Beverage at Conrad Cairo, Egypt.



VIJAY RAJIWADE

Loss Prevention Manager
Courtyard by Marriott Pune Chakan

★ Courtyard by Marriott Pune Chakan has appointed Vijay Rajiwaade as the Loss Prevention Manager. With more than 17 years of experience in the hospitality sector, his career has so far been associated with Marriott only, with his earlier assignments being at JW Marriott Mumbai Juhu and Renaissance Mumbai Convention Centre Hotel. His expertise in the domain of loss prevention will define his role at the property, including safety and security of guests and associates, implementation of guidelines on loss prevention consistency review, brand standard audit, fire and life safety systems and controllers audit checklist for loss prevention operations, etc. Rajiwaade will also have the responsibility of developing an annual loss prevention master training plan.



FHRAI
53rd ANNUAL
CONVENTION
LUCKNOW
SEPTEMBER 20 - 22, 2018



JOIN THE
FHRAI 53rd ANNUAL CONVENTION
LUCKNOW, SEPT. 20-22, 2018

Registration No. _____

(For Office Use Only)

Registration Fee (Including GST@18%)

Type	Registration Fee (in INR)
FHRAI Member / Spouse	₹ 8,500.00 (Per Person) / ₹ 15,000.00 (Member + Spouse)
Non Member / Spouse	₹ 15,000.00 (Per Person) / ₹ 28,000.00 (Non Member + Spouse)
Children (4 to 12 years)	₹ 6,000.00 (Per Child)

DELEGATE REGISTRATION FORM

(PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

- Are you FHRAI member? Yes / No ● If yes, please enter membership number:
- Name of Organisation: _____
- Address: _____
- City: _____ Pin _____ State: _____
- Tel.: _____ GST No.: _____ PAN: _____
- Legal Name of Business: _____
- Email ID for Communication: _____
- **Hotel Accommodation:** Required Not Required ● **Pick up and Drop:** Required Not Required

DETAILS OF DELEGATES

S. No.	Name	Designation	Mobile	Age	Gender (M/F)	Relation	Photograph
1						Self	
2							
3							
4							

PAYMENT DETAILS

Please make cheque/DD favouring 'FHRAI CONVENTION ACCOUNT' payable at New Delhi

Total Amount: _____ DD/Cheque/NEFT UTR No. _____

Dated: _____ drawn on: _____ (Bank & Branch)

*Please Note: Registration will not be confirmed until payment is received and realized.

NEFT /RTGS Details			
Account No. / Type	50100109577661 (Saving A/C)	RTGS/ NEFT Code	HDFC0000003
Account Name	FHRAI Convention Account	Branch	K. G. Marg, New Delhi
Bank Name	HDFC Bank Ltd.	Branch Address	209-214, Kailash Building, 26 K.G. Marg, New Delhi -110001

CONVENTION HOTEL BOOKING AND TARIFF

Check in (Date/Time): _____ Check Out (Date/Time) : _____

No. of Rooms: Single: Double: Extra Bed:

S. No.	Hotel Name	Single Room Charges (Includes Breakfast. Taxes extra)	Double Room Charges (Includes Breakfast. Taxes extra)	Please give 3 Preference (in format: 1, 2, 3)
1	Ramada Lucknow Hotel & Convention Centre	₹ 5,500.00	₹ 6,000.00	
2	Vivanta by Taj	₹ 5,500.00	₹ 6,000.00	
3	Renaissance Lucknow Hotel	₹ 5,500.00	₹ 6,000.00	
4	Hyatt Regency	₹ 4,500.00	₹ 5,000.00	
5	Novotel Lucknow Gomti Nagar	₹ 4,500.00	₹ 5,000.00	
6	The Piccadilly	₹ 4,500.00	₹ 5,000.00	
7	Fairfield by Marriott	₹ 4,000.00	₹ 4,500.00	
8	Ginger Hotels	₹ 2,500.00	₹ 3,000.00	

Note: In the event your preferred choice of hotel accommodation is not available; the next available hotel will be allotted. Early Check in and late checkout charges will apply as per respective hotel's policy.

TRAVEL DETAILS

ARRIVAL		DEPARTURE	
<input type="checkbox"/> By Flight	<input type="checkbox"/> By Rail	<input type="checkbox"/> By Flight	<input type="checkbox"/> By Rail
<input type="checkbox"/> By Road		<input type="checkbox"/> By Road	
Flight No./Train Name/No.	Date/Time	Flight No./Train Name/No.	Date/Time

Cancellation Fee

50% of the delegate fee will be refunded upon cancellation received till 31st July, 2018 up to 1600 hrs. by means of Letter, or E-mail, to the Convention Office, New Delhi. No refund will be given after the above mentioned date and time.

Hotel Accommodation

Registration fee doesn't include hotel room charges, breakfast, any extra consumption of F&B and services such as spa, laundry, room service, personal transportation etc.

Please confirm your booking with the hotel within 15 days after receipt of Delegate Registration Number. Otherwise tentative reservation with the hotel will be automatically cancelled.

Transport

Courtesy Transfers will be provided for the delegates from the Airport /Railway Station to their respective convention hotels on 20th and 23rd September, 2018 as per our schedule. Delegates will also be provided transport by coach, from their Convention Hotels to Convention Venue and vice-a-versa, as per designated time schedule only.

Delegate Badge

Please collect the delegate badge from registration desk. Badge must be worn at all times during the convention. It is mandatory to present the badge while availing lunch/dinner.

Spouse Activity

Local sightseeing & other engagement activities are planned for spouse. Details will be available at the delegate registration desk at Lucknow.

Declaration

I/We will be settling all hotel bills including all extra room-night charges, extra services consumed, if any, directly with the hotel. I/We also agree to pay Hotel Retention Charges in the event of 'No Show' or any cancellation done as per the hotel's policy.

Signature _____

Delegate Name _____

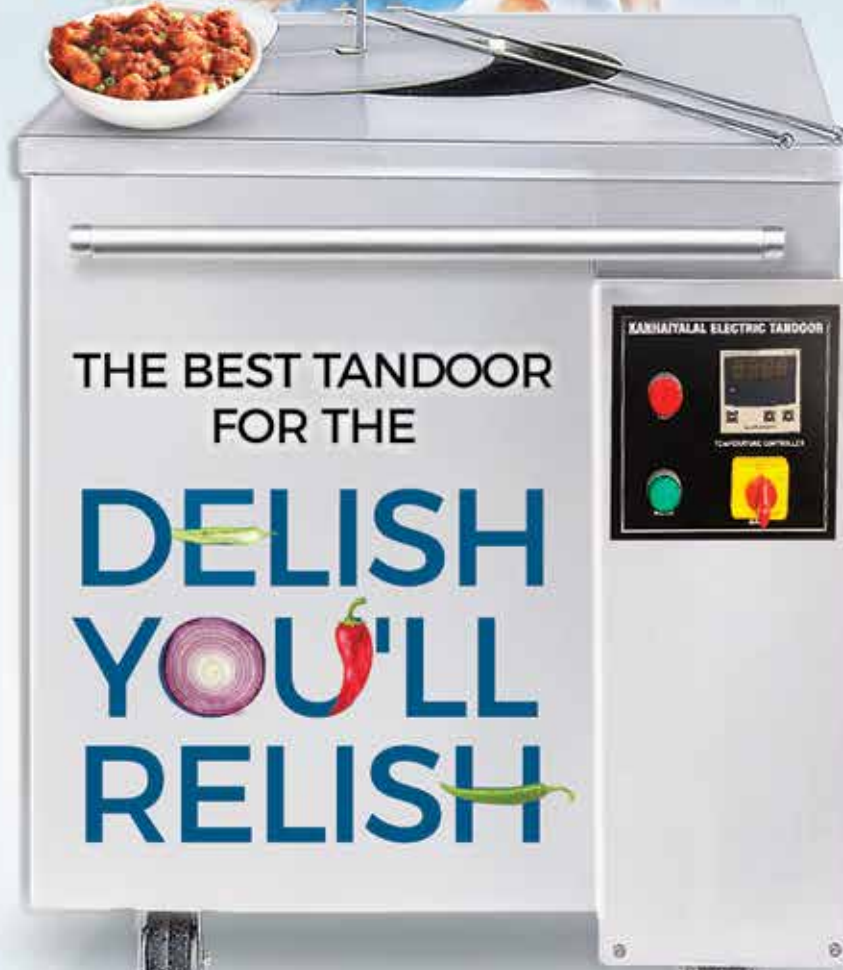
The Federation of Hotel & Restaurant Associations of India

CIN-U55100DL1955NPL002587

Regd. Office: B 82, 8th Floor, Himalaya House, 23 K.G. Marg, New Delhi - 110 001

Tel.: 011-40780780, Fax: 011-40780777, E-mail: convention53@fhrai.com, Website: www.fhrai.convention.com

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Website: www.kanhaiyalaltandoor.com, Call **Avinder Kumar**: + 91-981021141, **Fakir Chand**: + 91-9810218816

15TH HOTEL INVESTMENT CONFERENCE - SOUTH ASIA (HICSA) 2019

SAVE THE DATES

