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HAMMER

HOTEL

B u s i n e s s R e v i e w

An Exclusive Business Magazine for the Hotel Industry

Business

Banquets for Rising Revenue

Feature

Trending Bars

Design

Hotel Lobby The First Impression

Property

Hyatt Regency Dehradun

Management

Waste for Profit

Technology

Controlling Indoor Air Quality

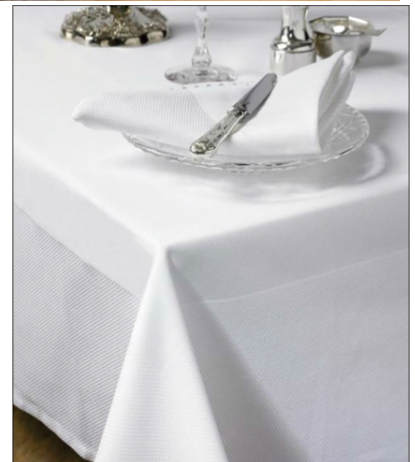
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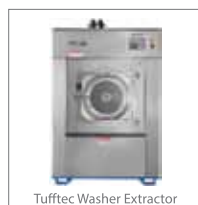


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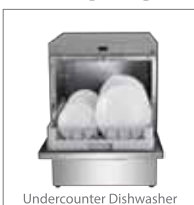
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Post covid people are thronging to various destinations across India, reviving fortunes of hotel industry, which has faced the major impact of the pandemic for almost two years. Though rooms are still remain the major source of revenue in most hotels in India, but things are fast changing. Guests are spending significant amount of their time inside the rooms, and are looking for better in-room entertainment. Cover story takes a look at the facilities that the hotels are providing to the guests in form of indoor entertainment.

The F&B segment in hotels, which is often characterised by exotic and as well as authentic Indian offerings of their restaurants, and affordable banqueting options for their guests, is emerging as another important source of revenues for the Indian hospitality industry. In contrast to the past two years which were extremely devastating for the hospitality industry, hotels have witnessed a growth in weddings and events which are two of the major revenue earners for the industry. Business story discusses various issues that the hotels have addressed, for promoting weddings and MICE.

Bars have come a long way from those salons of the old Western movies. Today they have an ambience of old world charm. It started in a simple manner by having the cocktail glasses hung upside down over the bar counter. Feature story elaborates on the changing face of the Bar business in Indian hotels.

Besides these, in our regular sections we have covered many interesting topics like the lobby design in hotels, the evolving trend of cutting operational costs through sustainable methods of managing wastage, issues related to indoor environment quality. The stories are complemented by exhaustive news coverage.

I hereby sign off while offering seasonal greetings to all our readers from Hammer Team. Let us hope that the festive season will make us more informed and knowledgeable.

HAMMER HOTEL Business Review

An Exclusive Business Magazine for the Hotel Industry

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Heading into the Future:

Ambiente, Christmasworld and Creativeworld

3-7 February 2023, Frankfurt Exhibition Centre, Frankfurt, Germany

In view of the major challenges of issues such as supply chains and resource scarcity, rising inflation and energy costs as well as falling consumer spending, it has become more important to meet each other in real terms and remain in dialogue. Personal exchange is currently more important than ever. Because the still challenging economic and political conditions, the accelerated change in social values and advancing digitalisation require new solutions and innovative approaches for the global consumer goods industry.

Messe Frankfurt is taking an offensive into the future with new ways and creative approaches. Networking, inspiration and ordering will become even more efficient, intensive and smarter at the three leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld in 2023.

From 3-7 February 2023, the three international trade fairs will be held in parallel at the Frankfurt exhibition centre and present the entire world of consumer goods to the trade on one date each year. This concentration will make Frankfurt the intersection for all forms of trade as well as for purchasing decision-makers from HoReCa, Contract Business and Concept Decoration.

At present, 4,700 exhibitors from 80 countries are expected, 85 percent of them from abroad. "The demand and the great confidence of the market are overwhelming. For each leading fair, the top international brands and interesting newcomers are here. This means we show a unique range of quality and diversity. The whole world is once again at home in Frankfurt", says Philipp Ferger, Vice President Consumer Goods Fairs, underlining the international significance of the events.

In addition, the physical trade fair experience will be complemented by smart digital services, not only parallel to the physical events, but also beyond. "This means we are increasingly becoming a year-round business enabler, with a wide range of digital services that we offer 24/7," says Philipp.

Ambiente presents a unique mix of new ideas and products. The good number of registrations shows: In the Dining segment,



it is the big stage for everything that makes cooking and the household easier and eating more beautiful. Exhibitors such as Cristel, Dibbern, Robbe & Berking, Rosenthal, Sodastream, Tramontina and Westmark bring glamour and variety to the table.

A new feature is the focus on the trend theme of baking, which will find its own place at Kitchen, Accessories & Baking in Halls 9.0 and 9.1. The new Clean Home product group in Halls 9.2 and 9.3 is also very busy.

The HoReCa/Hospitality segment in Hall 11.0 with exhibitors such as BHS tabletop, RAK, Steelite and Villeroy & Boch Hotellerie continues to be one of the growing segments and makes Ambiente even more attractive for new visitor target groups from the hotel, restaurant and catering sectors and a must-see event for the industry.

Ambiente Living

Ambiente Living will once again be the international meeting place for interior design and will reflect the hottest furnishing trends with the most important exhibitors and products. At Interiors & Decoration in Hall 3.0, you will find everything on the theme of furnishing and decorating - with exhibitors such as Greengate, Gilde, Gries Deco with the Ipuro brand, IB Laursen, Kaheku, Kare Design or Lightmakers with the Light & Living brand. Interior Design presents high-quality design and the latest products from international brands such as Alessi, Blomus, Bloomingville, Georg Jensen, Guaxs, Lambert, Schlittler and Stelton in Hall 3.1.

Ambiente Giving

Ambiente Giving is also launching with synergy-rich innovations: in the new Urban Gifts & Stationery section in Hall 4.2, visitors

will find trend and design-oriented gifts, fast-moving products, decorative accessories, writing utensils, greeting cards, bags and personal accessories. With an even broader Stationery range of stationery, greeting cards and writing instruments, the choice here will be more attractive. Exhibitors include Artebene, AvanCarte, BSB Obpacher, Braun+Company, Caran d'Ache, Diplomat, Goldbuch, Kaweco and Perleberg - and modern gift suppliers such as Cedon MuseumsShops, Izipizi, Mark's Europe or Troika.

Directly adjacent, the also new product group Gift Ideas & School in Hall 6.2 presents decorative and classic gift articles, souvenirs, traditional crafts, and accessories. Exhibitors such as Accentra, Cepewa, Sheepworld, Enesco, Modern Times, Nostalgic Art, Polyflame and Zöller & Born show the trends of the season. In the newly added School area, exhibitors such as Erich Krause, Gabol, Patio, Sportandem, Statovac and Zipit present their highlights.

The new Ambiente Working area with the Future of Work special presentation in Hall 3.1 offers furnishing design and modern solutions for offices and workrooms, co-working spaces and (mobile) working from home.

The Office product area in Hall 4.2 is the new home for international suppliers of office equipment, supplies and technology. Exhibitors such as Durable, Herma, HSM and Novus Dahle are perfectly embedded in the complementary Ambiente Living and Giving sections. On the one hand, Office complements the Contract Business range for equipping large projects in the Living area with its commercial office supplies, and on the other hand the ranges for the retail trade in the Giving area - with products for desks, high-quality paper and stationery, school supplies and gift articles.

Buyers will find the Remanexpo product segment in the Congress Center with remanufactured printer consumables and components, printer hardware and software, and environmental and waste management products. Exhibitors like Static Control, Pedro Schöller Print Service, Cross Imaging and General Machines will present the latest technologies.



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EVENT CALENDAR

Food Ingredients Asia

5-7 October 2022

QSNCC, Bangkok, Thailand
www.fiasia.com/thailand**Food Ingredients Vietnam**

12-14 October 2022

Saigon Exhibition & Convention Center
Ho Chi Minh City, Vietnam
www.fi-vietnam.com**19th Annual Chef Awards
Indian Culinary Forum (ICF)**

14 October 2022

Hotel Pride Plaza, Aerocity, New Delhi
www.indianculinaryforum.org**Sial 2022**

15-19 October 2022

Paris Nord Villepinte, Paris, France
www.sialparis.fr**FHA HoReCa Asia 2022**

25-28 October 2022

Singapore Expo, Singapore
www.foodnhotelasia.com**9th International Chefs Conference**

Indian Federation of Culinary Associations

28-30 October 2022

The Ashok Hotel, New Delhi
www.ifcaindia.org**Asia Fruit Logistica 2022**

2-4 November 2022

Queen Sirikit National Convention Center,
Bangkok
www.asiafruitlogistica.com**EquipHotel 2022**

6-10 November 2022

Paris Nord Villepinte, Paris, France
www.equiphotel.com**SIAL India**

1-3 December 2022

Pragati Maidan Exhibition Centre,
New Delhi
www.sialindia.com

SIHRA Announces its Annual Convention in Bangalore

As the hospitality world comes in terms with the growth opportunities amid challenges of people and infrastructure, the 'South India Hotels & Restaurants Association' (SIHRA) announces its forthcoming annual convention at Bengaluru from the 18 – 20 November 2022.

Speaking on occasion of the announcement, K Syama Raju, President SIHRA said, "With the Indian hospitality world opening up post the pandemic, it has brought in challenges specially in the area of optimizing human resources and sustaining the growth story at the same time! SIHRA is delighted to announce its forthcoming annual convention in Bengaluru. The three-day annual convention will bring in over 600 delegates from the southern states serving as a platform to meet and discuss new trends, optimising human resource potentials and opportunities in the hospitality sector".

The Convention Chairman, K Ravi added "The Convention will focus on emerging hospitality technologies, human resource management, Food & Beverage trends and will be a vital networking platform for hoteliers and restaurateurs in the Southern Region".



HHC (Happy Hotelier Club) Organized Hospitality Bounceback Run

HHC (Happy Hotelier Club) organised the first ever Hospitality Bounceback Run for the Hospitality Industry at Worldmark 2, Aerocity on September 25, 2022. The Run attracted 1200 participants from the Hospitality Industry (Hotels, Restaurants, Aviation, Travel and Hospitality Schools)

This Bounceback Run was in association with Ladli Foundation (having Social Consultative Status



with United Nations Economic and Social Council) and GMR, Aerocity as the venue partner. This first Run in the country also marked the celebration of World Tourism Day on September 27, 2022

The Hospitality Sector has been through challenging times since March 2020 and needed a boost of energy. In the past 18 months, the sector has seen loss of jobs across hotels and restaurants, out of which 30% were women. The Run was organised to reach out to the sector with the sole objective to employ the women force and create a positive spirit with a message that we are all together for a collaboration and support to each other.

Taking this spirit forward, we at HHC (Happy Hotelier Club) reached out to all the hotels in Delhi NCR, Restaurant and Tourism bodies to join hand and participate in good numbers for the Hospitality Run on September 25, 2022 at Aerocity.

Conceptualised in March 2020, Happy Hotelier Club brings the hoteliers and Restaurateurs on one platform where they can exchange ideas on industry related issues, new age solutions and practices being followed to enhance business and support each other.

At Happy Hotelier Club we work towards Learning, Development and wellbeing of each hotelier so that they grow holistically. The purpose of creating this Club is growth and empowerment of hospitality professionals at all levels by collaboration and contribution.

'Made in Gipuzkoa'. Carmelo Villanueva is the Business Manager for the Foodservice Department of Fagor Professional, a company based in Oñati.

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«We develop innovative solutions that make all the difference»

Carmelo Villanueva, Business Manager for the Foodservice Department of Fagor Professional, looks to the future with optimism and highlights the product launches in the KORE Monoblock cooking range and the new generation of iKORE smart ovens.

Carmelo Villanueva has held the position of Business Manager for the Foodservice Department of Fagor Professional for almost two years. During this time, the company, leader in equipment for the hotel, catering and laundry sectors, has further expanded in terms of brand marketing and identity, as well as product range, adapting to the demands of professionals in the sector and making innovation, quality and professionalism their cornerstone.

What have the last few months been like for Fagor Professional? Our business ended the year with very positive results, reaching pre-pandemic figures. The first half of 2022 has also been very good in terms of sales, continuing the trend we set in the previous year.

The company's expectations are optimistic and point to continued growth, despite the current macroeconomic uncertainty, to which we are no strangers. This optimism translates into continued launching of new projects and development of innovative solutions that set us apart as professionals in the industry, enabling us to position ourselves for yet another year as leaders in the Spanish market, providing a top-quality service that allows us to operate in the most efficient way possible

«Company expectations are optimistic and point towards continuous growth in 2022»



Latest innovations. At the top, the iKORE smart ovens; at the bottom, the KORE Monoblock cooking range, two new options for kitchens in the hospitality industry.

and offer our distributors and customers the utmost guarantees.

What are the innovative solutions you mention and what innovations can we expect in the coming months?

We have recently presented our new cookers, ovens and cold equipment for the hotel and catering industry.

These include the KORE Monoblock cooking range and our new generation of smart iKORE ovens, which represent a major leap forward in our product range.

These new designs should help us consolidate our leadership in the national market and continue to gain market share in the international strategic markets. This year, more than 70% of our sales have been in

«We are working on the roadmap for new business lines to be launched in 2024.»

foreign markets, which has encouraged us to keep focusing on the development of new products to suit these markets. In fact, even though we have launched new lines this year, we are already working on the roadmap for new innovative products to be launched in 2024.

You talk about innovation, professionalism, experience... What values characterise your company?

Indeed, our activity is underpinned by these values, together with the confidence that comes from over 60 years of experience in the industry. We also have a business model based on shared management; being a cooperative society, most of our workers are members of the company. This requires even greater responsibility and the highest demands that are placed on us when it comes to product development quality, the service we provide our customers and distributors, and, above all, our commitment to business sustainability in terms of processes and management.

Finally, what does belonging to a company like the ONNERA Group mean to you?

The fact of being the origin and parent company within the ONNERA Group, which in turn forms part of MONDRAGON, the leading business group in the Basque Country and tenth largest in Spain, gives us an international scope and allows us to develop our business globally, while maintaining the level of responsibility and local knowledge that sets us apart. ONNERA Group is currently Spain's leader in hotel and catering equipment and refrigeration applications, sixth in Europe and tenth in the world. It groups together brands such as Fagor, Asber, Edenox, Efficold, Danube, Domus y Primer; it is present in Europe, America, Asia-Oceania, Africa; it has seven manufacturing plants strategically distributed around the world and close to 2,000 employees. Being under the umbrella of a group of this size allows us to continue to uphold the values mentioned above, whilst increasing our business volume and pursuing our ambitious plans for development and expansion.

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IHCL Opens Sawai Man Mahal, Jaipur

Indian Hotels Company (IHCL), announced the opening of Sawai Man Mahal in Jaipur. The heritage palace set in the environs of the majestic Rambagh Palace, pays tribute to Maharaja Sawai Man Singh II, the last ruler of the princely state of Jaipur.



Puneet Chhatwal, Managing Director and Chief Executive Officer, IHCL said, "We are delighted with the addition of Sawai Man Mahal to IHCL's magnificent collection of royal palaces. IHCL is proud to have showcased India's glorious past with some of the country's most celebrated palaces that date back to the pre-independence era. This also marks a significant milestone of completing 50 years of managing the legendary "Jewel of Jaipur", the Rambagh Palace. We remain grateful to Maharaj Jai Singh and Maharaj Vijit Singh for having reposed their trust in us and look forward to continuing this association to enhance the region's tremendous tourism potential."

Sawai Man Mahal is inspired by the rich Rajputana heritage. Each of the aesthetically designed and spacious 51 rooms open into private courtyards laced with greenery. The palace's façade is an ode to Amber Fort and also showcases the 187-year-old Golden Gate, Rambagh Palace's original gold gilded entrance in the lobby. Maharaja Sawai Man Singh II served as the first ambassador to Spain and the influence is reflected in La Mesa; the Spanish themed all-day-diner and La Terraza an elegant al-fresco dining choice. Guests can enjoy prized malts at 1835; the library-themed cocktail lounge with books dating back to more than 200 years for company.

The pièce de résistance of the palace is Maharani Mahal, the gold-accented ballroom overlooking the expansive Maharani Bagh, affording guests a rare opportunity to celebrate events in the backdrop of the regal splendour of a bygone era. Silver themed Chandra Mahal and the lavish Sabha Niwas are perfect for intimate gatherings. The palace offers outdoor pool, fitness centre and a Jiva Spa for rejuvenation.

Maharaj Jai Singh and Maharaj Vijit Singh, Directors, Rambagh Palace Hotel Pvt. Ltd. said, "Our family has shared a close relationship with IHCL since 1972. We have journeyed together for 50 years with IHCL managing the iconic Rambagh Palace, Jaipur. We went on to strengthen our bonds when they took over the management of both Ramgarh and Sawai Madhopur Lodges under IHCL-SeleQtions in 1988 and now the Sawai Man Mahal. IHCL is truly the custodians of Indian hospitality on the world stage."

With this addition, IHCL now has eight hotels in Jaipur with two under development.

IHCL Hotels Honoured at the National Tourism Awards

On the occasion of World Tourism Day, Indian Hotels Company (IHCL), India's largest hospitality company, has been recognised at the National Tourism Awards presented by the Ministry of Tourism, Government of India. The Taj Mahal Palace, Mumbai; Taj Kumarakom Resort & Spa, Kerala and The Gateway Hotel, Vijayawada have been awarded as best hotels across multiple categories.

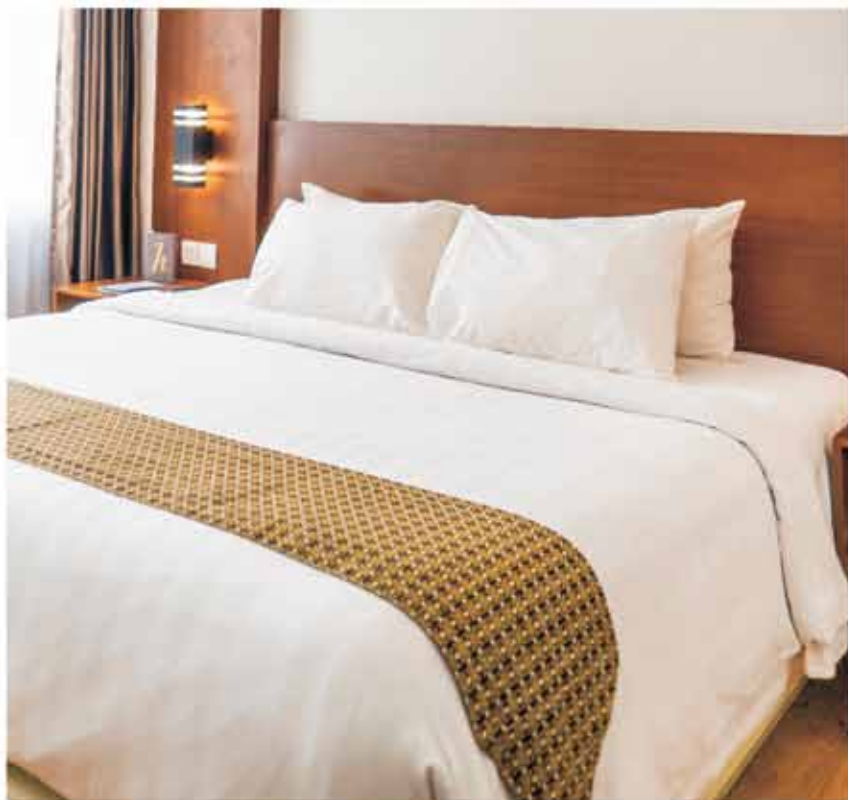


The iconic The Taj Mahal Palace, Mumbai, established in 1903, overlooks the majestic Gateway of India. The legendary hotel, a defining structure of Mumbai's cityscape, has played host to kings, dignitaries and eminent personalities from across the globe. Taj Kumarakom Resort & Spa, Kerala, with the colonial Bakers's Bungalow built in 1881, stands gracefully on the shore of a beautiful lagoon next to the Kumarakom bird sanctuary. The Gateway Hotel, Vijayawada – soon to be upgraded to the Vivanta brand, with its stunning views of the Krishna River and the surrounding hills, is the perfect place to relax and unwind.

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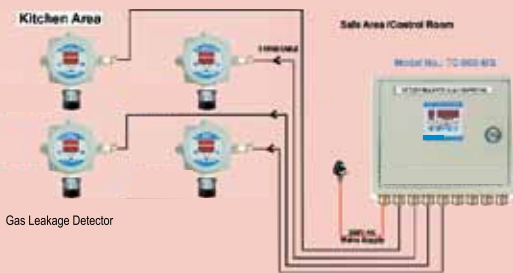
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Chalet Hotels Limited Best Workplaces for Women

Chalet Hotels Limited, owner, developer, asset manager, and operator of high-end hotels in key metro cities of India, has been recognized and certified in the 2022 list of 'India's Best Workplaces™ for Women 2022 – Mid-size (Top 10)' by Great Place to Work® India.



This is the third consecutive time that the Company has been featured on this prestigious list, a testament to its core values that emphasize gender diversity, inclusion, and overcoming barriers to gender equality.

The recognition is based on confidential data from surveys conducted to gauge employee issues, gender diversity, and women-friendly policies among others. As a part of the stringent set of criteria, a minimum of 70 percent positive feedback was required based on the - Trust Index Employee Survey. Chalet Hotels shone for its policies tailored to the needs of the women workforce, and its culture of inclusion, diversity, and development.

Speaking about the certification, Sanjay Sethi, MD & CEO, Chalet Hotels Limited, said, "Our team at Chalet Hotels is made up of high energy individuals who collectively create a cohesive team that delivers a 360-degree performance of super high quality. This includes teamwork, strong bonding between colleagues and a just and fair workplace. To this culture, we owe our success! We are committed to continue with this winning formula."

New Quality Inn Heritage Hotel in Mcleodganj, Dharamshala

Suba Group of Hotels, has opened Quality Inn™ Bhagsu Heritage property in McLeod Ganj, Dharamshala, inspired by local Tibetan architecture with a heritage look and feels to it.

The property is nestled in the foothills of the Himalayas, close to the home of his holiness the Dalai Lama. It is well-situated and is close to the main square of McLeodGanj and Namgyal Monastery and a few minutes away from the famous Bhagsu Nag Temple and waterfall. One can easily walk from this property and explore the town and its popular places of interest.

The hotel is a unique blend of warm and cozy interiors with sophisticated facilities. There are 32 well-appointed spacious rooms, a multicuisine restaurant, and a specialty rooftop restaurant that serves Tibetan and Chinese delicacies.

Inviting people to enjoy the property, Sidharth Sood, MD of Quality Inn™ Bhagsu Heritage, says, “McLeodGanj has been a popular tourist destination for both domestic as well as international tourists for years. Keeping in line with the multicultural tradition of the town and tribal communities, we have designed our property with much love and care to reflect the warmth and sophistication of Tibetan architecture. Our hotel is surrounded by mountains and valleys and is close to Bhagsu Falls and the Bhagsunath Temple.”

Part of the Choice Hotels Asia Pacific Group, Quality Inn™ Bhagsu Heritage is managed by the Suba Group of Hotels. Commenting on the opening of the hotel Mansur Mehta, MD of Suba Group of Hotels, says, "Quality Inn™ McleodGanj is a premium property at reasonable prices. Every room in the hotel offers a scenic view and is a great property to spend relaxing and enjoyable moments with family and friends. It is an instagrammable property for the new age traveler and we are happy to be an integral part of a heritage property offering the best-in-class service quality."



BUFFET INDUCTIONS



TS-678



TS-26C01



TS-30C01



TS-21C02A

DOUBLE INDUCTIONS



TS-34C01

TABLE TOP COOKING INDUCTIONS



TS-3501



TS-3502



TS-5006



TS-3503



TS-32C01

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Pride Group Launches the 'Pride Hotel Bhopal'

Pride Group of Hotels has added another landmark in Central India with the launch of 'Pride Hotel Bhopal'. Conveniently located in the heart of the city, the hotel is easily accessible to prominent tourist & leisure destinations, marketplaces, and commercial establishments. Well-connected through rail, road, and air to all major cities, the hotel gives you the best of the city of Bhopal.

Announcing the launch, Atul Upadhyay, Senior Vice President, Pride Group of Hotels said, "We are extremely thrilled to launch our new property in Bhopal which offers the signature Pride hospitality experience to our esteemed guests in the city. This full-service upscale hotel with all the contemporary amenities, banqueting, and F&B facilities will complement the needs of leisure and corporate travelers. With this launch, we now move a step further to establish our presence across popular destinations across the country".

Pride Hotel Bhopal' encompasses 73 well-appointed rooms that perfectly fit the needs of the discerning traveler. All rooms are fully air-conditioned and equipped with tea/ coffee makers, Wardrobes, ergonomic work tables, Wi-Fi connectivity, LED TVs, and safety lockers. The facilities at the hotel include 24-hours room service, a travel desk, a multi-cuisine restaurant, and 3 banquet halls. The hotel also boasts of a swimming pool and spa which will be operational later this year.

Guests can enjoy a magnificent culinary journey that spans diverse gastronomic experiences and sumptuous cuisines at Café Pride. The 3 state-of-the-art banquets with a capacity to accommodate guests



ranging from 50 to 400 are designed to host private parties, small gatherings, and social events.

IHCL Signs more Hotels

IHCL has signed new 'SeleQtions' hotels in Anjuna (Goa), Dudhwa (UP) and its second hotel in Dharamshala (HP).

The Goa hotel is a franchise with Guild Hotels Pvt. Ltd. and Dudhwa hotel with Dudhwa Adventure Resorts Pvt. Ltd., whereas Dharamshala hotel is in management with Sohum Hotels & Resorts.

In Goa the 150-year-old Portuguese styled heritage building is being transformed into a hotel. The 49-room hotel is located in Anjuna, a laid back coastal village on the Arabian Sea. The hotel is a short distance away from the beach as well as popular tourist spots, and will house a specialty restaurant. It is slated to open in April 2023. This will be operated by AM Hotel Kollection under the SeleQtions brand.

Dudhwa property is in the rain forest of the Terai region of the Himalayas, this property will provide a gateway to three neighbouring forests reserves. The 20-room hotel, set amidst 100-acre fruit orchards, offers an enchanting jungle experience with colonial luxury and contemporary comforts. It is at a comfortable driving distance from both Lucknow and Bareilly. This will also be operated by AM Hotel Kollection under the SeleQtions brand. It is slated to open later this year.

The hotel in Dharamshala is nestled within the serene Kangra Valley and at an easy driving distance from Kangra airport, spread over three acres, offers undulating views of the mighty Himalayas. Guests can enjoy a variety of global and local cuisine at the all-day dining restaurant, bar, lounge and alfresco speciality restaurant. Recreational facilities will include a swimming pool and an open gym, making the hotel an idyllic destination for travellers.

The group has also signed a 'Vivanta' hotel in Haridwar, Uttarakhand. This is a management contract with Marvelous Infraestate Pvt. Ltd. Featuring 129 rooms and suites, the Vivanta hotel will be strategically located within SIDCUL, a vibrant industrial township, and BHEL. The hotel will offer multiple dining options including Mynt, the all-day dining restaurant; a bar and a deli. With recreational facilities including a swimming pool and gym, and banqueting facilities spread over 11,000 square feet, the hotel will be the ideal location for both, leisure and business travellers. The hotel is slated to open in 2023.

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Sterling Ooty Elk Hill Bags the 'Best Themed Resort'

Sterling Holiday Resorts bagged a prestigious award at the Tamil Nadu Tourism Awards. Sterling's resort at



Ooty, Sterling Ooty Elk Hill was the sole winner to be awarded the 'Best Themed Resort' under the Best Hotels in Tamil Nadu Category. The award was presented by Dr. M. Mathiventhan, Hon'ble Minister for Tourism, Govt. of Tamil Nadu.

On receiving the award, Vikram Lalvani, MD and CEO of Sterling Holiday Resorts Ltd said: "We are immensely delighted about the recognition at the Tamil Nadu Tourism Awards '22. Sterling Ooty Elk Hill has often been appreciated by our guests on various platforms, but this award and recognition by Tamil Nadu Tourism is a cherry on the cake for us. Sterling believes in creating experiential holidays by blending the distinctive attributes of the destination into immersive and authentic Discoveries & Experiences. This award encourages us to continue to deliver on fantastic holiday experiences across our 35 plus resorts around the country."

While the queen of hill stations is popular for its weather and scenic vistas, the destination is unmatched in its heritage and unique history. The Nilgiri Mountain Railways (NMR) – a UNESCO Heritage site, is a living embodiment of Ooty's legacy with travel.

As a part of the award ceremony, various tourism stakeholders were recognised for their contribution towards the development of Tourism in Tamil Nadu. The awardees included operators, airlines, accommodation units, restaurants, guides and other tourism enterprises contributing to the promotion of tourism in the state.

ASPHL Signs New Zone by The Park

Apeejay Surrendra Park Hotels Limited (ASPHL) has signed Zone by The Park Digha, West Bengal. Situated in West Bengal's 'Brighton of the East' - a prominent sea resort and tourist destination, the hotel is ideal for travelers & tourists seeking a relaxing getaway. ASPHL has entered into a long-term agreement with Kolkata Metropolitan Development Authority (KMDA) and Digha Sankarpur Development Authority (DSDA) to manage and operate the hotel. The 65-rooms hotel consists of a 1,000 seater convention center with banquet halls and exhibition center spread over 5.5 acres of land.

Commenting on the signing, Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotels Limited said, "We are delighted to partner with KMDA and the government of West Bengal. The hotel will be a destination by itself and will be crucial for tourism development and employment generation in the area. We plan to be ready for the G20 meetings in January 2023 at Digha."

Zone by The Park Digha offers a midscale experience with unique design elements and at the best price. Zone by The Park, the midscale social catalyst brand by THE Park Hotels.

IECM Bags "National Tourism Award"

India Expo Centre & Mart (IECM), Greater Noida, India's largest integrated venue providers, offers technology driven world-class facilities and safety standards suitable for hosting international B2B exhibitions, conferences, congresses, product launches, and promotional events. In a "National Tourism Awards' 2022" ceremony held at Vigyan Bhawan, New Delhi, IECM got the prestigious

"National Tourism Award 2018-19 for Best Standalone Convention Centre" in the august presence of Jagdeep Dhankhar, his Excellency Vice-President of India. G. Krishna Reddy, Minister of Tourism, Culture and Development of North Eastern Region of India, Govt. of India, Ajay Bhatt, Minister of State for Tourism, Govt. of India and Arvind Singh, IAS, Secretary (Tourism), Govt. of India were also present along with other dignitaries. The award was received by Rakesh Kumar, Chairman, India Exposition Mart Ltd. and Sudeep Sarcar, CEO, IEML.

Rakesh Kumar, Chairman-IEML speaking on the occasion informed that it has been a great honour for IEML to receive this prestigious award. He thanked the Government of India for recognising the hard work and dedication of entire team of India Exposition Mart Ltd (IEML).



Sayaji Hotel Hosts 'Shubh Vivah by Sayaji'

Sayaji Group of Hotels hosted the first edition of the 'Shubh Vivah by Sayaji' show in association with DYP Hospitality. The iconic show held at the Sayaji Hotel Kolhapur showcased Sayaji Hotels' signature wedding venues, exquisite décor, curated wedding services, personalized cuisine, and other elaborate offerings. The evening witnessed the most awaited Shubh Vivah fashion show that saw fashion models sashaying down the ramp displaying the emerging trends in wedding wear for brides and grooms.

The wedding expo organized as a part of this mega event brought together the region's best bridal designers, jewelers, makeup artists, hair stylists, and wedding vendors under one umbrella. The gala dinner hosted for all the elite guests was curated by Executive Chef Kishan. The menu included a wide spread of authentic regional specialties and international fare, reflecting the latest trends wedding menus are curated to cater to the Indian palate.

"We are delighted to host the first edition of Shubh Vivah by Sayaji show at the Sayaji Hotel Kolhapur. The show created a perfect wedding atmosphere for our guests to immerse in some of the most memorable and luxurious experiences. It was a platform for wannabe brides and grooms looking for inspirational themes and settings for their dream weddings.", said Saba Dhanani, Director of Marketing, Sayaji Hotels Ltd.

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Hyatt Centric now in Chandigarh



Hyatt Hotels Corporation has launched Hyatt Centric Sector 17 Chandigarh, marking the debut of the Hyatt Centric brand in Chandigarh. Paying homage to French architect Le Corbusier who designed the city along with Pierre Jeanneret, Jane Drew, and Maxwell Fry, the hotel celebrates both Corbusier's design philosophy and the vibrant and bold culture of Punjab.

Built for the adventurous spirit, Hyatt Centric Sector 17 Chandigarh opens its doors to savvy travellers, business and leisure guests alike. Just as the brand is known for being in the heart of some of the world's most exciting cities, Hyatt Centric Sector 17 Chandigarh connects guests to discover the action throughout Chandigarh, with the city's popular parks, cafes, shopping plazas and restaurants at its footsteps.

"We are extremely pleased to introduce the Hyatt Centric brand to Punjab and Haryana with the opening of this hotel, and we look forward to delivering the brand's exquisite hospitality and personalised service to local residents and visitors in the City Beautiful," said Maulina Gupta, general manager, Hyatt Centric Sector 17 Chandigarh. "Hyatt Centric Sector 17 Chandigarh is an exciting addition to Hyatt's portfolio of hotels and brands in India, with its contemporary décor and playful design."

Contemporary Guest Rooms

Hyatt Centric Sector 17 Chandigarh, ideally situated in the city's commercial and shopping district, has 144 guest rooms with modern and contemporary decor. Both the outer façade and the interior design of the

hotel reflect Le Corbusier's minimalistic style, interspersed with splashes of vibrant colour like the shades of yellow in the lobby and the red in the elevators.

The décor is distinctive and includes various details such as the flute panelling on the walls which is inspired by French architecture, the contemporary bedside lamps adapted from inverted urns to the "Chandigarh chairs", which are placed around the property. There are 138 guest rooms and six suites in the hotel, perfect for families travelling together or business travellers on the go.

With modern architecture with little traditional touches, the entire property gives guests a chance to immerse in playful details and sophisticated furnishings that uniquely capture the spirit of Chandigarh, and get a feel for the area before one even sets foot out the door. Inspiration from French architect Le Corbusier can be found in all the design elements including artefacts, fluted walls, rattan chairs, the vintage mini bar in the rooms and the paintings on the walls in Corby's and Hyatt Centric Lounge.

Culinary Experience

The highlights of the culinary offerings at Hyatt Centric Sector 17 Chandigarh include 'Corby's', the multi cuisine three-meal restaurant, where guests can enjoy a delicious breakfast spread that features a wide variety of local and international delicacies along with lunch or supper and indulge in a variety of drinks at the bar. 'KOYO KOYO' is the property's Pan Asian restaurant and bar, in addition to a thoughtfully

designed Hyatt Centric 'Lounge' that serves authentic tea and coffee.

Differentiated Experiences for Guests

To help savvy explorers discover more in Chandigarh and see the city from a fresh point of view the hotel has curated a unique '17 ways to Chandigarh' to give them a memorable experience and a reason to visit again. The 17 experiences are curated to capture cultural tourist destinations, nature and sports activities.

Along with spots like Rock Garden and the museums in Sector 10 which give a panoramic view of Le Corbusier's planned city, the 17 experiences also include activities



such as golfing, cycling, shooting, dancing the bhangra, and a scenic walk through Pinjore Garden and Rose Garden.

Fitness and Wellbeing

For wellbeing and leisure, unwind at the hotel's outdoor pool. Located on the first floor, 'Viram' – a place of respite – leverages five essential elements to realign the body and brings guests to a state of equilibrium so that you are ready for your next adventure.

Catering to fitness enthusiasts staying at the hotel, the Fitness Center, is accessible to all guests and is fully furnished with high-tech cardio and fitness equipment from TechnoGym.

Event Space

To celebrate the beautiful milestones of life, the hotel has approximately 26,000 square feet of event space. With three dedicated indoor and outdoor venues spread across the ground and first floor, Hyatt Centric Sector 17 Chandigarh invites guests to utilise

The Living room, Centric Studio and Crystal Room, which all open into the lawn, terrace and the pool area and can be used both for social and business purposes.

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Jyoti Mhal

Signum Hotels announced Jyoti Mhal as a Board of Director. She is currently the President of the largest nodal Travel & Tourism Association-TAAI. She is also the Vice Chairperson of FAITH; Chairperson of THSC under the aegis of NSDC; Special Invitee – ASSOCHAM's National Council on Tourism, Hospitality, Aviation and Airport Infrastructure; Member National

Governing Body CII Tourism Council; and Member Board Indian Chamber of Commerce - Tourism & Aviation.



Pankaj Saxena

Pankaj Saxena has been appointed as General Manager at Radisson Blu Hotel Pune Kharadi. With a career spanning over 24 years in hospitality industry, he has previously worked at RHG hotels at distinct locations and also with Sarovar Hotels & ITC Hotels. Having done Diploma in Business Administration, he also holds a Bachelor's degree in Hotel Management from Mangalore

University. He represented India at ITB-Berlin and WTM London several times.



Virender Razdan

Virender Razdan has been appointed as The General Manager of The Leela Bhartiya City Bengaluru. With a career spanning over three decades, Virender is a performance oriented senior hospitality professional who has worked at Hyatt Regency Delhi, Hilton New Delhi, Oberoi Hotels Mumbai, The Leela Mumbai, and ITC Hotels in Mumbai, Kolkata, Hyderabad, Chennai, and

Bengaluru. He is a science graduate from Kashmir University and has also completed his IHM. He has undergone training and certification courses from institutes like Cornell University and IIM Ahmedabad.



Masihuzzaman Siddiqui

Pullman & Novotel New Delhi Aerocity has appointed Masihuzzaman Siddiqui as Director of Engineering. He during the course of his 18 year journey, has worked with St. Regis Mumbai and Hilton Mumbai. In his role at Pullman New Delhi Aerocity, he will be heading the engineering operations, implementing efficient practices of engineering methods, heading the

sustainability, renovations projects, developing energy conservation plans and supporting established organisational objectives by developing clear goals and strategies.



Vikas Mittar

Pullman & Novotel New Delhi Aerocity has announced the appointment of Vikas Mittar as Director of Finance. He has worked with Marriott International, Accor, IHG and Radisson for pre-opening and operational hotels. Ensuring adherence to financial laws and guidelines, retaining constant awareness of the company's financial position, acting to prevent problems, developing

the corporate fundraising strategy and managing relationships with partners and investors will be the core of his responsibilities.



Shanu Ammunni

The Leela Palaces, Hotels and Resorts announced the appointment of Shanu Ammunni as Vice President – Information Technology for The Leela portfolio. With an overall experience of 18 years, Shanu's work experience includes assignments with Marriott, Wyndham and IHG Hotels & Resorts across the Middle East. Prior to joining The Leela, he was Group Director of IT,

Hospitality at Al Mulla Group based in Dubai. He holds a B-Tech degree in Information Technology from Mahatma Gandhi University.



Vinoth Kumar

Hyatt Centric MG Road Bangalore has appointed Vinoth Kumar as new Food & Beverage Manager. He has 2 decades of experience, having worked with Holiday Inn Racecourse Bangalore, Le Meridien Coimbatore; Feathers hotel Chennai and Park Hyatt Chennai.

In his current role, he will be focusing on maximizing the F&B revenue, introducing new F&B concepts and elevating the guest dining experience.



Sandeep Kaul

JW Marriott Bengaluru Prestige Golfshire Resort & Spa appoints Sandeep Kaul as the Director of Rooms. Having an experience over a decade he worked with Sheraton Colombo Hotel, Indore Marriott Hotel, The Westin Pune, Renaissance Hotel & Convention Centre, Mumbai, Taj President, Mumbai, Le Meridien, Kochi, Courtyard Mumbai, Courtyard Chennai,

he would be responsible for setting up the overall operations of the 301 residential rooms & Spa division of the resort.



Saikat Roy Choudhury

Saikat Roy Choudhury has been appointed as the Executive Housekeeper at The Leela Gandhinagar. An alumnus of the IHM, Kolkata, Saikat is a seasoned housekeeping professional with an experience of more than two decades.

He was last associated with Mysk by Shaza in Muscat as the housekeeping manager and also worked with Hyatt and other hospitality chains in Mumbai, Kolkata, and Goa.



Chef Sandeep Yadav

Chef Sandeep Yadav, who has more than 15 years of unique style of culinary experiences, has been appointed as the Executive Sous Chef at The Leela Gandhinagar. An alumnus of the National Council For Hotel Management and Catering Technology, Pusa, he was last associated with Pride Jaipur as Executive Chef. He has also worked with other hospitality chains such as Marriott International and Shangri-La.



Sandeep Kalra

Pullman & Novotel New Delhi Aerocity has appointed Sandeep Kalra as the Director of Culinary. Being a professional chef with over 27 years of experience, he has worked at various managerial positions in The Ritz-Carlton; The Oberoi New Delhi and The Imperial. He carries extensive knowledge and expertise in a variety of cuisines like Italian, French, Spanish, Vietnamese and Indian. He has

completed his comprehensive training in order to gain an exceptional proficiency in culinary art from Michelin Star chefs.



Priya Kumari

Courtyard and Fairfield by Marriott Bengaluru ORR has appointed Priya Kumari as the new Training Manager. Priya in 2013 started as a Reservation Associate and since then she has been associated with Novotel Visakhapatnam Varun Beach, JW Marriott Bengaluru, Grand Mercure GIFT City, Mercure Hyderabad KCP & Ibis Hyderabad Hitec City. Certified

with Leadership Development Programme, and has over 9 years of experience.



Ayushi Bhardwaj

Ayushi Bhardwaj has been appointed as the Marketing and Communications Manager of Crowne Plaza Chennai Adyar Park. Ayushi with an experience of over seven years worked with Hyatt Hotels, Hilton Hotels and The Park Hotels, as well as restaurant chains such as Pricol and Lite Bite Foods. At Crowne Plaza Chennai Adyar Park, she would be responsible for elevating

and maintaining the hotel's brand positioning, creating marketing campaigns aligned with the hotel's key goals and driving additional revenue through tactical campaigns.



Anjali Sisodia Mutha

The Leela Gandhinagar has also appointed Anjali Sisodia Mutha as the Training Manager. She was last associated with IMS People Possible as the lead corporate trainer. A graduate in from IHM, Ahmedabad, and an MBA from ICFAI University, she has worked with Taj Hotels, Oblu by Atmosphere in Maldives, Adani Realty, and The Fern in a career of over 10 years.



Jacob Paul

Crowne Plaza Chennai Adyar Gate has appointed Jacob Paul as Human Resource Manager. He has an industry experience of 12 years across brands like Accor hotels, Carlson Rezidor group of Hotels and has been associated with other IHG Hotels in India. With his great skills and ability to resolve conflict quickly and efficiently, in his role Jacob will be responsible for the recruitment of the team, managing

payroll, ensuring ethical business practices, statutory compliances, associate well-being, learning & development and Team engagement.



Projjwal Ghosh

Projjwal is a new Director of Sales & Marketing at Crowne Plaza Chennai Adyar Gate, who brings with him a rich experience of over 12 years with Hilton Hotels & IHG. In his new role, he will be responsible for leading strategic sales, marketing and business operations and overlook all aspects of the sales and marketing department. A Hospitality management graduated is armed

with an MBA in Marketing & Ecommerce along with an executive program in strategic management from IIM Kashipur.



Demand for In-Room Entertainment

Travelers spend a significant amount of time inside their rooms. Thus it is obvious that they would like better in-room entertainment. The hotels have, for over the last several years, knowing the desire of guests for more and better in-room entertainment, have endeavored to offer facilities that would satiate them. Hotels were early adopters of various types of in-room amenities such as cable TV, on-demand movies, and high-speed internet. However, the guests, being more tech savvy today, expect in-room entertainment experiences to offer personalized content that is instantly accessible and importantly, doesn't require any sort of staff assistance. [Ashok Malkani](#) takes a look at the facilities that the hotels are providing the guests in form of indoor entertainment. The hotels are becoming more aware of the advanced new technology and are now adopting increased digitalization to offer better in-room entertainment.

Over the last two years there have been some sweeping and far reaching changes adopted by the hotel industry to meet the requisite requirements of the guests who, due to the panic created in their minds because of the adaption of strict restrictions imposed by the authorities to tackle the COVID-19 scare, are reluctant to venture outdoors. The guests who were always keen for indoor entertainment, now being cooped up for longer periods indoors are demanding for more and better indoor entertainment facilities.

Today travelling and working trends have changed. Guests are now keen to club their stays with work. So work from home has changed to work from hotel. Several hotels are experiencing several new trends, where guests, travelling for vacations with family, are simultaneously working. These guests are keen on having extensive in-room entertainment facilities.

Having a TV set transmitting the usual TV serials, available on different channels, in the room has now become obsolete as far as the tech-savvy guests are concerned. In this connection hotels deserve kudos as they were the early adopters of various types of in-room amenities, such as cable TV, on-demand movies, and high-speed internet. Now lodging facilities must act to stay ahead of the trends as entertainment choices continue to proliferate. Hotels need to offer memorable room entertainment that gives patrons reasons to return.

A layman may ask: What is in-room entertainment? The answer would be that in-room entertainment comprises of facilities inside the hotel room provided to the guest. Such facilities can be electronic gadgets like TV, Streaming Devices, Docks etc. or also board games or magazines.



Today's hoteliers need to address the fact that guests now overwhelmingly expect in-room entertainment experiences to offer personalized content that is instantly accessible and importantly, doesn't require any sort of staff assistance.

Gary Patrick, CEO of Hotel Internet Services Inc, which provides wired and wireless services to hotels in the US, states, "Before adopting any solution, properties must determine if a platform is able to provide a user-friendly experience that sidesteps potential system unfamiliarity issues that could lead to guest frustration. This includes providing an easy-to-navigate user interface. With regards to casting platforms, a simplified device-pairing process is needed so that guests don't give up and decide to view their content on personal tablets or laptops."

Facilities at Few Hotels

Technological enhancements are the keys,

today, to improve and provide innovative solutions for guest satisfaction – particularly for entertainment! Guests would like the hotel television to resemble their home TV. They often bring their own content on their own device which has been loaded with their favourites.

Bjorn Fernandes, Director of Sales & Marketing, The Westin Mumbai Powai Lake is of the opinion that as the epicenter of entertainment, the hotels should provide both the options – the guests' ability to play their own programmes from their devices or to tune in to the programmes of the hotel as offered by the hotel. Incidentally Westin Mumbai Powai Lake also provides other services like "video on demand" and "pay per view service programmes".

Several other hotels also provide services to satisfy the guests' demands for indoor entertainment. Most hotels, today, are equipped with latest devices like Wi-Fi-enabled smart interactive televisions, Amazon fire sticks, for on-demand entertainment, and Alexa.

Suba Group of Hotels has iPad Minis in their four-star properties for in-room services. The hotel claims that these iPads have more than 5000 songs and 1500 movies which can be enjoyed on Smart TVs. These iPads can also operate the electrical pieces of equipment like lights, air conditioners, and LEDs and remotely open the door lock.

The Andaz Delhi has, according to the hotel, installed IP TV in every room enabling the guests to screen their favourite movie or series. By casting, guests can cast Netflix/prime or other subscriptions from



their own ID.

In Westin Goa, the hotel claims that all rooms have iHome on the bedside for ease of wireless charging, Bluetooth connection, FM, music, and other functions. The property also has Smart TVs in the rooms, which allow streaming of OTT content. The hotel also provides Firestick.

At Double Tree by Hilton Goa – Panaji, all televisions in suites are connected to major OTT platforms like Netflix and Prime.

Most of the reputed hotels across the country are offering advanced technology in the rooms to attract guests. Raman Deep Singh Kapur, Director of Operations, Andaz Delhi is of the view that new technology introduced in hotel rooms makes the guests happy as these rooms become an extension of their own living room.

New Trends

In-room entertainment has become a necessity. Some latest trends being adopted by the hotels include touch screen thermostats, automatic temperature-controlled spaces, air filter systems, service robots, and smart bathrooms. One can say that a comprehensive range of in-room entertainment services that are compatible with third-party applications that offer a high-quality and personalised guest experience, has become a necessity in today's time.

It can be said that digitization has revolutionised in-room entertainment. This is responsible for the necessity to have a strong internet connection for all the devices being now used.

While significant initial capital needs to be pumped in to get the best, some common trends include voice-controlled lighting, HVAC and Alexa integration. The expectations of hotel guests are constantly changing, and it is important to evolve with them.

Seclude Hotels informs that it has upgraded the Wi-Fi system to provide fibre-based speeds of 100 Mbps for its home stays, service apartment and boutique guest houses which are, generally, located in remote areas. R.S. Sethi, founder of the properties believes that Smart TV & Bluetooth-enabled speakers are the next enablers.

According to Sunil Bhatia, Director Sales & Marketing, The Mirador Hotel, Mumbai, while digitalization has revolutionized in-room entertainment it has also led to immense pressure and demand for a strong

Some in-room entertainments

Some of the in-room entertainments that can be provided by hotels in their rooms include

- Wifi
- Ipad dock and Ipad
- Portable Speaker with Docking and Charging (Wired and wireless)
- Radio + Clock
- Television (TV) with Satellite Channels
- Movie on request on TV
- Smart TV
- Home theatre System
- DVD and Blue Ray Disc
- Paid Entertainment Channel
- Online Streaming facilities for series, movies and more on in-room facilities from Netflix, Amazon Prime, Apple TV etc.
- Apple Tv, Comcast, Fire Stick etc...
- Gaming Console Box like Xbox or Playstations
- Board games like Chess, Monopoly, Cards etc.
- Carrom Boards
- Magazines

Some other programmes are:

- Live TV / Time-shift TV / Catch-up TV
- EPG
- Video-on-Demand
- On-screen shop
- Guest self-service (fast check-out)
- Internet browser, applications

internet connection to enable smooth working of these devices. He believes that lack of strong internet connection can act as a downer for the guests as they do not appreciate interruptions. Constant buffering during telecasts would, undoubtedly, irritate the guest.

He avers that Hospitality technology needs to be very dynamic and demanding, in tune with the guests', who are getting more and more refined and specific to their needs and how they view and value service.

According to McKinsey, pandemic has hastened digital transformation by 10 years, and today's travelers are far more tech-savvy than ever before. Thus the need for progressive digitalization and technology!

Today strong, reliable network has become a necessity. Kara Heermans, VP Product Management and User Experience of Sonifi, one of the largest in-room hospitality technology providers to global hospitality brands, avers that today more

guests are consuming entertainment for a longer period of time. She believes that in-room entertainment has become even more important while entertainment opportunities outside the guest room are limited.

The trend of casting is on the rise. Technologist Deepak M. is of the opinion that the challenge for the hotel operators is to bridge the gap between existing media technology and on-demand solutions. This involves casting, which is a service that allows guests to stream content from their personal devices to the hotel's in-room TV screen. This choice gives guests control of the content they view in their room. For many people, he maintains, this is more meaningful than network TV content.

One may state that for facilitating the casting experience the hotel must provide the guests a user-friendly platform integrated with casting technology and streaming services. The platform should allow users to access existing accounts with Netflix or other streaming services. The

project involves installing new equipment that connects in-room entertainment with the hotel's Property Management System.

A hotel chain that deploys a casting solution should make the system consistent across all their hotels to help associate the technology with its brand. Recent studies show that as much as 72 percent of guests are inclined to return to a hotel if it provides technology for room entertainment. Casting is ideal for creating a memorable and personalized experience.

Points of Consideration

It must be realized that that as far as electronic devices are concerned there is a certain lifespan and wear and tear, which must be considered. The challenges for the hotels will be for hotels to replace the damaged property and recover the cost. Regular AMCs with local vendors are, it is believed, extremely helpful for a quick resolution.

A new Hotel Management survey commissioned by Samsung Business reveals that when it comes to hotel TVs, many hotels are failing to provide the

in-room entertainment experience that guests expect. Out of a sample size of 200 hoteliers, more than one in five had not replaced guest room TVs in six years or more. More than a quarter still had rooms featuring flat panel models that don't support HD content.

The reasons are clear and perhaps unsurprising; about 70 percent of survey respondents said because of their budget limits only limited technological innovations they're able to provide.

To continue to stay in tune with the new tech-savvy guests and to elevate the in-room entertainment experience the hotels need to consider the following points:

- Implications that advanced entertainment experiences will have on the existing network and the potential need that it would it would have to rewire and upgrade the equipment
- For connecting in-room entertainment with property management system (PMS) the in-room entertainment technology solution has to be customizable and able to connect and communicate directly with a hotel PMS where everything can be

managed.

- The technology solution that a hotel chooses should be a consistent experience across all properties to build brand loyalty from guests

The Future

In-room entertainment is expected to be a basic requirement in coming years, and there will be the need to have online streaming apps available handy and inbuilt.

Plug-and-play will become an expectation of the guests. Since more meetings are expected to be held online there would be necessity for upgradation of technology.

The Gen Z is expected to play an important role in the up gradation of in-room entertainment as their demands will be more on advanced technological basis. The new-age travellers specifically look for features to amp up their overall hotel experience.

There are thus going to be specific changes in digitalization and a need for advanced technology for better in-room entertainment

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Banquets for Rising Revenue

The Indian hospitality sector witnessed a strong growth in Q2 (April-June) 2022 mainly due to the demand for weddings and events as well as recovery of corporate travel. This was in contrast to the past two years which were extremely devastating for the hospitality industry, due to the Covid-19 scare. There were no weddings or events held in the hotels due to the restrictions imposed by the authorities. The hotels have witnessed a growth in weddings and events which are two of the major revenue earners for the industry. **Ashok Malkani** takes a look at the various issues that the hotels have addressed, for promoting weddings and MICE.

After a dismal start to the year, due to the scare posed by the Omicron variant and the subsequent restrictions on travel, the Q2 of 2022 has seen an improvement on several fronts in the hotel industry.

The Q2 of 2021 when the entire world was in the middle of second wave of the pandemic, the performance of the hospitality industry was not very encouraging. However, the Revenue Per Available Room (RevPAR), according to JLL's Hotel Momentum India (HMI), Q2, 2022, witnessed an exponential growth of 339.3 per cent year-on-year (YoY) in Q2 2022 over Q2 2021.

With the easing of Covid-related restrictions and the bulk of auspicious dates concentrated in the April-June quarter of FY23, the hospitality sector witnessed substantial growth in banquet bookings for weddings as well as events and business meetings. Banquet bookings have been rising steadily.

Yes the abatement of the pandemic has seen the growth of banquet bookings in the hospitality sector.

Moize Rocque, Director of sales and Marketing, The Westin Mumbai Garden City, disclosed, "When the Covid-19 pandemic first hit and ravaged the world, the hospitality sector was among the worst-hit industries with an increased number of cancellations which resulted in revenue loss. The weddings segment took a major beating as there were Government guidelines on the maximum limit for guests per event which restricted most of the families to celebrate their occasion.

As the 3rd wave of the pandemic began to subside, hotels began to host a considerable number of social events as the Government relaxed these caps and allowed weddings to take place keeping Covid protocols. We are currently looking at recovering our weddings segment through the number of bookings being close, in the coming months and next year."

Vikas Pal, Associate Director of Sales, Novotel Vijayawada Varun, is of a similar view. He states, "The second wave of the pandemic led to all states of India imposing covid-restrictions in the first quarter of the financial year 2022 which, in turn, resulted in many wedding bookings either being postponed or having limited attendance. As the restrictions have now reduced, we have multiple queries lined up as we approach the peak festive and wedding season."

Mohammad Muneer, Director of Sales & Marketing, Holiday Inn Bengaluru Racecourse, says, "Pandemic left a deep impact on India's weddings industry. Due to various restrictions across the country, weddings have become leaner, pushing the industry to think of newer ways to generate revenue. Even the priorities of those getting married have changed. Indians are known for their weddings. However, the great Indian weddings business has bounced back and we are witnessing the recovery."

Offers for Banquet Bookings

The easing of Covid-related restrictions has resulted in an increase in bookings for wedding banquets as well as space for other social events. So what has been the increase in demand and what are the facilities being offered by the hotels to further promote these activities?

Vikas Pal disclosed, "We are seeing a positive sentiment in the upcoming months where we are beginning to receive an increased amount of queries and confirmations for large

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weddings, some of which are in the range of 400-500 guests while some are smaller in size, considering the client requirements."

He adds, "At Novotel Vijayawada Varun, we have a dedicated team of members that are deployed at the hotel for pre-wedding rituals like traditional welcome of the guests, engagement events, invitation designs, bachelor/bachelorette parties, shagun, mehendi rituals, sangeet function, tilak, bridal make up and purohit services in consultation with the empaneled vendors to suggest and upsell the services to the clients."

Moize Rocque informs, "Social Events contribute to a total of 23% of the total banquet revenue. We have a wedding specialist at the hotel taking care of the segment in depth, connecting with wedding planners & influencers very frequently. As mentioned earlier, as the norms for a restricted number of guests have been relaxed – social event queries have substantially increased as guests are moving back to the norm."

He continues, "The core of the relationship between any brand and its consumers is 'trust', and thus recapturing guest confidence is the primary step amidst this pandemic situation. To promote this several business hotels have come up with various offers pertaining to catering & groups. We are still following our Commitment to Clean initiative and following strict hygiene standards in the hotel for our guests and associates."

Mohammad Muneer states, "Corporates are back to offices hence, big-ticket conferences, get-together, seminars, corporate offsite trips that encompass the MICE business are picking up pace as companies across industries warm up to in-person engagements. Fortunately, travel and hospitality industry is seeing a substantial pick-up in MICE enquiries and bookings over the past a couple of months. Compared to last 2 years our hotel is witnessing almost 100% growth."

He further says, "From lucrative and all-inclusive service based wedding packages and flexibility in wedding service such as, giving an option of availing food and beverage from outside – we, at Holiday Inn Bengaluru Racecourse, are also providing a total solution as per guests' desire."

Benefits from MICE

Meetings, Incentives, Conferences and Exhibitions (MICE) are considered to be the



Vikas Pal

central segment in the hospitality industry. MICE sales can generate a sizeable portion of the property's revenue. Studies have shown that MICE accounts for a substantial part of the hotels' business and also helps in increasing the room occupancy.

So, one may ask: Is MICE booking coming to its normalcy and are we seeing an increase in room bookings in the hotels?

Moize Rocque avers that this is true. He iterates, "Along with the banquet bookings both for corporate & weddings, we, at The Westin Mumbai Garden City, are seeing a huge demand for rooms, even companies who still are on the work-from-home model, have started doing quarterly boot camps which, in turn, do these events along with rooms at the hotel. With travel recovering back to 2019 levels, many conferences are being planned by Corporates wherein residential conferences are particularly preferred as they assist teams to meet, bonding, and unwinding during the course of the conference period."

Mohammad Muneer adds, "After two years of downfall, our industry is witnessing a surge in room bookings. The rise in bookings are being mostly through MICE



Moize Rocque

events, sports events, corporate meet and weddings."

Vikas Pal declares, "There has been an increase in queries from the corporate/agencies for MICE. MICE sales are extremely beneficial and can generate a sizable portion of a hotel's revenue. By attracting MICE tourists, we have an opportunity to boost the returns as it makes up over thirty percent of business travel on a monthly basis."

He further adds, "Novotel Vijayawada Varun is the State's only hotel to have business apartments in a hotel, so this also adds as a USP to our proposition. Our 26 thoughtfully curated, 1 BHK, 2 BHK & 3 BHK apartments at the property offers innumerable comfort to business and leisure travelers. The design of these apartments is inspired by the cultural elements of Vijayawada with the backdrops taking inspiration from the Durga temple, Prakasam Barrage and more."

Elevating the feel good home-touch to these apartments, it also has a coffee machine, a hob, refrigerator, sofa cum bed, kitchenette facilities like chimney and an extra storage space. Living in these apartments also gives the guests access to the hotel's premium health club facilities, access to the interactive apartment lounge where they can play Billiards, make use of the library and the executive lounge for scheduled meetings which makes it a perfect place to work."

Hotel Guests' Safety

With an increase in occupancy in the hotels it becomes necessary for the properties to ensure the safety of the guests and employees as far as health is concerned. The properties have thus to be vigilant by implementing stringent measures against the spread of COVID-19.

Hotels also have to ensure that the food prepared in the hotel is done in a safe and hygienic manner.

How far are the hotels paying heed to these necessities of the guests?

Mohammad Muneer asserts, "Holiday Inn Bengaluru Racecourse, requests the guests to maintain social distancing as much as possible. Besides this, all staff and vendors are thoroughly checked and vaccinated. As per the govt. regulation we set our events' restrictions."

Speaking about hygiene in preparing food he states, "Pandemic and its fear is fading slowly. However, depending on

guests' request at times we serve our guests a plated meal (to avoid cross contamination at a buffet), utensils are wrapped in their napkin so utensils are touched by fewer hands. We also provide personal sized bottles of hand sanitizer for the guests to sanitize their hands as often as possible."

Vikas Pal declares, "There are no restrictions imposed currently at the state level in conducting meetings or events on a large scale. Hence, based on the requirement from the client and depending upon the seating requirements, we are suggesting the venues with value additions to make the events a grand success."

The key protocols that are being followed at the property are as follows:

- Dedicated guest hotline to answer questions and to best prepare their stay.
- Social distancing is enforced in all common areas.
- Contactless check-in, check-out and payments carried out whenever possible.
- Sanitiser provided in key public areas (front desk, elevators, restaurants, banquets, etc.).
- Reinforced cleaning program in public areas with frequent disinfection of all high touch areas.
- Reinforced food safety standards and new protocols."

He continues, "As far as food is concerned, we have introduced intensified hygiene & prevention measures to ensure the safety of our guests. The ALLSAFE label verified by Clifton represents our new elevated cleanliness protocols and standards and provides assurance that these standards have been met at the property."

Moize Rocque iterates, "As far as social distancing is concerned for the safety of the



Mohammad Muneer

guests, currently, there is no government restriction on the number of guests. However, we have, in great detail, reviewed every guest and associate touch points and put in measures to comply with the highest hygiene safety standards at the hotel while keeping our warm and highly intuitive service."

As far as food is concerned, he states, "The hotel has worked on customized floor plans with seating capacities that are reviewed for each individual event. Pre-packaged, grab-and-go, or plated meals, modified buffets with servers, hand sanitization and queues are now the new normal. There has been more focus on frequent cleaning in high-traffic areas and during breaks."

Future of MICE

Covid-19 has a severe impact on MICE tourism in India. However, with the vaccine roll-out the number MICE events is rising. As per India Convention Promotion Bureau (ICPB), MICE tourism is gaining momentum in India. With the MICE sector growing and the focus shifting from Europe to the Asia

Pacific area, India, as per ICPB, is on the verge of a big breakthrough, a competitive advantage to become a regional leader in MICE tourism in the Asia-Pacific region.

The hotel industry too believes that MICE tourism has a bright future.

Moize Rocque avers, "MICE is one of the key revenue generators of travel and tourism in modern times. A crucial objective for the MICE industry is that it boosts trade, innovation, and revenue for local economies directly and indirectly because tourists spend at hotels."

The two major tools for recovery will really have to be technology and safety. The industry needs to leverage technology in creative ways when serving its customers and also needs to develop new policies and reboot its services to focus on health and hygiene."

Vikas Pal declares, "After studying sentiment surveys, exhibition calendars, market trends and growth forecasts we can see a renewed interest in the MICE sector and other events. Incentives are designed to reward teams for achieving key performance targets—increases in revenue, company objectives, and project savings and, in particular, for showing resilience over recent years."

Mohammad Muneer asserts, "Future of events are very positive. 2023 should be massively advantageous for the hotel and travel industry. MICE businesses have a big role in the development of global business travel as every industry started to carry out some kind of event at a regular interval. In-person events have begun to revive. With 2.5 trillion global events market eager to meet again. The future of events appears to be lot more lucrative, hopeful and tech-savvy."

Conclusion

There are signs of robust rebound in the hotel industry, after being affected negatively over the last two years due to Covid-19 induced restrictions. According to Federation of Hotel and Restaurant Associations of India (FHRAI), hotels are seeing over 80% of bookings across a majority of tourist spots and the traffic is steadily returning to pre-pandemic levels.

Experts believe that the uptick is due to the reopening of international commercial flights as well as the rate of domestic tourists returning to normal. The events industry, which includes exhibitions, meetings, and conferences, has also gradually picked up pace. ■





Trending Bars

Bars in hotels are definitely more than just a revenue earner. They are mandatory for five star properties but are often included in any hotel that has the space, desire to woo clientele and intends promoting the property beyond just B&B. Of course there are those lavish and luxurious statement making independent bars that are quite capable of giving a run for the money to the five star hotel bars.

Bars have come a long way from those salons of the old Western movies. Today they have an ambience of old world charm. It started in a simple manner by having the cocktail glasses hung upside down over the bar counter.

Along with time the ambience too changes. In the not too distant past bars

were considered as male domains where one had a neat shot of whisky or rum. To drown your sorrows, you puffed fags (cigarettes) to add to the pall of smoke enveloping the bar. But as with other male domains, this too went through a sea change with the entry of women.

If each drinker who sometimes finds reason to visit a hotel bar in their own city is asked to, without taking a moment to think, name one bar as his/her favourite, chances are you will be able to make out a lot about that person. Whether they like their drink in solitude, or with loud company; do they prefer quieter ambience or like loud music; if they eat with their drinks or take it solo with just ice, or even without that. Bars speak of personalized

tastes a lot more than one would think.

From business point of view, a bar in a hotel has more than just revenue earning character. It is expected to provide the international feel to the international customer and to the Indian clientele it still has to appeal as 'home', and not some snooty outlet in New York or London.

Lounge Bar

Today ambience is the key word in almost all the bars. Even the name has changed. They are now no longer called as bars but as lounges. For comfort takes a pride of place. One of the essential aspects of any establishment is the atmosphere created at the bar. The atmosphere and the ambience encourage people to spend more money to

have a better time.

The delightful time at a bar isn't just about the food and drinks being delicious. There are subtle qualities to the establishment's atmosphere that can add or detract from your experience, sometimes at levels that are not perceptible to the patrons. The smell, lighting, sounds, and colour of a sitting environment can be just as important as the food & drinks quality. This pertains to both how food is presented as well as the design and atmosphere of the establishment.

And European grandeur, a colonial ambience and club privee service is what you will experience when you enter the Lounge Bar. On entering its citadels you are transported to another world, another land, in another time. And you can do nothing but stand agape at the ambience.

The lounge bar has its own regal charm complemented by the best service. Strains of soft piano and Jazz music and the warmth of an authentic fireplace create the relaxed ambience the lounge bar is so renowned for. The picture studded walls and the loose antiques collected down the years, the wooden interiors matched with



raw silk complemented by the personal kneel down service makes it the ideal destination after a tiring day's work.

You could sip from largest collection of single malts whilst catching the latest sporting action on the plasma television. For those who revel in wine, it offers the best and most exquisite variety of wine. You

can relish some of the most remarkable wines from around the world. Pair these with the most delectable cuisines and pamper your senses into a discerning palate of flavours.

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revenue what percentage exactly of the F&B business does the bar provide? Bars, pubs, lounges and night clubs are more than just support outlets for hotel's F&B. They have become a destination for guests to be seen at. Bars continue 25-30% of the hotel's F&B business, which includes lounge, lobby bars, restaurant dispense bars, pool bars, catering & banquet bars and of course includes the room mini bars, and the repertoire of finest available only at premium hotels attracts amateurs and connoisseurs alike!

Apart from the percentage of revenue earned, it is the style of bar that makes a difference to the profile of the customer to an extent. Though one might not select a hotel to stay in (if visiting from another city) just because of the recommended bar, it is possible that a customer selects a particular restaurant to dine in with the idea of visiting the bar before or after the dinner.

When the prospect of entertaining leaves you wondering what to serve, step back and consider the occasion and your guests. The occasion will set the mood and theme, influence the number of courses you choose, and in turn, the amount of work involved.

Customer Profile

Every hotel guest, it is a given fact, whether he does or does not drink alcohol but has free time on hands, will visit the hotel bar. 55 to 60 percent of the resident guest frequents the bar, and footfalls from local or non resident guests are more over the weekend, festival holidays.

Corporate companies too get together during mid weeks. At an average the ratio of resident to non resident guests

during weekdays would be 70:30 while on weekends it shifts to 55:45. Few bars places the resident to non resident ratio of customer at 1:2. But then, they also managed to get quite a faithful following of its own within the region.

Bars, pubs and lounges according to the laymen in India are normally associated with people who want to consume hard liquor; but the times have changed. There are people frequenting these places who prefer cocktails or even mocktails along with innovative ways of presentations.

What is Important?

Social drinking is fashionable; choice of a bar may be dictated by various factors. And although one could eventually get bored with what their favourite bars offer but by then the management also changes some of the staples. It is true that 80% of the bar revenue is generated from 20% of the regular or repeat customers and that ambience, entertainment offered, knowledgeable staff with flair – all plays a key role in making any bar a favourite destination.

Regulars will patronize their outlet irrespective of the odds. The bartender knowing the guests' favoured drink is a good reason for regulars to visit these bars, lounges and pubs. A guest likes to frequent a place they are familiar with, where they are greeted warmly by the staff and when the staff member knows that their preference is.

Any regular to a bar would have a take on it but ambience and staff comes right on top. Innovation and creativity in beverage operations, along with personalized guest interaction is equally important. This is a challenging area of specialization and one

needs to be prepared to face every guest with a lot of patience and skill which needs to be displayed at the counter.

Another aspect for the increasing ladies' customers and their security is of utmost importance. They should feel safe when they are sitting in a bar. The bar should have a well defined USP to distinguish it from competition in the city.

A good selection of beverages plays a vital role in the importance of priorities in a bar. Bars using premium concoctions of spirits for cocktail also create a niche for themselves. Have you noticed how a standard cocktail of one particular bar might give you a hangover and the same cocktail with seemingly the same ingredients of another bar allows you to wake up rosy cheeked and bright eyed?

Entertainment in bars today is extremely important in deciding the customer profile. Ambience, décor and the styling of the bars play a big role in the success story of that bar. Overpowering décor and ambience may make or break the position of the bar/pub in the hotel. Right pricing is equally important. The food and bar snacks are an issue as also options of food for the health conscious guests!

The profile of the service staff matters. They should be young, dynamic, interactive and have the right attitude with flair – they should be perceived as amicable; and that matters to the customer. A customer could not agree more.

Promotion at the Bar

Outside business hours promotion is also important – book launches, press meets with visiting artists, bartending competitions at the bar – the options are many. Every bar has its USP and overall all outlets in a hotel have to conform to the positioning of the hotel.

Promotions of bars, pubs and night clubs are commonly done through special events that include theme nights with celebrity DJs, musicians, pairing bars and lounges with fashion houses or by involving beverage companies to launch products or promotion of premium beverages. Doing special events and promotions offers a better platform to these bars and lounges in the local market.

It is important to profile these special events considering the outlet and the profile of the target customers; the key is to create a "destination bar" and establish an individual image of the outlet. ■

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A Founder, Entrepreneur and Visionary!

Chander K Baljee, Chairman and Managing Director of Royal Orchid Hotels

A thought leader in the ever-evolving hospitality space, Chander Baljee has to his credit many achievements, including the rapid setup and expansion of one of India's foremost chain hotel brands, Royal Orchid & Regenta Hotels. The brand today successfully operates over 4800 rooms and 150+ restaurants in 75+ hotels across 48+ locations in the luxury, upper mid-market and budget hotel categories in India. Plans are underway to reach 100 hotels by end of 2023. The brand enjoys the patronage of more than 2,65,000 loyalty members in India currently.

As a veteran in the industry, Chander specialises in the setting up and profitable running of hotels and is a 'go-to' expert for owned, leased, managed and franchised hotel models. His success story is featured in a book titled 'Stay Hungry Stay Foolish' authored by Rashmi Bansal which follows the professional journey of 25 IIM Ahmedabad entrepreneurs.

He is also actively a member of the Confederation of Indian Industry (CII) and a Member of the All India Management Association (AIMA). After four decades in the hospitality industry, he strongly advocates consistency and quality in everything with customers being a company's top priority. He believes that perseverance and determination are what help a company sail the tide in good and challenging moments.

In an exclusive interview with [Sharmila Chand](#), he talks about his work philosophy and more...

What is the USP of your brand?

Royal Orchid brand has been known for its warm hospitality, authentic Indian cuisine and home-like service which has sustained us over the years.

Could you reflect on your future plans?

In a post-pandemic world, we are optimistic about the coming years. We are looking forward to a memorable 2023 as we touch the 100th hotel mark. This milestone is a feat to remember as we are Indian in every sense of the brand – stay, eat and experience.

What is the most crucial issue to tackle in the Hospitality industry today?

I would like to address the issue with a two-pronged answer.

The most crucial issue affecting the hospitality industry is the retention and employment of staff. The adverse impact of the pandemic has majorly affected hospitality staff leaving them with no option but to explore careers in alternate fields.

The second crucial issue is that of catering to the ever-evolving Indian traveller.

Innovation is the need of the hour as today's guests know what they want.

What do you enjoy most about being at the helm of affairs?

The ability to guide, mentor and set standards of excellence.

I would like to elaborate here, in the past, when I started in the hospitality industry, it was a passion. Today the hospitality industry is not restricted to just a few players but a large playground with stiff competitors so it is all about creating the right opportunities.

What has been the most rewarding moment in your career?

ROHL touching its 100th hotel will be the most memorable and rewarding moment in my career.

How do you de-stress?

On my days of rest, I like to spend time with family and my 'me' time is all about reading non-fiction novels. On a lighter note, I enjoy singing especially my favourites are old and new songs including Karaoke.

What is your working Mantra, your guiding philosophy in work?

To be successful in work, you need to enjoy yourself, enjoy what you do, and enjoy how you do it. This is my mantra and philosophy at work.

One piece of advice you would like to give youngsters aspiring to excel in Hospitality?

The hospitality industry today is at par with most sought-after industries. In the years before we I started it was my passion for the industry. Today, I would say if you have the passion, it should also be dedication and hard-work that are irreplaceable assets for any employee looking to succeed.

How do you define yourself?

A self-made hospitality veteran, who aspires to make Royal Orchid not just a regional but an international brand to reckon with.

What are your expansion plans for the next fiscal year?

Our plan for the year 2023 is to touch 100 hotels across the country. We will continue to expand our footprints in Tier 3 and 4 cities. We are now investing in wildlife, spiritual, and leisure destinations while continuing expansion in Tier 1 and



Tier 2 cities.

Our expansion strategy is rooted in the fact that people today wish to travel further, more often, and to off-beat locations. And keep looking for a good location and the right partners to serve more guests.

After the Pandemic, what is the growth in revenues as 2nd quarter is about to end?

The market is witnessing the right momentum at the moment. We have reported positive results for the first quarter of FY-2022-23. The hospitality sector has also seen a surge in occupancy and a rise in revenue per available room. However, Q2 has witnessed a demand influx from across the country. This presents an opportune time for consumers to head out for short and budget travel.

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

Starting September, the hospitality sector is expected to witness a new peak in business which will be driven largely by the festival period and other social functions.

What sector has responded to the Pandemic in 2022?

If we have to go by market trends, it is still the major IT firms that have given liberty to their employees to work from home. So, IT is great support so far if you compare it to pre-Covid times. However, with normalcy returning, we are also getting major support for businesses such as new start up's, unicorn companies, retail companies and automobile companies.

How the Indian Hospitality Industry is transforming through Innovation and Technology?

The pandemic taught us one key lesson – Opportunity in Adversity – though harsh; the last two years made us do exactly to the point. The hospitality industry was forced to think out of the box in order to survive.

Technology has and will always play a key role in our industry. Today, guests for their safety and ease want everything digital and seamless. The platforms for marketing a brand today are diverse. Social platforms have opened up a whole new world of sharing information. Today, you target customers more personally rather than with a herd mentality.

Technological innovations are leading to a contactless world. However, the warmth of Indian customer service in the hospitality industry, in my opinion, will never fade away.

During the pandemic, how you are changing and contributing to the Indian Hospitality Industry?

Some interesting trends are emerging in the medium-to-long term. A lot of them will change the way we run our hotels. Our experience of the pandemic showed that it helped transform our lifestyles.

Working from home is more acceptable now and digital meetings are the way forward in a bid to utilize time more effectively. Socialising at home is gaining momentum backed by high-quality catering, instead of dining out. These are just some of the opportunities.

Then there is the emergence of restaurants with limited seating even within the hotel space. Furthermore, in a way to cater to demand, restaurants will extend their operating hours.

The next is short-haul travel, staycation for extended weekends, and road holidays, this is a holiday on the road or travel within a four-hour radius of your country.

In a post-pandemic world, there is certainly more dependence on technology and automation in hotels. The focus of travel will now shift to personal well-being and the environment. There will be transformative changes in the way we travel and holiday, which will also be reflected in the hospitality industry.

There will be more focus on experiences and emphasis on health and hygiene. Hotels will also rationalize their supply chain and run far more efficiently.



Hotel Lobby

The First Impression

A Hotel Lobby is not just the space where guests check in, or visitors wait. It is the public space of the hotel that makes the first statement about the property. How a Lobby is conceptualized, executed, the pieces of furniture in there and the counters – all make a statement of luxury, and prepare you for what is to be expected in their rooms and restaurants.

An opulent lobby indicates luxury at all levels and an austere lobby would hardly allow a guest to expect lavish spreads in the bar or the boardroom, let alone the rooms. A lobby must make that statement forcefully and carry the theme over to every public space of the hotel.

And the furniture in the lobby is not just functional piece of sofa or table – it is far more than that, it is a piece of art which makes the statement about the property and if it is a chain of hotels, then the flagship property deserves, needs and demands

more than just functionality. It calls out for more drama, making a statement visually for impact and appreciation.

Role of Designer

A designer is the first person to conceive the area in terms of how and what is being presented. It largely depends on the area available to him. The three perceptions that have to come together in the final presentation should be from the point of view of the designer, the customer and of course the comfort as also the functionality that is possible in the space designated.

Just beauty is not the factor for a perfect lobby. Limitation of space is the first factor a designer has to keep in mind when designing furniture. However, if the lobby is uncomfortable for the user then somebody has not done the job right. In addition it has to be easily maintainable; every design should be handled after competent analysis.

The Shrinking Lobbies

Space in metros is at a premium and as a result newer properties wish to get maximum usage that is wiser from monetary point of view. It may well compromise the visual impact that we have been used to until now (think the regal lobbies of The Taj Mahal, The Oberoi or the Taj Palace). Most of the hotels have converted portions of their lobbies into speciality sections promoting coffee, teas or other snacks though that too is a compromise in terms of revenue earning capacity.

Earlier the concept of bigger lobbies existed. Now people are reducing the lobby areas to bare minimum. That is the latest trend all over. First impression concept has changed with utilisation of space being the main issue. Cordoned off area in older properties does not cut visual impact and also generates money.

Space is expensive, definitely at a

premium, and people may tend to turn around from the lobby. Land cost is high in metros and every inch of space is used by the hotel to generate business. Compromise is being done but smaller lobbies are here to stay.

Furniture is Art

Public furniture plays a major role and is treated like a piece of art. There are no repetitions and every designer makes a personal statement in his choice of furniture. There will be different components and there are different styles mingled in the same space. Yes, these personalized statements of the designer are as much of a property standard declaration as visual enticements.

If comfort is once in a while compromised, it is still about visual impact. Definitely, the upkeep and maintenance would be an issue but being statement of art there would still be no repetition – minimalist or opulent.

In any event, it is not used by the customer of the hotel. And, once in a while they do get crowded but then, hardly ever groups come together and functions are seasonal too. All the more reason then, that the furniture in the lobbies need to make a



statement beyond their size and furnishing material used in executing them, should be lasting.

Functional Lobby

Even if a hotel property employs the most successful and imaginative designer who gives full expression to his imagination with

no restriction of size or budget, the lobby as the rest of the hotel would eventually have to be managed by the housekeeping department. Its cleaning, shine, pristine fabrics would need some hard work and this section must really be involved right from the beginning, especially in the newer properties.

Ideally, when the designer has done his

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art pieces of furniture, they should run through the final concept and pieces with the operations people; it is very important. But the designers are often reluctant. They should be willing to fine tune. Designers tend to run at their own wavelength and tend to ignore functionality. There are exceptions there with certain more experienced designers, but mostly they forget while designing.

Not only that creators often have fragile egos, and when commented upon, they are not receptive to the idea of criticism for their beloved pieces. However, it would be far more effective if everybody worked in tandem. The promoter has to define this to the two sections – containment of vision should not happen but creativity has to be balanced with functionality.

The trend in the industry, even for new properties so far has been also to hire freelance consultant but every field is specialised and one should be open to taking opinion from more than one person. It must be appreciated that an independent individual consultant cannot do justice to everything. The fine tuning of operations has to be done by the person concerned.

Lobby Lighting

Design and décor are taking center stage in the hospitality arena and becoming critical facets of every hotel property. Today's guests are demanding more appealing environments that have all the luxuries of home and then some, including amenities, technology and design. Lighting schemes also play a crucial role.

The lighting of a property is critical in establishing a first impression, particularly in the lobby. There is a psychological aspect to drawing people into the space. One of the

most important aspects of a lobby lighting design scheme is properly lighting the area so the finishes are reflected in line with the hotel's décor.

As a result, hotel owners and operators are pushing their designers to the limit, challenging them to create a comfortable and tranquil residential environment across all areas of the property. The right or wrong lighting choices can either enhance this atmosphere or tarnish it. There is no question that lighting is critical in terms of creating the atmosphere and environment of a property, it starts with the exterior view and goes all the way through to the lobby and into the corridors and guestrooms.

Lighting is a big part of the interior design and exterior architecture, and incorporated into the image that the hotel property is trying to convey to its guests. One of the biggest challenges facing a designer is to find the right balance between new and evolving technology and to stay within the budget with regard to meeting new energy codes. While those energy codes are good for the environment, they involve technologies that are more expensive, adding this situation is exacerbated when it comes to lobby lighting.

Designers agree that the lobby of a hotel poses special challenges with regards to lighting for many reasons. First and foremost is the fact that most hotel lobby areas are used for varying functions at different times during the day. All lobbies are multipurpose. There are usually so many activities going on. Guests are coming in throughout the day, and visitors are possibly entering for meetings or an event. There are a lot of different types of users, so the lobby has to convey all those visual signals where a guest can find information. The lighting in a lobby

needs to create the visual environment to give people cues and clues to find their way.

It is always possible to have the most luxurious finishes in a space such as a hotel lobby, but if the lighting is not well thought out for that space, then the finishes will appear dull or flat. Why spend all the money to make space like that stand out if you are not going to light it properly?

As a result, dimmable fixtures that are timed properly are certainly needed in a hotel lobby that utilizes the daylight coming in but automatically adjusts toward evening, according to designers and architects.

The most challenging part of lighting a hotel is the lobby because of the height of the ceilings and the daylight penetration. Hotels understand they don't necessarily need to have the lighting on when there is a lot of daylight coming into the space. It then becomes a control issue, with daylight sensors to make sure the lights are not on when they don't need to be.

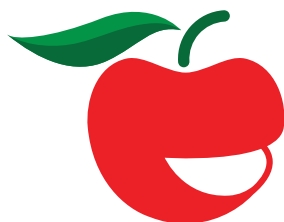
Advantage India

India is talked about globally and its hotel industry earns respect and flak from time to time. However, we do have certain advantages and being able to make big statements in our Hotel Lobby – big or small – remains a greatly appreciated opportunity.

Trends are changing the world over but we are still not that specialized and divided in what a section or department will do. Mostly it works to our advantage but in execution of Hotel Lobby furniture it is quintessential that the wrong department of the hotel or the designer do not take the decision of forcing a piece of furniture that is not as forceful as it can be.

Budget versus luxury or large lobby versus ability to add the space to back offices or restaurant is an issue that the property promoter and designer might agree about but for selection of Lobby Furniture, it is the Operations department that should have an equally important role in selection of.

Hotel properties in India have been faulted at various points and varied sections including room cost and other amenities, let not the Lobby of our bigger hotels fall under the hammer of economy and international fads. We must adapt, by all means, but not at the cost of our impressive-India-style Lobby. That is what gave us advantage over most European capitals' hotels – including some fancy Parisian and English properties. When it comes to Lobbies and Furniture therein – size does matter! ■



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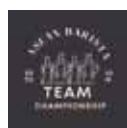
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Hyatt Regency Dehradun



By Sharmila Chand

Nestled amidst picturesque 4.25 acres landscape, enveloped by serene Malsi Forest and the majestic Himalayan range, the setting couldn't be more perfect for the well-known flagship Hyatt retreat offering guests a perfect escape from the hustle and bustle of the city. Adhering to Dehradun's tranquil environment, the hotel offers its guests with luxurious accommodation, seamless, stress free staycation and a perfect gateway for immersive experiences like local food trails, forest treks, cultural sights, and pilgrimage.

The world-class spa & salon, tranquil infinity pools, regionally inspired food & beverage venues, and warm guest experiences team work together to create an experience that is sure to create lasting

memories.

For me, early morning trails entailing picnic breakfast among the Malsi forest, was one of the most outstanding experiences. Not to mention the blissful time I had at the distinctive spa that is sure to help any guest rejuvenate and unwind.

Quick Glance

The hotel features 263 guestrooms, including 24 suites, available across six categories which include Regency King/Twin, Regency Club King/Twin with balcony, Regency Deluxe Rooms, Regency Suite, Executive Suite & Presidential Suite. The property also offers 24 interconnecting room sets, ideal for groups and families. Guests staying in the Club & Suite rooms

can enjoy complimentary access to the Regency Club lounge on the rooftop.

The hotel offers complete gastronomic experience with thoughtfully sourced ingredients, local and global flavours and authentic hospitality, emphasizing brand Hyatt's commitment to caring for local communities and the environment.

The property offers a high-touch experience for meetings and events, with 33,500 square feet of function space located across indoor and outdoor venues throughout different levels. It is ideal for guests seeking a Wellness retreat through its StayFit Studio, onsite salon and the luxurious spa.

To offer memorable staycation to guests, the hotel team curates immersive local area

experiences such as food trails, adventure sports, cultural sights and guided hikes; not to forget Hyatt's signature kids' program, 'Camp Hyatt' at the property premises.

It is one of the rare pet-friendly property with an in-house canine host, Lucy, who is a wonderful stress-buster for the fur friendly guests.

The hotel takes pride in their several sustainability initiatives such as the bottling plant on the property, LED lighting, keyless entry and the motion sensors in the room to regulate power more effectively.

Design & Interiors

Designed by GiampieroPeia, the Milan-based Italian architect, the hotel's design is based on the theme of Pine trees and its elements, representing Dehradun in the interior space with a perfect balance of luxury and nature. Some designs also include mountainous leaves of Dehradun engraved on a collage of different woods, overlaid by a magnificent brass leaf.

Inspired by the radial language of the fir pine leaves, a brass mural is placed that adds the perfect accent to the luxurious interiors. Some of the artwork also includes a collage



of 3D carved stone mural predicting abstract flora life of Uttarakhand. The design, décor and art showpieces from local artists create a beautiful synergy between the resort and the surroundings, lending a feel of a warm second home in the hills.

Lobby Features

Luxury doesn't always mean opulent furnishings and indulgent decor. At Hyatt

Regency Dehradun, every element blends in seamlessly with the surrounding greens and local artwork is inextricably linked with luxury. The Lobby with its decor and structure resonates the environs of its abode i.e Dehradun, themed after the lush green pine trees. There is an outstanding intricately textured artwork that represents the landscape of the region. The artwork

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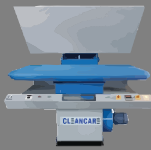
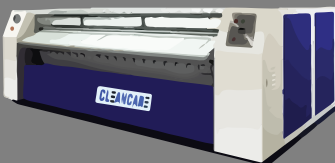
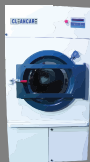
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shows an aerial view of the water, the terrain, the fields and the hills of Dehradun reflecting its contouring and colouring. Having been made of upcycled fabrics that have been painted on, the artwork enforces the theme of sustainable living.

Outdoor Spaces

The Regency Ballroom at Hyatt Regency Dehradun has a 1452 sqm landscaped outdoor area called Regency Lawns. Another outdoor celebratory space is Vista Lawns, a 540 sqm of manicured gardens, with scenic views of Malsi forest.

Food & Beverage

Guided by the food philosophy – “Thoughtfully sourced, Carefully served” – distinguished chefs narrate a tale of Dehradun’s culture with delectable food and beverages across four tastefully designed venues.

The F&B team delivers a multisensory dining experience with thoughtfully sourced ingredients, local and global flavours and authentic hospitality. Each restaurant emphasizes Hyatt’s commitment to caring for local communities and the environment. True to Hyatt’s global initiative – Hyatt Loves Local – The Market offers locally-sourced artisanal retail products from small businesses and local craftsmen.

Range - Cosmopolitan Food Gallery

Range redraws the culinary map of the world, with Dehradun at its center. From contemporary cuisine to local delicacies, thoughtfully sourced and passionately served, it is a dining experience that’s cosmopolitan, seasonal, regional and artisanal. Nestled in the mountains, with indoor and outdoor seating, Range is where you get to indulge in exotic desserts, fresh baked goods and exclusive beverages, amidst stunning views.

The Malt Bar – Upscale Lobby Bar

The chic Bar features a handpicked

selection of ‘World Whiskies’, cigars and a beverage list that covers both classics and ‘new age’ offerings. With its picturesque indoor and outdoor seating – is ideal for catching up with loved ones.

Sky Pool Bar & Deck

The rooftop poolside bar, Sky Pool Bar & Deck offers comfort food amidst scenic settings. The mountain breeze embraces you as you arrive at the rooftop bar on the 7th floor. It is indeed a private oasis perfectly in tune with its surroundings which calls for relaxing and socializing in a unique and captivating setting.

Savor freshly squeezed cold pressed juices, made to order salads and sandwiches, or take your pick from the delectable grab and ‘on the go’ menu.

Meetings & Events

Beyond redefining the hotel experience for leisure guests, the property is appealing to leisure and business travelers alike. It offers a high-touch experience for meetings and events, with 33,500 square feet of function space located across indoor and outdoor venues throughout different levels.

These include the magnificent Regency Ballroom; Lawns, Vista Lawns, Range Lawns, three spacious Studios, the Pinnacle Lounge, and one boardroom. The spaces are designed to host a range of events including family celebrations, corporate meetings, art exhibitions, and community programs.

Wellness Programs

The property is also ideal for guests seeking a peaceful and productive stay. The ‘StayFit Studio’ offers an array of wellness activities, including mindful meditation practices and yoga sessions that are organized in an outdoor setting against a backdrop of the majestic mountains. The hotel additionally features a luxurious spa, offering specialized

treatments with six treatment rooms as well as an onsite salon.

The Market – Artisanal Retail outlet

The Market at the lobby level, is a one stop shop for all things local – choose from a range of artisanal retail products, sourced directly from the local farmers and artisans. Some of the brands are Gulmeher Green, Namakwali, Artisan Palate, Slurrrp farm, Sue’s Homemade and more.

Immersive Local Experiences

The team at Hyatt Regency Dehradun goes out of the way to engage guests in immersive local experiences such as food trails, adventure sports, cultural sights and guided hikes. Special activities have been designed as Hyatt’s signature kids’ program, ‘Camp Hyatt’. It entails a range of engaging experiences for kids and adults including the introduction of the local Camp Hyatt mascot – the Malsi fawn to offering a personalized check-in experience for kids, along with craft projects, book reading, pine cone art, treasure hunts, and more.

The team works round the clock to create memories out of stays for the guests and patrons. They take great pride in calling themselves ‘Heart of the Hills- Hyatt Regency Dehradun’. As says Harkaran Singh, GM of the hotel “Our endeavor is to create immersive experiences and keep refreshing our experience offering for our guests so they can make most of being away and take memories back with them. Apart from offsite and onsite experience deck which we already have as offering, we would be adding on various experiences to choose from and activating pop-ups executed by local and celebrated chefs from the country.

Since we are a pet-friendly hotel we wish to host number of pet-friendly events in times ahead which would engage our furry friends and again create a memory for pet lovers and pet parents. We are an experiential hotel and our efforts would always be to add on experiences and activities apart from most of the activities which will always remain.

We as a team, embrace change and will always keep innovating and curating experiences based on guest feedbacks and changing times ahead. Here, Luxury is defined as the state of great comfort and happiness for every single guest, not to forget our furry special guests.” ■



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Waste for Profit

In the world of five-star hospitality in the country, the concept of sustainability entered as an unwelcome guest. Many thought that embracing practices associated with sustainability would mean compromise on the comfort of their guests and this would adversely impact their image as premium properties. But gradually, increasing awareness about the environmental impacts of human intervention in all areas of development made the hospitality industry reflect on the utility of such a concept. Soon the reflections were turning into a trend, and now the trend is now evolving as a practice.

Today, thankfully many hotel managers of premium hospitality properties in the country are taking special measures to make space for 'sustainability' in their properties. With sustainable practices entering into the realm of hotel management, the importance of waste management, along with water and energy conservation, as well as other 'green' practices in hotels, has gained significant prominence.

In fact, many hotels have today realised that

embracing the green practices not only make them responsible players in the industry, but also provides an edge over others in attracting environment sensitive guests coming from across the world. More importantly, sustainable practices can cut operational costs of hotel to a large extent in the long-run, thereby facilitating to improve their bottom lines in a positive way.

Green Money

The innovative waste management practices adopted by the hotels have enabled them to save cost. Most hotels now segregate the wet and dry garbage. Wet garbage along with oil

waste from the kitchen is used to produce bio-diesel. The green waste is used to produce manure. They have been following the above practices successfully for many years now.

Hotels have their waste management's focus on recycling the waste that the properties generate. Recycling of the waste has proved to be the best and the safest disposal measure of the waste. The wet garbage is sent to the dumping ground for recycling and creating of manure. The dry garbage which include paper, cardboard, glass, plastic bottles, etc. is recycled too.

The environ friendly hotels also believe that going green is a good idea as cut in waste generation and augmenting operational efficiencies will only help swell the coffers of the properties. For hotels, a good waste management strategy not only results in greater operational efficiencies but also helps keeping the property cleaner and the finances healthier as we encourage properties to earn from waste.

The Ecotel certification is based on the



range, scope and result of the environment friendly practices of the hotels across 'The Five Globes', or the five parameters. They are sustainability commitment, waste management, energy management, water management, and employee education and community involvement.

Waste Management Measures

Most hotels believe in saving through proper utilisation of its resources, including water, has its focus on conservation of natural resources and providing trained staff and innovative, eco-conscious accommodation and services. Hotels have installed water saving devices which uses less water for a conventional flush, thus successfully reduce the use of water per flush. They even use aerators and flow restrictions to reduce the flow of water.

To recycle the waste water, the hotels have put in place sewage treatment plant. They also recycle solid waste everyday through vermin-composting. For successfully implementing 3R policy of waste management – reduce,

reuse and recycle – the hotels also use the 4 bin method in kitchen for segregation of garbage: green bin for recycled material; white bin for dry garbage, black bin for wet garbage; and red bin for non recyclable garbage.

One of the innovative initiatives the hotels can take is the formation of a green team that has the responsibility of educating the hotel employees, guests and the local community on the importance of implementing the waste management practices. They should inform guests in the hotel about the eco-facts through the specially prepared information tools placed in the guest rooms.

In adopting innovative ways of waste management, the big players have taken the lead and are not far behind. Most of the high-end hotels make it a point to segregate the bio-degradable waste from the non-biodegradable wastes. They also have a vermin-compost unit within its premises so that the wet waste generated in the hotel



can be composted. Among the dry waste, the hotel stores the recyclable waste separately and sells it as scrap. They also sell the unused cooking oil which can then be used for various purposes. Being a responsible and environment-conscious property, hotels use biodegradable material in most of its products as much possible.

As a trend setter in the industry, ITC hotels have worked towards emerging as a zero solid waste hotel group. Besides segregating the dry and wet waste, their properties also started generating manure from their kitchen waste through an organic waste converter. The manure thus generated from the waste is then used as fertilizers in the gardens of the hotel. With the waste management mantra of 'reduce, reuse and recycle,' ITC hotels across the country took active interest in eliciting participation from their employees and guests in their efforts towards giving back to the environment.

Certain properties started transporting wet waste that it generates to a poultry farm for feed and sells the dry waste for recycling. They recycle the waste papers for printing in-house reports. At Taj Lake Palace, Udaipur, in Rajasthan, the focus is on not affecting the lake water and the marine life of the lake. The hotel therefore recycles the waste water for irrigation. Instead of boats operated by gasoline, the hotel use battery operated boats.

As the Taj Kumarakom Resort & Spa, located near the Vembanad Lake in Kerala, it treats the waste water before discharging so that the lake water does not get contaminated. And due to its proximity to the Kumarakom Bird Sanctuary, the hotel uses special lighting with reduced glare so that the animal life does not get disturbed.

Five-star hotels in the capital also signed a memorandum of understanding with the Delhi government for green waste management practices. As per the MoU, the hotels would leave no stone unturned to set up a dedicated sewage treatment plant. With an aim to achieve zero waste, they would re-utilise treated waste water wherever possible and those hotels which do not have facilities for conversion of organic solid waste into compost would install such facilities.

It thus emerges that the hotels that give priority to out of the box thinking and encourage innovation no longer consider waste management a burden. Instead, they consider the waste also as a resource and have found ways to make use of it. Some have even realised savings in their resources and cost through the implementation of their innovative waste management practices.

From Waste to Welfare

A few hotels, through their innovative approaches to waste management, have gone to the extent of helping the poor and the needy without adding any additional burden on their budget. Many hotels now provide their unused food to the street kids and many five-star hotels have joined hands to provide food to orphanages. Some hotels have gone a step further. They concentrate on controlling the food waste with strict monitoring and channelise this saving to serve fresh food to the needy children.

Such innovative approaches to waste management that are in perfect harmony with the locality of the property, help in the conservation of natural resources, cost cutting in operations and at the same time help the poor and the needy, are the need of the hour.





Controlling Indoor Air Quality

The indoor environment in any building is a result of the interaction between the site, climate, building system (original design and later modifications in the structure and mechanical systems), construction techniques, contaminant sources (building materials and furnishings, moisture, processes and activities within the building, and outdoor sources), and building occupants.

Indoor air quality (IAQ) problems can be caused by ventilation system deficiencies, overcrowding, tobacco smoke, microbiological contamination, outside air pollutants, and off gassing from materials in the property and mechanical equipment.

Related problems also may include comfort problems due to improper temperature and relative humidity conditions, poor lighting, and unacceptable noise levels, as well as adverse ergonomic conditions and job related psychosocial stressors.

Complaints about IAQ range from simple complaints, such as the air smelling odd, to more complex, where the air quality causes illness and lost work time. It may not be easy to identify a single reason for IAQ complaints because of the number and variety of possible sources, causes, and varying individual sensitivities.

The following four elements are involved in the development of indoor air quality problems:

Source: there is a source of contamination or discomfort indoors, outdoors, or within the mechanical systems of the building.

HVAC: the HVAC system is not able to control existing air contaminants and ensure thermal comfort (temperature and humidity

conditions that are comfortable for most occupants).

Pathways: one or more pollutant pathways connect the pollutant source to the occupants and a driving force exists to move pollutants along the pathway(s).

Occupants: building occupants are present.

It is important to understand the role that each of these factors may play in order to prevent, investigate, and resolve indoor air quality problems.

Indoor air contaminants can originate within the building or be drawn in from outdoors. If contaminant sources are not controlled, IAQ problems can arise, even if the HVAC system is properly designed and well-maintained.

It may be helpful to think of air pollutant sources as fitting into one of the categories that follow. Indoor air often contains a variety of contaminants at concentrations that are far below any standards or guidelines for occupational exposure.

Given our present knowledge, it is difficult to relate complaints of specific health effects to exposures to specific pollutant concentrations, especially since the significant exposures may be to low levels of pollutant mixtures.

HVAC System Design and Operation

The HVAC system includes all heating, cooling, and ventilation equipment serving a building: furnaces or boilers, chillers, cooling towers, air handling units, exhaust fans, ductwork, filters, steam (or heating water) piping. Most of the HVAC discussion applies both to central HVAC systems and to individual components used as

standalone units.

A properly designed and functioning HVAC system:

- Provides thermal comfort
- Distributes adequate amounts of outdoor air to meet ventilation needs of all building occupants
- Isolates and removes odours and contaminants through pressure control, filtration, and exhaust fans

Thermal Comfort

A number of variables interact to determine whether people are comfortable with the temperature of the indoor air. The activity level, age, and physiology of each person affect the thermal comfort requirements of that individual. The American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE) Standard 55-1981 describes the temperature and humidity ranges that are comfortable for most people engaged in largely sedentary activities. The ASHRAE standard assumes "normal" indoor clothing. Added layers of clothing reduce the rate of heat loss.

Uniformity of temperature is important to comfort. When the heating and cooling needs of rooms, within a single zone change at different rates, rooms that are served by a single thermostat may be at different temperatures. Temperature stratification is a common problem caused by convection, the tendency of light, warm air to rise and heavier, cooler air to sink.

If air is not properly mixed by the ventilation system, the temperature near the ceiling can

be several degrees warmer than at floor level. Even if air is properly mixed, non-insulated floors over unheated spaces can create discomfort in some climate zones. Large fluctuations of indoor temperature can also occur when controls have a wide “dead band” (a temperature range within which neither heating nor cooling takes place).

A number of variables, including personal activity levels, uniformity of temperature, radiant heat gain or loss, and humidity, interact to determine whether people are comfortable with the temperature of the indoor air.

Radiant heat transfer may cause people located near very hot or very cold surfaces to be uncomfortable even though the thermostat setting and the measured air temperature are within the comfort range.

Buildings with large window areas sometimes have acute problems of discomfort due to radiant heat gains and losses, with the locations of complaints shifting during the day as the sun angle changes.

Large vertical surfaces can also produce a significant flow of naturally-convecting air, producing complaints of draftiness.

Adding insulation to walls helps to moderate the temperature of interior wall surfaces. Closing curtains reduces heating from direct sunlight and isolates building occupants from exposure to window surfaces (which, lacking insulation, are likely to be much hotter or colder than the walls).

Humidity is a factor in thermal comfort. Raising relative humidity reduces the ability to lose heat through perspiration and evaporation, so that the effect is similar to raising the temperature. Humidity extremes can also create other IAQ problems.

Excessively high or low relative humidity levels can produce discomfort, while high relative humidity level can promote the growth of mold and mildew.

Ventilation to Meet Occupant Needs

Most air-handling units distribute a blend of outdoor air and re-circulated indoor air. HVAC designs may also include units that introduce 100% outdoor air or that simply transfer air within the building. Uncontrolled quantities of outdoor air enter buildings by infiltration through windows, doors, and gaps in the exterior construction.

Thermal comfort and ventilation needs are met by supplying “conditioned” air (a blend of outdoor and re-circulated air that has been filtered, heated or cooled, and sometimes humidified or dehumidified).

Another technique is to use local exhaust

systems (sometimes known as dedicated exhaust ventilation systems) to isolate and remove contaminants by maintaining negative pressure in the area around the contaminant source. Local exhaust can be linked to the operation of a particular piece of equipment (such as a kitchen range) or used to treat an entire room (such as a smoking lounge or custodial closet).

Air should be exhausted to the outdoors, not re-circulated, from locations which produce significant odours and high concentrations of contaminants (such as copy rooms, bathrooms, kitchens, and beauty salons).

Spaces where local exhaust is used must be provided with make-up air and the local exhaust must function in coordination with the rest of the ventilation system. Under some circumstances, it may be acceptable to transfer conditioned air from relatively clean parts of a building to comparatively dirty areas and use it as make-up air for a local exhaust system. Such a transfer can achieve significant energy savings.

Air cleaning and filtration devices designed to control contaminants are found as components of HVAC systems (for example, filter boxes in ductwork) and can also be installed as independent units. The effectiveness of air cleaning depends upon proper equipment selection, installation, operation, and maintenance. Caution should be used in evaluating the many new technological developments in the field of air cleaning and filtration.

Control of Odours and Contaminants

One technique for controlling odours and contaminants is to dilute them with outdoor air. Dilution can work only if there is a consistent and appropriate flow of supply air that mixes effectively with room air. The term “ventilation efficiency” is used to describe the ability of the ventilation system to distribute supply air and remove internally generated pollutants. Researchers are currently studying ways to measure ventilation efficiency and interpret the results of those measurements.

Another technique for isolating odours and contaminants is to design and operate the HVAC system so that pressure relationships between rooms are controlled. This control is accomplished by adjusting the air quantities that are supplied to and removed from each room. If more air is supplied to a room than is exhausted, the excess air leaks out of the space and the room is said to be under positive pressure. If less air is supplied than is exhausted, air is pulled into the space and the room is said

to be under negative pressure.

Control of pressure relationships is critically important in mixed use buildings or buildings with special use areas. Lobbies and buildings in general are often designed to operate under positive pressure to prevent or minimize the infiltration of unconditioned air, with its potential to cause drafts and introduce dust, dirt, and thermal discomfort. The amount of outdoor air considered adequate for proper ventilation has varied substantially over time.

Variable Air Volume (VAV) Systems

Large buildings often have interior spaces in which constant cooling is required to compensate for heat generated by occupants, equipment, and lighting, while perimeter rooms may require heating or cooling depending on outdoor conditions.

Two of the most common HVAC designs used in modern public and commercial buildings are constant volume and variable air volume (VAV) systems.

Constant volume systems are designed to provide a constant airflow and to vary the air temperature to meet heating and cooling needs. The percentage of outdoor air may be held constant, but is often controlled either manually or automatically to vary with outdoor temperature and humidity. Controls may include a minimum setting that should allow the system to meet ventilation guidelines for outdoor air quantities under design conditions.

Variable air volume (VAV) systems condition supply air to a constant temperature and ensure thermal comfort by varying the airflow to occupied spaces. Most early VAV systems did not allow control of the outdoor air quantity, so that a decreasing amount of outdoor air was provided as the flow of supply air was reduced. Some more recent designs ensure a minimum supply of outdoor air with static pressure devices in the outdoor air stream. Additional energy-conserving features such as economizer control or heat recovery are also found in some buildings.

Good quality design, installation, and testing and balancing are critically important to the proper operation of all types of HVAC systems, especially VAV systems, as are regular inspections and maintenance.

The amount of outdoor air considered adequate for proper ventilation has varied substantially over time. The building code that was in force when your building HVAC system was designed may well have established a lower amount of ventilation (in cubic feet of outdoor air per minute per person) than is currently recommended. ■

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Succinctly, Home Zone’s superb quality linen can enhance the guests’ comfort while adding a fashionable touch to the hotel’s bedroom too.

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Guests' Value Personalised Experiences

A pan-India survey commissioned by IHG Hotels & Resorts as part of the launch of their "Guest How You Guest" global loyalty campaign revealed insightful results, to better understand how consumers like to enjoy their time as a hotel guest.

With a total sample size of 5000 respondents including male (52.7%) and female (47.3%) from age groups of 18 – 65, the survey aimed to explore preferences and desires of guests during hotel stays, critical to offering a world-class hospitality experience. It revealed how hotel guests value a more personalised experience that allows them to be totally themselves, something the hotel group hopes to offer to each and every guest.

The survey results revealed what guests are looking for in a hotel experience, with the three most popular features of a hotel stay rated as -- 58% of respondents enjoy room services in hotels while 53% of guests are fond of selection of food available at in-house restaurants and the facilities such as pool, sauna stands at 50%. Meanwhile, 40% of respondents enjoy in-room entertainment available in hotels for a satisfactory stay.

Further exploring how Indians like to guest in hotels, the research showed that 32 per cent are content walking around a hotel in their beachwear. 22 per cent like to get changed for dinner to look their best, while 19 per cent are comfortable enough slouching in their pajamas and hotel slippers. 17 per cent respondents revealed that not having to cook for themselves or clean up after (15%) are truly key luxuries that enrich the hotel stay experience.

A stand-out statistic in the survey was that 93% of guests feel they can completely

be themselves while staying at hotels. While 56 per cent feel they are always relaxed during their stay and 34 per cent of respondents feel completely at home during their hotel stays, 12 per cent worry that their kids may misbehave and cause disturbance to other guests.

The insightful survey also revealed the popularity of a personalised hotel experience (79%), something IHG Hotels & Resorts are seeking to celebrate with the launch of their 'Guest How You Guest' campaign. The global initiative highlights the benefits of unique and personalised guest experiences for members of their newly launched IHG One Rewards programme. The programme,

luxurious, romantic trips with their partners, and finally, 10 per cent are "explorers", going off the beaten track to discover new experiences.

Sudeep Jain, Managing Director, South West Asia, IHG Hotels & Resorts commented, "The hospitality industry in India is ever evolving and growing at a very rapid pace, catering to diverse guest preferences across business and leisure segments. Guests remain the focal point of all our services, and thus it is imperative for us to understand their needs, desires and preferences to deliver what they're looking for the most. It has been very insightful to understand that guests value personalised services at hotels the most. At IHG, we aim to deliver just that and more to attract repeat customers. We know each and every one of our guests is unique, and with our reinvigorated loyalty programme, IHG One Rewards, members can tailor the way they use their points to best suit them."

The benefits of IHG One Rewards include a faster bonus point earning structure, with which members can gain even more points and bag rewards sooner, free breakfast for Diamond Elite members, exclusive access to Reward Night Discount Promotions, room upgrades, early check-in or out and more (subject to terms and conditions).

IHG Hotels & Resorts is constantly improving One Rewards to cater to the changing desires and needs of guests across its brands, which include Indigo, voco, Crowne Plaza, InterContinental, Holiday Inn and Kimpton, amongst others. IHG's Guest How You Guest campaign will provide One Rewards members with exclusive celebrity hotel experiences at select hotels (for a limited period), meet and greets with celebrities, and much more.



a standout in the hospitality sector, provides industry-leading value and relevant benefits for members to enhance their stays beyond what is already carefully curated for guests.

IHG also created a series of 'hotel guest archetypes' as part of the research. Amongst these, 31 per cent are "memories-makers", focusing on creating memorable experiences and touring around the local area and 23 per cent classed themselves as a "groupie", most likely to relax and enjoy the company of family and friends. 17 per cent admitted to being "party people", using the pool by day and going for drinks at night, while 16 per cent were "romance-lovers", enjoying

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