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Business Review

An Exclusive Business Magazine for the Hotel Industry



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Feature

Digital Marketing: The Way Forward in Hospitality?

Technology

Hotelier's Paradox: To embrace AI or not to?

Property

Le Méridien Coimbatore

The Rise of... Eco-friendly Hotels

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The hospitality industry is increasingly adopting eco-friendly practices in hotels. They have adopted the motto: Reduce, Reuse, Recycle. There is an increase in eco-tourism and practising eco-friendly methods in the hospitality industry. The result is that there is an increasing number of green hotels all over the globe. The two part Cover story elaborates on an eco-friendly hotel and the growth in green hotels in India and across the globe.

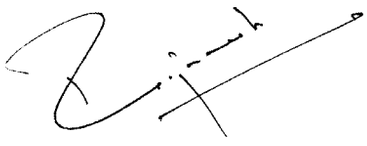
To make a property profitable one aspect that has to be understood by a hotelier is that all departments have to work in tandem towards leaving an unforgettable and memorable experience in the minds of the guests. The Front Office Manager co-ordinate with several departments for ensuring that the guest receives satisfactory multi-dimensional service. Business story examines the role of a front office manager and how they ensure the guest loyalty and increase the property's revenue.

There is an ongoing debate about which mode of marketing is better for hospitality industry - Traditional or Digital. Feature story finds what works the best to boost hotel visibility & revenue by looking at both the options.

The fusion of artificial intelligence (AI) with the global tourism industry is the phenomenon emerges as a defining force in a highly technological advanced world. Technology section delves into the multifaceted impact of AI on this industry, exploring its potential to revolutionize guest experiences, streamline operations, and enhance sustainability.

The regular sections provide updates on latest news & reports, movements, interviews & events.

We all at HAMMER wish you all a Happy & Prosperous Deepawali.



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An Exclusive Business Magazine for the Hotel Industry

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HPMF Convention Concludes in Lucknow-Ayodhya: A Triumph of Vision and Strategy





The Hospitality Procurement Managers Forum (HPMF) Convention held from 26 to 29 September in Lucknow-Ayodhya Dham has added yet another shining chapter to the organization's history. The event was marked by impeccable planning, strategic vision, and flawless execution, earning well-deserved accolades for the HPMF team.

This landmark event, besides providing opportunities for professional growth and development of Procurement Professionals and senior Managers, introduced several new initiatives that underline HPMF's growth and its commitment to social responsibility. Key highlights included the unveiling of the "100 Milestones in 1000 Days" initiative, HPMF Gurukul program, plans to develop a cutting-edge tech platform, and an expansion strategy aimed at adding international chapters, government departments, and major industry partners. The emphasis on sustainability, green technology, women's equity, participation in DEI initiative and social causes further sets HPMF apart as a fast-growing, family-like organization with a deep sense of purpose.

Attended by 525+ delegates, partners, media and well known personalities from the industry, the convention provided delegates, sponsors, professionals, partners, and awardees with a profound sense of belonging and achievement. Attendees praised the holistic nature of the event, which fostered connections and enriched professional discussions in a congenial, development-oriented yet comfortable and enjoyable atmosphere.

One of the highlights of the event was the brilliant speeches delivered by Chief Guest Surendra Jaiswal, President of HRANI and the UP Hotel & Restaurant Association. His keynote address emphasized resilience, innovation, and sustainability as crucial elements for driving the future of the hospitality sector. The Guest of Honour, Gaurav Prakash, renowned entrepreneur and hotelier, shared visionary insights into the evolving landscape of hospitality in India, with a focus on strategic partnerships and technological advancements.

The support of the Tourism Department, Government of Uttar Pradesh was instrumental in making the event a grand success. Their commitment to promoting Uttar Pradesh as a tourism and hospitality hub was acknowledged as a key element that elevated the convention's significance, reinforcing the importance of public-private collaboration for growth.

The spiritual journey to the holy Shri Ram Lalla Temple and the cultural festivities at Ram Katha Park, which included a unique laser show, immersed attendees in the rich spiritual heritage of Uttar Pradesh. Traditional dress codes, local music, dance, qawwali performances, and a vast spread of authentic regional cuisines added













to the vibrant cultural experience. The inclusion of GI-certified local arts and crafts with artisans in attendance further promoted the state's ancient art and crafts legacy.

In addition to the cultural and spiritual dimensions, the convention achieved significant business outcomes, with more than a hundred deals and several MoUs signed during the B2B meetings valued at about 1200 crores. The value and impact of the event far exceeded expectations, delivering outcomes comparable to government-run events at a fraction of the cost.

Motivational talks, industry discussions, and presentations by top industry leaders and government officials provided invaluable insights. The exhibitions were meticulously curated, showcasing the latest products, services, and new technologies for the hospitality sector, further elevating the HORECA industry's knowledge base.

One of the standout moments of the convention was the HPMF Procurement Excellence Awards, which recognized excellence through a rigorous and merit-based selection process. Notable honors included the Thakur Giriraj Singh Ji Lotwara Memorial Award (Winner Padmashree Dr Rajnikant), and the HPMF Lifetime Achievement Award (Winner N Srinivasan) with this year's focus on Women Achievers of India.

Dr. Nitin Nagrale, the driving force behind HPMF, received widespread praise for his leadership and vision. As one participant remarked, "I have been a lifelong achiever, yet there is so much more to learn from Nitin and his remarkable team."

The HPMF Convention has once again demonstrated the power of collaboration, vision, and execution, setting a new benchmark for industry events and earning real accolades for its substantial achievements.

Officials of the Government of Uttar Pradesh conveyed accolades to Team HPMF for a visionary, impactful event.

Postcard Travel Club Collaborates with CGH Earth

Postcard Travel Club, an inclusive community of conscious luxury travelers, travel designers, storytellers, and boutique properties advancing responsible tourism, has collaborated with CGH Earth and onboards 20 boutique properties on the Postcard Travel Club platform. These properties are a collection of unique, experience-driven hotels and resorts across Southern India that advance responsible tourism. This collaboration further enhances their commitment to environmental sustainability, community engagement, and conscious travel practices.



Commenting on the collaboration, Amit Jaipura, Founder and CEO of Postcard Travel Club, said, "Postcard Travel Club is delighted to announce a new alliance with CGH Earth as we advance our mission of bringing together all stakeholders in conscious luxury travel. This collaboration marks a significant milestone in our journey and brings us closer to our goal of onboarding 500+ partners in 50+ countries by the end of 2024."

The partnership also allows Postcard members to experience transformative travel with CGH Earth's properties known for their deep-rooted connection to the local community and environment.

"CGH Earth is about the transformative power of travel that nurtures and respects the environment, community, and culture. We are proud to partner with Postcard Travel Club and further amplify our shared belief in responsible tourism," added Shilendran M, Vice President Sales, CGH Earth.

Publishing the property profiles and unique experiences on the Postcard platform as part of the collaboration, the brand has onboarded distinctive properties under the CGH Earth group like Spice Village Resort, Coconut Lagoon Resort, Merari Beach Resort, and Lockhart Bungalow, among others.

L. Aruna Dhir Releases Her Hotel Memoir

L. Aruna Dhir, an International Hospitality Writer and a seasoned hotelier, has recently released her Hotel Memoir aptly titled 'Hotel Adventures with the Stars.' The delightful Book, being heralded as a Collector's Edition by the industry, the celebrities, and the readers alike, chronicles Aruna's associations with the renowned personalities from the fields of cinema, music, art, literature, politics and sports.



As an hotelier working with finest of hotels, Aruna has had the privilege of knowing some of the most famous faces. Her alliance with a whole lot of them led to thrilling episodes, humorous anecdotes, heart-warming tales and in some cases friendship that has stood the test of time.

The memoir features 27 such delicious accounts woven around delectable interactions with Hollywood actors and directors, internationally known musicians and sportspeople, legendary authors, and insanely famous Bollywood stars that have stamped a global footprint.

The Foreword for this enchanting Memoir has been written by the famous Master Storyteller, Ruskin Bond, who calls this unique recollection "Immensely readable." Hotel Adventures with the Stars has invited rave endorsements from s stellar set of celebrities who are labeling it as accurate, heart-touching, inimitable and unputdownable.

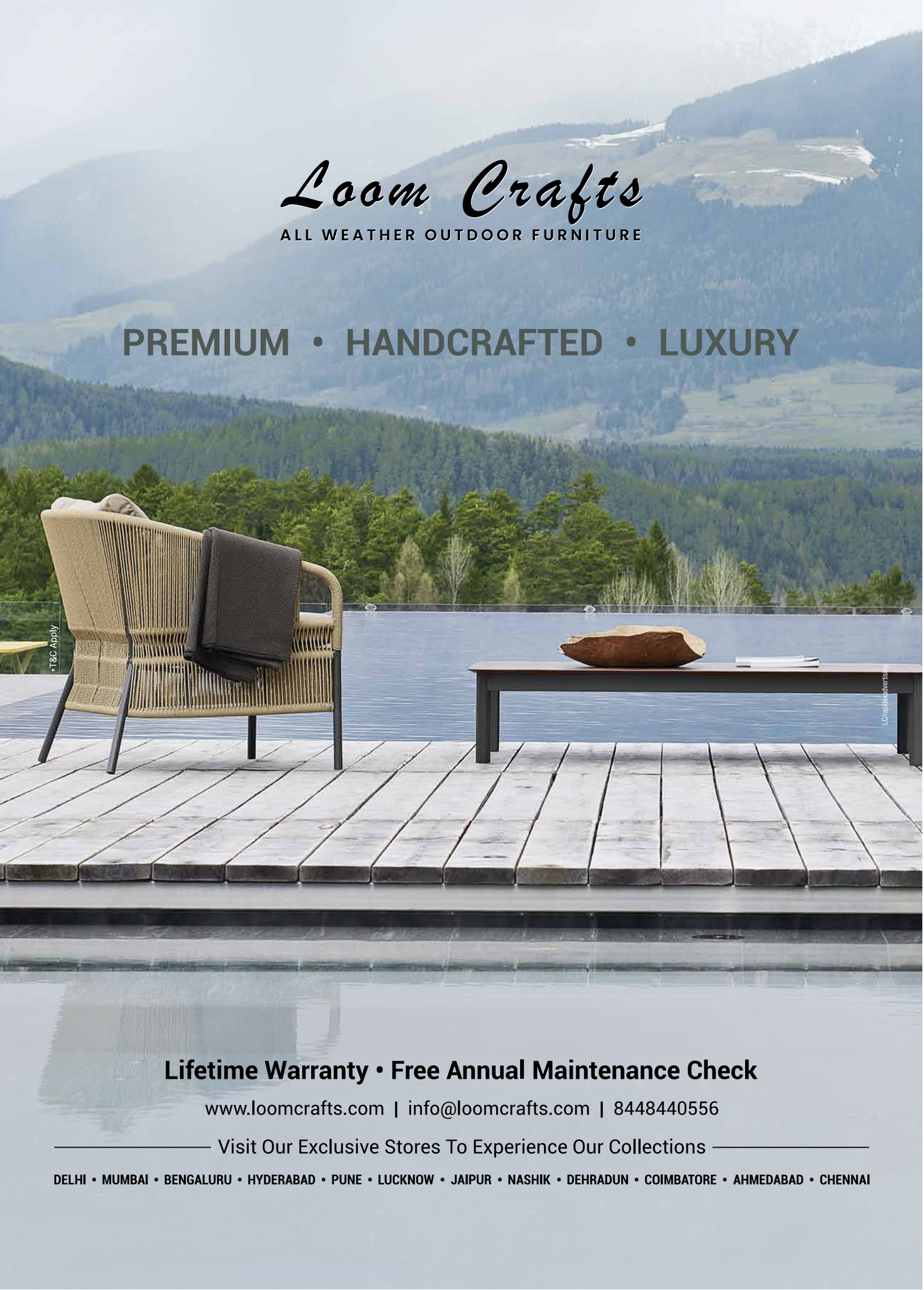
Through the stories, told with remarkable candour and exceptional warmth, Aruna brings out the scarcely noticed facets and traits of the celebrated folk who are usually seen from afar and rarely without their minders and maquillage. What is really special about the exciting Autobiography is that it takes you into the life in hotels in the most pleasant manner, such that the imagery stays with you for a long time.

Puneet Chhatwal Receives IATO Hall of Fame Award

Indian Association of Tour Operators (IATO) honoured Puneet Chhatwal, Managing Director & CEO of IHCL, with the prestigious Hall of Fame award at the 39th IATO Annual Convention. In recognition of his outstanding contributions to the Indian tourism industry and the pivotal role he has played in transforming the hospitality landscape, Shri Gajendra Singh Shekhawat, Union Minister of Culture & Tourism, Government of India, and Dr. Mohan Yadav, Chief Minister of Madhya Pradesh presented the award on 30th August in a ceremony in Bhopal.



Rajiv Mehra, President, IATO said, "Puneet's strategic vision and ability to anticipate market trends have propelled IHCL to new heights contributing significantly to the broader tourism sector in India. This Hall of Fame award is a recognition of his relentless pursuit of growth and his commitment to elevating India's position in global tourism. We congratulate him on this well-deserved honour and look forward to witnessing further milestones under his leadership."


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Leisure Hotels Group Commemorates 35 Years of Excellence

Leisure Hotels Group (LHG), an experiential resort chain in North India and the largest across Uttarakhand, is celebrating 35 years of crafting immersive experiences for discerning travellers. With a legacy built on the rich natural & cultural heritage of the region, a deep-rooted passion for hospitality, and a commitment to exceptional service, the group has been at the heart of countless cherished memories for travellers over the decades.

Starting with a single resort, The Naini Retreat, in 1989, Leisure Hotels Group has grown to over twenty-eight smart business hotels, boutique resorts, sociotels and bespoke villas. Over the years, the group has also built a dedicated and loyal patronage, serving over million travelers across seventeen beautiful destinations. With properties strategically located in tourist hotspots such as Nainital, Dharamshala, Haridwar, Corbett, Vrindavan, Varanasi, Rishikesh, Goa and a robust pipeline of upcoming resorts, the group continues to expand its footprint across sought-after destinations.

A testament to the enduring commitment that defined their journey over the decades, this significant milestone will be marked with festivities. To celebrate this marquee milestone, LHG is introducing a range of specially curated experiences for guests, including exclusive offers, enhanced amenities, and distinctive programs in dining,



accommodations, and spa services. Tailored for guests, these offerings invite them to partake in the momentous occasion as the brand furthers their commitment to enriching experiential travel.

As part of its 35th anniversary, Leisure Hotels Group is excited to announce an exclusive 35% discount on stays, gastronomic experiences, spa services, adventure & wildlife activities, and spiritual offerings across its properties.

Reflecting on their heartfelt journey, Vibhas Prasad, Director, Leisure Hotels Group said, "In the past few decades, the hospitality industry has evolved at an extraordinary pace, and I'm proud that we've not only kept up but pushed boundaries to embrace innovation and efficiency. We are deeply grateful for the trust and loyalty of our customers, who remain at the heart of everything we do. This year is especially meaningful as we introduced a new vertical, Sociotels, designed for modern travelers seeking unique and engaging social activities."

Karnataka Tourism Society Hosts B2B Meet

The Karnataka Tourism Society (KTS) successfully hosted the second edition of its Destination Showcase Event in Bengaluru, focusing on the attractions of North and Coastal Karnataka. Following the



success of the inaugural showcase on Chikmagalur and Sakleshpur in March, this event received an overwhelming response from industry stakeholders.

The event was inaugurated by Srinivasulu, (IFS), Commissioner of the Department of AYUSH, Government of Karnataka. Key dignitaries present included K Syamaraju, President of KTS and newly elected President of the Federation of Hotel & Restaurant Associations of India (FHRAI), along with other KTS executive committee members. Dr. K.V Rajendra, (IAS), Director of the Department of Tourism, Government of Karnataka, visited the event and engaged with stakeholders, discussing marketing efforts and the effectiveness of the showcase.

The showcase was supported by several government bodies, including the Ministry of Tourism, Government of India, Department of Tourism, Government of Karnataka, Department of AYUSH, Government of Karnataka, Karnataka State Tourism Development Corporation, Jungle Lodges & Resorts Ltd and Mysore Sales International Ltd. This initiative highlighted the unique tourist destinations of North and Coastal Karnataka, emphasizing its rich cultural heritage, tranquil beaches, and vibrant local arts.

K Syamaraju, President of the Karnataka Tourism Society, "This initiative, a collaboration between KTS and various tourism bodies, provides a unique opportunity for travel agents, tour operators, and hospitality professionals to discover the hidden gems of North and Coastal Karnataka. By bringing together industry leaders and showcasing the region's unique attractions, this event aims to unlock the full potential of these areas and foster sustainable growth."

The event featured over 150 participants, including travel agents and industry professionals, who engaged in networking and business-to-business (B2B) meetings. The showcase brought together 23 leading destination management companies, hotels, resorts, homestays, and service providers from North and Coastal Karnataka, fostering collaboration and partnerships.

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IHCL Goa Boosts Local Cleanliness Efforts

Celebrating 50 years of delivering world-class hospitality in Goa and serving the community, Indian Hotels Company (IHCL), Goa marked a new milestone today at Taj Holiday Village Resort & Spa, Goa. The company donated a garbage collection truck along with 15 garbage bins with a capacity of 240 ltr. each to the Candolim Village Panchayat, reaffirming its commitment to the local community and echoing Prime



Minister Narendra Modi's vision of a cleaner India through "Shramdaan for Swachhata". The truck was presented to the Candolim Village Panchayat Sarpanch Blaize Fernandes, who graced the occasion and highlighted the shared commitment to a cleaner Goa.

"We at IHCL Goa are incredibly proud to partner with the Candolim Village Panchayat in our shared commitment to a cleaner and even more beautiful Goa," said Ranjit Phillipose, Senior Vice President, Operations Goa, IHCL. This initiative to support Candolim's waste management efforts embodies our commitment to environmental responsibility and aligns perfectly with Prime Minister Modi's call for a cleaner India. We believe that by working together, we can ensure Goa remains a world-class destination."

"On behalf of the Candolim community, I extend my heartfelt gratitude to IHCL Goa for this impactful contribution," stated Candolim Sarpanch Blaise Fernandes. "This partnership exemplifies the positive impact that can be achieved when businesses actively engage in initiatives that benefit the environment and the local community. We look forward to further collaborations that promote responsible tourism in Goa."

Hotel Royal Orchid Launches Ode Spa & Wellness

Hotel Royal Orchid Bengaluru announces the opening of Ode Spa and Wellness, a serene haven designed to offer a truly immersive experience of relaxation, rejuvenation, and holistic healing. The name "Ode" is a tribute to self-care and wellness, reflecting the spa's commitment to creating a sanctuary that brings balance, harmony, and peace. With an array of treatments combining traditional wellness techniques with modern therapies, Ode Spa makes sure every guest is surrounded by a peaceful and calm atmosphere during their visit.



Boasting the state-of-the-art facilities, including private treatment rooms, steam and sauna areas, and a serene relaxation lounge, Ode Spa & Wellness offers an unparalleled experience. The spa's customized wellness programs have been designed to meet individual needs, using aromatherapy, reflexology, and deep tissue techniques to restore balance to both the mind and the body.

"Our vision to partner with the Ode Spa & Wellness is to redefine what a vacation truly means. At Hotel Royal Orchid, we are not just offering a spa experience, but a transformative journey where luxury meets wellness in every sense. We've carefully crafted an environment where guests can escape the fast pace of life and rediscover balance. This is the new era of rejuvenation, where personalized care, indulgence, and wellness converge to create an unforgettable experience." says Manish Kumar, Assistant Vice President, Hotel Royal Orchid Bangalore.

Sukoon Wellness Resort Expands

Stotrak Hotels, an amalgamated experiential hotel chain with a presence in Uttarakhand, Himachal Pradesh, and Rajasthan, announces a significant expansion at Sukoon - Wellness resort in Dakpathar, Uttarakhand, with the addition of six new Sugandh-themed Executive Cottages. This expansion doubles the resort's capacity to 12 cottages, comfortably accommodating over 40 guests.

The Executive Cottages, 25% larger than their predecessors, offer a unique sensory experience that sets Sukoon apart in the wellness tourism sector. Each cottage is infused with natural aromas, creating a serene and refreshing environment that complements the surrounding landscape. This expansion addresses the increasing demand for spacious, family-friendly accommodations and enhances Sukoon's suitability for group retreats, pre-wedding events, and corporate gatherings.

Bani Sharma, Founder of Sukoon Resort, commented "These new cottages expand not just our capacity but also our commitment to offering an immersive, personalised experience. The Sugandh theme brings a new sensory element to the Sukoon experience, engaging guests in a journey toward wellness."

Sukoon Resort's upgraded offerings include an all-weather indoor swimming pool with chromotherapy, a separate kids' pool, steam and infrared sauna facilities, and a wide range of outdoor activities. Guests can enjoy farm-to-table dining experiences, including the Chef's special Garhwali Thali and live Chullah cooking in Ras Rasoi, high tea under a rainfall canopy, poolside brunch, and dining under the stars. The resort also offers unique activities such as bird watching with over 300 species, scenic river walks, and guided nature trails, enhancing the guest experience.

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Atmosphere Core Announces Two Properties in Nagpur

Atmosphere Core has entered into a Hotel Management Agreement with N Kumar Group Nagpur to develop a luxury golf resort and a city-centre hotel in Nagpur. Eden Greenz By Atmosphere Nagpur is scheduled to open in Q1 2025, while Atmosphere Nagpur will open in Q3 2025. This partnership aligns with Atmosphere Core's goal of reaching 25 properties in India by 2025 and marks the company's venture into Maharashtra, a key state for tourism and business.

Currently operating as Eden Greenz, this golf resort will be rebranded and enhanced to reemerge as " Eden Greenz By Atmosphere Nagpur " in Q1 2025, seamlessly integrating into the Atmosphere Hotels & Resorts brand portfolio. Travellers can look forward to 105 indulgent rooms, including family suites, honeymoon suites, and presidential suites overlooking a stunning 9-hole golf course and lush greenery.



The stay will be elevated through an experiential culinary journey at an all-day diner with alfresco service, a speciality restaurant, a bakery and café in the lobby, a themed bar, and an exclusive two-level nightclub. Atmosphere Core will also introduce a nature-inspired tranquil spa and wellness centre through its award-winning spa brand, ELE/NA. Soothing views of a nine-hole golf course and verdant green foliage will create the ideal setting for spa and wellness experiences. This luxurious destination resort located just 30 minutes from Nagpur International Airport and an hour from the renowned Pench National Park Tiger Reserve, this destination is perfect for leisure travellers seeking a serene escape. It also serves as an ideal venue for meetings, private celebrations, and weddings, offering 20,000 sq. ft. of indoor event space along with a variety of expansive outdoor settings.

Atmosphere Nagpur will open in Q3 2025 as a world class, a city-centre business hotel ideally located in the heart of the city's business and entertainment districts. The hotel will offer 120 elegantly designed rooms and suite offering stunning views of Nagpur. Guests can choose to dine at the all-day restaurant, specialty restaurant, or a quick bite outlet, and enjoy the best of wine and spirits at the themed bar. A terrace lounge bar by the swimming pool with dazzling skyline views will become the city's most coveted spot. Business travellers seeking a comfortable stay will appreciate the luxurious and smart services while a 6,000 sq. ft. indoor event space and additional outdoor venues set the stage for hosting meetings, private celebrations, and weddings. The hotel is located just 10 minutes from Nagpur International Airport.

Mr. Souvagya Mohapatra, Managing Director of Atmosphere Core - India, Nepal, Sri Lanka, & Bhutan, shared his enthusiasm, saying, "Nagpur is not just the geographical 'centre' of India, but also one of our country's fastest growing metropolis with a distinctive cultural heritage, business vibe and cosmopolitan environment. I am delighted to announce our presence in this prestigious city which has always captivated travellers with its beauty and economic significance. Both these properties, Eden Greenz By Atmosphere and Atmosphere Nagpur are very close to our hearts and are set to become a highly coveted destination."

Sterling Strengthens its Wildlife Presence

Sterling Holiday Resorts has announced its second resort in Pench, on the Maharashtra side of the Pench wildlife sanctuary. The resort is conveniently located just off NH44 and easily accessible from Nagpur. The 4-acre property is embellished by manicured lawns and flagstone paths and is a green haven, making it an ideal getaway from Nagpur. Located close to and midway between the Khawasa and Khursapar Gate, it can be an ideal base to explore the Pench wildlife sanctuary.

The resort has a choice of villa-styled rooms and large Luxury Tents, all equipped with a sit-out for guests to relax and enjoy the serene surroundings especially in the evenings. The rooms give a rustic look from outside, blending well with the surroundings, while they are equipped with all the modern amenities for a comfortable stay. Special features include open-to-sky showers, bathtubs with a separate shower area and premier rooms have a dedicated powder room within and a private lawn space outside.

"Sigri" is an open-format restaurant that provides a unique dining experience with beautiful views of the serene surroundings. One can enjoy popular favourites and delicious local dishes from Maharashtra and Madhya Pradesh. The "Machan" provides a tree-top dining experience ideal to enjoy a private celebration dinner, or a special gathering while



enjoying the views of the surroundings.

The resort also boasts of a 4,500 sq.ft. banqueting space, and a 20,000 sq.ft lawn, ideal for small conferences, intimate gatherings and celebrating social events and weddings. Guests can also unwind in the swimming pool or at The Spa after enjoying a morning safari.

"Sterling Orient Woods, is our second resort at Pench. The rustic setting and the greenery make it ideal not only as a getaway for people from Nagpur, but also to explore the Pench wildlife sanctuary while enjoying all creature comforts." said Vikram Lalvani, Managing Director & CEO, Sterling Holiday Resorts.

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Accor Unveils Novotel Goa Panjim

Novotel, a leading global brand within the Accor portfolio, has announced the opening of its fourth Novotel property in Goa, marking a new chapter in its growth in the region. Strategically located in the capital of Panaji, the hotel offers modern elegance blended with the vibrant allure of Goa, catering to both business and leisure travelers.



Situated just 35 minutes from Dabolim Airport and 45 minutes from MOPA, Novotel Goa Panjim provides easy access to the city's historical landmarks. The hotel is designed with sustainability at its core, creating a tranquil retreat in the heart of the bustling city. The architectural design, with its curvilinear balconies extending along the building's length, brings the outdoors in, fostering a deep connection with nature. The hotel's courtyard, bathed in natural light, serves as a serene oasis, a key feature of the lobby.

With 143 well-appointed rooms, over 8,000 square feet of versatile meeting and event spaces, three dining outlets, a luxurious spa and salon, a state-of-the-art fitness center, and a swimming pool, Novotel Goa Panjim is set to be a preferred destination for both social gatherings and business events. The hotel has already received the prestigious 2024 India's Best Design Award, recognizing its innovative blend of traditional hospitality and relaxed resort-style ambiance. Garth Simmons, Chief Operating Officer of Accor's Premium, Midscale, and Economy Division in Asia commented on the launch, saying "We are delighted to continue our expansion in India with the opening of Novotel Goa Panjim, a perfect blend of modernity and local culture."

Surajit Chatterjee, General Manager of Novotel Goa Panjim, echoed this sentiment, saying: "We are thrilled to be part of a hotel that harmoniously blends contemporary elegance with the vibrant cultural heritage of Goa."

Atmosphere Core Signs Property in Gurugram

Atmosphere Gurugram marks the company's 14th signing, representing a prestigious addition and entry into the National Capital Region (NCR), has teamed up with Taru Golf Hotel Private Limited to develop a new luxury resort in the National Capital Region (NCR).



The upcoming Atmosphere Gurugram, scheduled to open in the first quarter of 2026, is ideally located just 45 kilometres from New Delhi.

The upcoming property will be an exquisite addition to the Atmosphere Hotels & Resorts brand portfolio. Guests can anticipate a stay in one of the 46 opulent villas with private pools, each designed to offer panoramic views of lush greenery overlooking the Aravali hills and the expansive golf course. The guest experience will be enhanced with a range of high-end amenities.

The resort will offer a rich culinary experience, featuring an all-day dining venue with alfresco options, a specialty restaurant, and a library-cum-bar. Each of these spaces will present a diverse array of gourmet delights, catering to the refined tastes of guests and ensuring a memorable dining experience.

A wide array of indoor and outdoor activities will be thoughtfully curated to suit diverse interests and preferences. Whether guests are in search of adventure or simply wish to unwind, the resort will offer something for everyone, enriching the overall leisure experience.

The resort's spa and wellness centre, managed by the acclaimed ELE/NA brand, will serve as a tranquil haven. Drawing inspiration from nature, the spa will feature soothing views of the Aravali hills and lush greenery, providing an idyllic setting for rejuvenation and peace.

Pride Hotels Group Accelerates Growth in Maharashtra

Pride Hotels Group has further expanded its portfolio with the signing of Pride Elite Hotel in Phaltan, Maharashtra. This marks a significant milestone in the group's strategy to strengthen its presence in the western region. Conveniently located just 4.5 hours from Mumbai and 2 hours from Pune, the hotel is easily accessible, making it a prime destination for both business and leisure travelers. This new addition represents Pride's third property in Maharashtra, following its successful ventures in Pune and Nagpur, highlighting the group's continued growth in the region.

The promoters of Pride Elite Hotel Phaltan are the owners of Jakson Industries, a renowned name in energy and engineering solutions. Their expertise and backing further elevate the project, ensuring the highest standards of service and sustainability.

The Pride Elite Hotel Phaltan is set on a sprawling 6-acre property, offering 71 deluxe rooms and 4 suites. Guests can indulge in a variety of amenities, including a vibrant multi-cuisine restaurant, a contemporary bar, and 24-hour in-room dining. For recreation, the hotel features both indoor and outdoor facilities, a fully equipped gym, and a treatment room for relaxation. The state-of-the-art industrial kitchen is equipped to cater to large-scale events, serving between 3,000 to 5,000 meals per day, making it an ideal venue for corporate events and gatherings.

Commenting on the launch, Atul Upadhyay, Executive Vice President of Pride Hotels Group, stated, "With the opening of our third property in Maharashtra, we remain dedicated to our ambitious goal of operating 133 hotels by 2033."

IHCL Expands Its Brand Portfolio

Gateway Bekal

Indian Hotels Company Limited (IHCL), announces an addition to its brandscape with the launch of Gateway Bekal, a full-service upscale hotel offering. Speaking on the occasion, Puneet Chhatwal, Managing Director and CEO, IHCL, said, "Expanding IHCL's brandscape, the reimagined Gateway introduces a full-service hotel offering in the upscale segment, an ideal fit to capture growth opportunities in micro markets of metros and Tier II and Tier III cities. Gateway will cater to



the increasing domestic demand for quality accommodations with large banqueting facilities in emerging cities."

He added, "The brand roll-out commences with the opening of Gateway Bekal today along with the migration of four operating hotels in Nashik, Coonoor, Madurai and Chikmagalur. The current brand portfolio of 17 hotels will scale to 100 hotels by 2030."

Gateway Bekal offers 151 well-appointed guest rooms, cottages, suites and villas. The diverse range of dining options to cater to every palate with Earth Pavilion, the all-day diner serving a variety of delectable meals, while High Tide, the bar, has a vibrant atmosphere for unwinding with signature cocktails.

The hotel features versatile banqueting spaces, including a sundial amphitheatre, a grand ballroom, and a banquet hall along with two meeting rooms. The recreational facilities include an inviting pool bar with a children's pool and jacuzzi, a spa, and the state-of-the-art gym. Guests can indulge in birdwatching, local art and dance workshops, and houseboat rides and the 1.5 km jogging track by the serene riverside.

Ginger Checks into Srinagar

IHCL also announced the opening of its second Ginger hotel in Jammu and Kashmir. Ginger Srinagar, Barzulla embodies the brand's signature lean luxe philosophy, providing guests with a contemporary and comfortable stay.

Strategically located in Barzulla, the 64-key Ginger Srinagar provides easy access to the airport and iconic attractions such as Dal Lake, Shalimar Bagh, Shankaracharya Temple, and Jama Masjid. The hotel's all-day diner, Qmin, serves up a delectable array of flavors to cater to diverse palates, making it an ideal choice for business lunches and casual gatherings.

Ginger Steps Into Chanakyapuri, New Delhi

The group announced the opening of Ginger Delhi, Chanakyapuri embodying the brand's signature lean luxe philosophy, providing guests with a contemporary and comfortable stay.

Located on Tenzing Norgay Marg, the 57-key Ginger Delhi, Chanakyapuri is set in the heart of Delhi's most elite diplomatic enclave. Qmin, Ginger's signature all-day dining restaurant, offers a selection of local and international cuisines. Embodying its lean luxe philosophy, hotel offers a state-of-the-art gym and meeting facilities, catering to the needs of modern-day travellers.

Fortune Hotels Signs New Properties

Fortune Park Gorakhpur

Fortune Hotels, a member of ITC's hotel group announced its latest signing in the state of Uttar Pradesh with the inking of an operating agreement for an upscale hotel in Gorakhpur; a strategic move to increasing its regional presence in the prosperous and one of the fastest growing states in India.



Commenting on the signing, Samir MC, Managing Director, Fortune Hotels, said "It was only prudent for us to further strengthen our presence in Uttar Pradesh given the state's brimming potential of promising returns. We already have six strategic alliances in UP and signing of this agreement further exudes our commitment to the state."

Branded as Fortune Park Gorakhpur, the hotel, located in the heart of the city promises an unparalleled experience to city, pilgrim and business guests alike. Offering 74 contemporary well appointed rooms, multiple F&B outlets, modern meeting and banquet spaces and a blend of upmarket comfort, and state-of-the-art facilities, this hotel is poised to become a significant landmark in the area, is expected to be launched by October 2026.

New Retreat in Bhimtal



Fortune Hotels also announced the signing of a new hotel in the picturesque town of Bhimtal, Uttrakhand. This is the premier hotel chains' 6th alliance in the state after Mussoorie, Haridwar, Haldwani, Dehradun and Rishikesh.

Poised to open in 2025, the premium hotel featuring stylish well-appointed rooms and elegant suites offers splendid views of the Bhimtal lake and the golden sunrise. A stunning swimming pool, a restful spa and a modern fitness centre amp up the recreation quotient at the hotel while its lavish banquet spaces make for a perfect setting for family socials and special celebrations.

Food enthusiasts, can join on a soairee of epicurean flavours at the panoramic speciality rooftop restaurant overlooking the hills and the lake; sip and savour spirited beverages and finger food at the trendy bar, or enjoy popular world fare on a plate at the all day diner.



Shridhar Nair

The Leela Ambience Gurugram Hotel & Residences has appointed Shridhar Nair as Sr. VP and General Manager, based in Gurugram, also overseeing The Leela Ambience Convention Hotel, The Leela Mumbai, The Leela Gandhinagar, Mahatma Mandir Convention Centre Complex, and The Imperial Club by The Leela. Having worked with most Leela properties he has long been an integral part of the management team. He served as the group's Sr. VP Operations. He has postgraduate diploma in Hotel Management from IHM Trivandrum.



Abhishekh Menon

ITC Kakatiya has appointed Abhishekh Menon as the new General Manager. With nearly two decades at ITC Hotels, he began his journey with ITC Hotels in 2006, after graduating from the Welcomgroup Management Institute. He played a pivotal role in managing the Front Office at ITC Maurya. In 2020, he was responsible for the renovation of ITC Grand Goa and later he transitioned to ITC Royal Bengal, he describes as "an emotion to the Bengalis like no other in the city of joy."



Mukesh Kumar Rakshit

Sayaji Hotels Ltd. has promoted Mukesh Kumar Rakshit as the new General Manager of Sayaji Kolhapur. With over 18 years of extensive experience, he joins from his previous role as Director of Operations at the same property. Effotel by Sayaji in Vadodara, where he played a crucial role in the renovation and launch of the hotel. Prior to his tenure at Sayaji Hotels Ltd., he held various managerial positions at prestigious hotels such as HHI in Pune and Sayaji Hotels Ltd. in Pune.



Neha Rawat

Neha Rawat has been appointed as the new General Manager of Pride Elite Haridwar, her third tenure with Pride Hotel Group. With over 15 years of experience in the hospitality industry, she brings a track record in managing front office operations, strategic planning, team leadership, and customer relations. She worked at Modi Yoga Retreat in Rishikesh and Pride Hotel & Resort in Rishikesh, as part of the pre-opening team. She did graduation from Kumaon University and a diploma in Aviation & Hospitality Management.



Mayank Uppal

The Leela Ambience Gurugram Hotel & Residences has appointed Mayank Uppal as the Director of Revenue. Bringing a wealth of experience from his tenure at Marriott's North India Revenue Cluster, he has managed some of the most prestigious properties. His achievements have been widely recognized, earning him a place in the APEC Hall of Fame for his remarkable achievement in revenue strategy. His unique perspective, combining entrepreneurial acumen with large-scale hospitality experience, promises to enrich the hotel's performance across all metrics.



Amit Kumar Lala

The Westin Chennai Velachery has appointed Amit Kumar Lala as Director of Operations. With over 19 years in the hospitality industry, he brings a proven track record in managing operations across competitive environments. He has worked with Marriott International, Hyatt Hotels, Taj Hotels & Resorts, The Leela Palace, & ITC Hotels. An alumnus of IIAS Siliguri, he has also graduated from the Calcutta University. A comforting soul with an affable personality, he is deeply passionate about people and their development.



John Paul

Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre has appointed John Paul as the new Director of Engineering. He brings over two decades of experience in the hospitality engineering sector. With a proven track record in operational excellence and sustainable initiatives, he will spearhead the engineering team. He received the Accor Excellence Award in Sustainable Development and the Accor South Asia Award for Engineering Person of the Year 2021. His appointment will further strengthen the engineering capabilities of the property.



Shyama Maity

Novotel Hyderabad Convention Centre & HICC has appointed Shyama Maity as the Rooms Division Manager. With her career in hospitality spanning over 18 years, her last role was as Rooms Division Manager at Rydges Latimer Christchurch in New Zealand. She had overseen key departments such as Reception, Reservations, Housekeeping, and Maintenance. Shyama's strong leadership skills and proven track record in driving exceptional guest experiences make her a valuable addition to the team, playing a pivotal role in enhancing guest satisfaction



Naveen Raaj

Conrad Pune has promoted Naveen Raaj to Rooms Division Manager. With over 11 years of experience within the Hilton group, his journey with Hilton began in 2013, during which he held significant roles at Hilton properties, Hilton Chennai, DoubleTree Suites by Hilton Bangalore, DoubleTree by Hilton Ahmedabad, and Hilton Garden Inn Singapore, where he was part of the opening team. A Hilton's Shine 1 Leadership Program graduate and a certified Luxury Trainer, he brings a diverse skill set that goes beyond conventional roles.



Surendran K

The Westin Chennai Velachery has appointed Surendran K as the Director of Sales and Marketing. With 18 years of experience in the hospitality industry, he worked with some of the finest hotels in Chennai, Courtyard by Marriott Chennai, Hyatt Regency Chennai and The Residency Towers. An alumnus of American Hotels Lodging Association, he also graduated with a Bachelor of Business Administration from Annamalai University. He has achieved significant milestones, achieved budgeted GOP from 2021 to 2023 in South Asia for revenue management.



Bjorn Fernandes

Sofitel Mumbai BKC has appointed Bjorn Fernandes as Director of Sales & Marketing. With career spanning over 17 years in the hospitality, he held the role of Director of Sales & Marketing at Taj North Goa, spearheading the sales, marketing, and PR efforts for Taj Fort Aguada and Taj Holiday Village. He also worked at The Westin Mumbai Powai Lake and Marriott Executive Apartments. He did MBA in Marketing from MET Bandra and a Bachelor's Degree in Management Studies from MMK College.



Firoz Sarwar

Le Méridien Mahabaleshwar Resort & Spa has appointed Firoz Sarwar as the new Associate Director of Sales. As an institute topper and a scholarship holder in MBA (Marketing) and B.E. (IT), he comes with a brilliant academic track record and an experience of 17 years in hospitality sales and business development at Sofitel and The Leela. His notable achievements are such as being named "Sales Person of the Year" and "Top Yield Achiever" at The Leela Palaces, Hotels & Resorts.



Rajesh Nath

Fortune Hotels has appointed Rajesh Nath as Head of Sales and Marketing. With more than 30 years of expertise in hospitality sales, he started as a Management Trainee to being the Head of Sales-South Region with ITC Hotels. A graduate of St. Xavier's College, Kolkata, and MBA from Calcutta University, He combines his business acumen with deep industry insights, which will accelerate the revenue growth for the chain through driving business and a holistic scaling up of the brand portfolio.



Rohit Saini

Six Senses Fort Barwara has appointed Rohit Saini as the new Sustainability Director. A degree in Urban and Environmental Planning paved the way for a career in consulting focused on pivotal projects. He will spearhead initiatives to enhance sustainability in energy, water, and waste management. His portfolio includes collaborations with the World Bank, the European Union, and the Foreign & Commonwealth Office, UK. His work supported marginalized communities and addressed the challenges of over-tourism and waste management in various regions.



Ramesh M R

Hyatt Centric Bangalore appointed Ramesh M R as Human Resources Manager. He did Master of Business Administration in Human Resource & Marketing and a Bachelor of Engineering in Mechanical Engineering. He holds a Master of Science in Psychology (Industrial Psychology), demonstrating a deep understanding of algae and their applications in various industries. He worked at Hyatt Regency Trivandrum, Radisson, Marriott, Leela and Sarovar Hotel & Resorts. He brings a strategic mindset and a passion for talent development to his new role.



Sheena Tandon

The Lodhi, New Delhi has appointed Sheena Tandon as the Director of Sales & Marketing. With an experience of 19 years, she did BA (Hons.) in Hotel Management from Huddersfield University, UK, a degree in Business Administration from Dr. Babasaheb Ambedkar Marathwada University, and a graduate diploma from the Institute of Hotel Management managed by Taj Group of Hotels and Resorts in Aurangabad. She served at Accor's Pullman & Novotel New Delhi Aerocity, The Oberoi Group and Hyatt Regency Delhi.



The rise of ....
Eco-friendly Hotels

There is an increasing awareness of preserving and saving the environment, which is fundamental to sustaining life on earth. It is essential for every industry to endeavour in sustaining mother nature. The Environmental Protection Act of 1986 has defined the term 'environment' as including water, air, and land and the inter-relationship that exists between them and human beings and other living creatures. It is essential for people to be eco-conscious. And, today, they are, indeed, aware of the necessity to avoid indulging in activities harmful to Mother Earth! That is the main reason why there is an increase in eco-tourism and practising eco-friendly methods in the hospitality industry. The result is that there is an increasing number of green hotels all over the globe. Ashok Malkani, in the first of the two episodes, explains on what is an eco-friendly hotel and the growth in green hotels in India and across the globe.



As the populace becomes increasingly aware of environment friendliness and this year's environment Month theme "Our Environment. Our Future," reminds us of the vital connection between the health of our planet and the well-being of future generations, and also need for increase in eco-tourism. According to Fortune Business Insights the global ecotourism market size was valued at $216.49 billion in 2023 and is projected to grow from $260.76 billion in 2024 to $ 759.93 billion by 2032.

The hospitality industry too is increasingly adopting eco-friendly practices in hotels. They have adopted the motto: Reduce, Reuse, Recycle. Green hotels are, today, becoming increasingly popular. A layman may ask what exactly makes a hotel "green," and what benefits can you expect when you choose to stay at one?

Gaurav Miglani, Area Director Taj North Goa and General Manager Taj Holiday Village Resort & Spa, Goa. Declares, "An eco-friendly or green hotel transcends the conventional notion of hospitality, embracing a deeper commitment to environmental stewardship. At IHCL's Goa properties, green initiatives are an integral part of the hotel's operations.

These include water conservation through rainwater harvesting, energy efficiency via renewable energy sources, comprehensive waste management systems and many more. The hotels also emphasize reducing single-use plastics and promoting recycling, in line with IHCL's Paathya initiative for responsible tourism and environmental conservation."

He further adds, "Eco-friendly hotels have gained significant popularity among tourists, especially those who prioritize sustainability. Guests at IHCL's Goa properties benefit from a stay that aligns with their environmental values. Our properties such as Taj Exotica and Taj Holiday Village offer organic, farm-to-table dining experiences, while Taj Fort Aguada promotes eco-conscious activities such as nature walks and beach clean-ups. These eco-friendly practices enhance the guest experience, offering comfort while supporting environmental preservation.

Sustainability is increasingly important to hotel guests, particularly among the millennials and GenZs who seek environmentally responsible choices. Our hotels have recognized this shift, implementing practices that reduce environmental impact without compromising guest comfort. Measures such as replacing single-use plastics with biodegradable alternatives and utilizing energy-efficient technologies resonate with eco-conscious travellers, providing them with the assurance that their stay aligns with sustainable principles."



Amit Raman, General Manager, Radisson Blu, Hinjewadi, Pune, informs, "A hotel that has made major environmental improvements to its infrastructure in order to reduce its ecological imprint is considered an eco-friendly, or green, hotel. Sustainable living ideals are in line with the ecologically conscious policies of these hotels."

He continues, "The tourism industry has seen a significant change toward sustainable practices in recent years due to increased environmental awareness. As a result, ecotourism and hotels that respect the environment have gained popularity. In order to provide a healthier environment for visitors, these hotels usually place a high priority on the usage of organic foods and natural materials. Visitors can take advantage of accommodations by avoiding dangerous chemicals, which are frequently included in manufactured products that promote well-being while producing less environmental pollution

It's clear that a lot of visitors value sustainability, but the emphasis placed on different facets of sustainability varies depending on age and location. Comprehending the inclinations of visitors is


Kanchan Kumar


Ms. Kavita Thapa


Jitendra Kumar


Chandran Venkatesan

imperative for hotels seeking to effectively execute eco-friendly initiatives. With 78% of tourists selecting eco-friendly lodging when making vacation plans, hotels may significantly increase their Return on Experience (ROE) and draw in guests by using this strategy."

According to Chandran Venkatesan, Chief Engineer, ITC Grand Central, Mumbai, "A green/eco friendly hotel is one which adopts methods for reducing bad effects on environment by using sustainable techniques. This includes conserving water and energy, cutting waste, utilising renewable energy sources, cutting carbon emissions, Sourcing organic and locally grown food, and adopting green building materials and techniques.

As people want to travel in more sustainable ways and become more conscious of environmental issues, ecotourism has grown significantly. This kind of tourism places a strong emphasis on local communities' well-being, responsible travel, and conservation. Destinations that contribute to ecotourism frequently emphasise activities in the outdoors, supporting the conservation of ecosystems and cultural heritage.

It may be mentioned that a lot of travellers are starting to prioritise sustainability. Travellers are more conscious of how their stay affects the environment, and they frequently choose hotels that use green methods. At ITC Grand Central we endorse sustainability with some initiatives taken by the hotel like Zero mile water, Farm to plate, EV Charging Station, One bite wonder, eco-friendly packaging & Green banqueting. Guests often appreciate the steps taken by the hotel to maintain sustainability. According to surveys, more and more tourists are prepared to spend more for environmentally friendly travel options, particularly those from younger generations like Gen Z and millennials."

Darshan M.R., Asst. Director of Engineering, Aloft Bengaluru Outer Ring Road, explains, "A green or eco-friendly hotel focuses on minimizing its environmental footprint by incorporating sustainable practices into its daily operations. This involves conserving energy and water, reducing waste, and limiting the use of hazardous chemicals. Emphasis is placed on utilizing renewable energy, implementing recycling programs, and integrating eco-friendly materials across the property. The primary goal is to offer guests a comfortable stay while safeguarding the environment for future generations. At Aloft ORR, we take pride in our green initiatives, such as energy-efficient lighting, water-saving fixtures, eco-friendly amenities, and partnerships with local communities to support sustainable tourism."

He believes "Eco-friendly hotels are gaining popularity among tourists as more travelers seek sustainable and responsible accommodation options. With an increasing focus on environmental consciousness, many guests now prefer hotels that prioritize sustainability in their operations."

He reveals, "One of the key benefits for guests staying in eco-friendly hotels is a healthier environment. These hotels often use natural, non-toxic materials and cleaning products, ensuring a safer, cleaner space for visitors. Additionally, green hotels frequently offer unique experiences that connect guests with nature, such as locally sourced food, nature tours, or eco-conscious amenities, adding a special touch to their stay.

Eco-friendly hotels also emphasize energy efficiency by implementing smart technologies like energy-saving lighting, water-conserving fixtures, and renewable energy sources. This allows guests to enjoy modern comforts while reducing their carbon footprint. Furthermore, guests take pride in knowing their stay supports sustainability efforts, responsible tourism, and the preservation of natural resources for future generations."

He maintains, "Sustainability is not just a trend but a key consideration for environmentally conscious travelers. Guests appreciate efforts such as using renewable energy, offering locally sourced food, reducing single-use plastics, and providing eco-friendly amenities. Many feel that their stay is more meaningful when they know they are contributing to a hotel's efforts to protect the environment and support local communities."

Ms. Kavita Thapa, Cluster Director of Sales, Sayaji Hotels Pune, says, "An eco-friendly hotel, or green hotel, focuses on sustainability to minimize environmental impacts through practices such as water

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conservation, energy efficiency, and the use of eco-friendly materials.

She continues "As awareness of environmental responsibility increases, tourists are prioritizing sustainability and choosing hotels that adopt eco-friendly practices. Benefits include reduced carbon footprints, enhanced well-being from natural surroundings, and unique local experiences. Many hotel guests today prioritize sustainability and prefer accommodations that demonstrate it, enhancing their overall travel experience. Even here at Sayaji Pune, we implement sustainable practices, such as using electric vehicles for guest transport and paper containers for food parcels. This helps build trust with our guests."

Jitendra Kumar, F&B Director, Courtyard by Marriott Pune Chakan, explains, "An eco-friendly or green hotel is a hospitality establishment committed to reducing its environmental footprint through sustainable practices. These may include energy efficient systems, water conservation measures, waste reduction initiatives and the use of eco-friendly products. By integrating these green strategies, such hotels aim to promote environmental responsibility while providing guests with a conscious and comfortable stay. These hotels are gaining popularity among tourists seeking sustainable travel options. These hotels not only reduce environmental impact but also offer key benefits to guests. With cleaner, toxin-free environments and energy-efficient designs, guests enjoy a healthier and more cost-effective stay. Additionally, eco-friendly hotels provide authentic, nature-connected experiences, allowing travelers to contribute positively to conservation efforts while enjoying their vacation. As sustainability becomes a priority for many these green hotels are becoming a preferred choice for conscious travelers."

He asserts, "Hotel guests increasingly care about sustainability. Many travelers now prioritize eco-friendly accommodations, seeking hotels that incorporate sustainable practices like energy conservation, waste reduction and the use of eco-conscious products. This growing demand reflects a shift towards responsible travel, where guests value minimizing their environmental impact without sacrificing comfort. Hotels



Amit Raman

embracing sustainability are becoming more attractive to environmentally conscious tourists."

Kanchan Kumar, Rooms Division Manager, Novotel Goa Panjim, states, "An eco-friendly hotel is one that seamlessly blends sustainability with modern comfort. At their core, eco-friendly hotels go beyond solar panels and recycling bins–they're about rethinking what "hospitality" means in a world where resources are limited. They blend luxury with resourcefulness, creating a stay that's as enriching for the guest as it is for the planet.

As Goa is a major tourism hub, visitors are increasingly mindful of the environmental impact of their travels. Eco-friendly hotels offer a way for guests to enjoy the destination while contributing to its preservation. At Novotel Goa Panjim, we provide eco-conscious luxury–through sustainable design,



Gaurav Miglani

organic dining options, and responsible resource management. This allows guests to experience the beauty of Goa while knowing their stay supports environmental conservation, all without sacrificing comfort or quality. In a destination like Goa, where nature plays such a key role in the appeal, eco-friendly practices enhance the overall experience."

He affirms that today hotel guests care about sustainability "and that's evident from the rising demand for sustainable practices in the hospitality industry. We've seen guests increasingly opt for eco-conscious services, from choosing not to have daily linen changes to participating in our green guest programs. It's clear that people want to make a difference, even during their vacation, and hotels that embrace this shift are winning their loyalty."

Eco Tourism & Growth of Green Hotels

Ecotourism has been growing since the 1980s. According to Precedence Research, the global ecotourism market size was estimated at $ 195.9 billion in 2022 and is expected to attain around $ 656.19 billion by 2032, expanding at a compound annual growth rate (CAGR) of 12.90% over the forecast period 2023 to 2032. Ecotourism sector is considered the fastest-growing segment within the global tourism industry. Consequently, 61% of global travellers prefer visiting eco-friendly hotels (Statista, 2020).

There has, no doubt, been a growing popularity of ecotourism and an increase in the number of green hotels in India as well as globally.

Amit avers, "Genuine encounters with local cultures, outdoor activities, and immersive experiences are becoming more and more in demand among travellers. In order to provide visitors with distinctive and unforgettable experiences, this trend has increased demand for eco-friendly lodging, guided nature excursions, and sustainable travel options. Ecotourism is growing because it gives travellers a more fulfilling experience by reducing their environmental footprint and enhancing their understanding of local cultures."

He continues, "There is a noticeable trend in the hospitality industry towards

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sustainability as environmental challenges become more widely acknowledged. The rise of "green hotels," which include sustainable technologies to lessen their environmental effect while enhancing the visitor experience, is a noteworthy part of this shift. This trend emphasizes how sustainable practices benefit the environment and increase customer pleasure."

Chandran asserts, "Goa, with its natural beauty and biodiversity, is a prime destination for ecotourists. IHCL hotels in Goa such as Taj Holiday Village and Cidade de Goa are leading the way by implementing environmentally friendly practices such as providing guests with opportunities to explore the region's natural beauty while also contributing to its preservation. Additionally, our hotels in Goa use energy-efficient systems and offer activities that help protect the local environment. Offering these amenities, we have seen a rise in Ecotourism, driven by a growing interest in responsible travel."

He further informs, "The growing demand for eco-friendly amenities in hotels has been driven by guests who seek to enhance their experience while supporting sustainability initiatives. These guests value products that not only maintain high standards of comfort but also minimize environmental impact. In response, hotels have increasingly embraced sustainable practices, with eco-friendly amenities becoming a hallmark of modern luxury hospitality. At IHCL's Goa properties, we offer a diverse range



Darshan M.R

of sustainable amenities, such as energy-efficient lighting, water-saving fixtures, and biodegradable toiletries, all designed to reduce our environmental footprint while delivering an exceptional guest experience."

Darshan states, "People today are increasingly seeking experiences that allow them to explore natural environments while minimizing their environmental impact. This trend is driven by a desire to connect with nature, support conservation efforts, and engage in culturally enriching activities that respect local communities and ecosystems. For hotels, embracing ecotourism means offering eco-conscious services, partnering with local conservation projects, and providing guests with environmentally friendly amenities and experiences. As ecotourism grows, it not only benefits the planet but also creates a more meaningful and enriching experience for travelers who wish to leave a positive impact on the places they visit."

Speaking about the growing number of ecohotels he says, "The rise in the number of green hotels, both in India and globally, has been remarkable over the past decade. As awareness of environmental issues and sustainability increases, travelers are actively seeking accommodations that prioritize eco-friendly practices. This shift has prompted many hotels to adopt sustainable measures and achieve certifications for their green initiatives.

He disclosed, "In India, the growth of green hotels can be attributed to the country's unique biodiversity and rich cultural heritage, which travelers increasingly want to preserve. The government and various organizations have also been promoting sustainable tourism through initiatives that encourage hotels to adopt environmentally friendly practices. From utilizing renewable energy sources to implementing waste management programs, Indian hotels are making significant strides in reducing their carbon footprint.

Globally, the trend toward green hotels is similarly strong, driven by both consumer demand and regulatory pressures. Many travelers now consider sustainability a crucial factor in their accommodation choices, leading to a surge in eco-certifications and ratings. International hotel chains are increasingly incorporating sustainable practices into their operations, while boutique hotels and eco-resorts are gaining popularity for their commitment to preserving local ecosystems."

He sums up, "As the hospitality industry continues to evolve, the number of green hotels will increase, reflecting the ongoing commitment to sustainability and responsible travel practices worldwide."

Ms. Kavitha explains, "Ecotourism emphasizes responsible travel to natural areas, promoting conservation and benefiting local communities. Its popularity is rising as more travelers seek meaningful, sustainable experiences that connect them with nature.

She adds, "The number of green hotels is increasing both in India and globally, with many hotels adopting the eco-hotel theme. This trend is driven by consumer demand and the hospitality industry's commitment



to sustainability."

Jitendra affirms, "The growing popularity of ecotourism reflects a global shift towards more sustainable and responsible travel. Tourists are increasingly seeking experiences that allow them to connect with nature, support conservation efforts and engage with local communities. Ecotourism not only minimizes environmental impact but also fosters cultural exchange and promotes awareness of environmental preservation. As travelers prioritize eco-conscious choices, ecotourism continues to thrive, offering unique, meaningful experiences while protecting the planet for future generations."

Speaking about the increase in the number of green hotels he says, "The number of green hotels is rapidly increasing in India and globally, driven by the rising demand for sustainable travel. With more properties adopting eco-friendly practices, such as energy efficiency and waste reduction, travelers now have greater access to environmentally conscious accommodations that prioritize sustainability and guest comfort."

Kanchan declares, "Ecotourism is rapidly expanding as travelers prioritize responsible tourism that respects nature and local communities. Ecotourism isn't just growing; it's becoming a badge of honor. People aren't just traveling to see new places–they're traveling to change them for the better. From volunteering to rebuild coral reefs to taking part in wildlife conservation projects, travelers today want an adventure that leaves a lasting impact on both themselves and the planet."

Speaking about green hotels he states, "Eco-friendly amenities do more than just save energy–they appeal to a growing demographic of environmentally aware travelers. Offering such amenities allows us to lower operational costs while also creating stronger guest loyalty. Guests appreciate the thoughtfulness of these touches, from energy-efficient systems to eco-friendly dining options, making their stay more memorable and responsible."

Gaurav says, "Goa, with its natural beauty and biodiversity, is a prime destination for this trend. IHCL hotels in Goa such as Taj Holiday Village and Cidade de Goa are leading the way by implementing environmentally friendly practices such as providing guests with opportunities to explore the region's natural beauty while also contributing to its preservation. Additionally, our hotels in Goa use energy-efficient systems and offer activities that help protect the local environment. Offering these amenities, we have seen a rise in Ecotourism, driven by a growing interest in responsible travel."

He adds, "The growing demand for eco-friendly amenities in hotels has been driven by guests who seek to enhance their experience while supporting sustainability initiatives. These guests value products that not only maintain high standards of comfort but also minimize environmental impact. In response, hotels have increasingly embraced sustainable practices, with eco-friendly amenities becoming a hallmark of modern luxury hospitality. At IHCL's Goa properties, we offer a diverse range of sustainable amenities, such as energy-efficient lighting, water-saving fixtures, and biodegradable toiletries, all designed to reduce our environmental footprint while delivering an exceptional guest experience."

To be continued in the next issue...





Front Office
Avenue For Revenue

An exhilarating – or otherwise – experience for a hotel guest begins at the check-in counter – or the front office. And it is for the Front Office Manager to ensure that the guests not only get a comfortable room but also all the information that they may need to make their trip – business or leisure – a success. One may say that the success of a hotel is predominantly dependent on the Front Office Manager, who has to co-ordinate with several departments for ensuring that the guest receives satisfactory multi-dimensional service which will give them an elating experience to make them become fans of the hotel brand. Ashok Malkani examines the tasks of the front office managers and how the challenges they undergo to ensure that the guests become loyal fans of the hotel brand, thus increasing the property's revenue.

Hospitality industry, today, has several avenues to raise the revenue for running a successful and profitable hotel. To make a property profitable one aspect that has to be understood by a hotelier is that all departments have to work towards leaving an unforgettable and memorable experience in the minds of the guests so that they visit the property repeatedly – for business or leisure.

And this experience begins the moment you set foot on the property! Giving the guest a pleasant and lasting impression involves several departments and it is the Front Office Manager (FOM) who has to collaborate with all of them to ensure the success of the hotel. One may ask what are his key responsibilities?

Vineet Kumar, Front Office Manager, Hilton Bangalore Embassy Golflinks says, "The Front Office Manager plays a key role in increasing hotel revenue by overseeing guest satisfaction, managing room inventory to optimize occupancy and ADR (Daily Average Rate), and training staff on upselling rooms and services. They ensure smooth operations at the front desk, collaborate with departments like sales and housekeeping to maximize revenue opportunities, and address guest feedback to drive repeat business and long-term profitability."

Suniil Bhatia, currently handling the Sales, Marketing and Operations of The Mirador hotel, Mumbai, disclosed, "Though the Front Office Managers essentially overlook the Rooms Division, they, along with their Team, play a pivotal role via their Guest Relations. Daily client interactions by the GRE's (Guest Relations Executives) and Lobby Managers along with the Reception Team has the potential of unlocking Business and Travel Plans of the Guests and their Companies.

Many new accounts can thus be activated by sharing info with the Hotel Sales Team and older accounts can also be revived. The Front Office Desk also upsells Rooms, Transportation, prevailing in-house Food Festivals besides other services like Spa and Salon to guests at their Hotels/Resorts. The Front Office Manager and the Front Office Team thus influence guests to further utilize the Hotel Services and facilities which help in making the Hotel as their preferred Brand of choice."

Nimesh Pandav, Front Office Manager, Sofitel Mumbai BKC, states, "At Sofitel Mumbai BKC, the role of the Front Office Manager is more than operational, it's about curating an experience that is as elegant as it is memorable. At the intersection of efficiency and joie de vivre, as a Front Office Manager I ensure each guest feels welcomed. From the moment a guest steps into the luxurious lobby, it's all about crafting a seamless experience which involves:

Guest Relations & Guest Experience – Curating personalized welcomes, ensuring high customer care scores, and consistently refining key touchpoints to enhance the guest journey.

Loyalty – Championing the brand's loyalty programme, recruiting new members, ensuring compliance, and enhancing the satisfaction of loyal guests, making every interaction count.

Team & Revenue Management – Leading with flair, managing the team to boost performance while keeping a close eye on revenue growth.

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Reporting & Analysis – Using insightful data to continuously improve guest experiences and maintain operational excellence."

Sarfraz Khan, Front Office Manager, Sheraton Grand Pune Bund Garden Hotel, declared, "In the hospitality industry, maximizing revenue and providing an exceptional guest experience are critical goals for any hotel. While several departments contribute to achieving these objectives, the role of the Front Office Manager is particularly significant. Responsible for the first and last interactions guests have with the property, the Front Office Manager not only manages day-to-day operations but also plays a key role in revenue generation through strategic planning and collaboration with other departments.

Key Responsibilities of the Front Office Manager includes:

Guest Relations: Ensure exceptional service from arrival to departure while quickly addressing guest complaints and concerns to maintain satisfaction and loyalty.

Inventory Control: Strategically managing room availability to optimize occupancy rates and increase revenue, including promoting upsells and special packages.

Team Leadership: Oversee recruitment, training, and performance evaluations of front office staff to ensure high service standards. Fostering a supportive work environment also helps in encouraging collaboration and engagement.

Operational Oversight: Manage all front desk activities, including check-ins, check-outs, and guest inquiries efficiently. Collaborating with housekeeping and maintenance teams to ensure rooms meet guest expectations.

Sales and Marketing Collaboration: While partnering with the sales and marketing departments it is important to create and promote attractive packages and offers. It is also important to build and nurture relationships with local businesses for group and corporate bookings.

Financial Reporting: The financial budget



Sarfraz Khan

for the front office is vital. It needs to be managed, focusing on labour costs and supplies. The financial reports should be reviewed to identify trends and opportunities for revenue growth.

Guest Experience Enhancement: Develop strategies to recognize and cater to returning guests or special clients. Gather guest feedback to evaluate and enhance services.

Compliance and Safety: Ensure all front office procedures adhere to hotel policies and legal requirements while educating staff on safety protocols and emergency procedures to protect both guests and employees.

Shantanu Budhalakoti, Front Office Manager, Bengaluru Marriott Hotel Whitefield, cites the different departments in which the Front Office Manager plays an important role thus:

Guest Services Management: for delivering high-quality guest experiences to encourage repeat business and positive reviews.

Revenue Management: Collaborating with revenue management teams to apply



Shantanu Budhalakoti

dynamic pricing strategies based on demand, seasonality, and market trends.

Staff Training and Development: Training front office staff to enhance service quality. Offering skill-based training and providing growth opportunities within Marriott's ecosystem.

Operational Efficiency: Streamlining front office operations to reduce costs and improve service, leading to increased guest satisfaction and revenue.

Data Analysis and Reporting: Analyzing key metrics like occupancy trends and average daily rates (ADR) in order to take decisions that drive revenue growth.

Cross-Department Collaboration: Working closely with housekeeping, sales, and marketing teams to boost occupancy and revenue.

Guest Feedback Management: Addressing guest complaints and feedback to maintain a positive reputation and foster loyalty

Leveraging Automation: Utilizing automation platforms to enhance the guest experience and gather data for improved customer insights.

Increasing Revenue

Front Office Managers are responsible for cross-selling and upselling products and potentially ensuring repeat visits by providing an exceptional experience. So how do they ensure guest satisfaction and generate revenue?

Nimesh states, "Guest Experience & Satisfaction is one of the major markers for hotels and could affect overall business. As a front office manager, I maintain high guest satisfaction through:

• Feedback Tools

• Personalization –We believe in creating Cous Main moments to ensure that their experience is unforgettable.
• Problem Solving – Swift, real-time responses to guest issues."

He continues, "The Front Office actively contributes to generating revenue through the below practices:
• Direct Sales

• Upselling – Offering tailored room upgrades using tools like NOR1.

• Loyalty Programmes – Enhancing the experience for repeat guests to ensure long-term business.

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Shantanu says, "At Marriott, we ensure guest satisfaction by handling feedback efficiently. It's clear that when a hotel has strong internal communication within its core teams, guest satisfaction levels are higher, as everyone works cohesively towards the same goal: achieving the highest level of guest satisfaction.

Our mantra, 'no guest leaves the hotel unhappy or dissatisfied,' helps us prevent errors and address any potential issues. We have a robust pre-arrival process where we contact each guest to understand their preferences and dislikes, allowing us to personalize their stay. We also ensure that the team is well-trained in maintaining strong follow-ups, which boosts overall efficiency."

He adds, "as far as FOMs generating revenue is concerned, I would say they majorly do it by upselling higher category rooms or by selling lucrative bundled packages to the hotel guests which generates incremental revenue for the hotel's topline. The second source of considerate revenue comes from the Garage (Hotel's fleet of cars) which is handled by the concierge and contributes to 4-8% of the overall room's profitability."

Suniil is of the opinion that a FOM ensures guest satisfaction "by regularly interacting with the Guests and getting their feedback, particularly with regular guests who are members and visit the Hotel/Resort outlets regularly."

He continues, "As far as generating revenue is concerned, the FOMs generate it via Room Sales, Airport and Sightseeing Transfers, Room Category Upsells and Spa and Salon suggestive sells. They can also initiate Outlet Sales via their client interactions having guests book restaurant, bar and lounge tables for themselves and their guests."

Vineet avers, "Ensuring guest satisfaction begins even before arrival. This is done by making confirmation calls to verify reservations and personalized communications tailored to their needs. Upon arrival, a warm welcome and efficient check-in process minimize wait times, while meeting room preferences enhances their experience. During their stay, we focus on prompt service and proactive problem-solving. Feedback mechanisms and social media monitoring, allows us to continuously improve. Staff training on guest service standards and recognizing excellent



Suniil Bhatia

service contribute to creating memorable experiences for our guests."

He adds, "The front office generates revenue primarily through room and service upselling. By offering upgraded rooms or suites with enhanced amenities, we increase the Average Daily Rate (ADR). Service upselling includes promoting options like high-speed internet, late check-out, and room service. Loyalty programs reward repeat guests, encouraging their return. Personalized services, driven by trained staff who recognize upselling opportunities, further enhance revenue. Additionally, staff incentives motivate successful upselling efforts, while data analysis helps track effectiveness and adjust strategies for maximizing revenue growth."

Sarfraz Khan declares, "The Front Office Manager employs a variety of strategies to ensure guest satisfaction, creating an environment where guests feel valued and cared for throughout their stay. This is done through:

Personalized Service: to meet the personalised needs of repeat visitors.

Effective Communication: by providing Clear information and active listening to guests' requirements.

Prompt Issue Resolution: Staff is empowered to address concerns quickly. Protocols are in place to ensure that issues are resolved efficiently.

Feedback Collection: Guest surveys and real-time feedback mechanisms are utilized to gather insights and identify areas for improvement.

Training and Development: Ongoing customer service training and role-playing exercises equip staff with the skills necessary to deliver exceptional service.

Collaboration with Other Departments: Coordination with housekeeping and maintenance, facilitates seamless service.

Monitoring Guest Satisfaction: Continuous assessment of guest feedback allows for adjustments to be made, ensuring that satisfaction levels remain high."

He adds, "The front office plays a crucial role in generating revenue for the hotel through various strategic initiatives like:

Room Sales: The primary source of revenue comes from direct bookings and encouraging guests to choose higher-priced accommodations.

Packages and Promotions: The front office develops attractive offers during peak seasons and special events, enticing guests to book their stay.

Ancillary Services: Hotel amenities such as the spa and dining options are actively promoted at check-in and through guest interactions, enhancing the overall guest experience.

Corporate Partnerships: Establishing strong relationships with businesses enables group bookings and corporate rates, further boosting revenue streams.

Empowering Front Office Team

The Front Office Manager/Operations Manager supervises front office team, coordinates the activities of the front desk, reservations and guest services and ensures that the property's service standards, policies and procedures are properly adhered to in a consistent manner. Front desk associates can generate sales leads by utilizing free time on slow nights.

Tammy Gillis, CEO and founder of Gillis Consulting & Training, is of the opinion that front office team should, when there aren't many guests, take on additional tasks, such as: researching companies, locations, contacts and rates for the comp set. They should be trained and enabled to do these tasks. Front office managers, it is believed, should tap into the creative potential of the front office staff.

Shantanu mentions some of the methods to empower the front office team as:

Assigning one point of contact for all important guests, sharing their contact details, and ensuring these guests feel valued and special.

Meeting guests upon departure to offer a personal touch, including compensation or

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recovery, where appropriate.

Empower associates with the ability to make on-the-spot decisions, such as resolving guest issues or offering complimentary services, to enhance guest satisfaction and instil a sense of ownership.

Encourage associates to learn about various roles within the hotel, broadening their understanding of operations and fostering skill development.

Implementing regular feedback sessions where associates can contribute ideas and suggestions for improvement."

He avers this approach not only improves service but also helps in creating a more motivated and engaged team.

Nimesh declares, "Managing the responsibilities and empowerment for team members directly impact morale, performance and guest experience and below actions are important for positive results:

Autonomy – Be clear with the team and provide them with decision making prowess.

Training – Cross Exposure and Cross Trainings for team members could aid in team members confidence

Feedback Mechanism – Maintain regular and on-going feedback with the team to recognize achievements and identify areas of improvements"

He adds, "Some innovative methods could include Gamification, Offsite feedback discussions, cross exposure within the department, peer-reviews."

Sarfraz states, "The Front Office Manager adopts various methods to empower the front office team to perform better, fostering a culture of continuous improvement and innovation. Below are some key factors:

Training and Development

Autonomy in Decision-Making: Empowering employees to take initiative and ownership in delivering guest service.

Recognition and Rewards: Employee recognition programs like Employee of the Month.

Feedback Mechanisms: Open communication channels and guest feedback integration for continuous improvement.

Technology Utilization: Leveraging user-friendly tools to enhance operational efficiency.

Innovative Team-Building Activities: Workshops, retreats, and activities to foster collaboration and strengthen team bonds.

Flexibility and Work-Life Balance: Flexible scheduling and wellness programs to support a motivated and balanced team."



Vineet says, "To empower the front office team, the manager employs traditional methods such as regular training and development workshops, clear communication through meetings, and performance management systems to set goals. Empowering staff with decision-making authority fosters a sense of ownership.

Innovative methods include team-building activities and mentorship programs, pairing experienced staff with newcomers. Regular feedback and coaching sessions reinforce positive behaviors and enhance skills. Success is measured through employee engagement surveys, guest satisfaction scores, and productivity metrics, ensuring continuous improvement and team development."

Suniil declares, "The Front Office Team can be given turns at doing specific functions like being a Lobby Ambassador, doing Pre-Check-in Room Inspections, Membership Enrolling and also getting Guest Satisfaction Surveys done. They are the point of Guest contact which is critical for the Rooms Business as their Client interactions can be both informative for the Hotel as well as a valuable point of Sale. A good room's show around done to a guest by the Front Office Team can enable a fruitful business association and add to the performance of the respective Team Member."

Training & Logistics

One can say that a FOM is a central figure in the hotel as he ensures optimal guest experience by maximising operational efficiency. They play an important behind-the-scenes role in strategic development and increase of revenue for the property. Revenue management is essentially intertwined with the role and responsibility of the front office manager.

One may query: How does the Front Desk Manager schedule training and managing all logistics related to having the rooms ready for guests?

Vineet disclosed, "The Front Desk Manager schedules training by assessing staff needs based on performance and guest feedback, creating a training calendar for regular sessions. Coordination with other departments ensures effective cross-training. Room readiness logistics involve monitoring room inventory and coordinating with housekeeping to manage priorities. Pre-arrival preparations, like assigning rooms and preparing key cards, ensure a smooth check-in process. Communication through departmental meetings and effective technology utilization, such as property management systems, supports efficient room readiness and guest satisfaction."

Suniil says, "FOMs mostly work in tandem with the Housekeeping Department who coordinate with the Engineering to ensure that the Rooms are up and running in perfect condition with the Lighting, AC, Telephones, Hot cold water and electrical and electronic appliances working properly."

He adds, "The co ordination is mostly done via the PMS (Property Management System) and further during Interdepartmental and Precon (Preconference) meets. Specific Training is done by the Training Manager on days having lower occupancies."

Shantanu states, "We, at Bengaluru Marriott Hotel Whitefield, manage the training by preparing a training calendar at the start of the month and involving certified departmental trainers to conduct sessions during daily standups. The effectiveness of the training is measured by gathering constant feedback and attending the sessions personally."

He continues, "Logistics related to room readiness are handled through daily pre-arrival meetings with the entire Ops team

and maintaining a strict check on occupancy statistics for the upcoming week."

Sarfraz elaborates "The training schedule is based on assessment of Training Needs thus:

Identifying Gaps: The FDM evaluates the current skills of the front desk staff and identifies areas where training is needed, especially during peak seasons or when new systems are introduced."

He adds, "Managing Logistics for Room Readiness is done thus:

Coordination with Housekeeping: Maintain clear communication with the housekeeping team about expected arrivals and special requests, while using real-time updates to track room cleanliness and readiness for accurate guest information.

Monitoring Room Inventory: Utilize occupancy forecasts to anticipate room needs and guide housekeeping priorities.

Logistical Planning: Schedule front desk and housekeeping staff effectively to manage peak check-in times and room turnovers and monitor cleaning supplies and amenities to ensure everything is well-stocked and ready for use.

Quality Control: Perform regular inspections of cleaned rooms to ensure they meet hotel standards before guest arrives and create a feedback loop for front desk staff to communicate any room readiness issues to housekeeping for prompt resolution.

Technology Utilization: Utilize Property Management Systems (PMS) to manage room assignments, track housekeeping status, and enhance communication between departments."

He adds, "By scheduling training and managing logistics effectively, the Front Desk Manager ensures smooth front office operations, ensuring guests of clean, ready rooms on their arrival.

Nimesh disclosed, "Efficient rooms-controlling is extremely important and have a direct effect on overall guest experiences. To ensure rooms are always prepared for guests we provide:

Weekly Training – Regular sessions on inventory and management.

Team Collaboration – Coordinating closely with housekeeping for seamless room transitions.



PMS Systems – Leveraging technology to track guest preferences and allocate rooms."

Forecasting

Forecasting plays an important role in revenue management. Sophisticated algorithms in the Revenue Management System (RMS) predict future demand based on historical data, current booking trends, market analysis, and other external factors like local events, economic conditions, seasonal variations, etc. This valuable tool provides Front Desk Managers with vital information which enables them to make better decisions on vital aspects like staffing, housekeeping schedules, hiring, etc. for ensuring smoother operations.

Suniil states, "The Front Office Manager plans out his departments shift scheduling with the help of forecasting. Along with the Housekeeping and Engineering, certain rooms and Floors can also be blocked for major or minor repairs and maintenance work for an enhanced guest experience. The forecasting becomes clearer with inputs from the Revenue Manager and Sales Team."

Shantanu declared, "At Marriott Whitefield, we work closely with the revenue strategy team to align pricing strategies and demand forecasts, ensuring that front-office operations are synchronized with the hotel's overall revenue goals. We also analyze guest booking patterns, including lead times and booking sources, to accurately forecast the upcoming days."

Vineet affirms, "The Front Office Manager plays a crucial role in effective forecasting by collecting and analyzing data on occupancy, revenue, and historical trends. They conduct market research and guest behavior analysis to refine forecasts. Utilizing both quantitative and qualitative methods, they produce forecasts at various intervals, from daily occupancy predictions to annual budgeting plans. Key performance indicators (KPIs), such as occupancy percentage and Revenue Per Available Room (RevPAR), help measure forecasting success. This proactive approach allows for strategic planning and operational efficiency, adapting to market dynamics effectively. "

Sarfraz avers, "A crucial role in effective forecasting is played by the Front Office Manager through data analysis, collaboration with revenue management, and the utilization of technology to ensure smooth operations. This ensures that resources are aligned, staffing is adjusted, and preparations are made for fluctuations in demand.

He adds, "Role of the Front Office Manager in Effective Forecasting comprises of:

Data Analysis
Collaboration with Revenue Management
Utilizing Technology
Operational Adjustments
Effective Communication
Monitoring Performance
Establishing Targets.

Nimesh asserts, "A front office manager contributes to effective forecasting by observing guest trends and competitor performance, enhancing operational planning."

Conclusion

The role of front desk managers in the upliftment and earning higher revenue of a hotel is an intricate and important one. ■



Digital Marketing: The Way Forward in Hospitality?

By Sharmila Chand

Is Digital Marketing overtaking Traditional Marketing? There is an ongoing debate about which mode of marketing is better - Traditional or Digital, especially for the Hospitality sector. What works the best to boost Hotel Visibility & Revenue? Let's take a look at both the options as we talk to experts on the subject.

Traditional Marketing & Tools

Traditional marketing is the mode of marketing which is essentially through physical presence. It involves reaching out to the specific target through the following channels like -

- Print Marketing- Magazines, Newspapers, Print ads.
- Broadcasting Marketing- Radio, Television.
- Brochures, Pamphlets.
- Outdoor Marketing- Billboards, Posters, Hoardings.
- Telephone Marketing.

Through traditional marketing, it is easier to reach out to the local target customers as they are used to these tools. However the major drawback here could be no feedback from the consumer through direct interaction. Hence one cannot accurately measure return on investment (ROI).

According to Pankaj Saxena, General Manager, Radisson Blu Pune Kharadi, "In the hospitality sector, marketing strategies have undergone a profound transformation, evolving from traditional avenues such as print advertisements, outdoor campaigns, and in-person events to the rapidly growing world of digital and social media platforms. Both traditional and digital marketing approaches have distinct advantages and challenges, rendering them valuable in their own contexts. Let me explain pros and cons of both modes here ....

Pros of Digital Marketing:

Digital marketing stands out for its ability to deliver measurable results. With real-time analytics, businesses can track the performance of their campaigns and gain actionable insights. It is also generally more cost-effective, allowing smaller hospitality brands to compete alongside larger entities.

Furthermore, digital marketing offers highly precise audience targeting, enabling brands to connect directly with their most relevant customers.

Cons of Digital Marketing:

Despite these advantages, the digital space is highly competitive and crowded, making it challenging to stand out. User attention spans are shorter, leading to potential dips in engagement. Additionally, executing effective digital strategies often requires technical expertise in areas like SEO, content creation, and analytics.

Pros of Traditional Marketing:

Traditional marketing methods, such as print media, offer broader reach, especially for demographics less active online. Physical materials, like brochures and flyers, create a tangible, lasting impression. Traditional media also brings a sense of credibility and trust, particularly important in the hospitality industry's relationship-driven business model.

Cons of Traditional Marketing:

However, traditional marketing often comes with higher costs and limited ways to measure effectiveness, making it more challenging to gauge ROI. Additionally, its broader approach may lack the precise targeting capabilities of digital strategies, potentially leading to less efficient resource use."



"It is crucial to craft effective, engaging message in the right format so that it resonates with your target audience and garners optimum results for the brand"
Pankaj Saxena, General Manager, Radisson Blu Pune Kharadi

Aparna Ajith, Director of Sales and Marketing, Sheraton Grand Bangalore Hotel at Brigade Gateway, is of the view that, "In the hospitality sector, both digital and traditional marketing play crucial roles in enhancing brand visibility and driving revenue, each serving distinct purposes that complement one another.

Digital marketing is vital for generating immediate visibility and fostering direct engagement with potential guests. It enables precise targeting and measurable outcomes, which optimize campaigns and enhance yield. However, we must remain vigilant about content oversaturation, as it can dilute our messaging and impact.

On the other hand, traditional marketing is instrumental in building credibility and



trust, particularly in local markets. It strengthens our brand's legitimacy and creates a lasting impression through tangible materials. That said, traditional methods often come with higher costs and limited measurability, which can impact our overall return on investment."

She further adds, "If you ask me, what mode has worked the best for my hotel, let me explain - given that we are a heavily F&B-driven hotel, our focus leans toward dynamic digital marketing strategies. Since many of our promotions are short-lived, we prioritize timely execution across digital channels, particularly social media, to drive direct engagement and bookings.

However, we also recognize our responsibility to uphold the hotel's long-term image in the city. Therefore, we actively participate in awards and engage in jury discussions, alongside traditional media efforts like print and radio advertising. This holistic approach allows us to cultivate a well-rounded brand presence, ensuring we balance immediate promotional needs with a strong, enduring image in the market. By integrating both digital and traditional strategies, we create a comprehensive platform that elevates our hotel's visibility and reputation."

While Pankaj Saxena points out, "At Radisson Blu Pune Kharadi, social media marketing has proven highly effective due to its ability to reach and engage a targeted audience with precision, allowing us to create tailored content that resonates with diverse guest segments. Additionally, leveraging PR through media-based news and articles has significantly enhanced our brand visibility, fostering credibility and trust within the market. Meanwhile, traditional marketing,





"By integrating both digital and traditional strategies, we create a comprehensive platform that elevates our hotel's visibility and reputation. This holistic approach allows us to cultivate a well-rounded brand presence"

Aparna Ajith, Director of Sales and Marketing, Sheraton Grand Bangalore Hotel at Brigade Gateway

especially through travel magazines, continues to serve as a valuable channel for reinforcing our brand image among a discerning audience, contributing to an integrated strategy that combines digital dynamism with established media trust."

Maintaining Healthy Balance

So now the question arises, which mode of marketing should one choose?

As explained by the senior professionals, Pankaj Saxena and Aparna Ajith," The key is to find the right balance between traditional and digital because both play an important role in a marketing strategy. They emphasize on the fact that 'Digital Marketing' is a key tool in driving direct bookings for hotels. They also agree that there is no doubt about off-line marketing such as PR having its significant place, and the fact that it cannot be overlooked.

"Ultimately, a successful marketing strategy effectively leverages both digital and traditional approaches. The balance between the two will depend on our specific objectives, ensuring we harness their strengths to achieve immediate engagement while fostering long-term brand loyalty and revenue growth," points out Aparna.

Tips to Achieve Best Results Through Digital Marketing

As suggested by Pankaj Saxena, to achieve optimal results in digital marketing:

• It's essential to start with clearly defined objectives, ensuring that the campaigns are purpose-driven from the outset.

• Attention must be paid to ad formats and crafting effective, engaging messaging that resonates with your target audience.

• Setting precise ROI goals is crucial–whether the focus is on reach, impressions, clicks, or business inquiries, it helps guide the campaign's direction.

• Continuous monitoring of ad performance is equally important, allowing for timely adjustments and strategic tweaks based on real-time analytics, ensuring that the campaign remains dynamic and responsive to market behaviour.

Aparna Ajith advises to focus on these strategies:

• Leverage your area team's expertise, such as Marriott's Marketing Development Services (MDS), to enhance your initiatives.

• Utilize advanced tools like Koddi and AI-driven automation to streamline processes and improve targeting.

• Prioritize targeted advertising on platforms like Google Ads and social media to reach specific demographics effectively.

• Invest in high-quality content that showcases your hotel's unique offerings to engage potential guests.

• Ensure your website is mobile-optimized for seamless booking, as most transactions occur on mobile devices.

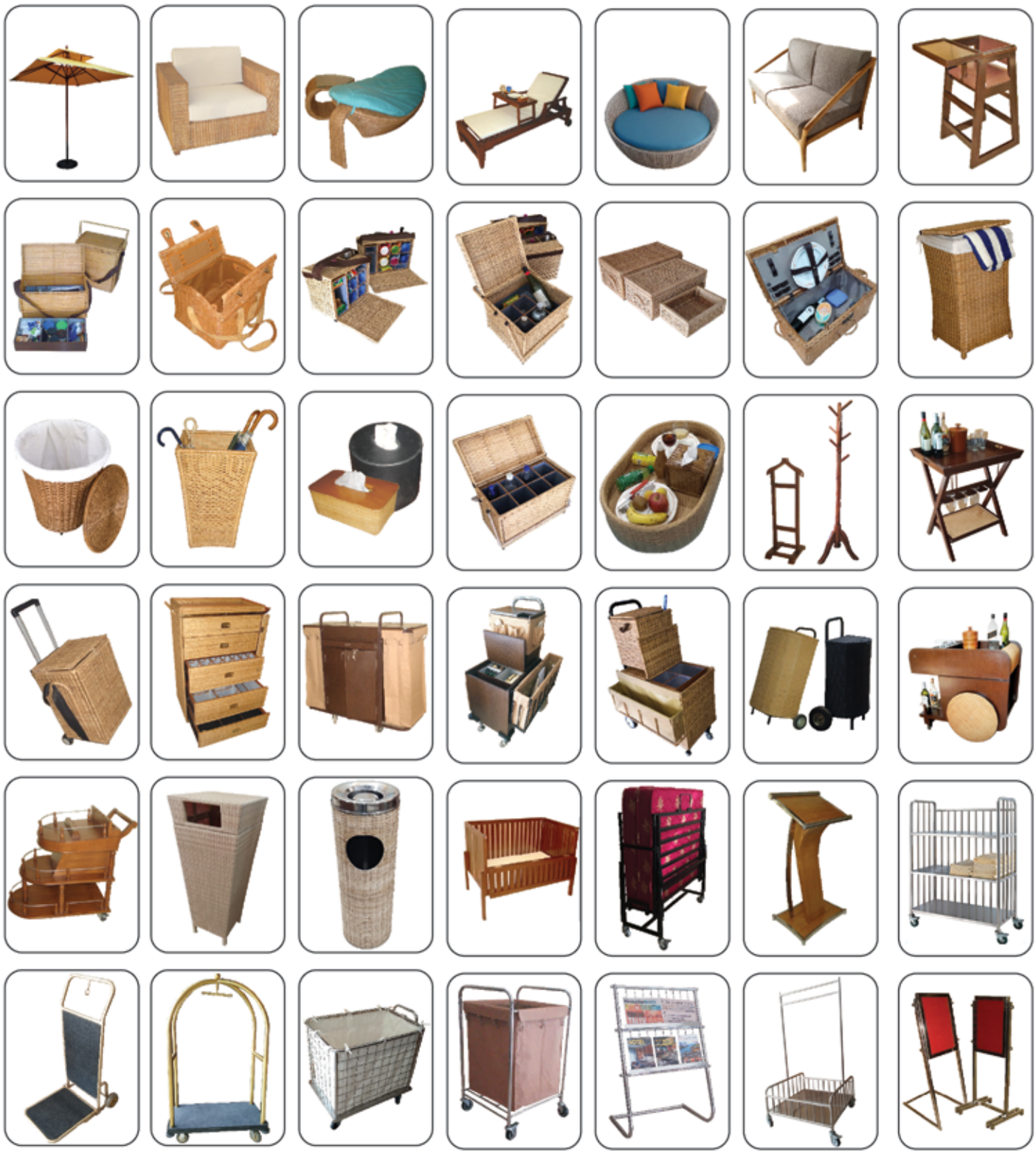
• Finally, analyze performance metrics regularly to make real-time adjustments and maximize results.

By employing these strategies, one can elevate visibility, drive bookings, and boost revenue.

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Hotelier's Paradox:
To embrace AI or not to?

By Dr. Rini

In an era defined by rapid technological advancements, one phenomenon emerges as a defining force: the fusion of artificial intelligence (AI) with the global tourism industry. This article delves into the multifaceted impact of AI on this industry, exploring its potential to revolutionize guest experiences, streamline operations, and enhance sustainability. The article examines the perceptions of hoteliers regarding AI adoption, revealing a mix of excitement and apprehension about its potential impact on jobs and the guest experience.

AI Revolutionizing Hospitality

With hotel industry undergoing a significant



transformation through the integration of artificial intelligence (AI) technologies, revolutionizing various aspects of guest experiences and operational efficiency. One prominent application of AI in hotels is the utilization of chatbots, which are equipped with natural language processing capabilities to handle guest inquiries, reservations, and provide personalized recommendations.

Furthermore, AI-powered systems are employed for efficient resource allocation, such as room assignment and inventory management, leading to improved operational efficiency and cost savings for hotels. These systems can accurately predict demand patterns and



adjust resource allocation, accordingly, ensuring optimal utilization of hotel resources.

Moreover, AI-driven facial recognition technology is increasingly being utilized by hotel like Marriott group, The Park Inn by Radisson in India for streamlined check-in processes, enhancing security and expediting guest arrivals. Overall, the integration of AI technologies in the hotel industry is reshaping both guest experiences and operational processes, leading to enhanced efficiency, personalization, and satisfaction.

At its core, Artificial General Intelligence (AGI) seeks to replicate not only human actions but also the profound self-awareness and adaptability inherent in human consciousness. This vision extends beyond conventional problem-solving, envisioning machines that evolve and interact with the world in a manner akin to human cognition.

Modes of Application of AI in Hotels

Energy Efficiency Mode - This innovative mode not only optimizes internal processes and saves energy, but also increases the hotel's occupancy rate. The quality of the general impression of the guests is achieved by innovative room controllers. These control heating, air conditioning, ventilation, lighting, blinds, curtains and, depending on the level of IT development, the Internet, television, audio system and occupancy.

The rooms can also be controlled using conventional local controls or from a tablet or mobile app. Smart automation companies like Honeywell, BuildTrack, Schneider provides an experience close to perfection, by combining the room control with the hotel's IT system providing completely new functions in the rooms: mood scenarios amazing the guests by combining light effects with temperature changes and special audio/video atmospheres.



Safety Mode – Fire and smoke detection – Flame can be detected much earlier through AI enabled detectors unlike conventional detectors which sense only heat/ smoke after spread of fire. Additionally, fall detection of guests in corridor or common areas can also be traced by Build Track's AI enabled solutions.



Misuse and accident prevention Mode - Misuse and accident prevention in spaces opened during scheduled hours like Gym



and swimming pools etc. can be tracked and taken care by AI enabled solutions deployed in required premises.

Maintaining Hygiene and Housekeeping Mode – Identification of used plates left in corridors by the guests especially in silent hours can also be managed with AI enabled CCTV cameras.

Hotelier's Take on Artificial Intelligence

The integration of artificial intelligence (AI) within the hospitality industry has sparked



considerable interest and debate among hoteliers. Research on the perceptions of hospitality professional regarding AI adoption, reveals a mix of excitement and apprehension.

While many professionals recognize the potential of AI to enhance operational efficiency and guest experiences, concerns regarding job displacement and loss of human touch persist. Further explore these sentiments, highlighting a cautious optimism among professionals regarding AI's role in customer service.

Despite acknowledging the benefits of AI-powered chatbots in handling routine inquiries and reservations, professional's express reservations about AI's ability to replicate the warmth and empathy of human interactions. While recognizing the convenience and security benefits of such technologies, concerns regarding data privacy and guest consent are paramount.

Overall, the complex interplay between technological advancement and human-centric values within the hospitality industry, highlights the need for thoughtful integration and ethical considerations in AI adoption strategies.



Dr. Rini holds a PhD in Marketing Management from UBS, Panjab University (PU). With various publications and paper presentations in international conferences, proven track record in academia and excellence in strategy formulation for telecoms like Vodafone, Reliance Communications, TATA Teleservices accentuating her expertise in IOT. Presently, she is an author, an academician in PU and a Business Strategy consultant to IoT and AI startups.

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Le Méridien Coimbatore

A Tranquil Retreat for a Luxurious Stay!

By Sharmila Chand

Strategically positioned close to the airport, business venues, and new IT Park, Le Méridien Coimbatore is a popular choice for the sophisticated business as well as leisure guests. Step in and the fascinating world unfolds. Admire the largest Lily Pond of Asia right at the lobby entrance.

The interiors are a delightful mix of modern design and traditional elements, creating an atmosphere that is both elegant and inviting. One cannot miss the Grand Chandelier as the hotel houses the largest chandelier of 28 meters designed at University of Milan, Italy and is a proud display in the lobby. The team at the reception reflects the property's commitment to delivering personalised service, ensuring that every guest is welcomed with warmth and joy, a perfect start to a happy stay.

Accommodation

With an emphasis on comfort and all modern features and technology, the 254 guest rooms and suites evoke individuality and creativity. Featuring engaging décor and flexible workspace, the rooms epitomise modern luxury tailored to the needs of discerning travellers. The interiors are a blend of vintage charm and contemporary chic, with each room featuring bespoke furnishings and modern amenities.

Dining

The hotel boasts of outstanding restaurants which offer both fine dining as well as casual dining experiences. 'Peacock' is the exquisite fine dining restaurant specialising in Indian cuisine. At this masterpiece space of timeless design and decor, guests can indulge on an exclusive culinary fare.

'Ponzu' is the popular restaurant which offers delightful Asian cuisine, flavours from fiery spices of Mongolia to the delicate minimalism of Japanese Cuisine, not to forget the popular seasoning of China and Thail food options.

'Favola' is talk of the town signature restaurant offering authentic Italian cuisine in sophisticated ambience.

For all day dining and multi cuisine options, 'Latest Recipe'is the best promise. Here guests also enjoy well laid out buffets and ala carte menu round the clock. Sit in the

beautiful Gazebo made of Onyx Stone and enjoy your meals.

Looking for a cosy haven to enjoy a relaxed evening? Go no further than 'Latitude 11' - the perfect venue for the sundowners and your favourite beverages. The Lounge Bar is designed in a chic, stylish and creative fashion to serve as an ideal gathering place for guests to engage in meaningful conversations and share ideas or just chill out.

Facilities To Enjoy the Staycation

The highlight of your stay? The hotel's rooftop swimming pool is delightful. Olympian size roof top swimming pool with cabanas on one side and date palms all over to mesmerize you.

Le Spa

Le Spa at Le Meridien Coimbatore is a perfect retreat for relaxation, offering a range of treatments and Ayurveda therapies to rejuvenate the mind and body.

The hotel is truly an urban oasis that offers a tranquil escape from the hustle and bustle of the city. Meditation Lawn further provides the perfect place for in house yoga sessions, creating a relaxing atmosphere for guests.

The serene ambience is accentuated with 'Appu Vinayagar Temple,' within the hotel premises where several weddings are solemnized. Marvelous single stone carved dancing statues specially made by Mahabalipuram Stapathi stand out to lend a charming ethos.



Mobile Check-In and Digital Services: Utilizing technology to enhance convenience, Le Méridien Coimbatore may offer mobile check-in and digital concierge services. This allows guests to manage their stay preferences and requests seamlessly through their mobile devices

MICE & Conferences facilities

The hotel boasts versatile meeting rooms and event spaces equipped with modern amenities. 40000 sq. ft of conferencing space with choices of halls to hold meetings of 15 to 2000 people.

This is the largest banquet hall in this side of South-India, with the highest ceiling height of 22" feet, and is obstruction free with no pillars.

Ballroom: A spacious venue suitable for large conferences, banquets, and receptions. It can be configured to accommodate various seating arrangements and technical setups.

Boardrooms: Ideal for intimate meetings or executive gatherings, featuring high-speed internet access and audiovisual equipment.

Function Rooms: Flexible spaces that cater to different event sizes and purposes, from seminars to workshops. All event spaces are equipped with State-of-the-Art Technology. There isadvanced audio-visual and technological facility essential for successful meetings and presentations. This includes projection systems, sound systems, video conferencing facilities, and high-speed internet connectivity.

Customized Catering Services: The hotel offers bespoke catering options tailored to event requirements, such as coffee break, buffet lunch, formal dinner, sit down and traditional leaf service. Menus can be curated to showcase local flavours or cater to specific dietary preferences.



To Conclude

The property is a serene oasis and perfect for those who want a relaxing getaway from the city's hustle and bustle, and embrace the warm hospitality.

"Always be a Guiding Force to Colleagues"

Ramachandran P, General Manager, Le Meridien Coimbatore



Dynamic, energetic, and unbiased leader, Ramachandran P, General Manager, Le Meridien Coimbatore, is an accomplished hotelier with immense experience in the industry. Beginning his career as a Hotel Operation Trainee in F&B to his position today, his journey in the hotel industry has been marked by continuous growth, learning, and dedication to excellence in hospitality. He recalls his glorious years at Hotel Ashok in Bangalore where he worked as Executive Chef to streamline the kitchen operations and to improve the Food and Beverage turnover. During his 18 years tenure in the same property accomplished many tasks like conducting unique food festivals first time in Bangalore city and spearheaded various banquet events including theme parties. Also, set a new trend in Food and Beverage operations in the city. He has also shouldered the responsibility of Senior Executive Chef (Area South) to head culinary team of 7 ITDC's hotels in South. During this period, he was instrumental to set up a new flight kitchen at Bangalore old Airport to cater almost 5000 meals a day.

In 2003, he joined Le Royal Meridien Chennai as Director of Food and Beverage and led remarkable revenue growth. In 2010, he moved to Le Meridien Coimbatore as Hotel Manager and was promoted to General Manager in 2014. He was involved from the project stage to set up all operational areas of the property.

In an informal conversation with **Sharmila Chand**, he talks about his work philosophy and more....

What is the USP of your property?

Though it is a business hotel, the ambiance and look are that of an urban resort. Additionally, it features the longest chandelier in Asia. We have the largest banquet space, both indoor and outdoor and Olympian swimming pool.

The hotel boasts versatile meeting rooms and event spaces equipped with modern amenities. 40000 sq. ft of conferencing space with choices of halls to hold meetings of 15 to 2000 people. This is one of the largest banquet halls in South-India, with the highest ceiling height of 22" feet, and is obstruction free with no pillars.

Any sustainability practices at your property?

We use cage-free eggs and decompose all food waste through vermicomposting, which is then used as manure for our 1.5 lakh square feet garden. We closely monitor food waste, some of which is provided to pig farms.

Water-saving aerators are installed in all wash basins to conserve water. We exclusively use paper products, eliminating plastic usage at the property. We utilize solar and wind energy for electricity and have switched from halogen to LED lights to save energy.

For personal care items like shampoo, conditioner, and body wash, we use refillable bottles instead of mini bottles each time, reducing plastic waste.

What is your Marketing Strategy?

Our marketing strategy involves effective PR with the public and business community and maintaining a positive approach to any business needs of the customer.

Can you point out distinguishing features of your Property?

Marriott brand value is very strong. Plus the Property size and banquet space including lawn area - best suited for destination weddings and medical conferences.

Wide range of cuisines in 4 outstanding restaurants: Latest Recipe - Multi-cuisine, Peacock - Indian, Ponzu - Pan-Asian, and Favola - Italian. These account for the distinguishing features.

What is the differentiating factor of your F&B Outlets?

Food quality, exclusive ambiance, and excellent service standard marks the differentiating factor.

Any Future Plans?

Launching a nightclub, which will be exclusive in the city, and implementing sustainable practices as per Marriott standards.

What is the crucial Issue in the Hospitality Industry?

Manpower is the most crucial issue to tackle as the trained professionals are difficult to retain.

What do you enjoy the most?

Interacting with guests and my own team members.

Share most rewarding moment in your career?

The day I was promoted as General Manager and the day hotel achieved the highest revenue and occupancy.

Your advice to youngsters aspiring to excel in Hospitality?

Hone your skills well to understand your strengths. I believe every human being has positives and negatives, so one should always try to make use of the positives first and then work on changing the negatives to positives.

Be Sincere to the job you perform. Sincerity and hard work will take you to great heights from where there is no looking back.

How do you like to de-stress?

Two things make me relax. One exploring new restaurants and relishing innovative dishes. Secondly, Updating hotel facilities with innovative ideas and project the property with fresh look every time.

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"Live with No Excuses, and Travel with No Regrets"

Allen Machado, Chief Executive Officer, Niraamaya Retreats



An all-around professional and a commercial leader with progressive business acumen, Allen Machado has worked with various world-renowned hospitality brands like The Oberoi Group of Hotels, The Intercontinental Hotels Group, The One & Only Hotels and Resorts to name a few.

He brings with him two and a half decades of experience in developing profitable business models and is currently the Chief Executive Officer of Niraamaya Retreats - the finest hospitality and wellness brand in India. Allen Machado endeavours to transform the brand globally through growth in the wellness and Hi-end luxury space. His vision is to turn Niraamaya into a showcase of bespoke wellness experiences that redefine hospitality across exotic locales.

His collaborative leadership style encourages his team to perform to the best of their abilities and his colleagues and superiors know him as a compassionate yet assertive leader with a keen eye for detail. Through the years, he has been recognized and bestowed with various prestigious hospitality and business awards for his exemplary work.

In an informal conversation with **Sharmila Chand**, he talks about his work philosophy and more....

What is the USP of your brand?

Niraamaya Wellness Retreats stands out with its unique blend of luxury and holistic wellness. Our USP lies in crafting transformative wellness journeys that nurture the body, mind, and soul while deeply connecting our guests to the cultural and natural essence of each destination. By combining advanced spa therapies with ancient Ayurvedic treatments, we provide an authentic and enriching experience that goes beyond traditional hospitality. Moreover, our iconic locations, from seaside cliffs to lush waterfalls, offer the perfect backdrop for wellness, ensuring that every stay is a rejuvenating escape into nature. We aim to make wellness a part of people's everyday lives, not just something they experience on exotic vacations. It's crucial to offer personalized follow-up advice over the long term, rather than focusing solely on the days spent at our scenic properties.

How has your journey been in the hospitality industry?

I have had the privilege of working with premium and ultra-luxury brands, accumulating over two decades of experience in the hospitality industry. My expertise lies in strategically developing profitable business models, luxury hotel operations, strategic revenue management, and fundraising.

Over the past years, I've been fortunate to work across various verticals within the industry, from luxury business hotels to extravagant resort brands like The Oberoi Group, InterContinental Hotels, and The One & Only Resorts. These diverse experiences have consistently allowed me to deliver results at the highest levels.

Throughout my career, I have been recognized for my accomplishments in operations, revenue management, and successfully launching turnkey hospitality businesses. These efforts have not only brought satisfaction to stakeholders but have also been personally rewarding.

I embrace a collaborative leadership style, empowering my team to achieve their goals while fostering professionalism. Leading one of India's top wellness brands has been both an exciting and fulfilling journey that I deeply cherish.

What challenges have you faced and how have you tackled them?

Like any brand, we've faced challenges, especially in keeping up with the evolving expectations of modern travelers. One of the biggest challenges has been balancing our roots in traditional wellness with the incorporation of modern practices.

We've also encountered issues around sustainability, as providing luxurious experiences without harming the environment is a constant challenge. By implementing eco-friendly initiatives and focusing on sustainable practices, we have successfully navigated these challenges while continuing to grow.

What, in your opinion, is the most crucial issue facing the hospitality industry today?

The most pressing issue facing the hospitality industry today is sustainability. More guests are becoming aware of

the environmental impact of their travel choices, and it's essential for brands to address this responsibly. At Niraamaya, we focus on delivering luxury experiences while minimizing harm to the environment.

We've taken concrete steps to eliminate plastic, conserve water and soil, use renewable energy, and support local communities. Embedding sustainability into every facet of our operations is essential for the future of hospitality.

What is your working mantra?

As the CEO of Niraamaya Wellness Retreats, I take a hands-on approach and am committed to providing comprehensive and personalized care for all who need it. My mantra is simple: Believe in your team, show them their goals, and encourage them to live life to the fullest, achieving what they set out to do.

I also live by the saying, "Live with no excuses, and travel with no regrets." In today's business landscape, companies that integrate purpose into their core strategies are thriving. These businesses focus not only on profit but also on creating positive social and environmental impacts, proving that doing good and doing well can go hand in hand.

What is your working philosophy?

As the CEO of a wellness retreats brand, my working philosophy is centered around balance and rejuvenation. I believe in working hard with purpose, but equally in the importance of finding balance. Wellness isn't just a service we offer our guests; it's a way of life I strive to integrate into the work culture. I encourage both myself and my team to take time for personal rejuvenation, knowing that a refreshed mind and body lead to greater productivity and creativity.

What are your future plans for the brand?

At Niraamaya, our commitment to enhancing wellness remains unwavering. We are focused on introducing personalized wellness consultations with experts, as well as launching a mobile app that supports holistic well-being.

Looking ahead, our vision is to expand both our global footprint and direct-to-consumer offerings. This includes the opening of new resorts in Kumbakonam, Tamil Nadu, and Kanthaloor, Munnar, Kerala, along with plans for international expansion in Sri Lanka and Thailand.

Additionally, we are exploring innovative digital platforms to make wellness more accessible to a wider audience. We are also preparing to launch a proprietary line of luxury wellness products that align with our brand ethos. Our ultimate goal is to inspire wellness seekers worldwide by offering a comprehensive approach to holistic well-being that extends far beyond our retreats. Through these initiatives, we aim to further solidify Niraamaya's position as a leader in the luxury wellness space.



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In the world of hospitality, where every moment matters, Akasa's conveyor toasters provide a perfect blend of speed, consistency, and quality. Designed to meet the demands of high-traffic breakfast services in hotels, cafes, and restaurants, these toasters ensure that your guests are served with perfectly toasted bread and buns, every time.

Engineered for efficiency, Akasa's conveyor toasters streamline the breakfast rush. With a fast-moving conveyor belt system, bread slices glide through, emerging golden and evenly toasted in just seconds. Say goodbye to long queues and frustrated customers. Whether you're serving toast, bagels, or buns, Akasa's toasters keep pace with even the busiest mornings.



But it's not just about speed. Consistency is crucial in hospitality, and Akasa delivers. Each slice is toasted to perfection–no more burnt edges or underdone centers. This not only delights guests but also allows your kitchen staff to focus on other important tasks, making the entire breakfast service more efficient.

Designed with high-capacity output, Akasa's conveyor toasters can handle multiple slices simultaneously, significantly increasing throughput. And with their stainless-steel construction, top-and-bottom heaters, and energy-efficient thermostats, these toasters are built for durability and precision, making them a reliable asset for your kitchen.

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Established in 1995, Delhi-based R R Sales Corporation has positioned itself as an eminent service provider of LPG pipeline installation Services. The company deals in LPG/PNG pipeline installations and kitchen ventilation (fresh air unit & exhaust). This sole proprietor firm has a huge number of satisfied clients.



The services of the company are tailored to meet the requirements of the company's clientele and are stringently based upon industrial norms and ethics. The product range of the company includes kitchen ventilation & fire safety solution for commercial kitchens. The impressive product range of R R Hospitality Solutions is complimented by its skilled workforce. The company places considerable emphasis on research and development and regarding this, has recruited a special panel for research and development.

The ethical business policies and customer-centric approaches are the cornerstones of the company and have facilitated it to develop a huge client base on a nationwide basis.

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Exquisite Contemporary Designs

Stackwell is the leading name in the banquet furniture industry, known for exquisite contemporary designs with finest quality finishing & long lasting product. It has a wide product range of banquet furniture - to name the few: Aluminum Framed Powder Coated Stacking Chairs, Steel Framed Powder Coated Stacking Chairs, Flat Fold Banquet Tables, Flexi-back/ Action-back Chairs, Frill-Less (Laminated Top) Conference Tables, Glass Top Tables for Buffet arrangement.

Flexi-back / Action-back chairs - Stackwell is the only company in India that has brought maximum comfort in banquet and conferences seating for longer hours. They have introduced new concept of flexi-back /action-back chairs which are stackable upto 10 numbers. This reduces the storage space. The Ergonomically



designed special backs are provided to the chairs. These chairs are widely accepted in the hospitality industry and the company has already supplied about 10, 000 chairs so far.

Frill-less (Laminated Top) Conference Tables: Another unique product of Stackwell known for the Innovative design is the Frill-Less Laminated Top Conference Tables. These tables have removable modesty front panels. The peculiarity of this table is that its legs are made of stainless steel. Hence, even after extensive usage it will look as fresh as new. The front and side modesty panels are not like Chinese metal panel but provide the matching / same as top. This makes the product look very decent and elegant. Look wise and also durability wise products are far better than the Chinese products. So far, company has supplied more than 5000 tables to the reputed Convention Centers & Five Star Hotels.

The designing team is constantly in the process of modification which offers latest design with classy looks, robustness, high durability and maximum comfort. They offer "Value for Money For Years" products to the clients.

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"Crafting Meaningful Experiences for Guests and Team Members"

Somnath Sinha, General Manager, The Fern Residency, Yeshwanthpur, Bengaluru



Somnath Sinha, the General Manager of The Fern Residency, Yeshwanthpur, Bengaluru, with over 17 years in the industry, has successfully driven growth and innovation across diverse sectors, ranging from boutique properties to large-scale resorts. His career began in early 2008, and through his dedication to understanding guest needs and operational excellence, he quickly rose through the ranks. Under his leadership, The Fern Residency, Yeshwanthpur, Bengaluru has garnered accolades for its exceptional service standards and commitment to sustainability. His philosophy blends traditional hospitality values with modern trends, ensuring the property consistently exceeds guest expectations. In addition to delivering premium service, Sinha has spearheaded several sustainability initiatives including waste reduction programs, energy-efficient operations, and community partnerships. These efforts have significantly enhanced the property's reputation as an eco-conscious destination.
In an exclusive interview with **Sharmila Chand**, he talks about his work philosophy and more...

What is the USP of your property?

Our property's unique selling proposition is that it offers bespoke guest experiences, combining luxury and eco-conscious practices within a serene, nature-inspired setting. We provide personalized itineraries tailored to each guest's preferences while ensuring minimal environmental impact through our sustainability initiatives.

We go out of our way to deliver authentic and enriching experiences that promise a premium standard of service with a true passion for the environment.

How has your journey been in the hospitality industry?

My journey in hospitality has been fulfilling and filled with learning. Over the years, I have learned that hospitality is not just about service, but about creating genuine connections with guests. From my first role as a food & beverage associate to managing a luxury business property, each step has provided valuable insights into what it takes to create unforgettable guest experiences.

What are the sustainable processes in your property?

The Fern Hotels & Resorts prides itself on being one of India's leading environmentally sensitive hotel chains. By using LED lighting throughout the property, we focus on energy conservation. Water conservation practices include rainwater harvesting and water recycling systems. Additionally, we work closely with local suppliers to reduce our carbon footprint and supp6ort the community by sourcing ingredients and products locally.

We blend luxury and elegance with individualized service, all while using modern facilities that minimize our impact on the planet.

What are the future plans and new initiatives planned for the property?

We are embarking on an exciting expansion that includes increasing our room inventory to enhance guest accommodations and introducing a state-of-the-art banquet space designed to host a variety of events. This new venue will offer flexibility and elegance, catering to both corporate and social gatherings.

Furthermore, we are exploring the renovation of our hotel's façade to create a more contemporary and inviting exterior. This aesthetic upgrade will not only elevate the overall guest experience but also reinforce our commitment to maintaining a vibrant and welcoming atmosphere. Through these enhancements, we aim to provide an even more exceptional stay for our valued guests.

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

What I cherish most about my role is the opportunity to lead a dedicated team of passionate professionals and witness the positive impact we create in our guests' lives. It's truly rewarding to see guests depart with cherished memories from their stay, knowing that our efforts contributed to their unforgettable experience.

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

"Attention to detail, consistency, and authenticity." My guiding philosophy in work is rooted in the belief that true hospitality is about anticipating guests' needs and delivering exceptional service with unwavering authenticity. I am convinced that cultivating genuine connections and adopting a personalized approach not only enhances the guest experience but also distinguishes us within the industry.

What advice you would like to give youngsters aspiring to excel in Hospitality?

My advice to young individuals aspiring to excel in the hospitality industry is to embrace every opportunity for learning. This field is dynamic and ever-evolving, so cultivating adaptability and maintaining a genuine passion for service will pave the way for your success. Stay curious, seek diverse experiences, and remember that each interaction can offer valuable lessons that contribute to your growth.

How will you define yourself?

I would define myself as a passionate leader dedicated to innovation and crafting meaningful experiences for both guests and team members. I strive to inspire those around me, fostering a collaborative environment where creativity thrives and every individual feels valued.

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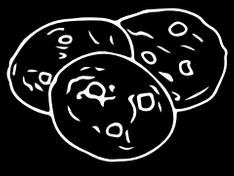


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