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Business Review

An Exclusive Business Magazine for the Hotel Industry



Business

Spiritual Tourism Boosts Hospitality

Feature

Gen Z and Millennial Redefining Hospitality Trends

Engineering

Controlling Water Leakages

Women to the fore in Hospitality Industry

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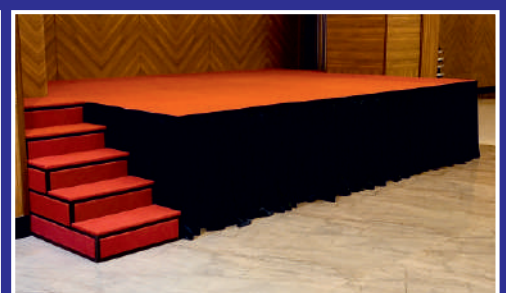
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The hospitality industry is experiencing a transformative shift as more women break barriers and ascend to leadership roles across various segments. Through grit, passion, and perseverance, these women are redefining industry norms and inspiring the next generation of leaders. In this cover story, we highlight the leadership journeys and the perspectives of women in hospitality, showcasing the significant impact they are making and the new standards they are setting for the industry as a whole.

India's spiritual heritage is emerging as a powerful catalyst for tourism, attracting millions of visitors, both domestic and international, to its sacred cities and temple towns. Our business story explores how this spiritual awakening is reshaping India's tourism landscape, revitalizing infrastructure, and providing a fresh impetus to the hospitality sector throughout the nation's holy regions.

Meanwhile, Gen Z and Millennials, aged 18–35, are reshaping the hospitality industry with their demand for authentic experiences, tech-driven services, and personalized offerings. Industry leaders share their views in the feature story on how brands are innovating to meet the needs of this dynamic, experience-driven demographic, moving beyond traditional guest services to foster deeper connections and build lasting loyalty with today's modern traveler.

In addition to these industry developments, a critical yet often overlooked operational concern persists: water leaks. In a dedicated article, a seasoned consultant shares valuable insights on the long-term consequences of neglecting water-related issues and underscores why proactive maintenance is essential for protecting property assets.

We hope you enjoy the news, reports, briefs, and appointments covered over the past two months, curated specifically to keep our valued readers informed, engaged, and inspired.

With plenty of food for thought, this issue brings you a collection of insights and updates that capture the evolving pulse of the hospitality and tourism industry.

HAMMER HOTEL Business Review

An Exclusive Business Magazine for the Hotel Industry

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Aahar 2025

The International Food & Hospitality Fair

March 04-08, 2025, at Bharat Mandapam, New Delhi



AAHAR - The International Food & Hospitality Fair is a flagship B2B event organised by India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India. The 39th edition of the event was organised from March 4-8, 2025 at the iconic venue of Bharat Mandapam (New Delhi), with great success.

AAHAR is one of Asia's best known brands in Food & Hospitality shows. The show has grown by leaps & bounds in recent years and is today the well known destination for global vendors and sourcing professionals, is the most awaited B2B event in Asia. It is the largest fair in the food & beverage and the hospitality sectors in India. The 39th edition featured new trends in F&B as well as hospitality services, food processing, culinary tech, retail and new innovations.

AAHAR is organized by ITPO with support of the Ministry of Food Processing Industries (MoFPI), Agricultural and Processed

Food Products Development Authority (APEDA) and apex industry associations, Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Forum of Indian Food Importers (FIFI).

The fair has grown in size this year covering over 1,00,000 sqm.+ (Gross Area), with more than 1700 exhibitors. The show also had overseas participants from major countries this year. The 17th edition of 'Culinary Art India' held simultaneously at the same venue during the show. This year more than 1 lakh visitors came to the show.

The fair featured a wide range of Food Products, Machinery, F&B equipment, Hospitality and Décor Solutions, Confectionary item from participants from India and overseas. A part from the meaningful display, the fair offered an insight to operational and food safety concerns and innovations to become energy-efficient, finding budget friendly raw materials boosting productivity, while still aiming for greater profitability.

The show was visited by large number of trade visitors, including top echelons of the Hotel and Hospitality industry including CEOs, General Managers, Executive Chefs, Executive Housekeepers, Purchase Managers, etc. Besides, senior representatives from catering industry and academic institutions, training hotel management professionals also visited the fair.

Besides the potential to foster business revenues, Aahar also provides an effective platform for the players across global food & beverage and hospitality industry to disseminate/gather relevant information and gauge ongoing and future trends, which can greatly benefit the participants at the fair.

India's food retail industry is going through impressive growth phase. In the backdrop of the impressive growth potential of the Indian food services and food retail industry and revival of the Indian hospitality industry, the relevance of a mega event like Aahar simply cannot be overlooked.

The mega event also witnessed the range of imported food products, visit by overseas trade delegations and Indian players in the food & beverage and hospitality space, along with policy makers and media personnel to exchange knowledge and information.

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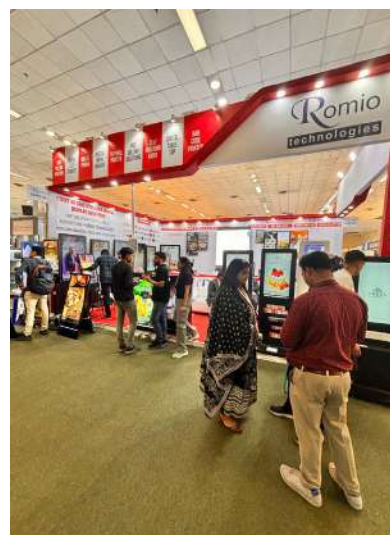
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JW Marriott Goa Turns Two

JW Marriott Goa, the award-winning luxury hotel, celebrates its second anniversary, marking two years of delivering exceptional hospitality and creating unforgettable memories. Nestled along the scenic Chapora River, the hotel continues to be a beacon of refined elegance, offering guests a seamless blend of natural beauty, unparalleled experience.

JW Marriott Goa has become a sought-after destination, situated in the heart of the liveliest coastal locales of Vagator. The decor of the hotel is inspired by nature and is made of a lot of natural elements bringing the outside inside. Like a precious pearl, the hotel is adorned with elements inspired by the coastal environment. Mother of Pearl, seashells and varied artifacts from the sea bring alive Goa's rich marine heritage. Guests can unwind in one of the 151 elegantly designed rooms and suites, with exclusive balconies are beautifully appointed with modern amenities and technology.

JW Marriott Goa boasts a diverse



culinary offering across four distinctive venues. The signature JW Kitchen features the city's largest Sunday brunch with global cuisine, live stations, and a special kids' selection. Pérola, a French-style lobby bar, serves elegant Afternoon Tea along with wines, coffees, and light bites, perfect for casual meetings. Água Pool Bar & Café, an open-to-sky rooftop venue, pairs modern Italian fare with panoramic views and handcrafted cocktails. Nestled in lush greenery, Heliconia celebrates Nikkei cuisine, an artful blend of Japanese and Peruvian flavors, curated by Peruvian Chef Arturo Castro Salazar. Signature dishes like Ceviche, Tiradito, and Tuna Tataki are complemented by cocktails inspired by the cuisine's vibrant essence.

Suba Group Expands in Mumbai

Click Hotels, a prominent brand under the Suba Group of Hotels, has announced the grand opening of Click Hotel MIDC in Andheri, Mumbai. This marks the fourth property in Mumbai and the 29th overall for Click Hotels. Located 10 minutes from Mumbai's domestic and international airports, the hotel provides easy access to key attractions like Mahakali Caves, Bombay Exhibition Centre, Juhu Joggers Park, ISKCON Temple, Powai Lake, and BKC.

Click Hotel MIDC is a contemporary 3-star property offering 45 well-appointed rooms, including 36 furnished rooms and 9 innovative pod rooms. Designed to cater to both business and leisure travellers, the hotel provides a seamless stay experience with modern amenities and warm hospitality. Guests can enjoy fine dining at Cinnamon, the multi-cuisine restaurant known for its inviting ambiance and diverse culinary offerings. For events and gatherings, Senate Banquet and flexible conference facilities are available, catering to corporate meetings,

seminars, social celebrations, and more.

Mansur Mehta, Chairman and Managing Director, Suba Group of Hotels said, on the occasion, "We are thrilled to expand our footprint in Mumbai with the launch of Click Hotel MIDC, strategically positioned to serve the growing demand from business and leisure travelers in Andheri. Our focus has always been on providing high-quality, budget-friendly accommodations without compromising on comfort. Click Hotel MIDC reflects our commitment to delivering exceptional guest experiences in prime locations. We look forward to further expanding our presence across key destinations in India."

Mubeen Mehta, CEO, Suba Group of Hotels, said, "Mumbai remains a key market for us, and Click Hotel MIDC strengthens our presence in the city. This property embodies our philosophy—offering smart, efficient, and affordable hospitality. With our expanding network, we look forward to further growth in India and beyond."

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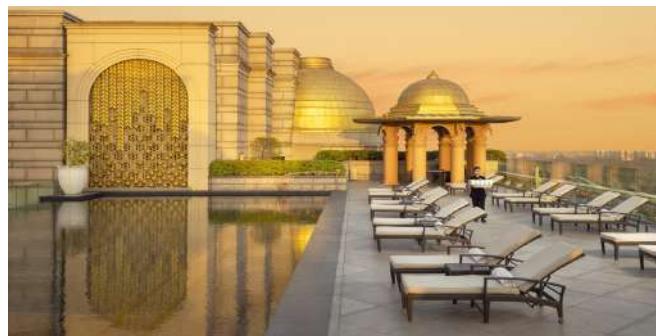
The Leela Palace New Delhi- World's 50 Best Discovery Hotels

The Leela Palace New Delhi, renowned for its unparalleled luxury and impeccable service, has been featured on The World's 50 Best Discovery hotels, a prestigious global platform celebrating the finest and the most extraordinary restaurants, bars and hotels across the world. Adding to this achievement, the hotel's iconic dining establishments, Megu and Le Cirque, have also been recognized in The World's 50 Best Discovery 2024, further solidifying The Leela Palace New Delhi's status as a premier destination for luxury and culinary excellence. This recognition is particularly significant as The Leela Palace New Delhi is the first Leela hotel to make it to the list, reinforcing its position as a leader in the luxury hospitality landscape.

The World's 50 Best Discovery is a highly prestigious platform featuring a curated list of restaurants, bars and hotels by esteemed experts from across the globe—making The Leela Palace New Delhi's inclusion a true testament to its excellence and underscores its commitment to excellence, offering guests an extraordinary experience that seamlessly blends Indian heritage with contemporary opulence.

Nestled in the heart of the capital, it is renowned for its majestic architecture, impeccable hospitality, and acclaimed culinary experiences. From its palatial architecture to its bespoke guest experiences, every element of the hotel has been meticulously curated to create an unforgettable stay for global travelers.

Culinary excellence is at the forefront, with iconic restaurants such as Megu has been recognized among Asia's 50 Best Restaurants in 2022 and The World's 50 Best Discovery in 2024, offering an authentic culinary experience to its patrons amidst a traditional Japanese setting. The Library Bar offers an ambiance that effortlessly marries timeless elegance with a high-energy setting making it a favorite for late-night revelry. Additionally Le Cirque, known for its fine French-Italian cuisine has also been featured in The World's 50 Best Discovery 2024 further enhancing the hotel's gastronomic offerings.



Speaking on the achievement, Anupam Dasgupta, Area Vice President, North India, The Leela Palaces, Hotels and Resorts, said, "This prestigious recognition is a reflection of The Leela Palace New Delhi's strong positioning as a leading luxury destination. It reaffirms our unwavering commitment to providing world-class hospitality, distinctive culinary experiences, and unparalleled service. We are truly honored to be the first Leela hotel to receive this accolade."

Echoing this sentiment, Preeti Makhija, General Manager, The Leela Palace New Delhi, said, "We are honored to be recognized amongst The World's 50 Best Discovery Hotels, a platform that showcases the pinnacle of global hospitality. More than just an acknowledgement, this recognition is a testament to the dedication and passion of our remarkable team who strive to offer unparalleled luxury and world-class service that continues to make The Leela Palace New Delhi a standout destination."

This recognition on The World's 50 Best Discovery Hotels list reaffirms The Leela Palace New Delhi's status as a destination of choice for discerning guests seeking the finest in luxury and elegance. As it continues to set new benchmarks in hospitality, the hotel remains committed to delivering unforgettable moments and timeless experiences.

Sayaji Hotels Kolhapur Commemorates 10th Anniversary



Sayaji Hotel Kolhapur commemorated its 10th anniversary in April 2025, marking a decade of exceptional luxury and hospitality. As one of the important landmarks of South Maharashtra, the hotel has

become a preferred destination for both business and leisure travelers. Considered the best 5-star hotel in the city, the hotel boasts of plush rooms, world-class amenities, delectable fine-dining restaurants, and grand banquets, making it "The Destination" for visiting guests.

The city of Kolhapur has, over the years, transformed itself into a major tourism destination, attracting a large number of tourists. Religious tourism has seen an uptick in Kolhapur as people from India and across the world visit various pilgrim destinations, including the famous Mahalaxmi Temple, Jyotiba, Nrusinhawadi, excavated remains dating back to 2nd BC, and ancient relics of the Buddha and Mahavir era. The city is famous for the Panhala Fort, Dajipur Wildlife Sanctuary, Chandoli National Park, Radhanagari Sanctuary, and other scenic destinations.

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Ascott Expands Footprint in Goa

As part of its expansion strategy in India, Ascott has secured three new signings in key Tier-2 and Tier-3 cities this year, reinforcing its commitment to emerging markets and the rising demand for premium accommodations.

Ascott is strengthening its presence in Goa, a prominent Tier-2



city and top leisure destination, with the signing of the 150-key Oakwood Sensation Dona Paula Goa. Located in Dona Paula, a popular tourist destination renowned for its scenic beauty and the iconic jetty offering panoramic views of the Arabian Sea, the property is conveniently close to Goa Dabolim Airport. It is also

within easy reach of Panjim, the state capital and commercial hub, as well as Goa University and Goa Medical College. Leveraging Oakwood's strength in catering to bleisure travel, the property will offer exceptional comfort for all types of stays.

With a wide range of room configurations, in-house F&B outlets and meeting spaces, Oakwood Sensation Dona Paula Goa is designed to meet the needs of both short and long stays, ensuring a seamless blend of business and relaxation. The property is slated to welcome guests from 2028.

The Ascott Limited (Ascott), the lodging business unit wholly owned by CapitaLand Investment (CLI), plans to double its portfolio in India to 12,000 units by 2028, up from about 5,500 units at the end of 2024.

This was announced at the 20th Hotel Investment Conference – South Asia (HICSA), in Mumbai, where Ascott's Chief Executive Officer Kevin Goh spoke on the topic of 'Redefining Global Living' – expounding on how global living today has become a reflection of how people live, work, and travel seamlessly across borders. On the back of favourable growth prospects in the Indian hospitality market, Ascott is riding on a strong momentum in the first quarter of 2025 with three signings in Goa, Lucknow and Thanjavur.

The additions bring the group's total India portfolio to about 6,100 units across 22 properties, including both operational and pipeline projects.

IIHM, Bangalore Celebrates 32nd Foundation Day

Marking its 32nd Foundation Day, the International Institute of Hotel Management (IIHM) celebrated its remarkable journey of innovation, global reach, and transformative education. Chairman and Founder Dr. Suborno Bose commended students across 16 campuses for their enthusiastic embrace of AI-integrated hospitality education.

"We exist because of our students," said Dr. Bose. "Their passion for learning and openness to innovation fuels our mission. When we introduced the idea of integrating AI into hospitality education, they welcomed it wholeheartedly."

Industry partnerships remain a cornerstone of IIHM's success. Dr. Bose acknowledged the unwavering support from hospitality leaders, many of whom are part of the IIHM International College of Distinguished Fellows—a prestigious network supporting internships, placements, and mentorships. "The industry has been our driving force," he said.



Central to this year's celebration was IIHM's advancement in AI, or Advanced Intelligence. Dr. Bose unveiled NamAlste HospitalityGPT, the world's first Generative AI-powered knowledge engine tailored for the hospitality sector. "This is not just innovation—it's the future of hospitality intelligence," he stated. NamAlste provides real-time insights and learning for students, educators, and industry professionals alike. IIHM has also signed a Knowledge Sharing Declaration with 50 countries participating in the

Young Chef Olympiad (YCO).

Dr. Bose also honored the institution's unsung heroes—support staff—and emphasized that IIHM's strength lies in its inclusive and student-driven ecosystem.

The event marked the milestone with vibrant celebrations, featuring sports activities, cultural performances, alumni interactions, and inspiring addresses by hospitality leaders, including Mr. Vineet Verma, Managing Director of World Trade Centre Karnataka and Director of Brigade Hospitality.

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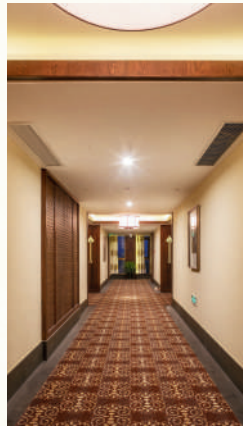
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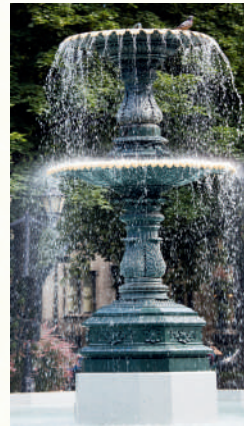
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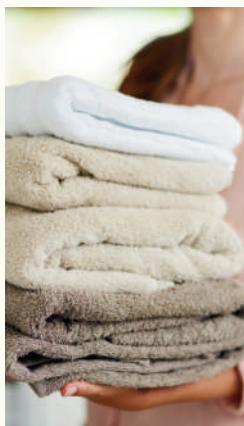
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Sterling Rudraksh Jaisalmer Launched

Sterling Holiday Resorts has announced the launch of Sterling Rudraksh Jaisalmer, marking a significant milestone as its 59th resort in its 50th destination. This regal retreat, built from golden-yellow sandstone, echoes Jaisalmer's moniker—"The Golden City."

Nestled in the heart of the Thar Desert, along the highway leading to the Indo-Pak border, the resort offers a tranquil oasis, combining desert grandeur with Jaisalmer's rich cultural heritage. Just minutes from iconic landmarks, Sterling Rudraksh Jaisalmer provides an indulgent escape while immersing guests in the region's history and natural beauty.

Spanning 2.5 acres, the resort boasts breathtaking desert views, elegantly designed rooms & suites with private sit-outs & a perfect blend of traditional Rajasthani aesthetics with modern comforts. Guests can unwind by the grand pool, witness mesmerizing Ghoomar and Kalbeliya performances under the stars, embark on camel safaris, or enjoy a private



barbecue amidst the dunes.

"Sterling Rudraksh Jaisalmer is a regal addition to our growing footprint and marks an important milestone as our 50th destination. It is part of our vision to offer a seamless circuit of curated experiences across Rajasthan—from Mount Abu's cool heights to Udaipur's cultural richness, the wild beauty of Jawai, and now, Jaisalmer's vast desert charm. This resort blends heritage, culture,

and adventure, enhancing our portfolio," said Vikram Lalvani, Managing Director & CEO, Sterling Holiday Resorts.

"Sterling Rudraksh Jaisalmer reflects Rajasthan's architectural legacy and craftsmanship. With increasing developments in 'Border Tourism,' we believe Jaisalmer will soon attract global travelers seeking unique desert adventures," said Surath Banerjee, Managing Director, ADB Hospitality.

The Westin Chennai Earns Certification for Sustainability

The Westin Chennai Velachery proudly announces its achievement of the ISO 14100:2015 Environmental Sustainability Certification, a significant milestone that underscores the hotel's dedication to sustainable practices and environmental responsibility.

With a firm commitment to reducing its ecological footprint, The Westin Chennai has implemented a series of sustainability initiatives that align with ISO 14001 Certification for an effective environmental management system. These initiatives reinforce the hotel's ongoing efforts to promote sustainability across its operations.

The Westin Chennai is committed to environmental sustainability, integrating several key initiatives to minimize its ecological footprint. The hotel harnesses renewable energy through solar and wind power, significantly reducing its carbon footprint while promoting clean energy adoption. To conserve water, an advanced recycling system is in place, ensuring sustainable use for



irrigation and WC flushing, thereby minimizing water wastage. Additionally, they emphasize responsible waste management, repurposing used cooking oil into biodiesel and other sustainable resources, while also ensuring the proper disposal and recycling of batteries to prevent hazardous waste accumulation.

Further strengthening its sustainability efforts, The hotel is committed to responsible sourcing, prioritizing cage-free eggs, crate-free pork, and sustainable seafood, thereby

supporting both ethical food production and environmental conservation. The hotel also maintains an efficient waste management system, effectively segregating and recycling wet and dry waste to minimize landfill impact. Moreover, its dedication to fostering green workspaces is evident through the introduction of indoor plants, enhancing air quality and aesthetics for a healthier, more eco-friendly environment. Through these initiatives, the hotel continues to set benchmarks in sustainability, ensuring a greener future for guests, the community, and the planet.

The ISO 14100:2015 certification reflects the collective efforts of the hotel's team in integrating sustainability into daily operations. This achievement is a testament to their unwavering dedication, passion, and relentless commitment to making a meaningful difference.

As the hotel celebrates this milestone, it remains committed to upholding the highest environmental standards and exploring innovative ways to further reduce its impact on the planet.

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Excellence Award for Radisson Sector 29 Gurugram



In a moment of pride and distinction, Anuj Soin, General Manager of Radisson Hotel Sector 29, Gurugram, has been awarded the Centre of Excellence – Ramp Up Category Award 2024 by Radisson Hotel Group.

This recognition, presented by the Radisson Hotel Group, honors exceptional leaders who demonstrate outstanding performance during a hotel's early operational phase—driving rapid growth, exceptional guest satisfaction, and operational excellence. The award was conferred during a recent event held in Goa by Chema

Basterrechea, Global President & COO, along with Nikhil Sharma, Managing Director & COO, South Asia, Radisson Hotel Group.

The award stands as a testament to the dynamic leadership of Anuj Soin, under whose guidance the property has swiftly emerged as a top-performing hotel within the Radisson portfolio. His strategic vision and steadfast commitment to quality, innovation, and service excellence have cultivated a culture of high performance and engagement—where both guests and team members feel genuinely valued and empowered.

"This award is not just a personal milestone but a testament to the collective dedication and effort of our entire team," said Soin. "I am privileged to lead such a passionate and committed group of professionals. Together, we've built something special, and I look forward to what lies ahead."

Since taking the helm, Anuj Soin has instilled a guest-first mindset, championed collaboration, and inspired a results-driven work environment. The hotel has quickly surpassed key performance and service benchmarks, garnering praise for its seamless operations and warm hospitality, hallmarks of the Radisson brand.

This accolade marks a significant milestone in the hotel's growth journey and reinforces its unwavering dedication to delivering excellence in every guest experience.

Dusit Enters Tier 2 & 3 Indian Markets

Strengthening its commitment to India, Thailand-based hospitality major Dusit International is set to expand its presence across the country by launching a range of luxury and upper midscale brands in both emerging and metropolitan markets.

In addition to exploring opportunities in India's Tier 1 cities, Dusit also aims to target Tier 2 and Tier 3 destinations where luxury and upscale hospitality options are currently limited – creating opportunities to deliver curated, high-end experiences tailored to local demand. This strategic expansion builds on the momentum of Dusit's recent foray into the Indian market with the opening of the contemporary, upscale dusitD2 Fagu, Shimla in December 2024, and the signings of three key properties in Karnataka: the wellness-focused Devarana Sakleshpur, Karnataka – A Dusit Retreat (set to open in 2028), and two upcoming Dusit Princess Hotels & Resorts.

With a versatile brand portfolio ranging from the ultra-luxury Devarana – Dusit Retreats to upper midscale and lifestyle brands like Dusit Princess and ASAI Hotels, Dusit aims to enter underserved locations, bringing its signature Thai-inspired gracious hospitality to meet the evolving needs of both business and leisure travellers.

As part of this vision, Dusit is preparing to launch six additional hotels across the country. The upper-midscale Dusit Princess brand will debut in Raipur (200 keys), Bhiwadi (165 keys), Kolkata (220 keys), and Lonavala (120 keys). Meanwhile, two boutique luxury properties under the recently introduced Dusit Collection brand – in Kasol and Manali (each with 40 rooms) – will offer refined escapes in the Himalayan foothills.

India represents an exceptional growth opportunity for Dusit –



across major metros and particularly in Tier 2 and Tier 3 cities, where premium hospitality options remain limited despite strong demand," said Siradej Donavanik, Vice President – Development (Global), Dusit International. "The country's tourism industry is evolving rapidly, with increasing demand for high-quality, experience-driven stays. By blending our unique brand of Thai-inspired gracious hospitality with wellness-led experiences and destination-driven properties, we aim to create exceptional stays that resonate deeply with Indian travellers. Through strategic partnerships with visionary local developers, we are committed to shaping India's premium hospitality landscape for the long term."

Beyond expansion, Dusit aims to build an integrated hospitality ecosystem in India—blending luxury stays, wellness, gastronomy, and education. Central to this vision is the group's Tree of Life sustainability programme, aligned with key UN Sustainable Development Goals and guided by criteria designed to ensure a lasting, positive impact in every community it serves..

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Rajesh Gopalakrishnan



The Leela has appointed Rajesh Gopalakrishnan as the General Manager of The Leela Hyderabad. With over three decades of rich experience in the hospitality industry, Rajesh brings a wealth of expertise and leadership to this prestigious property.

Rajesh has a proven track record in steering luxury hotels to new heights, having held key leadership positions across renowned hospitality brands.

His extensive experience spans managing operations, business development, guest experience, and sustainability initiatives in both established and emerging markets. His previous roles include General Manager at Radisson Hotel Group, Novotel Visakhapatnam, and Grand Mercure Vadodara, as well as senior leadership positions with Accor and Greenpark Hotels & Resorts.

His tenure at iconic properties such as The Leela Mumbai, Grand Hyatt Mumbai, and Taj Coromandel Chennai has equipped him with a deep understanding of luxury hospitality and guest-centric service excellence.

His commitment to operational excellence, team development, and innovation aligns perfectly with The Leela's vision of delivering unparalleled guest experiences.

Sanjeev Kumar



Naukuchia House is pleased to announce the appointment of Sanjeev Kumar as its new General Manager. With nearly two decades of experience in the hospitality industry, Sanjeev brings a wealth of expertise in luxury hotel management, strategic planning, and operational excellence.

Sanjeev has an impressive track record of leading multi-site hotel and resort operations, driving profitability, and enhancing guest satisfaction. He has played

a pivotal role in developing and executing growth strategies that have contributed significantly to the success of various renowned properties.

A seasoned hospitality professional, Sanjeev has extensive expertise in operations management, service standardization, training, and guest relations. His ability to drive team performance and his commitment to customer satisfaction have consistently resulted in industry accolades and recognition.

Sanjeev is a postgraduate from the University of Huddersfield, UK, with a B.A. (Hons.) in Hotel Management. His career began with Taj Hotels, where he gained hands-on experience in various departments, including front office, food & beverage, and housekeeping, further shaping his holistic approach to hotel operations.

Vivek Batra



Indian Hotels Company (IHCL), Goa's largest hospitality operator and leader in the tourism sector has appointed Vivek Batra as General Manager – Taj Cidade de Goa Horizon

With extensive experience across the Luxury Collection of ITC Hotels, Vivek initially joined the organization as Director of Food & Beverage at Taj Bangalore, Bengaluru, where he played a key role

in curating exceptional dining experiences for our discerning guests. He then moved on to lead the food and beverage operations at the flagship hotel, The TajMahal Palace & Tower, Mumbai, in the role of Director of Food & Beverage.

Demonstrating his leadership capabilities as Hotel Manager Taj Cidade de Goa Heritage he is recognized for his dedication, operational acumen, and strong leadership he has successfully taken on broader responsibilities, further enhancing his understanding of the hospitality landscape in Goa.

His ability to drive excellence, elevate guest experiences, and lead high-performing teams has made him an invaluable asset to the organization.

Preeti Makhija



The Leela Palaces, Hotels and Resorts proudly announce the appointment of Preeti Makhija as the General Manager of The Leela Palace New Delhi. A seasoned leader with extensive experience in the hospitality industry, Preeti has been an integral part of The Leela group since 2011, demonstrating an unwavering commitment to excellence and operational expertise.

Her journey with The Leela Palace New Delhi began during the pre-opening phase when she joined as a Duty Manager. Her expertise and strategic vision led to her promotion as Director of Rooms and The Leela Club, which she successfully conceptualized and initiated in 2023.

Upon stepping into the role of Hotel Manager in 2024, she took charge of the hotel's overall operations, strategy, and long-term vision, driving excellence across all facets of the property. Preeti has been at the forefront of brand activations and luxury partnerships, playing a key role in driving strategic collaborations over the last few years.

Ritesh Arora



The Lodhi, New Delhi, has announced the appointment of Ritesh Arora as the Director of Human Resources. With an impressive career spanning over 28 years in the field of human resources, Ritesh brings a wealth of experience in HR operations, talent management, and organizational development, making him a valuable addition to the leadership team.

In his new role, Ritesh will oversee the hotel's entire human

resources function, including recruitment, employee training, performance management, and policy development. His primary focus will be to drive operational efficiency while fostering a strong workplace culture, aligned with the organization's strategic growth objectives.

He previously served as Director of Human Resources at Hilton Hotels Worldwide and Head of Human Resources at The Oberoi Hotels Ltd.

Ritesh has completed the Executive Professional Development Program from Shailesh J. Mehta School of Management at IIT Mumbai. He also holds a PG Diploma in Human Resources and Industrial Relations from the Symbiosis Institute of Management Studies, along with a Bachelor's degree in Commerce from Delhi University.

Bavani Srinu



Bavani Srinu has been appointed as Cluster Marketing Communications Director at Hilton. She oversees marketing strategies for three properties in Bangalore: Hilton Bangalore Embassy GolfLinks, Hilton Bengaluru Embassy Manyata Business Park, and Hilton Garden Inn Bangalore.

With an impressive career spanning over 18 years, Bavani Srinu has built a reputation for transforming brands, driving market expansion, and generating

significant revenue growth across multiple industries. A strategic leader with a data-driven and performance-focused approach, she specializes in brand building, digital marketing, and product positioning.

Bavani has held leadership roles in Singapore, Dubai, and India, while also managing marketing strategies for the Australian market. She has spearheaded innovative marketing campaigns, scaled businesses, and launched high-impact sales strategies. She has been instrumental in establishing strong brand identities, fostering customer loyalty, and leveraging digital platforms to drive business growth.

Her role, at Hilton Bangalore, includes developing and executing comprehensive marketing campaigns, strengthening brand associations, and managing media and public relations.

Nihal Kurian



Nihal Kurian has been appointed as Commercial Director at Hilton Bangalore Embassy GolfLinks. With a 17 year experience in hospitality and commercial management, his career journey is marked by his association with some of the most esteemed hospitality brands, including Bengaluru Marriott Hotel Whitefield, Fairfield by Marriott Bengaluru, and Hilton Garden Inn Pune Hinjawadi. His strategic

approach to sales and marketing, combined with his deep industry insights, has enabled him to drive business growth at both local and national levels.

In his new role, Nihal will lead Hilton EGL's commercial strategy in the Bengaluru region, focusing on strengthening market share, boosting revenue, and driving long-term growth. His expertise in crafting dynamic sales and marketing initiatives will be instrumental in further elevating the hotel's market position.

With a proven track record in revenue optimization and business development, Nihal Kurian is set to drive Hilton EGL's growth, reinforcing its position as a market leader in the city's luxury hospitality landscape.

Nandkishor Mahadik



Ramee Group of Hotels has announced the appointment of Nandkishor Mahadik as the Director of Sales. With 16 years of extensive experience in the hospitality industry and a total of 25 years in sales, Mahadik brings a wealth of expertise in revenue growth, sales strategy, and market expansion.

In his new role, Mahadik will be responsible for strategizing and executing plans to

enhance organizational revenue growth. He will lead the sales team to achieve corporate goals, restructure the sales process, align sales operations, and implement periodical development training programs with a structured succession plan.

Beyond his core responsibilities, Mahadik will play a key role in the successful launch of upcoming properties by providing strategic sales support and driving business momentum through comprehensive market research. He will also collaborate closely with the marketing team to provide market intelligence and enhance brand recall among customers, corporate clients, and key stakeholders.

Kiran Bhadoria



Novotel Pune has announced the appointment of Kiran Bhadoria as the new Rooms Division Manager. With over a decade of experience in the hospitality industry, Kiran brings a wealth of expertise in housekeeping operations, guest service excellence, and team leadership.

Kiran is known for exceptional attention to detail, speed, and accuracy in operations. Kiran's areas

of expertise include guest room management, horticulture, team training, coaching, and time management. Having been instrumental in implementing brand experience standards and executing stringent hygiene measures during the pandemic, Kiran is known for leadership qualities that inspire teams and foster operational excellence.

Prior to joining Novotel Pune, Kiran served as the Executive Housekeeper at Westin Resort and Spa, Himalayas, and Grand Hyatt, Kochi. Kiran has also held leadership roles at Hyatt Regency Ludhiana, Hyatt Regency Pune, The Leela Mumbai, JW Marriott New Delhi Aerocity, and The Oberoi Mumbai, among others.

Anirban Putatunda



Anirban Putatunda has been appointed as the Food and Beverage Manager at Courtyard by Marriott Aravali Resort, bringing with him a wealth of experience in the hospitality industry.

Before this role, he served as Food and Beverage Manager at Hyatt Centric MG Road Bengaluru and Assistant Food & Beverage Manager at AlilaDiwa Goa. His expertise extends to event services management at Hyatt Regency Ahmedabad and

leadership roles in banquets and outlets at Grand Hyatt Goa.

Anirban's career journey began with team leadership roles at Hyatt Regency Kolkata and Grand Hyatt Mumbai. He holds a degree in Hotel Management, Food & Beverage from the International Institute of Hotel Management.

In recognition of his contributions to the industry, Anirban was honored with the Restaurateurs Award 2024 at Hyatt Centric MG Road Bengaluru and was named Leader of the Quarter for the year 2023.

With his strong operational knowledge and leadership skills, Anirban is poised to enhance the food and beverage experience at Courtyard by Marriott Aravali Resort.

Anmol Pancholy



Anmol Pancholy has been appointed as Hotel Manager at Taj Cidade de Goa Heritage. He began his journey with IHCL as a Management Trainee. Following the completion of the program, he joined the Sales team at Taj Krishna, Hyderabad.

Throughout his tenure at IHCL, Anmol led the Sales teams at Gateway Nashik and Taj Falaknuma Palace, Hyderabad, before

transitioning to the Accor group as Director of Sales at Novotel Hyderabad Convention Centre and Hyderabad International Convention Centre. Anmol then took on the role of Director of Sales and Marketing at The Leela Bhartiya City Hotel Convention and Residences. In his most recent position as Director of Operations at The Leela Hyderabad, Anmol developed his expertise in operations and general management.

With experience across multiple properties, Anmol brings a unique blend of strategic vision and collaborative leadership. His ability to inspire teams, drive guest satisfaction, and uphold the highest standards of service has been pivotal in his success.

Henna Punjabi



Henna Punjabi has been elevated to the role of Multi-Property Director of Marketing, overseeing the branding and communications strategies for both The Ritz-Carlton, Pune and Marriott Suites Pune. With close to two years in the Pune cluster and nearly a decade of experience in the hospitality and media industry, Henna's career has spanned renowned names including InterContinental Hotels & Resorts, The Oberoi

Group, Times of India, and Marriott International. Her sharp acumen in storytelling and her ability to harness digital platforms have helped shape compelling brand narratives across multiple touch points.

In her new role, Henna will be responsible for building brand equity through strategic marketing, digital innovation, and public relations while driving visibility for the hotels' acclaimed restaurants, wellness experiences, and luxury offerings. Her focus remains on blending brand legacy with contemporary storytelling, ensuring every campaign resonates with guests and reflects The Ritz-Carlton's ethos of elegance and excellence.

Holding a Communications degree and an MBA in Media Management, Henna brings a strong academic foundation to her role.

Asmita Deshpande



Asmita Deshpande has transitioned into the role of Human Resources & Training Manager at The Ritz-Carlton, Pune after a successful tenure of two years as Learning and Development Manager. A veteran in the hospitality learning domain with over 13 years of experience, Asmita has a track record of designing impactful programs that drive employee engagement, retention, and performance.

Prior to joining The Ritz-Carlton, Pune, she held a key leadership role at Radisson Blu Hotel & Spa, Nashik, where she was instrumental in curating tailored training initiatives that empowered teams and led to operational excellence. At The Ritz-Carlton, Pune, she will now lead the dual portfolio of Human Resources and Training.

Her role includes conducting organization-wide training needs assessments, developing leadership pipelines, and collaborating closely with departmental heads to align team growth with hotel objectives. She holds a Master's degree in Hospitality and Tourism Management and is deeply committed to modern learning methodologies, employee wellbeing, and inclusive growth.

Jui Manjare



Jui Manjare has been appointed as Front Office Manager at The Ritz-Carlton, Pune, taking charge of one of the most pivotal departments in delivering the signature Ritz-Carlton guest experience. With a deep-rooted passion for guest relations and a career built around operational excellence, Jui steps into this role with a strong foundation in luxury service standards, team leadership, and personalized hospitality.

Her elevation comes as a natural progression, driven by her consistent performance, eye for detail, and commitment to The Ritz-Carlton values. As Front Office Manager, Jui will be responsible for leading the arrival and departure experience, overseeing the concierge and guest relations teams, and ensuring seamless service delivery that delights and inspires. Her ability to foster a culture of empathy, anticipation, and intuitive service will further elevate the property's reputation for excellence.

Jui's focus will also be on developing team members, enhancing operational efficiencies, and ensuring every guest touch point is infused with warmth and authenticity.

Manoj Singh Bisht



Grand Mercure Mysore has announced the appointment of Manoj Singh Bisht as its new Rooms Division Manager. With over 11 years in the hospitality industry, Manoj has showcased a deep understanding of guest services, front office operations, and seamless room management.

As the Rooms Division Manager at Grand Mercure Mysore, Manoj will oversee guest services, ensuring seamless operations while maintaining

exceptional service standards. His role also involves addressing guest needs and implementing strategies to drive revenue growth and optimize the department's financial performance.

Manoj embarked on his professional journey as a Front Office Supervisor, steadily advancing to become a Guest Service Executive, demonstrating his commitment to excellence in hospitality. In his most recent role was as Director of Guest Services at ibis Bengaluru Hosur.

His extensive experience includes working with prestigious hospitality brands such as IHG Hotels & Resorts, ITC Hotels, and Le Méridien, refining his expertise in luxury service and guest experience management.

Prashant Chaudhary



Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre (HICC) has appointed Prashant Chaudhary as the Front Office Manager. With over a decade of experience in the hospitality industry, Prashant brings a wealth of expertise in front office operations, guest relations, and team leadership.

Prior to joining Novotel, Prashant served as Front Office Manager at Hyatt Centric Kathmandu and Hyatt Place

Hyderabad, where he played a key role in enhancing guest experiences and streamlining operational tasks. He has previously worked with Ibis Mumbai Vikhroli and Ibis Gurgaon, where he contributed significantly to customer service excellence and revenue growth.

In his new role, Prashant will oversee the front office team, ensuring seamless guest experiences, optimizing operational strategies, driving the ALL-loyalty program within the property, and upholding the highest standards of hospitality at Novotel Hyderabad Convention Centre & HICC. His leadership will be instrumental in driving guest satisfaction, service innovation, and operational success.

Prashant holds a Bachelor of Science in Hotel and Motel Management from Punjab Technical University.

Women to the fore in Hospitality Industry



International Women's Day, observed on March 8, is a global celebration of the achievements of women in social, cultural, economic and political realms. In the hospitality industry it holds a special significance to shine light on their achievements in various facets of the industry and foster gender equality, encouraging more women to pursue leadership roles in the industry and contribute to the growth and prosperity of the industry. **Ashok Malkani** tries to explicit how the women in the hospitality industry, with their grit and determination, have been able to prove their mettle and have risen to top designations in different segments of the industry.

As we celebrate International Women's Day we are reminded that although it has been around for over a hundred years there are numerous challenges impacting women's advancement over the years. Since its inception in 1911, this day has aimed to raise awareness about women's rights in all spheres – cultural, socio-economic and political. Over the years, women have consistently proved their mettle in every field.

It is worth mentioning that in today's dynamic and ever-evolving world, hospitality industry stands at crossroads as far as women's dynamism and significance in the industry is concerned. For years, women were limited to roles such as receptionists or other positions that were not considered of much importance. However, that is no longer the case ! They have broken all stereotypes and barriers. Today, they hold prestigious positions that not only uphold the industry's reverence but also its reputation and global standing.

However, statistics show that there is a long way to go before true gender equality is achieved. According to a study by Bureau of Labour Statistics, though 51.2 per cent of workforce in hospitality sector is represented by women only 30 per cent occupy leadership roles.

With that being said, the last decade has witnessed a shift towards gender parity within the industry. Female leaders are increasingly challenging the long standing stereotypes in the traditionally male-dominated arenas of the industry



and making significant strides for a more inclusive future of the industry .

Sushma Khichar, General Manager, Sheraton Grand Bangalore at Brigade Gateway, discloses, "This change didn't happen overnight. It took years of persistence, breaking stereotypes, and proving that leadership has no gender. Women now hold key leadership roles, with increasing representation at the executive level. As mindsets evolved and organizations embraced inclusivity, women seized the opportunity to step up—and they delivered. Today, they lead with confidence, shaping the future of hospitality."

Radhika Changoiwala, Marketing & Communications Manager at The Westin Mumbai Garden City, states, "Women in hospitality have risen from support roles to leadership positions, driven by education, corporate diversity initiatives, and inclusive policies. Today, they lead key departments

and hold top executive roles, shaping the industry's future."

Shrishti Salian, Managing Director, Bharat Excellence Restaurants, Mumbai, declares, "The transformation has been gradual over the years, societal perspectives have evolved, education opportunities have expanded, and the industry has recognized that diversity in leadership brings value. Women have proven their capabilities in every aspect of hospitality; from operations to culinary innovation, resulting in more opportunities in a leading role."

At Bharat Excellence, I have seen this change firsthand. My mother has played a crucial role in kitchen management over the last two years, ensuring consistency in recipes, mentoring staff, and upholding our culinary standards. Women bring a balance of structure, efficiency, and a nurturing yet disciplined approach, which has been a game-changer in this industry."

Sukhbir Singh, General Manager, Novotel Hyderabad Airport notes, "The transformation in women's leadership within the hospitality industry has been a gradual yet impactful journey. Over time, as the industry recognized the value of diverse leadership, structured efforts were made to create opportunities for women. With evolving workplace policies, a greater emphasis on professional development, and a shift in societal mindset, women moved beyond traditional roles to take on strategic and leadership positions. Today, we see more women leading hotel operations, revenue management, and even entire hospitality brands—shaping the industry's growth with their expertise and vision."



He adds, "Several factors were responsible for this change. Some of them are:

Education & Professional Training: With rising literacy rates and greater exposure to global education, more women started enrolling in hospitality management programs, breaking the long-standing perception that leadership in this industry was a "man's job." As hospitality became a structured business model rather than just a service industry, women recognized the vast opportunities within it.

Policy Reforms & Gender-Neutral Initiatives: Companies introduced leadership development programs for women, ensuring structured career growth. The emphasis on gender-neutral policies has paved the way for fair hiring practices, equal pay, and unbiased career advancement opportunities, ensuring that leadership roles are not limited by gender.

Changing Work Culture & Family Support: The industry has become more flexible, offering leadership training and mentorship programs. Additionally, families now actively encourage women to pursue careers in hospitality, recognizing it as a viable and prestigious profession. This support has played a crucial role in fostering confidence among women professionals.

Affordable Luxury & New Industry Dynamics: With the growth of affordable luxury in hospitality, the sector has become more accessible and appealing to a diverse talent pool. Women are increasingly involved in revenue-driving departments, brand management, and customer experience innovation, ensuring that luxury hospitality is both inclusive and financially viable.

Today, women are not just part of the workforce; they are running the show—leading global hotel chains, driving revenue strategies, and setting industry trends. The outdated notion that leadership in hospitality is a male-dominated space has been dismantled. Women have proven that they can excel in every domain, making the industry more progressive, dynamic, and inclusive for future generations."

Sunil Kumar, General Manager, JW Marriott Kolkata says, "The shift didn't happen overnight but over the years we've seen a strong movement towards greater

gender inclusivity in hospitality. Traditionally, leadership roles in our industry were largely male-dominated but that has changed with more organisations recognising the immense value that women bring to the table. With structured mentorship programs, leadership training and corporate policies focused on gender diversity, more women are now leading key departments and even stepping into GM and executive roles. At Marriott, for example, we've placed a strong emphasis on fostering female leadership and that effort is showing remarkable results."

Nikita Poojari, Director of Shiv Sagar Foods & Resorts Pvt Ltd. Informs, "The transformation has been gradual but significant fueled by changing mindsets, increased education opportunities and a growing emphasis on diversity and inclusion. Over the past decade, hospitality brands have recognized the immense value women bring to leadership not just in operations but in strategy, innovation and guest experiences. The shift is also a result of mentorship programs, flexible work policies and organizations actively promoting women to leadership roles.

Innovation & promotion

Women, in general, are known for their unique and invaluable combination of skills. In the hospitality industry, particularly in executive roles, they have effectively leveraged these strengths to drive innovation and enhance guest experiences, ultimately contributing to the growth of the hospitality business. Gifted with emotional intelligence, empathy, strong communication skills, collaborative leadership style, adaptability, resilience, attention to detail and quick decision-making, women have made a lasting mark on the industry.

Radhika Changoiwala avers, "Women champion hospitality through inclusivity and service excellence. Their natural ability to multitask aligns perfectly with the industry's dynamic demands, from managing operations to enhancing guest experiences. They lead sustainability efforts, diversity programs, and strategic growth, ensuring efficiency and progress. By breaking barriers, they inspire future generations and redefine hospitality



Sukhbir Singh



Radhika Changoiwala



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**Nikita Poojari****Rajani Nair Deb****Sunil Kumar**

leadership.”

She continues, “Women drive innovation in hospitality by introducing unique guest experiences and tech-driven operations. Their creativity enhances branding, marketing, and service strategies, making the industry more personalized. As leaders, they foster inclusivity, boost efficiency, and ensure long-term growth. Through mentorship and strategic initiatives, they shape a dynamic, guest-centric future.”

Sushma Khichar says, “From revolutionizing sustainability practices to curating unforgettable dining experiences, women have brought fresh ideas and bold strategies to the table. They challenge norms, think beyond convention, and drive meaningful change that strengthens both brands and businesses.”

Sukhbir Singh asserts, “Women have played a vital role in shaping the hospitality industry by driving guest satisfaction, fostering innovation, and promoting sustainability. Hospitality is not just a profession for them; it is an extension of their innate qualities—attention to detail, warmth, and an instinct for creating inviting and aesthetically refined spaces. Their leadership has led to more personalized guest experiences, stronger workplace cultures, and operational excellence. Their keen eye for detail, aesthetics, and visual storytelling has transformed hospitality into a more immersive and experiential industry. They have contributed in various ways like:

Guest Experience & Leadership: Women bring a customer-centric approach, enhancing service quality and guest engagement through emotional intelligence and meticulous attention to detail.

Diversity & Inclusion: Their emphasis on creating warm, welcoming, and well-designed environments strengthens team cohesion and enhances overall guest satisfaction.

Revenue & Strategy: Their contributions to business strategy, marketing, and digital transformation have helped drive financial growth and brand loyalty.

Crisis Leadership: Their ability to balance operational efficiency with creative problem-solving has helped hospitality businesses adapt and innovate during uncertain times.”

He adds, “Women have been at the forefront of redefining hospitality, driving innovation and creativity that strengthen the industry’s growth and legacy. Their leadership has helped to excel guest experiences, operational efficiency, and sustainability practices, shaping a more dynamic and future-ready sector. They have helped in providing guests with innovative experiences by integrating technology with human-centric service. As far as promoting revenue is concerned, they have helped in strengthening brand identity and market positioning. Many of them have led the shift toward sustainable luxury, promoting eco-conscious design, ethical sourcing, and waste reduction initiatives. Their influence has not only redefined workplace culture but has also ensured that hospitality remains a sector of opportunity and growth for all.”

Shrishti Salian declares, “Women contribute to the hospitality industry by bringing creativity, emotional intelligence, and strong leadership skills. They focus on enhancing guest experiences, improving operational efficiency, and fostering a collaborative work environment.

By taking active roles in decision-making, women are redefining hospitality, ensuring businesses are both sustainable and innovative while keeping the core values of warmth and exceptional service alive. This balance between authenticity and modernity is crucial today.”

She adds, “Women have played a key role in contributing to the strength, growth, and legacy of different properties and the industry. Their ability to pay attention to detail and create warm, welcoming spaces has contributed to the long-term success of many hospitality brands.

When we renovated and relaunched Bharat Excellence Restaurant two years ago, our vision was to blend legacy with innovation. We focused on enhancing the ambience, elevating seafood presentations, and refining our service to meet modern expectations—all areas where women’s perspectives made a difference.”

Sunil Kumar asserts, “With their unique blend of empathy, resilience and innovation, which is crucial in hospitality, women have created warm, inclusive experiences—not

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just for guests but also within teams. Many of the best guest engagement initiatives, creative marketing strategies and service enhancements I've seen have come from women leaders who truly understand the emotional and cultural nuances of hospitality."

He adds, "At JW Marriott Kolkata I've seen our female leaders spearhead wellness programs, craft bespoke guest experiences and even redefine service standards—all of which have strengthened our brand and enhanced guest satisfaction."

Nikita Poojari affirms, "Women bring a unique blend of empathy, multitasking abilities and attention to detail all of which are crucial in hospitality. They have played a significant role in redefining guest experiences by integrating personalization, sustainability and cultural authenticity into hospitality. They drive guest engagement, elevate service standards and create inclusive work environments. From curating unique dining concepts to pioneering wellness initiatives and championing responsible tourism, women have been at the forefront of innovation. Their leadership ensures not just profitability but also long-term brand equity and guest loyalty. Women leaders are also instrumental in fostering a culture of collaboration and innovation ensuring that hospitality remains an industry that thrives on human connection and excellence."

Vaneeta Arora, Corporate Director, Housekeeping, Park Hotels, New Delhi, asserts, "Women champion the cause of hospitality industry. Today, they are integral to the growth and evolution of the Indian hospitality industry. With their innate sense of empathy, attention to detail, and ability to multitask, they naturally excel in creating memorable guest experiences. Whether it's in operations, culinary arts, guest relations, or human resources, women have consistently raised service standards and brought a people-first approach to the forefront. Their leadership style tends to be collaborative and inclusive, fostering strong team dynamics and enhancing workplace culture. Many have also emerged as entrepreneurs, owning and operating boutique hotels, homestays, and travel ventures that



Vaneeta Arora

are redefining hospitality across urban and rural India. Additionally, women are instrumental in promoting sustainable practices and social responsibility within the industry, championing causes such as local employment, eco-tourism, and community-based experiences. As role models, they inspire the next generation to view hospitality as a dynamic and rewarding career path.

Industry's support

The hospitality industry recognises the vital role women play in advancing the industry and is implementing strategies to encourage greater female participation. The industry has introduced initiatives such as mentorship programs, flexible work policies and bias-free recruitment to foster a more inclusive and equitable environment.

Sukhbir Singh disclosed, "The hospitality industry has played a crucial role in empowering women by fostering inclusive policies, creating leadership opportunities, and investing in professional development.



Nikita Poojari

Companies have implemented mentorship programs, leadership training, and gender-inclusive workplace policies that support career advancement. Flexible work arrangements and equal pay initiatives have further enabled women to thrive in both operational and executive roles.

Additionally, the industry has championed women-led entrepreneurship, offering networking opportunities to help them establish and grow businesses. Recognition programs and industry awards have also highlighted women's contributions, encouraging more female professionals to take on leadership positions.

Through these efforts, the hospitality sector has not only benefited from women's expertise and innovation but has also actively contributed to breaking barriers and fostering a culture of equality, resilience, and long-term success."

Radhika Changoiwala reveals, "The hospitality industry has played a key role in empowering women by fostering inclusivity, leadership opportunities, and professional growth. Many global brands have introduced diversity initiatives, mentorship programs, and leadership training to support women's career advancement. Flexible work policies and equal opportunities in key departments like operations, sales, and revenue management have enabled women to take on executive roles. Additionally, industry recognition through awards and forums has highlighted their contributions, inspiring more women to pursue leadership. By creating a supportive and growth-oriented environment, hospitality continues to drive gender equality and empower women to shape the industry's future."

Rajani Nair Deb, General Manager, Double Tree by Hilton, Agra declares, "Hospitality has always been about people – and over the years, it has become a strong platform for women to grow, lead, and make a difference. I've seen first-hand how inclusive policies, mentorship, and equal opportunities have helped women find their voice and place in this industry. It's encouraging to see more women stepping into leadership roles with confidence and purpose. The industry is not just opening doors – it's holding them wide open.

Sushma Khichar states, "The hospitality

industry has made room for women to rise, but real empowerment comes from action-mentorship, leadership programs, and a culture that fosters growth. At Marriott, initiatives like the Women's Associate Resource Group ensure that women aren't just included, they're empowered to lead."

Shrishti Salian declares, "The hospitality industry has taken steps to empower women by providing leadership opportunities, mentorship programs, and policies that promote inclusivity. However, challenges still exist, particularly in areas such as late working hours, safety concerns, etc."

Sunil Kumar avers, "The industry has stepped up its game when it comes to empowering women. Companies now provide structured career development programs, mentorship opportunities and policies that support work-life balance. At Marriott, we have initiatives like Women in Leadership which helps aspiring female professionals gain the skills and confidence to move into senior roles. These programs are making a real impact and we're seeing more women take on leadership positions than ever before."

Nikita Poojari says, "The hospitality industry has taken great strides in empowering women by offering leadership training, mentorship programs and flexible work opportunities. Many companies now have initiatives that encourage women to take up executive roles ensuring equal opportunities across all departments. However, there is still scope for more structured programs that support career growth while addressing challenges such as work-life balance."

Empowering Hospitality

Today, the vibrant world of hotel management and tourism is witnessing remarkable contributions being made by women. It has become evident, in recent times, that it is women who bring invaluable qualities and unique perspectives to the forefront of the hospitality industry. Women's strong organizational skills, attention to detail and a deep sense of empathy are playing a crucial role in shaping the future of the hospitality and tourism landscape.

Scientific research supports the fact that women pay much more attention to details than men- an asset that is particularly crucial in the hospitality industry where precision matters immensely. Despite these strengths that women possess, statistics reveal a persistent gap: only 23 per cent of women occupy executive positions and only 29 per cent hold senior managerial positions within the hospitality sector globally.

There are numerous advantages of having women in leadership roles in the industry. It is important to recognise that diversity in leadership, promotes innovation and drives creativity. In the hotel and restaurant sector this becomes a powerful asset as it helps the hospitality industry better understand and cater to the diverse needs of the guests.

Gender diversity at all levels of hotel and tourism industry is not just desirable- it is essential.

The next, and concluding, part of the narrative will explore gender diversity and future of women in the hospitality industry. ■



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Pic Courtesy: Pilibhit House, Haridwar-IHCL Selections



Spiritual Tourism Boosts Hospitality

Spiritual tourism is on the rise across the globe. There is a cross-cultural spiritual tradition blending elements of Hinduism, Buddhism, indigenous traditions and more. Today spiritualism is on the rise. It is thriving in India, attracting both domestic as well as international tourists. This segment of tourism not only contributes to India's GDP but also in boosting hospitality industry in small religious places like Shirdi, Haridwar, Varanasi, Bodhgaya, Rishikesh, et al. **Ashok Malkani** delves on the rise of spiritual tourism in the country, the effect it has had on improving the infrastructure in small spiritual places which, in turn, has had a positive effect on the hotel industry encouraging new entrepreneurs as well as established chains to venture into religious places.

Spiritual tourism in India is on an upward path, particularly with youngsters trying to maintain a balance between routine struggles of life as well as wellness. India is famous as a land of spiritual awakening, attracting domestic as well as international tourists to major temple towns of the country.

This was evident during the recent Maha Kumbh held in Prayagraj, Uttar Pradesh. The Mela, which was held this year, from January 13 to February 26, (spanning 45 days) drew more than half a billion visitors. To accommodate this large gathering a number of hotels and travel websites were busy offering their services. Dharamveer Singh Chouhan, CEO and Co-Founder of Zo World and Zostel has commented, "Spiritual tourism has always been a cornerstone of Indian tourism, drawing millions of travelers to sacred sites."

For special occasions the attraction to these religious sites is unimaginable but even at other times the tourists visiting spiritual sites is of a large number.

India, the birthplace of several major religions and home to countless sacred sites, continues to draw spiritual seekers

from around the world. Spiritual tourism, in recent years, has experienced unprecedented growth. According to FMI (Future Markets Insight Inc.), tourism industry is approximated to garner a revenue of \$ 58.6 billion by the end of 2035 with a CAGR of 15.6% during the forecast period (2025-2035).

Global Religious tourism which was, according to Grand View Research, valued at \$ 254.3 billion in 2023 is expected to grow at a CAGR of 15.3% during the forecast period of 2024 to 2030.

As far as domestic spiritual tourism is concerned, it is believed to account for over 60% of domestic travel and holds about 30% share of the overall travel and tourism sector. The country has, due to government initiatives and infrastructure development, transformed into a premier spiritual destination by convergence of ancient spiritual traditions with modern wellness practices.

The growth in spiritual tourism is boosting India's hotel industry, driving demand for accommodations in temple towns and spiritual hubs. With improvements in infrastructure several established hotel brands are establishing their properties

in various temple towns throughout the country. According to CBRE South Asia Pvt. Ltd., major hotel chains are adapting to the evolving preferences of spiritual tourists by offering clean, hygienic, and family-friendly accommodations in religious sites.

PandurangYewale, Finance Manager, Courtyard by Marriott, Chakan, Pune, states, “Spiritual tourism offers a unique opportunity for 5-star hotels to tap into a growing market seeking wellness and transformative experiences. By offering tailored services like yoga retreats, meditation sessions and wellness packages, hotels can diversify their offerings and attract guests willing to pay a premium for a holistic stay. This trend also enables brand differentiation, positioning the hotel as a leader in luxury wellness tourism. However, balancing luxury with simplicity, ensuring cultural sensitivity and training staff to meet the unique needs of spiritual travelers are key challenges.”

He adds, “The hospitality industry can thrive in temple towns by offering personalized stays, guided temple visits, local cuisine, and wellness experiences. Integrating



Amit Raman

cultural elements, sustainable practices, and community engagement enhances guest satisfaction and supports local economies, meeting the rising demand for meaningful, experiential spiritual travel.”

Amit Raman, General Manager, Radisson Blu, Hinjewadi, Pune, declares, “Spiritual tourism is expanding rapidly, with the global wellness tourism market expected to reach \$1.2 trillion by 2027, growing at a CAGR of 7.5% (Global Wellness Institute, 2020). This trend influences hospitality by driving demand for wellness-focused offerings, such

as yoga retreats, meditation spaces, and holistic health programs. Hotels worldwide are enhancing amenities with serene environments and eco-friendly practices to cater to spiritual travelers, aligning with a broader consumer shift towards health, mindfulness, and sustainability.”

Vivek Kumar, General Manager, The HHI Varanasi declares, “Spiritual tourism is growing rapidly in India’s major cities and reshaping the hospitality sector and nurturing economic development through infrastructure and wellness travel. Spiritual tourism is undergoing a swift transformation, attracting an extensive range of travellers from diverse backgrounds and age groups who are keen to explore India’s deep-rooted spiritual traditions. Cities like Varanasi, Bodh Gaya, Rishikesh, Devghar, Tirupati etc. are evolving into spiritual hubs because of the mix cultural, historical, and religious significance. Today’s travellers look for not only pilgrimage but also transformative spiritual experiences that blend wellness with tradition.”

He adds, “Hospitality industry is playing

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pivotal role in this spiritual and economic growth by providing accommodations that combine comfort, spiritual retreat, mindful hospitality experiences and accessibility to sacred sites. Considering the high demands of accommodation in such cities, many hotel brands are now very keen to be present in these cities to fulfil the supply. Which shows the increase in number of hotels in these pilgrimage places.”

Ravindra Dhamale, Front office manager, Sayaji Hotels Ltd, Pune, says, “Spiritual Tourism has indeed impacted hospitality industry in a positive way. Spiritual travelers seek more than just a place to stay, they look for a peaceful environment which has calm surroundings and is close to places of worship. Spiritual tourism often involves deeper cultural engagement, such as participation in religious ceremonies, visits to sacred sites, or engaging in local traditions.”

He believes, “Spiritual tourism presents a unique opportunity for growth of hospitality industry. These destinations attract visitors looking for peace, cultural connection, and spiritual renewal. At Sayaji Hotels, we aim to cater to these travellers by expanding our hotels in towns like Dwarka, Ujjain, and Ayodhya. Our focus is to cater to the increasing demand for meaningful, transformative travel.”

Vikas Nagar, Hotel Manager, Pilibhit House, Haridwar- IHCL SeleQtions states, “Spiritual tourism has had a strong positive impact on the hospitality industry. As more people travel to spiritual hubs like Haridwar, Rishikesh, Varanasi, Praygraj, Tirupati and Bodh Gaya, we’ve seen a significant rise



Ravindra Dhamale

in demand for accommodation, wellness services, and culturally tailored experiences. About 50–60% of guests at our hotel, Pilibhit House, Haridwar, come primarily for spiritual and wellness reasons.”

He adds, “Spiritual tourism opens up tremendous opportunities for the hospitality industry in smaller temple towns and spiritual hubs. These destinations, which were once seasonal or niche markets, are now seeing year-round footfall from both domestic and international tourists.

Improved Infrastructure

Today, with rising interest of people visiting holy sites, tourists are flocking to revered destinations like Varanasi, Rishikesh, Bodh Gaya, Amritsar and even places like Shirdi. All this has encouraged development of highways and airports even in smaller tier-2 and tier-3 cities. With people flocking to holy sites, it has made established hoteliers not only made established hoteliers venture into these places but also made several

local enterprisers enter hospitality industry. In this connection, it may be mentioned that Vrindavan has occupancy rates nearing 76%. Religious destinations like Ayodhya and Shirdi attract consistent visitor numbers year-round, making them attractive for investment.

So, one is tempted to ask about the names of the spiritual sites and how improved infrastructure has affected the hospitality industry?

Amit Raman disclosed, “Centers of spiritual tourism around the world include destinations like Varanasi, Rishikesh, Bodh Gaya in India, and sites like Machu Picchu in Peru and the Camino de Santiago in Spain. These locations have seen significant advances in infrastructure, including upgraded transport networks, better roads, improved airport connectivity, and the development of modern amenities such as wellness centers and eco-friendly accommodations. These advancements make it easier for tourists to access spiritual sites, leading to a rise in demand for quality lodging, restaurants, and specialized services. As a result, the hospitality industry flourishes by offering tailored experiences that align with spiritual and wellness tourism trends.”

Pandurang Yewale states, “Spiritual tourism in India thrives in centers like Varanasi, Rishikesh, Tirupati, Shirdi, and Bodh Gaya, supported by enhanced infrastructure such as better roads, regional airports, and upgraded rail networks. Government initiatives, like the Prasad Scheme, have improved amenities, attracting more visitors. These advancements boost the hospitality industry, increasing demand for accommodations, from budget stays to luxury hotels offering tailored spiritual experiences like meditation retreats and wellness programs. Proximity to spiritual hubs allows five-star hotels to blend tradition with premium services, enriching guest experiences. This synergy enhances guest satisfaction, length of stay and revenue, fostering growth for both tourism and hospitality.”

Vikas Nagar avers, “Spiritual tourism has helped in creating improved infrastructure resulting in boosting local economies and improving job opportunities. It has helped in blending traditional hospitality with holistic well-being and cultural depth.”

He adds, “Improved roads, railways,



Pic Courtesy: The HHI, Varanasi

airports, sanitation, power, and internet access are making destinations more accessible and tourist-friendly, significantly boosting the local hospitality sector."

Ravindra Dhamale declares, "Some prominent centers of spiritual tourism include Varanasi, Dwarka, Ayodhya, Ujjain, Tirupati, and Rishikesh. These towns are hubs for pilgrims and spiritual seekers, attracting millions annually. Infrastructure improvements, better roads, airports, sanitation, modern temples, and security, are making spiritual destinations more accessible and appealing. This boosts tourism and drives hospitality growth through increased demand for stays, wellness services, and guided cultural experiences, fueling local economic development."

Hotel Facilities

Meeting new traveller demands in religious cities, hotels have started offering services catering to the needs of the religious tourists. Convergence of ancient spiritual traditions with modern wellness practices have been adopted by the hospitality industry in temple



Vivek Kumar

towns to meet the needs of the religious tourists.

Vivek Kumar states, "Spiritual tourism offers remarkable opportunities for the hospitality industry to flourish in small temple towns and spiritual hubs. Like Varanasi, by meeting tourists' growing demands for deeply engaging and culturally rich experiences. This includes providing appropriate accommodation, food & beverage options (like vegetarian food) and easy accessibility to nearby pilgrimage sites.

Many of today's travelers want to escape the hustle of modern life and find a space for spiritual renewal, making digital detox retreats a valuable offering."

He adds, "With improved infrastructure and ease of travel demand for improved and decent accommodation and services, it leads to remarkable economic benefits for local communities, creating jobs and improving local businesses."

Ravindra Dhamale disclosed, "The convergence of ancient spiritual traditions with modern wellness practices has significantly shaped the hospitality sector, especially in spiritual towns like Ujjain, Rishikesh, and Dwarka. Modern wellness trends, such as yoga, ayurveda, and meditation, are now seamlessly integrated with traditional practices. This has led to the development of wellness resorts and spiritual retreats offering tailored programs for rejuvenation. However, it's not just wellness centers; other segments like boutique hotels, heritage stays, and luxury accommodations are also developing in these towns."



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Amit Raman, avers, "The convergence of ancient spiritual traditions with modern wellness practices has profoundly shaped the hospitality sector. As per the Global Wellness Institute, wellness tourism is growing at a rapid pace, with the market expected to reach \$1.2 trillion by 2027, growing at a CAGR of 7.5% (Global Wellness Institute, 2020). According to a 2023 report from Statista the global wellness industry's market size was valued at \$4.4 trillion in 2022. The expansion is witnessing growth in all segments of the industry – from wellness centres to boutique hotels, eco-friendly accommodations and luxury resorts. This is fueling a holistic travel experience across spiritual hubs."

Pandurang Yewale, declares, "The hospitality industry has immense opportunities to flourish in small temple towns and spiritual hubs by catering to the growing demand for experiential travel and personalized stays. These destinations often attract a steady flow of visitors seeking comfort, convenience, and a seamless spiritual experience."

He adds, "Spiritual tourism offers a unique opportunity for 5-star hotels to tap into a growing market seeking wellness and transformative experiences by offering tailored services like yoga retreats, meditation sessions and wellness packages. They can diversify their offerings and attract guests willing to pay a premium for a holistic stay. This trend also enables brand differentiation, positioning the hotel as a leader in luxury wellness tourism. However, balancing luxury with simplicity, ensuring cultural sensitivity and training staff to meet the unique needs of spiritual travelers are key challenges. Sustainability practices can also be incorporated to appeal to the eco-conscious traveler."

Opportunities for New Entrepreneurs

Pilgrimage destinations across India are largely served by independently run small hotels and properties. With growing interest in spiritual travel, many entrepreneurs are exploring opportunities in this segment of the hospitality industry, drawn by its potential and increasing demand for quality accommodations.

It may be mentioned that there has been a significant growth trajectory in religious tourism and it is expected to continue in future. This sector is expected to grow from \$ 1,293.71 billion in 2024 to \$2,010.41 by 2031, growing at CAGR of 6.5% during the period.

Amit Raman informs, "Spiritual tourism presents exciting opportunities for entrepreneurs. With rising demand for wellness and mindful travel, ventures like boutique hotels, yoga retreats, and eco-resorts can thrive. Success lies in blending local culture with modern comforts, offering personalized experiences, and building strong ties with local spiritual institutions to further

enhance the experience."

Vivek Kumar avers, "Hotel Industry in the spiritual places offers strong possibilities for enterprising entrepreneur, as it provides them with intricate experiences of spiritualism and also, often, wellness."

He elaborates, "I may add that entrepreneurs need to be aware of the changes in the business environment and capitalize on evolving market trends for long term sustainability. For the success in the hospitality industry, few things like positive leadership, strong communications, management skills and will-power are necessary for which effective teamwork and quick decision making power is essential. Thorough market research, correct location, correct pricing and effective marketing can lead towards the success for an entrepreneur stepping in hospitality industry."

Pandurang Yewale states, "Opening a hotel in a small spiritual destination requires careful consideration of several factors. Financially, the entrepreneur must ensure adequate capital for land, construction, and operational costs, possibly seeking investors or loans for initial funding. Legal formalities include obtaining the necessary licenses, adhering to local zoning regulations, and ensuring compliance with safety and health standards. Collaborating with local spiritual leaders or organizations to build credibility and using targeted marketing strategies will help reach potential customers, especially those seeking tranquility and spiritual growth."

Delving on prospects for starting a venture in a small city, he says, "Hospitality industry offers immense potential for enterprising entrepreneurs, particularly at venues like Chakan in Pune. With the area's growth as a prominent industrial hub, there's a rising demand for unique services. At Courtyard by Marriott Pune Chakan, we've seen firsthand how collaboration and fresh ideas can transform the guest journey, making it an exciting space for innovation and growth in the industry."

Ravindra Dhamale avers, "The spiritual tourism sector holds immense promise. With growing global interest in wellness and spirituality, entrepreneurs can tap into niche markets by offering personalized services, wellness amenities, and meaningful connections to local traditions."



Pandurang Yewale

Speaking on the necessities needed for starting a hotel, he states, “Entrepreneurs must secure adequate financing, either through savings, loans, or investors. Legal formalities include obtaining permits, complying with local zoning regulations, and meeting health and safety standards. But most importantly, having a unique USP by offering local experiences is something that can be a catalyst for long term success.”

Marketing Strategies

For hotels to prosper, whether branded properties or small inns and lodges, they must maintain high standards of cleanliness and actively promote themselves to attract tourists visiting spiritual centres. Marketing plays a crucial role. While digital marketing remains essential, especially in highlighting serene surroundings and wellness amenities to younger spiritual travelers seeking enriching experiences, traditional print media also holds value. Featuring in relevant magazines, travel guides, and newspapers can significantly enhance visibility. Hotels should optimize their websites and content, while also leveraging both online platforms and print channels to reach their target audience effectively.

PandurangYewale declares, “Hotels in spiritual destinations focus on marketing strategies that highlight authenticity and serenity. They leverage digital platforms to promote curated experiences, such as yoga retreats, wellness packages and spiritual tours, often collaborating with local guides to enhance the offering. Social media campaigns emphasize peaceful atmospheres, offering virtual tours that showcase tranquil spaces. Collaborations with spiritual influencers and wellness



Vikas Nagar

experts further elevate the hotel’s presence. Additionally, personalized promotions, like early-bird bookings for spiritual events or tailored packages for pilgrims, help attract this niche market, ensuring guests feel a sense of exclusivity and deep connection with their surroundings.”

Ravindra Dhamale states “Hotels targeting spiritual tourists often emphasize wellness programs, meditation retreats, yoga sessions, and spiritual guides. Collaborations with local spiritual leaders and institutions, as well as using social media and travel influencers, help in attracting the right audience. Packages that include spiritual excursions and activities enhance the guest experience.”

Amit Raman claims, “As far as marketing strategies are concerned, hotels in spiritual destinations employ various marketing strategies. These include promoting wellness retreats, yoga, meditation programs, and holistic healing packages through targeted digital campaigns. Collaborations with local temples or spiritual leaders for exclusive packages help enhance authenticity. Social media platforms and blogs and videos highlighting the spiritual and serene aspects

of the destination helps engage potential travelers seeking peace and rejuvenation.”

Vivek Kumar stated, “Hotels are using several marketing strategies to attract spiritual tourists. In Varanasi, they are using both, online and offline, channels like content creators and media influencers to highlight the spiritual aspect of the place and also the offerings at the property. They are concentrating on digital marketing. Their well-designed website showcases, both, the hotel’s and the city’s key points. Now a days, lot of hotels are collaborating with religious institutions & wellness centers for the joints packages and promotions.”

He added, “Hotels are offering value-added service packages. In Varanasi hotels are offering packages which include access to spiritual events, guided tours of religious places.”

Vikas Nagar declares, “Hotels in spiritual destinations have promoted themselves with the tourists by offering everything from sattvic meals and yoga sessions to guided temple visits and meditation retreats. At our hotel guests provided not only offers them the satvik meals but our Private Ghat gives them the choice of having the auspicious dip at any time of the day. Another unique Pilibhit House ritual is our soul-stirring Ganges Aarti, performed every evening.”

He further, informs, “A standout example of such a marketing strategy is IHCL’s ‘Soulful Abodes’ initiative, which draws inspiration from India’s rich spiritual legacy. This campaign curates transformative journeys around more than 50 spiritually significant destinations, blending mindfulness, cultural immersion, and sacred practices.”

Conclusion

Today, tourism has become one of the largest and most profitable industries in the world. Spiritual tourism forms a major part of this sector. India, with its vast number of religious sites, attracts a large number of national as well as international tourists. For these travelers, accommodation is one of the main concerns. It is essential for hotels in these places to provide a clean, safe haven. There is, thus ample scope for established chain of hotels, as well as individual hotels, inns and lodges to set up a profitable venture in these places.



Gen Z and Millennial Redefining Hospitality Trends

By Sharmila Chand

The hospitality industry is going through a dynamic transition as Gen Z and Millennials, aged between 18-35 take the center stage in the travel market. This influential segment of travellers brings clear preferences, increasing purchasing power, and new priorities to the forefront. Unlike previous generations, they value authentic and immersive experiences over traditional notions of luxury.

Recognizing this shift, the hospitality industry is proactively adapting its marketing strategies towards building meaningful connections with younger travellers - By fostering loyalty and maintaining a competitive edge in an increasingly dynamic market, industry leaders are embracing change and driving innovation to meet the evolving expectations of this new generation of travellers.

In this context, senior professionals from the hospitality industry share their insights on moving beyond traditional guest services to engage today's experience-driven, well-informed, tech-savvy traveller.

Glen Dsouza, General Manager, Hyatt Centric Ballygunge Kolkata

From Service to Experience: Gen Z and Millennials are experience-seekers. They no longer view hotels as just a place to stay but as a part of their story. They value immersive, locally inspired, and memorable experiences over conventional luxury or opulence.

Digital-First Expectations: This

generation expects seamless digital interactions—from discovery to booking, check-in to feedback. A mobile-first approach, smart tech integration, and real-time communication have become essentials rather than add-ons.

Purpose Over Product: They're deeply influenced by a brand's values. Social responsibility, sustainability, inclusivity,

and community impact are major factors in their loyalty.

Authenticity and Relatability: The traditional formalities of hospitality are evolving. Gen Z prefers honest storytelling, real people, and unique design over scripted interactions and cookie-cutter interiors. They connect with brands that feel approachable and real.

Abhijeet Gadgil, Director of Sales and Marketing, Novotel Pune

Experience-driven expectations: Gen Z and Millennials value unique, authentic, and immersive experiences over traditional luxury. Hospitality brands must rethink their offerings to cater to this demand for personalization and cultural relevance.

Technology and convenience: They are digital natives, and they expect seamless technology integration in their travel experiences. Whether it's mobile check-in, keyless room entry, or personalized recommendations through apps, tech is a vital part of their journey.

Sustainability and ethical practices: Gen Z and Millennials are highly conscious of the environmental impact of their actions. They prioritize brands that have clear sustainability policies, use eco-friendly products, and support local communities. The future of hospitality will be shaped by how well brands align with these values.

Social media and online engagement: Active on social media, they like to share their travel experiences, and their decisions are often influenced by the online reputation of hospitality brands.



"By constantly curating personalized experiences through listening, adapting, and innovating in alignment with their preferences, Novotel Kolkata continues to stay ahead of the curve in delivering meaningful, future-forward hospitality among younger guests."

Akash Bansal, Director of Operations, Novotel Kolkata Hotels & Residences



"We have developed bespoke experiences rooted in local culture, art, and cuisine—designed to be immersive and also highly shareable on social media, keeping their desire for digital storytelling in mind."

Glen Dsouza, General Manager, Hyatt Centric Ballygunge Kolkata

Thus, social media presence, influencer partnerships, and user-generated content have become crucial tools in the marketing strategy for the hospitality industry.

Strategies Adopted To Foster Loyalty

Glen Dsouza, General Manager, Hyatt Centric Ballygunge Kolkata

Immersive Experiences - We've developed bespoke experiences rooted in local culture, art, and cuisine—designed to be immersive and also highly shareable on social media, keeping their desire for digital storytelling in mind.

Tech-Enabled Convenience: From digital menus and contactless payments to AI-based personalization in recommendations, we've integrated smart tech across touchpoints to ensure ease, speed, and customization.

Engagement Beyond the Stay: We actively engage with guests pre- and post-visit via social platforms and personalized communication. Loyalty isn't built only during the stay—it's nurtured across the full journey.

Collaborations with Local and Indie

Brands: We frequently collaborate with homegrown creators, artists, and chefs to bring fresh, niche experiences into our properties—making our spaces more dynamic, creative, and aligned with Gen Z's appetite for discovery.

Abhijeet Gadgil, Director of Sales and Marketing, Novotel Pune

Personalized experiences through data: We've implemented a robust data-driven approach to personalize guest experiences. By collecting insights about guests' preferences, behaviors, and past stays, we are able to offer tailored services that make them feel valued. From customized room settings to personal welcome amenities, we focus on creating unique stays that meet their individual tastes.

Flexible and seamless booking process: Recognizing that Gen Z and Millennials value convenience, we've streamlined our booking process, making it mobile-first and incredibly user-friendly. This allows guests to book rooms quickly and with ease, using their smartphones. We also offer flexible booking options, such as easy cancellations, to provide peace of mind.

Loyalty programs with rewards for experiences: Traditional loyalty programs don't resonate as much with younger travellers. Therefore, we've redefined our loyalty program to offer not just points, but exclusive experiences like private tours, special dining experiences, or behind-the-scenes access to local attractions. This approach appeals to their desire for unique and memorable experiences.

Sustainability initiatives: We have incorporated sustainability into our brand ethos, from reducing single-use plastics to sourcing locally and supporting green initiatives. Millennials and Gen Z are more likely to stay loyal to brands that share their values regarding environmental and social responsibility. Our transparency and commitment to these practices strengthen customer loyalty.

Suhail Kannampilly, Managing Director, The Fern Hotels & Resorts

At The Fern Hotels & Resorts, we continuously evolve our offerings to



"Through Zinc Journey by The Fern we offer curated experiences for culturally curious and design-savvy traveler resonating with Gen Z and Millennials who seek travel that reflects their personality and passion for discovery"

Suhail Kannampilly, Managing Director, The Fern Hotels & Resorts

resonate with Gen Z and Millennial travellers.

Authentic Sustainability at the Core: Sustainability is deeply embedded in our ethos at The Fern Hotels & Resorts. We are committed to eco-sensitive hospitality, with practices that include energy conservation, waste reduction and the use of locally sourced materials.

Experiential Travel with Zinc Journey by The Fern: Zinc Journey by The Fern is our established lifestyle brand crafted for the culturally curious and design-savvy traveller. With boutique properties that blend high-end interiors, vibrant social spaces and unexpected local experiences, Zinc Journey creates stays that are memorable and rooted in a strong sense of place. It's a brand that speaks directly to Gen Z and Millennials who seek travel that reflects their personality and passion for discovery.

Akash Bansal, Director of Operations, Novotel Kolkata Hotels & Residences

I recognize that Gen Z and Millennials are not just shaping the future of travel—they're actively defining it today. These

tech-savvy, value-driven, and experience-focused generations demand more than just a place to stay; they seek connection, personalization, and purpose. At Novotel Kolkata, we've embraced this shift by aligning our operational strategies to foster long-term loyalty among these influential guests.

Here are the key steps and initiatives we've implemented:

Experience Over Ownership: Gen Z and Millennials value authentic, immersive experiences over traditional luxury. They seek storytelling in every stay—from hyper-local culinary journeys to culturally rooted design aesthetics. At Novotel Kolkata, we are constantly curating experiences like Durgabari, interactive dining at Ministry of Kebabs, and poolside wellness retreats to meet this expectation.

Digital Convenience is a Norm: This generation expects frictionless digital integration—from booking to check-out. Smart rooms, mobile key access, digital concierge services, and real-time feedback mechanisms are no longer "add-ons" but essentials. We've already enhanced our operations by embracing platforms like ALL.com, Online Web Reservation-based guest services, and digital menus across outlets.

Purpose-Driven Travel: Millennials and Gen Z are more conscious of sustainability, inclusivity, and ethical choices. They prefer brands that align with their values. Our shift towards green initiatives (like the glass bottling plant and zero plastic operations), community outreach, and diversity in hiring are aligned with this shift and help us build stronger loyalty among younger guests.

Social Media as a Decision Driver: For their visual shareable moments, we invest in creating aesthetic spaces, curated campaigns, and encourage user-generated content. A brunch at The Square or a cocktail at Sante must not only taste great, but look picture-perfect too.

By listening, adapting, and innovating in alignment with these new-age preferences, Novotel Kolkata continues to stay ahead of the curve in delivering meaningful, future-forward hospitality.

Curating Hyper-Personalized



"We've implemented a robust data-driven approach to personalize guest experiences. By collecting insights about guests' preferences, behaviors, and past stays, we are able to offer tailored services that make them feel valued."

Abhijeet Gadgil, Director of Sales and Marketing, Novotel Pune

Experiences: Gen Z and Millennials expect seamless, intuitive, and personalized service. At Novotel Kolkata, we've enhanced our guest journey by integrating tech-savvy solutions such as mobile check-in/check-out, digital concierge services, and QR-based menus and feedback systems. But more than convenience, we tailor their stays through pre-arrival preference mapping—from room aroma to pillow types and even Spotify playlist suggestions during events. This digital-first approach coupled with a human touch builds long-term emotional loyalty.

Revamping F&B Offerings with a Millennial Twist: Recognizing the experiential nature of young travellers, we have diversified our culinary landscape with vibrant, thematic F&B outlets like Café Joy for artisanal coffees and collaborations like Blue Tokai & Le15, and Ministry of Kebabs for elevated Indian dining with live experiences, and housed within the hotel, is a hit among this demographic.

Content-Driven Engagement & Social Media Integration: We meet Millennials and Gen Z where they live—on their screens. We've initiated content-driven campaigns,

such as behind-the-scenes stories of chefs, curated reels with influencers, and UGC (user-generated content) contests that encourage storytelling.

Sustainability as a Value-Driven Loyalty Driver: This generation is purpose-led. Our Green Key certification journey, zero single-use plastic initiatives, in-house glass bottling plant, and emphasis on local sourcing speak directly to their values. We've introduced sustainability tours of the hotel's eco-initiatives and incorporated recyclable materials in-room amenities—actions that don't just appeal to their conscience but also earn their respect and trust.

Tips on How Best to Attract and Retain This Segment as Loyal Guests and maintain a competitive edge in an increasingly dynamic market

Abhijeet Gadgil, Director of Sales and Marketing, Novotel Pune

Offer flexible and personalized services: Provide tailored experiences based on guest preferences, and offer flexibility in terms of bookings and amenities.

Invest in cutting-edge technology: Offer seamless digital services like contactless check-ins, room controls via apps, and AI-powered recommendations for nearby activities.

Create memorable, Instagram-worthy experiences: Creating visually stunning experiences—whether it's an immersive hotel design or unique local excursions.

Communicate sustainability efforts - Younger generations are highly motivated by eco-consciousness. Clearly communicate your hotel's sustainability practices—such as reducing waste, using sustainable materials, or contributing to local communities.

Suhail Kannampilly, Managing Director, The Fern Hotels & Resorts

Attracting and retaining Gen Z and Millennial guests requires a thoughtful, value-driven approach.

Here are five practical tips that can help brands maintain relevance and loyalty among this segment in a dynamic market:

Prioritize Sustainability and Transparency: These generations are highly

conscious of environmental and ethical practices. Hotels should implement visible and verifiable sustainability measures—such as waste reduction, energy efficiency and support for local communities.

Curate Diverse and Offbeat Destinations: Gen Z and Millennials often look beyond typical tourist hotspots, preferring authentic, lesser-explored places. Hospitality brands can cater to this by offering access to a wide range of destinations—beaches, mountains, heritage towns, wildlife experiences and even pet-friendly escapes—to match the varied interests of this group.

Design for Experiences, Not Just Stays: Younger travellers value memorable experiences over transactional stays. Incorporating locally inspired design, cultural elements and immersive programming can elevate a property’s appeal. Boutique or lifestyle-focused offerings that highlight local flavour and encourage discovery often resonate well with this segment.

Encourage Shareable Moments: Social media plays a huge role in shaping travel decisions for this demographic. Creating visually engaging spaces, unique dining experiences or creative events can naturally lead to content creation and sharing—boosting organic visibility and word-of-mouth recommendations.

Glen Dsouza, General Manager, Hyatt Centric Ballygunge Kolkata

Design for Discovery: Make your space and offerings ‘Instagrammable’ without being gimmicky. Aesthetics, comfort, and storytelling should go hand in hand.

Speak Their Language: Use tone, visuals, and platforms that resonate with them. Your digital brand presence should feel like a conversation, not a billboard.

Champion Sustainability: Offer eco-conscious options—from biodegradable packaging to farm-to-table menus. Gen Z is conscious and appreciates when brands walk the talk.

Create Loyalty Through Personalization:

Go beyond points and discounts—offer curated perks based on past visits, preferences, and interests. Make them feel remembered, not just rewarded.

Host Community-Centric Events: Organize pop-ups, workshops, or musical evenings that draw in not just guests but the local community. It builds engagement and creates memorable moments they want to return for.

To conclude

There is no doubt that the Hospitality industry has demonstrated remarkable agility in adapting to the evolving preferences of Millennials. Today, marketing strategies are shaped by innovative, ‘out of the box’ approaches. Whether through a robust social media presence, collaborations with influencers, or the adoption of eco friendly measures, the industry’s objective remains clear: to capitalize on Millennial travel trends and drive revenue in an increasingly competitive landscape. ■



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A minor water seepage issue can, over time, cause serious structural damage. In a Hotel property, where aesthetics and safety are paramount, any unnoticed or unresolved water leaks can compromise walls, ceilings, and even the foundation, leading to costly repairs and guest dissatisfaction.

Effectively managing this risk requires the implementation of a proactive and consistently maintained water damage mitigation strategy

The sight of water damage is so ubiquitous that it's often dismissed as a minor issue. However, the reality is completely different. The reality of water damage can impair the structure, image and functioning of any reality, which also includes hospitality reality.

Affecting Structure and Image

The damages from water leakages can come in the form of wood rot, peeling paint, and facilitating mould growth. Moreover, a long unrepaired leak originating on the hotel's roof can put at stake the life of ceilings, walls and flooring underneath, besides electronics and the personal belongings of hotel guests. It can also affect electrical wiring, thereby leading to a potential fire hazard.

However, it is often difficult to detect the original source of water leakage. In fact, as is the nature of water, a small undetected leak can quickly slide down through a building, charting its own routes in the course and

travelling a great distance from the original source, making it difficult, if not impossible, for repairing personnel to detect the source of the leakage.

The loss that such a leak may cause is humungous. For example, if a corroded pipe on top floor of a multi-storied hotel goes undetected, the damage can extend to several floors and make a hole in the pocket of the owners. Therefore detection of the water leakage in a large structure like a hotel at the early stage assumes primary importance.

In the aftermath of the COVID pandemic, guests have become more cautious about hygiene and indoor air quality. There is a growing preference for well-maintained accommodations with a clean and healthy environment, rather than opting for larger, luxurious suites that may show signs of dampness, mould, or poor ventilation.

So if left unrepaired or if the menace is taken lightly, water seepage and water leakage could spell major damage to a sleek

hotel, which can cause financial loss to owners not only in terms of incurring exorbitant maintenance costs but also by robbing them of their most valued customers. Succinctly, unaddressed water damage can not only harm the architecture of the hotel, but also its image.

Damaging Sources

Sources of water damage are hardly any different for hotels from those of residential or even office buildings. However, certain buildings which are located in areas that receive high rainfall and floods are more vulnerable to water damage.

The roof of a building accumulates and handles a significant volume of rainwater, making the proper maintenance of roof drainage systems essential. Without regular upkeep, blockages and overflows can occur, potentially causing water to backflow into the structure and result in damage.

Severe storms and flooding are powerful sources of water damage even in most

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well-designed and well-maintained roofs and buildings. Secondly, the sophisticated plumbing hook-ups that are required today in view of the multiple high-tech appliances such as Laundry equipment's, Dishwashers, Ice machines, Boilers etc., can also be a potential source of water damage as they can cause leaks when installed improperly.

According to the leading global multi-line insurer Zurich Insurance Group, today's high-tech residential and commercial appliances (washing machines, refrigerators with ice machines, coffee machines, water coolers, etc.) Require more sophisticated plumbing hook-ups, and if installed wrongly, can cause leaks. Zurich stated that "Grey/foul waters tend to present intermittent leaks, which can slowly build up over time, as these types of appliances are not in constant use." And there is no denying the fact that all these equipment are very much used in hotels too. Moreover, according to Zurich, sprinkler piping and pump sets operate at high pressures, so any break in a line can give rise to rapid loss of large volumes of water.

Plant rooms, boiler rooms and HVAC installations bring additional large volumes of water into a building and any leak in these systems can result in extensive water flow throughout multiple floors of hotels, which becomes especially true if these systems are located on the top floor or roof.

The water supplies in some areas contain certain minerals, which can increase the corrosion rate of the water and make pipes and appliances vulnerable to damage. Moreover, if equipment is stored in a humid hotel basement, moisture problems may cause water damages throughout the facility. In this case, suggestions of professional basement waterproofing contractors can be sought.

Prevention is Cure

At times, hotel's water damage restoration can be very expensive and therefore the best damage control solution is to have the establishment in good repair at all times though a meticulous water damage mitigation programme. Or in other words, best possible water damage restoration in hotels is their prevention from water damage.

Check Expensive Equipment: Such a programme can start with the regular check of critical and expensive equipment in the

hotel as even spillage of water can damage some of these equipment. The next step, if leakage occurs, is to identify the source of this leakage and fix it, without delay.

Roof Inspection: As already mentioned, a well-maintained roof plays a very important role in arresting water damage. Besides regular maintenance, roofs must be inspected after rains and windstorms for any damage and if a leakage is identified it must be promptly repaired. But make sure that the roof of the hotel is closely inspected, which includes the inspection of the flashing, drains, downspouts and roof-mounted equipment such as antennas or satellite dishes.

Eye on Nearby Construction: Besides your own hotel, preventing water damage also requires one to keep an eye on the new constructions and renovation projects

nearby as debris from construction projects and landscaping can also clog drains during heavy rains.

Emergency Response Plan: Having an emergency response plan can help deal with a real situation of water damage in hotels in a better way, by limiting response time and also the extent of damage. It is better if there is a dedicated hotel personnel to counter such an eventuality. An exhaustive phone list of vendors who are engaged in addressing water leakage solutions is also needed.

Besides these, a more comprehensive emergency plan may include an evacuation and shelter plan; training staff for emergency situations; investing in backup power and communication systems; protecting business data and carrying adequate business interruption insurance.

The Risk Factors

Several factors make a property more vulnerable to water-related losses. They are:

Age of Structure: Like life, buildings may too lose their sheen with age unless carefully maintained. Buildings that have crossed 20 years are likely to have a higher risk profile because of significant wear and tear on exteriors, and also the interior infrastructure. It is only natural that piping and other systems in older facilities are more prone to failure.

Building Height: High-rise apartment hotels may look very sleek, but they tend to be more prone to water damage. Individual apartments or units can have their own combined pressurised hot water and heating systems, and a failure in just one can lead to a large escape of water.

More High-tech Installations: More high-tech installations such as steam showers, jacuzzi spas, soaking tubs and built-in water coolers can contribute to the potential for water leaks.

New Construction Materials: Use of new construction materials other than the traditional concrete and steel also raises the potential for significant water damage.

With changing requirements and evolution of a new sense of aesthetics, new materials like concrete forms, modular assemblies and engineered timber are preferred for building construction. However, since many of these newer materials are not always installed to the highest standards, they may not always protect us from water seepages.

Seasonal Storms: Where your property is located can also influence its extent of vulnerability to water damage. There is a higher potential for water leaks and infrastructure failure such as pipe breaks in places marked by intense seasonal storms.

Lack of Maintenance: Any building where regular maintenance of the roof, windows, plumbing and HVAC is being deferred faces the potential loss of structural integrity, which also includes water leakages.



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From the Expert's Desk: Tackling Hotel Water Leaks

Which specific heavy equipment's in a hotel operation is more prone to water leakages?

Surprisingly, it is not the heavy equipment that causes major water leakages, but often-overlooked minor issues that lead to heavy leakage. It is normally faulty pipes, worn-out fixtures, and damaged water seals, which result in significant leakage. Assuming one drop equals 0.05 litres, a pipe dripping at just one drop per second can waste up to 180 litres in an hour, and for a year, that adds up to a staggering 400,000 gallons of water lost. At this rate, just four or six leaky pipes in the entire hotel will cause a major loss of water through leakage. When you account for the cost of groundwater extraction, water treatment, plumbing system operations, and even treating the leaked water itself, the total expense becomes truly staggering.

Among heavy equipment, a malfunctioning cooling tower in the air conditioning system is the leading cause of leakage. This is closely followed by central boilers or steamers, with laundry washers and dish washers also contributing to leakage, though to a lesser extent. Not just heavy equipment, but static installations, such as overhead water tanks, underground sumps, incorrectly selected pipes, and inefficiently laid irrigation systems, are also significant causes of leakage.

What key indicators should hotel engineering teams regularly inspect to prevent water leakages?

A disparity in water consumption report raised by the ABMS (Automatic Building Management System) is a first flag. Immediately, the team should perform a manual check and meter consumption across all uses to detect a leak, possibly in an unexpected location, such as a pipe buried deep within a PHE shaft. The next indicator of leakage is a damp wall, floor, or ceiling. This is more dangerous, as water can spread through the structure and eventually cause major damage.

The maintenance team should work out a periodic inspection plan, and such a plan must include repair/ rectification/ replacement of necessary sealants, valves and pipes,



P. Sravan Kumar

especially around ingress and water ingress points such as roofing, areas around piping and water features. An easy giveaway is the presence of mold and a musty odor, even if no visible water is present.

Next on the maintenance checklist should be to inspect and tighten all pipe joints and valves, and replace all worn out parts. Testing all water lines, both inlet and drainage, is an integral part of any maintenance routine.

What common design or maintenance oversights lead to water leakages in hotels, and how can they be prevented during planning or renovation?

Designing an efficient plumbing system is a challenge, as it is not only a scientific endeavour but also directly connected to public health. Plumbing demands capacity planning and installation to meet peak load demands, and the law of averages or diversity does not apply here. This means over-sizing, and over-capacity, which in turn lead to higher capital (capex) and operational (opex) expenditures.

Luckily, the National Buildings Code prescribes standards for plumbing in all respects, per capita use, installation systems, pumps and motors, etc., which is a comprehensive and easy-to-follow plumbing code. Likewise, the Indian Plumbing Association has brought out its Uniform Illustrated Plumbing Code of India. Following these codes will, to a very large extent, lead to a highly efficient plumbing system, which in turn helps prevent leakages.

Missing telltale signs – such as dampness, moisture, and misty odour, as well as ignoring small drips, can lead to major leakage losses. To prevent such eventualities, regular checks are essential. A water audit is a valuable tool, providing scientifically backed data to indicate whether the water usage follows ideal patterns or if there is a significant leakage.

Once the hotel determines the per-litre cost of treated water and installs department-wise consumption meters to allocate costs accordingly, it will reduce wastage and prevent leakage. Likewise, in the kitchen, chefs should be made aware of the cost of water and include it when calculating the food costs.

Any specific architectural or MEP design recommendations you'd suggest to minimize the risk of water damage from heavy equipment?

A good architectural design implies proper ventilation in all water-intensive areas, such as laundry, boiler room, pump room, etc., to prevent condensation, which happens due to high humidity. A good MEP design will rely on hydro pneumatic systems for water distribution, reducing the need for several tanks and sumps, thereby reducing the possibility of leakage. Also, ensure the use of non-corrosive pipes such as PVC, CPVC, and UPVC, in place of the ancient methods of GI and MS pipes. It is also worthwhile splitting the machinery into smaller units. For example, opting for two laundry washers of 50 kgs each instead of one machine of 100 kgs will halve the possibility of leakage due to a machine malfunction. Lastly, the hotel design should be such that every drop of grey water can be captured, treated for reuse within the hotel for non-contact applications, and used for groundwater recharge. The best plumbing system design is a result of a collaborative design process involving the architect, MEP consultant, the structural consultant, and the pre-operational team.

P. Sravan Kumar, Co-Founder of Excellence Hospitality and Vice Chairman – Indian Plumbing Association, Hyderabad chapter, is a seasoned hospitality consultant with 25+ years of expertise in hotel facility planning and commercial kitchen design across diverse hospitality projects.

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EcoEase Cabins

The hospitality industry is undergoing a transformation, with resorts and boutique hotels seeking cost-effective yet premium accommodation solutions. Loom Crafts, a leader in prefabricated modular homes and outdoor furniture, is addressing this need with the launch of EcoEase Cabins—a game-changing, fully finished resort cabin solution designed for glamping sites, eco-resorts, and boutique hospitality ventures.

Each EcoEase Cabin spans 320 sq. ft. and is priced at an affordable `10 lacs, covering everything from structural construction



to final finishes, interiors, and essential amenities. Unlike traditional resort accommodations, which require high capital investment and lengthy construction timelines, EcoEase is a plug-and-play solution, requiring only a basic plinth and MEP (Mechanical, Electrical, and Plumbing) connections. Once delivered, it can be installed within just two days, making it one of the fastest accommodation solutions available.

Designed with a modern slanted roof, large glass sliding doors, and green wooden panel exteriors, EcoEase Cabins seamlessly blend into natural landscapes, creating a harmonious retreat for guests. Loom Crafts' expertise in modular architecture ensures durability, comfort, and a high-end finish, while also offering a sustainable and eco-friendly alternative to traditional resort construction.

For resort owners looking to expand quickly without the burden of large-scale construction, EcoEase Cabins offer a practical, elegant, and cost-efficient solution. With Loom Crafts' legacy of innovation and quality craftsmanship, this latest offering is set to redefine the future of resort accommodations in India.

For more information, visit www.loomcraftsprefab.com

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Uniforms Unlimited (UU) stands as a pioneering force in the uniform manufacturing industry, recognized for its commitment to impeccable craftsmanship, innovative designs, and superior quality. Established formally in 2005, the company carries forward the legacy of Jazeel Mehta, who began crafting uniforms in 1987. Today, joined by his children, Zubin and Zia, UU has set unparalleled standards in designing and producing finely tailored uniforms that blend style, comfort, and durability. With a relentless focus on research, innovation, and technology, the company integrates CAD systems for precision in design and pattern-making, ensuring perfection in every piece. Operating from a state-of-the-art, 50,000 sq. ft. facility in Mumbai, UU caters to a distinguished clientele, including five-star hotels, luxury resorts, cruise liners, airlines, hospitals, schools, and corporate entities, delivering complete uniform solutions with efficiency and precision. Expanding its expertise, the brand's signature line, "Chefs Unlimited," is synonymous with premium chef wear, earning the trust of top culinary professionals. Additionally, its in-house design studio,



"Dezenzia" by Zubin Mehta, elevates uniform aesthetics to meet the highest international standards. With a dedication to excellence and a progressive approach, Uniforms Unlimited continues to redefine industry benchmarks while expanding its reach across diverse segments.

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WaveCrest Sensor Faucets: Superior T&S Durability with Contemporary Style!

A leading manufacturer of foodservice and commercial plumbing products, is all set to unveil yet another innovative line of commercial sensor faucets, WaveCrest line combines contemporary style with commercial-grade durability for busy and modern facilities.

The WaveCrest line of designer sensor faucets is available in various styles and finishes - Polished chrome and finger-print resistant brushed nickel and matte black. WaveCrest faucets feature below-deck electronics that adds to the much-desired sleek appearance by modern facilities. Intuitive sensor activation and auto-flush capabilities add more to the ease of use. WaveCrest also offers standard or medical heights for additional customization along with single- and three-hole mount options.

The WaveCrest line also offers electronic soap dispensers with touchless technology designed to both enhance cleanliness and style for commercial spaces. Available in



polished chrome, brushed nickel and sleek matte black finishes, these soap dispensers come with top-fill functionality for easy refilling and an intuitive sensor system.

WaveCrest soap dispensers are available in two different model numbers, one for foam soap and one for liquid soap.

In short, WaveCrest dispensers ensure both hygiene and convenience meeting the growing need of touchless and hassle-free hand wash solutions in existing times.

WaveCrest line of faucets and soap dispensers suits best to the needs of

modern-day office buildings, restaurants, hotels and conference centers, colleges and universities, and public venues like airports and stadiums that look for timeless sophistication combined with long-term reliability.

WaveCrest line allows facilities to choose sophisticated, aesthetically pleasing designs with timeless elegance—without compromising durability, quality, or sustainability.

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Leading JW Marriott Kolkata through an Exciting and Rewarding Chapter

Sunil Kumar, General Manager JW Marriott Kolkata



Sunil Kumar brings over two decades of invaluable experience and exemplary leadership to his role as the General Manager of JW Marriott Hotel Kolkata. With a proven track record in the luxury hotel industry, Kumar is dedicated to enhancing productivity, ensuring customer satisfaction, and implementing strategic initiatives at the hotel. As an enthusiastic hotelier, he possesses exceptional business acumen, strategic foresight, and the ability to cultivate high-performing teams, consistently driving prosperity in hotel launches.

With a robust background in the luxury hospitality sector, Sunil Kumar's impressive track record positions him as the driving force behind further enhancing the stature of JW Marriott in Kolkata.

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

What is the USP of your property?

The USP of JW Marriott Kolkata lies in its ability to combine modern luxury with cultural relevance. Our award-winning dining venues, city-leading guest experiences, and a deep focus on personalization position us as a standout destination in Eastern India.

How has your journey been in the hospitality industry?

It has been a journey filled with learning, growth, and constant evolution. Every property, every challenge, and every team I've worked with has contributed to the professional I am today. The ability to reinvent and remain agile has been key.

Please tell us about the sustainable processes in your property.

We've implemented a low-temperature laundry process to conserve energy and introduced measures to reduce water waste and single-use plastic. Our kitchen teams are also focused on sourcing responsibly and minimising food waste through better planning and tracking.

What is the marketing strategy you have adopted to promote your property?

Our marketing strategy is rooted in storytelling. We focus on powerful digital and social media narratives, strong PR partnerships, influencer engagement, and community collaborations. Signature experiences like luxury brunches, chef's tables, and city-led campaigns have helped JW Marriott Kolkata remain top-of-mind for discerning audiences.

What distinguishes your property from others in the same bracket?

We've created Kolkata's most vibrant dining and nightlife experiences, backed by national and international accolades.

Our people-first culture results in consistent service excellence and high associate engagement.

We lead not only in luxury but also in innovation—whether through curated pop-ups, art-driven events, or thoughtful sustainability efforts.

What would you say are the differentiating factors of your F&B outlets?

Each outlet has a distinct identity, from Oriental excellence at Vintage Asia to globally inspired buffets at JW Kitchen. Focus on local and seasonal produce, curated tasting menus, and global chef collaborations.

Impeccable service design and ambience that elevate every dining experience. Our venues consistently collaborate with global talent, bringing new experiences to the city. Each restaurant has a distinct identity, from progressive Asian at Vintage Asia to seasonal buffets at JW Kitchen. The bar culture at 2:Fifty9 is thriving and loved by people.

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

Retaining talent is a major concern. It's essential that we invest in people, offer clear career pathways, and create a workplace that fosters growth, creativity, and respect. Emotional well-being is just as important as performance today.

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

What I enjoy most is seeing people succeed—watching a young associate get promoted or witnessing a guest return because of a heartfelt experience. Leading a hotel like JW Marriott Kolkata through such an exciting and rewarding chapter is truly fulfilling.

What has been the most rewarding moment in your career?

There have been many, but seeing JW Marriott Kolkata receive national recognition time to time, while also nurturing internal talent has been particularly fulfilling. It feels like the perfect blend of team success and personal growth.

How do you de-stress?

The gym is where I go to disconnect and clear my mind. It keeps me focused and energized. I also love spending time with my pet and family—those moments bring balance and remind me of what really matters.

What is your working mantra or guiding philosophy in work?

Stay grounded, stay curious, and always lead with purpose. I believe in empowering teams and creating an environment where everyone feels they can contribute and grow.

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

Stay passionate, be open to learning from every experience, and always lead with humility. The industry demands resilience, but it gives back just as much if you give it your best.

ULTIMATE

COMPACT, VERSATILE AND EFFICIENT

Features

Modular deck oven available in single, double, and triple deck configurations

Each deck model offers 2-tray, 3-tray, and 4-tray per deck options

Digital Control panel

Express – Heat function

Stepless top and bottom heat controls

Timer with manual shut-off Alarm

Automatic timer with Alarm

Brushed stainless-steel exterior

Double halogen lighting per chamber

Indicators for thermostat, express heat and service

Strong, well-borne door with ergonomic handle and big window

Stream and Stone options Available.



Essential modular deck ovens for

pastry



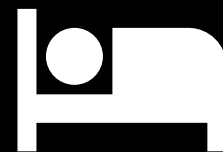
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