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Maximizing Non-Room Revenue

Feature
The Role of Spas in Hotels

Technology
Social Media and Indian Hospitality

Housekeeping
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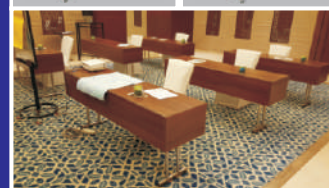


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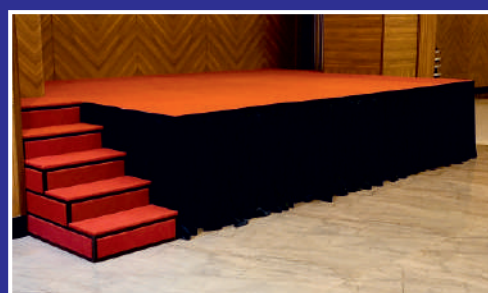
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The Indian hospitality industry is witnessing a phase of remarkable growth, fueled by strong domestic and international travel. Domestic tourism continues to be the backbone of the sector, at the same time, the revival of international travel is adding fresh momentum. According to the latest World Travel & Tourism Council (WTTC) data, international visitor spend in India reached a record ₹3.1 trillion in 2024, surpassing the 2019 peak by 9%. This dual surge is not only boosting revenues but also driving a significant expansion in hotel supply across the country.

Amidst this dynamic growth, our focus is to highlight the core drivers of the Indian hospitality industry, blending expert insights and inspiring success stories that help hotels differentiate themselves in an increasingly competitive market.

Our cover story explores how health resorts are driving the growth of wellness tourism in India. With a blend of traditional practices and modern approaches, these retreats are positioning the country as a global hub for holistic well-being.

The business story highlights how events have emerged as a vital revenue stream for hotels, boosting F&B sales, enhancing occupancy, and opening new avenues for sustained growth beyond room revenues.

Spas, once seen as a luxury, have now become integral to hotel success, driving wellness tourism, enhancing guest experiences, and elevating property value. This feature delves into this vital aspect of hospitality.

This edition shares two insightful stories, one on how social media is reshaping India's hospitality landscape, and the other on housekeeping, the silent backbone that upholds comfort, quality, and the true essence of hospitality.

We bring you the latest news, features, briefs, and industry event updates from the past two months to keep our valued readers informed, engaged, and inspired.

Rajat Taneja

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IHE 2025 – Where Hospitality Found its Symphony of Innovation & Inspiration

Like a grand orchestra where every note resonates in harmony, the 8th edition of the India International Hospitality Expo (IHE 2025) organised by India Exposition Mart Ltd. struck a powerful chord in the industry, concluding on a spectacular high at the India Expo Centre & Mart, Greater Noida. Over 26,000 business visitors, global buyers, innovators, and changemakers walked through its vibrant aisles from 3rd to 6th August 2025, making it India's biggest celebration of the HoReCa world.

With over 1,000+ brands and 260+ exhibitors, IHE 2025 became a marketplace of ideas, a runway of innovations, and a classroom of inspiration. From cutting-edge Hospitality Tech to Kitchen Equipment, from tableware and textiles to wellness

and sustainability, the expo stood as a one-stop confluence where tradition met transformation.

Every corner buzzed with energy—live demos, B2B forums, curated workshops, and industry competitions turned the venue into a hub where business met creativity. From the Junior Pastry Indian Cup to Master Bakers India Challenge to the Zero-Proof Cocktail Competition, from the Housekeepers Conclave 3.0 to the IIID Interior Design Conclave, the expo became a melting pot of skill, style, and synergy. Agropure Culinary League 2025 and Campus2Startup 1.0 were the shining highlights that inspired India's home chefs and Young Entrepreneurs.

For Dr. Rakesh Kumar, Chairman, IEML,

IHE 2025 was a “dynamic confluence where India's hospitality potential takes centre stage on the global map.” With his vision, IHE emerged as a catalyst of change, blending heritage with high-tech and carrying forward the torch of “legacy leadership.”

Adding momentum were thought leaders like Shri Ritwik Khare, Shri Amarjit S Ahuja, Shri Anil Malhotra, Shri Nitin Kumar, Shri Rajeev Sachdeva, Shri Hemant Sood, Shri Rajesh Choudhary, Shri Varun Khara, Smt. Seema Srivastava, Executive Chef Alessandro, Nitin Nagrale, and Chef Nandlal—each voice echoing the promise of a brighter, smarter, and globally connected future.

From zero-waste design dialogues to buyer-seller meets, from sourcing to sustainability, IHE 2025 proved itself as the heartbeat of hospitality. In the words of Shri Hari Dadoo, President, IHE 2025, “From humble beginnings to becoming a powerhouse of innovation and sourcing, IHE is now a defining voice of hospitality excellence.”

And as Shri Sudeep Sarcar, CEO, IEML envisioned, “The journey has just begun—IHE 2026 will be bigger, bolder, and better—touching every thread of the hospitality fabric.”

As the curtains fell on IHE 2025, it left behind more than memories—it left a legacy etched in collaboration, creativity, and commerce. And yet, this is not an end, but the beginning of a larger saga.



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Junior Pastry Indian Cup 2025 Winners

With the theme Music & Melody, JPIC 2025 crowned Chef Karanpreet Singh and Chef Khushi Kaushal, mentored by Chef Sehaj Ghuman from the Academy of Pastry and Culinary Arts, Gurugram. The champions will proudly represent India at the Junior Pastry World Cup 2026, Sigep World, Italy.





Master Bakers Challenge India 2025 Winner

The 2025 edition of Master Bakers Challenge India crowned Chef Siddhesh Undire of ITC Maratha, Mumbai, as champion. As part of the prize, he will receive all-expenses-covered advanced training in Malaysia – including flight, stay, and professional coaching – further sharpening his craft for the global stage.

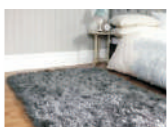




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Hilton Manyata Showcases Spectrum of Wedding Celebrations

Hilton Bengaluru Embassy Manyata Business Park, in association with Hilton Wedding Diaries, hosted Wedding Showcase, positioning itself as North Bengaluru's ultimate destination for world-class weddings. The exclusive three-day event welcomed some of India's most influential wedding planners for an immersive celebration of design, hospitality, and culinary artistry. A total of 100 wedding planners attended the showcase, experiencing the hotel's offerings first-hand.

During the 3 days of the celebrations, the hotel transformed into a living canvas of wedding possibilities. Guests included leading wedding planners such as Wedding Partners by Lalit Sharma, Global Local Weddings, F5 Advertisement and Weddings, 7vachan and Neferrtiti Weddings along with the city's top socialites and influencers, making it one of Bengaluru's most talked-about wedding showcases of the year.

Bengaluru is emerging as a sought-after destination wedding city, thanks to its year-round pleasant weather, excellent connectivity, and cosmopolitan appeal. For families travelling from across India, Hilton Bengaluru Embassy Manyata offers the perfect combination of accessibility and grandeur, with the largest convention and event space in North Bengaluru.

"Our showcase was designed to inspire – to show that any wedding dream, no matter how grand or personal, can come alive right here in Hilton Bengaluru Embassy Manyata," said Manish Garg, General Manager.

Pavan Kumar, Commercial Director, said, "With Bengaluru's growing appeal as a wedding destination, we are uniquely positioned to give families the grandeur of a destination wedding, with the convenience of exceptional connectivity and world-class hospitality."



Novotel Pune Unveils New Poolside Bar

Novotel Pune has announce the opening of Soak, its brand-new poolside bar that promises to be the city's hottest destination for laid-back luxury, flavourful grills, and innovative "soaked" cocktails. Tucked beside the shimmering turquoise pool, Soak is a refreshing retreat where good vibes and great tastes flow effortlessly.



By day, it's a sun-drenched sanctuary that offers an elevated escape, while evenings see Soak transform into a breezy twilight haven with ambient lighting and curated playlists, exuding an energy that is both vibrant and soothing.

Soak is more than just a bar – it's a celebration of global flavours, fresh air and spirited experiences," said Anant Leekha, General Manager at Novotel Pune.

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HAI Mentorship Initiative to Shape India's Hospitality Future

The Hotel Association of India (HAI), the apex body representing the Indian hospitality industry, has unveiled a landmark initiative – an industry-first, structured mentorship platform designed exclusively for the hotel sector. This programme comes at a time when the industry is witnessing significant growth, especially in the tier-2 and tier-3 cities i.e. covering about 50 locations.

This initiative aims to address the widening talent gap in the Indian hotel sector and support its sustainable growth. The focus is on leadership development, career progression, organizational culture, and improving employee attraction towards the sector and their retention and engagement. A team of domain experts from HAI member hotels has designed the operational framework.

Hailing the initiative as a game-changer for the Indian tourism landscape, while launching the program, the Hon'ble Minister of Tourism Shri Gajendra Singh Shekhawat said, "The Hotel Association of India's innovative program marks a significant step towards establishing



India as a global tourism powerhouse, with an ambitious goal of creating a USD 3 trillion tourism economy by 2047." As the demand for tourism continues to surge, the need for talented and visionary leaders in hospitality has never been greater. This program will develop professionals prepared to lead the future of tourism and hospitality, setting a high standard that inspires excellence beyond our borders."

KB Kachru, President, Hotel Association of India, Chairman - South Asia, Radisson Hotel Group added, "This is a one of its kind initiative by industry experts – rooted

in the guru-shishya parampara, to provide expert mentorship, and inspire a lasting commitment to the future of hospitality leadership in India. The government and industry have set a target of creating around million branded hotel rooms to achieve the India Tourism vision 2047. This will require an addition of around 100,000 middle to senior management hotel managers to the existing pool." HAI will work with its member hotels to adopt this programme and embed it into their brand culture, empowering future leaders and strengthening India's position as a world-class hospitality destination.

jüSTa Hotels & Resorts to Debut in Uttar Pradesh

jüSTa Hotels & Resorts, operated by Onora Hospitality Pvt. Ltd., is set to unveil its newest hotel, jüSTa Kashi Parampara, in August 2025. This will be the brand's first venture in the state



(L-R) Shiva Marwah (VP-Development jüSTa Hotels Resorts) Ashish Vohra (Founder CEO jüSTa Hotels Resorts) with Deepali and Manish Dwivedi the owners of the jüSTa Hotels Resorts

of Uttar Pradesh and its 26th hotel in the country. jüSTa Kashi Parampara is housed in an 80-year-old ancestral home, which has been transformed into a hotel for the first time.

"With jüSTa Kashi Parampara, we are proud to bring a soulful new stay experience to Banaras – one that celebrates the timelessness of the city while offering modern comforts," said Ashish Vohra, Founder & CEO, jüSTa Hotels & Resorts. "This project is close to our hearts, not just because of its unique character and location, but because it continues our commitment to preserving and reviving heritage properties across India. We started this initiative with jüSTa Diwans Bungalow in Ahmedabad last year and this is the second heritage property that we are converting into a jüSTa hotel."

jüSTa Kashi Parampara, which was originally a two-storied bungalow, has been reimagined into 14 well-appointed rooms, including 2 suites. Traditional elements, including 100-year-old handcrafted wooden pillars, have been added to evoke the feeling of an old haveli. Sandstone jali work, traditionally used in Rajasthani havelis, has been brought in from Jodhpur. The property will serve only vegetarian food.



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Marriott Signs Multi-Deal Agreement to Open Six Hotels in India with Brigade Hotel Ventures Limited

Marriott International, Inc. announced that it has signed an agreement with The Brigade Hotel Ventures Limited to open six hotels (940 rooms) in four markets across India. This portfolio deal comprises six new build projects under five Marriott Bonvoy brands – The Ritz-Carlton, JW Marriott, Marriott Hotels & Resorts, Courtyard by Marriott and Fairfield by Marriott. Recognized for its construction excellence, Brigade Hotel Ventures Limited have significantly influenced India's urban landscape with a diverse portfolio of hotels in key South Indian cities.

The multi-deal agreement was officially signed by Rajeev Menon, President, Asia Pacific excluding China, Marriott International and Ms. Nirupa Shankar, Managing Director, Brigade Group, Vineet Verma, Director – Brigade Hotel Ventures Limited; Ranju Alex – Regional Vice President, South Asia, Marriott International, Kiran Andicot – Regional Vice President, Hotel Development South Asia, Marriott International were also present to witness this exciting collaboration that will further expand the footprint of Marriott's presence in



L - R: Amar Mysore, Director, Brigade Hotel Ventures Limited, Vineet Verma, Director, Brigade Hotel Ventures Limited, Rajeev Menon, President, Asia Pacific excluding China, Marriott International, Mr. Jaishankar, Executive Chairman, Brigade Enterprises Limited, Nirupa Shankar, Managing Director, Brigade Hotel Ventures Limited and Kiran Andicot, Regional Vice President, Hotel Development South Asia, Marriott International.

Southern India.

Speaking on the occasion, Rajeev Menon said, "Today's signed agreement underscores our long-standing relationship with the Brigade Group, and leveraging the strength of our diverse brand portfolio, we are confident these new developments will meet the needs of travellers, for every trip purpose."

Jaishankar, Executive Chairman, Brigade Enterprises Limited said, "We

are excited to deepen our longstanding relationship with Marriott International through the addition of six distinctive hotels to our portfolio – Courtyard by Marriott Chennai World Trade Center, Fairfield by Marriott Bengaluru International Airport, Fairfield by Marriott Bengaluru Brigade Valencia, The Ritz-Carlton Vaikom Island, Kerala, JW Marriott Chennai OMR, and the Thiruvananthapuram Marriott Hotel World Trade Center."

OYO Records 20% YOY Growth in Summer Holiday Bookings

Global hospitality technology company OYO has reported a 20% year-on-year (YoY) increase in summer holiday bookings. Coorg topped the chart with 480% growth in bookings followed by Tirupati and Vishakhapatnam with 84% and 82% growth respectively. Additionally, Kochi also emerged as one of the most popular destinations with 77% YoY growth in bookings.

These insights are drawn from booking trends observed between April and June 2025 (Q1 FY26).

The booking data further indicates that the growth was driven by a surge in family vacations and group travel, with religious

tourism emerging as a key trend. Travelers also favored short-haul getaways to destinations like Shimla, Nainital, Manali, Mussoorie, and Pondicherry, while there was a notable rise in interest for offbeat locations such as Chikmagalur (Karnataka), Pachmarhi (Madhya Pradesh), Mount Abu (Rajasthan), and Lansdowne (Himachal Pradesh).

The surge in bookings was significantly driven by two long weekends in April, which includes Mahavir Jayanti and Vaisakhi (April 10–13), and Good Friday and Easter (April 18–20) as travelers took advantage of the extended breaks

to visit nearby leisure hotspots. Other key weekends, including Buddha Purnima (May 10–12) and Eid-ul-Adha (June 6–8), also saw strong demand, particularly across North India, further fueling the overall growth in bookings.

Commenting on the development, Varun Jain, Chief Operating Officer, OYO said "The growth is an outcome of our sustained expansion efforts in key leisure markets and a sharpened focus on premium and family travel segments. With an enhanced portfolio of more than 1300 company-serviced hotels, OYO is well-positioned to sustain this momentum through the upcoming festive and winter travel seasons."



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Novotel New Delhi City Centre Hosts “The Grand Showcase”

Novotel New Delhi City Centre, Accor’s newest destination in the capital, hosted The Grand Showcase on 22nd August, an exclusive evening that brought together distinguished guests, partners and media fraternity to experience the hotel’s contemporary hospitality in the heart of Delhi.

Since its opening this year, Novotel New Delhi City Centre has emerged as a landmark address for business, leisure and MICE travellers. The Grand Showcase was curated as a celebration of the hotel’s versatile spaces, signature dining experiences, and the vibrant spirit of Delhi.

The evening unfolded with a guided walkthrough of the property, followed by leadership addresses from Saumitra Chaturvedi, General Manager, Novotel New Delhi City Centre and Pratima Badhwar, Head of Commercial, India & South Asia, Accor, who shared Novotel’s vision for the capital. The occasion was further elevated by artistic performances and concluded with a gala dinner that showcased Delhi’s diverse flavours.

Expressing his thoughts on the showcase, Saumitra Chaturvedi, General Manager, Novotel New Delhi City Centre, said, “The Grand Showcase was our way of presenting the hotel to our guests and



partners in a manner that truly reflects who we are, through our spaces, our flavours and the energy of Delhi. It was an evening dedicated to celebrating the essence of hospitality, where every detail was thoughtfully curated to highlight the versatility and vibrancy of Novotel New Delhi City Centre. Events like these strengthen our commitment to delivering meaningful experiences, and we are grateful for the continued trust and support of our community. We look forward to creating many more such moments that bring people together in the heart

of the city.”

Strategically located near key business, shopping and cultural hubs, Novotel New Delhi City Centre features 124 thoughtfully designed guest rooms, including a Presidential Suite, blending comfort, functionality and sustainability. The hotel offers over 10,000 square feet of adaptable event venues, a naturally lit lobby, and diverse dining experiences ranging from Food Exchange’s eclectic cuisines to the relaxed Gourmet Bar, along with a rooftop bar & restaurant set to open soon beside the infinity pool offering panoramic city views.

Aurika by Lemon Tree Hotels Coming Soon to Delhi

Lemon Tree Hotels announced that its material subsidiary Fleur Hotels Limited has been declared as the successful bidder in e-auction conducted by Delhi Development Authority (DDA) in respect of prime land parcel admeasuring 2.2 acres in the heart of National Capital located at Nehru Place for development and operations of a 5 Star Hotel.

The said Hotel shall be developed as “Aurika, Nehru Place”, which will mark the debut of the upper upscale brand in the National Capital Region. It is set to be a 500+ Key hotel and will be in close proximity to Delhi’s top tourist spots and is also situated close to the centre of New Delhi city. The hotel is set to be designed on the lines of “Aurika SkyCity-Mumbai”



Patanjali Keswani

with elegant rooms, dining and expansive banquet areas.

According to the company, the project will include all activities related to the development and operation of the hotel on

the licensed site. The Aurika, Nehru Place will feature over 500 rooms, making it one of the largest hotels in Delhi, and will offer premium accommodation, signature dining, large banqueting facilities, and leisure amenities.

Patanjali Keswani, Chairman and Managing Director, Lemon Tree Hotels, said, “Delhi has always been a strategic focus for us. Aurika’s entry will deliver a luxury experience that’s about living, not just staying – a landmark in style, comfort, and service for the region.”

Lemon Tree Hotels is the largest mid-priced and the third-largest overall hotel chain in India. It operates in the upscale segment and in the mid-priced sector, consisting of the upper-midscale, midscale, and economy segments.

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Sri Lanka Tourism Intensifies India Outreach Through Roadshows

Sri Lanka Tourism has intensified its promotional strategies towards Indian travellers by highlighting the country's diverse tourism offerings to key markets in India by hosting a series of B2B roadshows and networking evenings in Lucknow, Chandigarh & Jaipur recently. To attract more tourists, the Sri Lanka Tourism Promotion Bureau (SLTPB) and Sri Lanka Convention Bureau (SLCB) organised these roadshows (B2B) and Networking Evenings to promote Sri Lanka as a year-round destination for all segments of tourists.

Under the leadership of Vijitha Herath, Honourable Minister for Foreign Affairs, Foreign Employment and Tourism and the Prof. Ruwan Ranasinghe, Honourable Deputy Minister of Tourism,

the delegation was led by the officials of SLTPB & SLCB along with over 35 stakeholders from the Sri Lanka tourism sector. The delegation comprises



Destination Management Companies, (Leisure and MICE) leading hotels & resorts, tour operators and other service providers from Sri Lanka.

India has consistently maintained its position as the top source market for Sri Lanka, contributing to 20% of total tourist arrivals. From January to 31st May 2025, Sri Lanka welcomed 1,029,803 tourists, of which 204,060 were from India. This upward trend reflects the growing demand and connectivity between the two countries. Sri Lanka's tourism earnings have already crossed USD 1.54 billion in the first six months of 2025. Connectivity also plays a key role, with SriLankan Airlines operating 90 flights weekly, linking Sri Lanka to nine Indian cities with short travel times. In addition, Indigo and Air India operate daily flights from major Indian cities, further boosting accessibility and enhancing Sri Lanka's appeal as a year-round destination.

80th Milestone: Radisson Blu Noida Launches Ashok Karya

On the occasion of the 80th Founder's Day of the MBD Group, the Group proudly unveiled Ashok Karya, a deeply personal and purpose-driven CSR initiative launched in honour of its Founder, Shri Ashok Kumar Malhotra, to celebrate his enduring legacy and vision.

Launched on his birthday, Ashok Karya is more than just a program; it is a movement that reflects the timeless values Shri Ashok Kumar Malhotra stood to educate, elevate and empower. Rooted in his belief that businesses must serve society, the initiative aspires to build a more inclusive world through small but significant acts of empathy.

The launch also saw the reveal of the official Ashok Karya logo and its powerful tagline: "Main Bhi Ashok" (written in Devanagari) inviting every individual to lead with conscience, care, and a sense of shared responsibility. The launch event was a warm and emotionally resonant gathering of stakeholders, dignitaries, guests, and



change-makers.

The venue was transformed into a gallery of purpose, featuring an evocative art exhibition with over 50 paintings created by neurodiverse children in collaboration with the Arts and Souls Foundation, a platform that empowers children with special needs through artistic expression. Each artwork offered a heartfelt glimpse into their imaginative worlds, reflecting resilience, emotion, and

unfiltered creativity. The MBD Group also felicitated these Godly abled children, honouring their exceptional talent and spirit.

In a heartfelt note at the launch, Ms. Monica Malhotra Kandhari, Managing Director, MBD Group, shared, "Ashok Karya is not just a tribute; it's a shared responsibility, a platform to amplify voices that need to be heard, and to honour the values that built this institution."

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IHCL Inks Deal to Grow Ginger Brand in South India

Indian Hotels Company (IHCL), India's largest hospitality company, announced the agreement signing for 10 new hotels spread across southern states of India. This capital light arrangement will be an operating lease agreement under the Ginger brand.

Suma Venkatesh, Executive Vice President, Real Estate & Development, IHCL said, "Ginger represents IHCL's strategic response to capitalize on the growing opportunity in the midscale segment in India for the aspirational traveller. The brand with its relevancy straddles all city categories and destinations from metros, state capitals, commercial centres, industrial townships, pilgrimage sites and leisure hot spots. Signing of this framework agreement for 10 Ginger hotels across the southern states is reflective of this potential. We are delighted to expand the Ginger brand with Madison, the hospitality platform of Terminus Group and JV Ventures."

The 10 new hotel sites will primarily be greenfield and brownfield projects and this partnership has commenced with the signing of 75 key Ginger hotel in Genome Valley in Telangana. Strategically located in the R&D Hub of the state, it will be the first branded hotel. Featuring Ginger's signature all-day dining restaurant, Qmin, it will offer a delectable culinary experience. Guests will also have access



to a well-equipped fitness centre and meeting spaces, making it an ideal choice for both short and extended business stays.

S.P. Reddy, Co-Founder, Madison, said, "Ginger Genome Valley asset will support Genome Valley Industrial corridor with its modern business facilities and social spaces to foster collaboration within this dynamic ecosystem. Significantly, this marks the first time such a comprehensive hospitality offering is available within the cluster, after over two decades of its operation."

Vivanta Opens its Doors in Thane



Indian Hotels Company (IHCL), announced the opening of Vivanta Thane, marking the brand's debut in one of the fastest-growing urban districts of the Mumbai Metropolitan Region.

Deepika Rao, Executive Vice President – New Businesses & Hotel Openings, IHCL, said, "The opening of Vivanta Thane reflects IHCL's strategy of expanding into key urban centres. Thane as an immediate neighbour to Mumbai has evolved into a major satellite city within the Mumbai Metropolitan region. Located on LBS Road with seamless access to key transport arteries and business corridors, the hotel is well-positioned to

meet the evolving needs of travellers."

Set against the backdrop of the picturesque Yeoor Hills, the 97-key Vivanta Thane offers a refreshing escape from the city's bustle while remaining deeply connected to its pulse. Guests can embark on a culinary journey at Mynt, the all-day diner, offering panoramic views of the hills or Zira, a specialty vegetarian restaurant. Wink, the hotel's signature bar, brings vibrant evenings to life with crafted cocktails and a lively atmosphere while Swirl, the chic patisserie at the lobby level, serves delightful confections in a playful and colorful setting.

The hotel features a state-of-the-art fitness centre and an infinity pool that overlooks the city and hills, offering guests a chance to unwind in style. For business and social gatherings, Vivanta Thane houses banqueting and meeting venues that deliver seamless service and sophisticated settings.

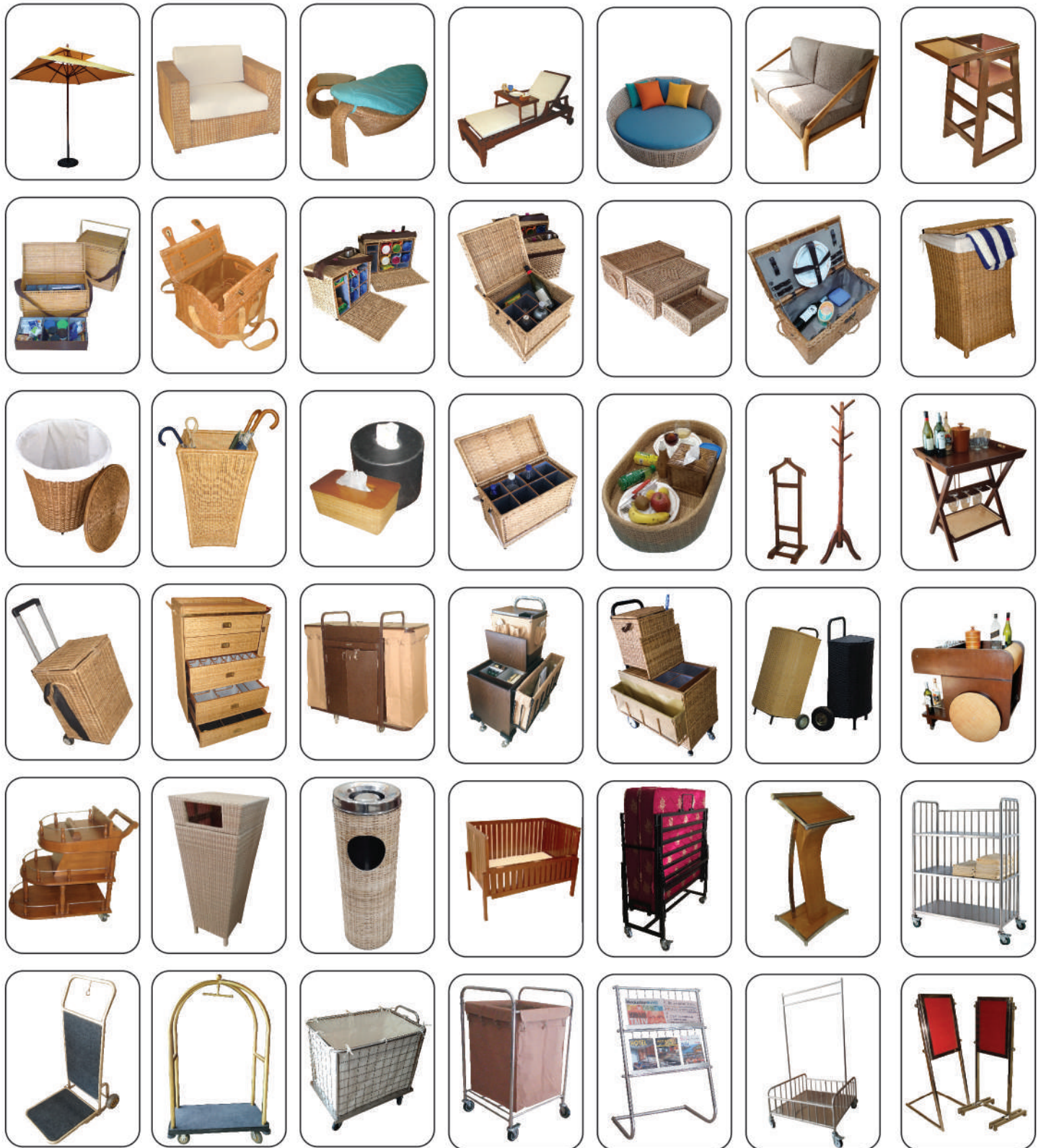
Tejas Bhoite, General Manager, Vivanta Thane, said, "Vivanta Thane, LBS Road captures the vibrant spirit of the city, offering guests a haven where style and substance converge. Our team is excited to welcome guests to this new landmark."

Thane in Maharashtra has developed into a well-connected urban center with a strong industrial foundation and modern infrastructure, while still reflecting its historical and cultural roots.

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Parminder Singh Chauhan



Pullman and Novotel New Delhi Aerocity appointment of Parminder Singh Chauhan as the new Learning & Development Manager.

With over 18 years of experience across hospitality, Parminder brings a visionary and people-centric approach to talent development and operational excellence.

His extensive experience in pre-opening strategies, training needs analysis, employee engagement, and leadership development has consistently driven performance, compliance, and service culture at scale.

In his most recent role, at Novotel Jaipur Convention Centre, Parminder played an instrumental role in pre-opening initiatives for one of South Asia's largest MICE hotel. He was responsible for building the L&D strategy from the ground up - developing SOPs, leading recruitment and induction drives, and curating impactful training modules.

At Pullman and Novotel New Delhi Aerocity, Parminder, will focus on nurturing talent, driving impactful training outcomes, and building a strong leadership pipeline to support the hotel's culture of service excellence and continuous growth.

Santosh S R



The Westin Goa appoints Santosh S R as the Associate Director of Engineering to drive the sustainable and innovative initiatives of the hotel. With a career spanning over 16 years, Santosh has held key roles with some of the most iconic luxury hotels in the country.

At The Westin Goa, he will lead assisting department heads in managing budget, capital expenditures, preventative maintenance and energy conservation in order to ensure utmost sustainable utilisation of resources and assets. Santosh will also contribute towards ensuring the safety and security of the guests through effective communication and employee training.

Hailing from Sakaleshpur, Karnataka, Santosh is also a passionate traveller and avid cricket enthusiast, who believes in the power of simplicity and consistency. His management mantra is "Stick to the basics, keep things simple and be consistent". He is eager to be a part of such a young and energetic team to learn new things and evolve into a trusted mentor for his team.

Sooraj Thomas Rajan



Marriott Hotel Whitefield has announced the appointment of Sooraj Thomas Rajan as the Senior Marketing & Communications Manager at Bengaluru Marriott Hotel Whitefield.

With over a decade of cross-industry experience in hospitality, technology, and digital media, Sooraj brings a well-rounded perspective to brand building and strategic communications. His most recent role was with Hyatt Centric Hebbal Bengaluru, where he led pre-opening marketing initiatives, including digital campaigns, media engagement, and brand positioning efforts that successfully introduced the property to a competitive market.

Over the years, Sooraj has worked across various hospitality environments from pre-openings to operational hotels shaping comprehensive marketing strategies that align with business objectives while resonating with evolving guest preferences. His strength lies in crafting distinct brand voices and executing campaigns that blend storytelling with measurable ROI.

Varun Mehrotra



Varun Mehrotra has been elevated to the position of Multi-Property Director of Sales & Marketing, for Sheraton Grand Bengaluru Whitefield Hotel & Convention Center, The Artiste Kochi – a Tribute Portfolio Hotel, and Marriott Executive Apartments UB City.

This milestone marks a significant progression in Varun's leadership journey, following his successful tenure as Director of Sales & Marketing at Sheraton Grand Whitefield since 2023. In his expanded role, Varun will oversee the strategic sales and marketing efforts across all three prestigious Marriott properties, further driving commercial excellence and brand positioning in key markets.

In his new capacity, Varun will be responsible for spearheading business development, optimizing revenue performance, and enhancing brand visibility across all three properties through integrated strategic initiatives.

A distinguished hospitality professional, Varun brings close to two decades of experience across prestigious hotel brands in India.

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Health Resorts

.....boost wellness tourism in India



Health and wellness have always played an important role in human life. With COVID-19 pandemic acting as a catalyst, the importance of health and well-being has been further highlighted, prompting people to seek out safe and restorative travel options. Wellness tourism is thus gaining prominence over the years. Hospitality industry, with its wellness resorts and retreats, is boosting up this tourism segment. India's wellness industry, fueled by a blend of traditional practices and modern approaches is projected to expand. The hospitality industry in India, with their wellness resorts and retreats, focusing on holistic wellness and corporate wellness programs, is helping the country in becoming a preferred wellness destination, particularly due to its traditional holistic approaches like yoga, ayurveda, meditation, et al. **Ashok Malkani** examines various aspects of these wellness resorts and retreats.



Wellness tourism has emerged as one of the major global factors responsible for reshaping the hospitality industry. Merging of traditional tourism with health centered activities has enabled the industry to address the demand for providing experiences that enhance the well-being of the tourists.

India, in particular, is becoming a popular wellness destination for not only foreigners but also domestic travellers keen on experiencing Indian traditional healing processes like yoga. Due to this, India's wellness tourism industry is experiencing a rapid growth. According to IMARC, India's health and wellness market which had reached \$ 156.0 Billion in 2024 was projected to reach \$256.9 billion by 2033, exhibiting a growth rate (CAGR) of 5.3% during 2025-2033.

The increasing global focus on health and well-being, and India's rich traditions, is attracting both international and domestic travellers, with the industry projected to reach substantial revenue figures in the coming years.

Ayon Bhattacharya, Vice President - West India, Kamat Hotels (India) Ltd. (KHIL), disclosed, "India's wellness tourism industry is experiencing significant growth driven by its rich cultural heritage, holistic health practices, and increasing demand for well-being."

He adds, "Wellness Tourism Market size is estimated at \$21.31 billion in 2025 and is expected to grow more than 10% Year-on-Year driven by Government Support and proactive policy compounded by increasing demand for holistic wellness services, stress relief, immunity-boosting therapies, and digital detox with Popular Destinations like Kerala, Rishikesh, Goa and Himachal Pradesh as a hub with trends in travel shifting towards Luxury and Inclusive Wellness."

Nivedan Kukreti, General Manager, Taj Corbett Resort & Spa, avers, "Wellness tourism is growing steadily in India."

He adds, "With people becoming more mindful of their health, especially after the pandemic, many are turning to India's time-tested healing traditions like Yoga and Ayurveda for balance, peace, and

holistic well-being."

Vibhas Prasad, Director of Leisure Hotels Group, states, "wellness tourism is witnessing strong growth in India. Post-pandemic, people are actively seeking travel experiences that focus on holistic wellbeing—physical, mental, and spiritual. India's centuries-old traditions such as yoga, meditation, and Ayurveda are increasingly appealing to domestic and international travellers who are looking to rejuvenate, detox, and reconnect with themselves. This is further driven by rising awareness around preventive healthcare, stress management, and lifestyle enhancement."

Vikas Nagar, Hotel Manager, Pilibhit House IHCL SeleQtions, affirms, "wellness tourism is thriving in India due to the rising global interest in holistic health, India's ancient wellness traditions like yoga and Indian therapies, and a post-pandemic focus on immunity, mental well-being, and nature-connected experiences. Travelers are increasingly seeking destinations that rejuvenate both body and soul—Pilibhit House, Haridwar, is the perfect choice."

Hospitality industry aids wellness industry

Hospitality industry in India is actively promoting the wellness industry by integrating traditional practices like yoga, ayurveda and meditation into resort experience by developing new age health resorts and designing itineraries that combine adventure with mindfulness.

Today several resorts are incorporating Ayurvedic treatments, yoga sessions, meditation practices, and healthy cuisine options into their offerings. Hotels are also collaborating with wellness brands to offer specialized retreats, workshops, and curated wellness experiences.

Several hotels having comprehensive wellness programmes addressing physical, mental and emotional well-being are being set up in vast expanses at far off scenic places. There is also a growing trend towards developing resorts that offer unique and immersive wellness experiences, including specialized diets, fitness activities, and community involvement. Many resorts are located in serene natural settings, offering opportunities for nature walks, meditation in peaceful surroundings, and other activities that promote mental and physical well-being.

The country's rich tradition of Ayurveda and yoga is a major draw for wellness tourists, and the hospitality industry is leveraging this to attract visitors. Hotels are, today, catering to both those who travel primarily for wellness and those who incorporate wellness activities into their leisure or business trips.

The trend of the hospitality industry, today, is to make effort for incorporating wellness into its main products. The industry has introduced wellness programmes which combine conventional methods with contemporary conveniences,

The concept of wellness retreats has gained traction as more individuals seek holistic approaches to health. Many retreats offer customized wellness plans that cater to specific health goals: be it stress relief, detoxification, or physical fitness.

The present scenario is that health



Ayon Bhattacharya

resorts are on the rise in India.

Nivedan Kukreti avers, "The reason for increasing number of health resorts is that more people now want meaningful getaways—where they return not just relaxed, but also healthier. Guest have started looking at wellness to get away from stressful workplace, India's rich wellness heritage, coupled with serene natural locations, makes it the perfect place for these kinds of experiences to thrive."

Vikas Nagar opines, "Rising lifestyle-related stress, a growing interest in alternative therapies, and India's rich wellness heritage are driving demand for wellness centres in India. Pilibhit House offers curated wellness experiences that blend spirituality, natural healing, and luxurious comfort, attracting both domestic and international travellers seeking personalized journeys away from conventional hospitality."

Vibhas Prasad declares, "The rise in health resorts and wellness centres can



Nivedan Kukreti

be attributed to multiple factors: the global shift towards healthier lifestyles, India's reputation as the birthplace of yoga and Ayurveda, and the unique combination of natural beauty with traditional healing practices. Many people are now choosing vacations that help them reset and recharge, along sightseeing. This demand has encouraged hospitality brands to create dedicated wellness destinations that offer immersive, results-driven experiences."

Ayon Bhattacharya states, "Health resorts and wellness centres focus on wellness tourism in India offering an unique blend of traditional healing practices and have a holistic approach mixing luxurious amenities with Ayurvedic Treatments, Yoga and Meditation and Naturopathy"

He adds, "Its offerings are more towards the roots of healing of mind and body and promoting wellbeing and spirituality. The growing need of addressing stress in today's chaotic digital world is seeing the demand of total healing of body and soul."

Health resorts' locations

From the tranquility of Goa's wellness retreats to Kerala's backwaters, beaches and hills the wellness resorts are often located in serene and soothing places. These locations are often chosen by the hoteliers, as they provide opportunities for relaxation, physical activity, and immersion in nature, which are the key components for holistic wellness experience

Many health resorts are situated near mountains, forests, or coastlines, providing access to fresh air, scenic views, and opportunities for outdoor activities like hiking, swimming, and forest bathing. Often, remote locations are chosen as they offer a break from noise pollution, and fast pace of city life, allowing guests to de-stress and reconnect with themselves.

Far-off locations can also, according to health experts, foster a sense of seclusion and privacy, allowing guests to fully immerse themselves in the retreat experience.

Ayon Bhattacharya disclosed, “Health centers and wellness retreats are often located in far-off, isolated places for several reasons as Natural scenic Surroundings offers Serenity, Peace and Non-polluting environment away from urban noise and distractions, promoting relaxation and rejuvenation. Forests, mountains, or beaches offer opportunities for nature-based therapies, such as forest bathing or outdoor meditation with minimal distractions Isolating guests and forcing disconnect from technology and focus on their well-being.”

He concludes, “Overall, the remote locations of health centers and wellness retreats are designed to create an environment conducive to relaxation, rejuvenation, and holistic well-being.”

Nivedan Kukreti declares, “Being surrounded by nature—away from screens, traffic, and noise—helps people slow down and truly reset. The advantage at Taj Corbett is the surroundings that encompasses you in the serenity of the



Vibhas Prasad

jungle, which leads towards the alignment of mind, body and soul.”

Vibhas Prasad states, “Wellness thrives in serene, unpolluted, and naturally beautiful settings. Isolated or nature-rich locations allow guests to disconnect from the chaos of daily life, reduce distractions, and immerse themselves fully in the healing process. Our resort, Aloha On the Ganges, bang on the banks of the holy river Ganga in Rishikesh is set

against the backdrop of the Himalayan foothills. It is set in a natural environment that enhances mental clarity, emotional balance, and spiritual connection.”

Vikas Nagar affirms, “Most of the health centres in the country are located in isolated places because they have tranquil, nature-rich settings, which are vital for holistic healing. Our hotel, Pilibhit House, nestled on the sacred banks of the Ganges in Haridwar, offers a serene escape from urban distractions. This peaceful environment promotes mindfulness, detoxification, and mental clarity, perfectly complementing Indian therapies and yogic practices rooted in the natural surroundings.”

Offerings at health resorts

A layman may wonder what is a wellness or health resort, as almost all hotels and resorts have a spa and a gym. A person keen on maintaining proper physical fitness can do so at any hospitality outlet having a spa and a gym, so why search for

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a wellness outlet? Hotels, one may state, aim to provide you with the luxurious care and comfort so that you will be able to relax and enjoy your stay. A traditional resort or a star-hotel prioritises leisure, entertainment, and recreation, offering a wide range of amenities and activities, often including spas, pools, and various recreational facilities. However, health and wellness resorts and retreats are specifically designed to promote physical, mental, and emotional well-being through structured programs, specialized spa treatments, and healthy lifestyle practices.

They are designed to provide a transformative experience, focusing on improving physical, mental, and emotional well-being. One may state that while resorts and reputed hotels offer a range of amenities and activities for leisure, wellness resorts and retreats are specifically tailored to enhance overall well-being through a more focused approach.

Nivedan Kukreti declares, "At J Wellness Circle – the luxury spa at Taj Corbett Resort & Spa, Uttarakhand – we go deeper in wellness and therapies. It's not just about a massage or a facial—it's about personalised healing, guided therapies, and reconnecting with yourself

through our natural and holistic approach towards wellness."

Vibhas Prasad informs, "Unlike conventional resorts, dedicated wellness centres curate comprehensive programmes that go beyond spa therapies and fitness facilities. They offer guided yoga and meditation sessions, Ayurvedic consultations, detox diets, personalised wellness itineraries, and mind-body healing experiences. At our 'Aloha On the Ganges', Rishikesh Resort, for instance, the wellness journey is rooted in the spiritual energy of Rishikesh—offering riverfront meditation, yogic kriyas, sattvic dining, and traditional Indian healing therapies that combine both physical and

spiritual restoration."

He adds, "Aloha On the Ganges' offers:

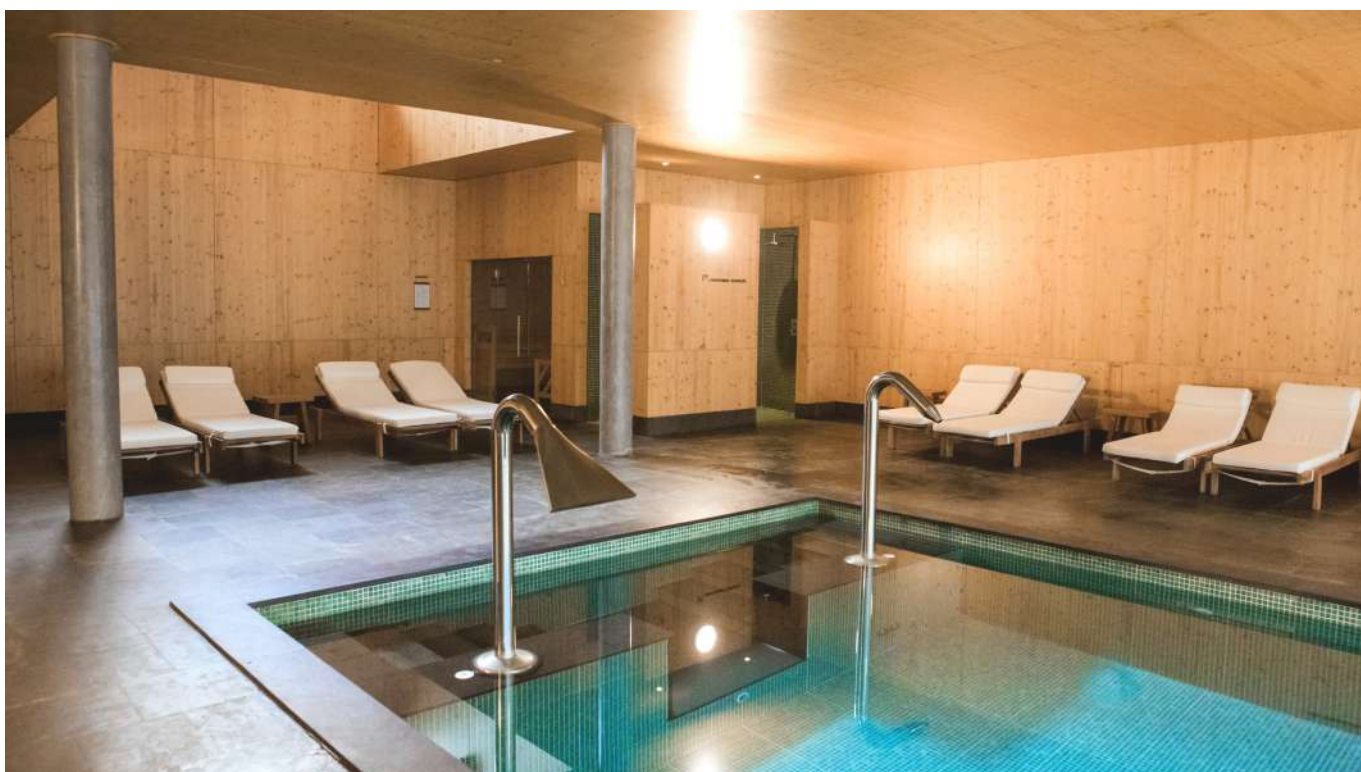
- Daily guided yoga and meditation sessions with instructors
- Ayurvedic and holistic wellness therapies at our in-house spa
- Riverside meditation
- Detox-friendly and sattvic meal options
- Nature Walks 'n' Treks
- Access to the peaceful riverbank for contemplation and mindfulness."

Vikas Nagar discloses, "At Pilibhit House, Haridwar, we offer immersive, holistic healing through authentic Indian therapies, yoga, meditation, and nature immersion. Unlike typical resorts, Pilibhit House blends ancient wisdom with modern science to create transformative wellness experiences focused on inner well-being, detox, and sustainable lifestyle changes."

He adds, "Pilibhit House offers riverfront yoga sessions, guided heritage walks, Indian therapies, aromatic treatments, curated sattvic dining, and dhoop rituals. Nestled along the sacred banks of the Ganges, Pilibhit House, Haridwar – IHCL SeleQtions, provides a timeless sanctuary for the discerning traveller and offers tranquil rejuvenation.



Vikas Nagar



Its experiences are deeply rooted in Indian traditions, allowing guests to reconnect with nature, heritage, and inner calm in a soulful setting."

Ayon Bhattacharya states, "Health and wellness centers in India offer a wide range of facilities to promote physical, mental and spiritual well-being like Ayurvedic Treatment Rooms, Yoga Studios, Spa and Wellness Centers,

Fitness Room State, Outdoor Activities, Meditation and Relaxation Areas, Trekking and Nature trail, Various wellness therapy including animal therapy, Luxury Accommodations built around sustainable building designs, Healthy Dining options promoting local cuisine as per customized Nutritious needs, Wellness Workshops having Holistic Therapies and Detox and Cleansing Programs."

He adds, "Domestic as well as international tourists visit these wellness centers in India. Many centers cater specifically to foreigners, offering programs and services tailored to their needs Adapting to Indian Practices of Yoga and Meditation, Ayurveda, Cultural Immersion and Ayurvedic Lifestyle and Local Savtik Healthy Indian Cuisine."

Start and progress of the trend

The trend for wellness tourism, according to some, began with the Mesopotamians in the 3rd century BC. They would travel long distances to a temple in the city of Tell Brak (today's northern Syria) in search of cures for eye ailments.

As far as the word "wellness" is concerned, it is believed to have been coined, according to the Oxford English Dictionary, in about 1650. But the idea of wellness has been around a lot longer than that.

Throughout human history, people – whether Babylonians, ancient Egyptians, Native Americans, Greeks and Romans – have been fascinated by the healing properties of water. Archaeological digs around the world have found evidence of weapons, offerings and complex bathing rituals around rivers, wells and, especially,





hot springs. It is believed that you could have got a good massage in old Siam before the 1st century BC. The Japanese have been jumping in and out of Onsen (natural hot springs and the bathing facilities and traditional inns built around them), for about 1300 years.

As consumers adopt preventive healthcare measures and embrace embracing holistic wellness approaches like yoga, Ayurveda, and naturopathy, India is becoming the preferred wellness destination for consumers.

Travelers are increasingly seeking experiences that offer a deeper connection to themselves and to nature, leading to retreats that incorporate practices like yoga, meditation, breathwork, and nature immersion.

Modern life's pace and pressures have fueled a desire to de-stress and rejuvenate. Today, people visiting health resorts and retreats in India come from diverse backgrounds and motivations, seeking physical, mental, and spiritual rejuvenation. Individuals seeking stress relief, weight management, detox programs, and recovery from conditions like paralysis, high cholesterol, and breathing problems usually visit these wellness centres.

Millennials, who are particularly focussed on preventive cure and holistic wellness, including fitness, mental health, and nutrition, are more prone to visit these health centres which are integrating

new technologies and approaches to healthy recovery.

Today, leading hotel brands and boutique hotels are offering wellness-specific packages that include spa therapies, nature-based activities, and mindfulness sessions.

One may wonder who started the trend of health resorts, retreats and health tourism.

Ayon Bhattacharya, discloses, "The trend of wellness tourism in India was shaped by key players like Dr. Issac Mathai of Soukya, Ashok Khanna of Ananda in the Himalayas, and the Kairali Ayurvedic Group. They were among the first to repackage India's traditional healing systems, like Ayurveda and yoga, into curated wellness experiences for global travellers. Over the years, their success inspired both the hospitality and healthcare industries to invest in wellness. Post-COVID, the demand for immunity, mental health, and holistic care gave the sector a major boost. Going forward, wellness tourism in India will focus on personalisation, digital wellness tools, and sustainable practices, making India a global leader in the field."

Vibhas Prasad, states, "India has been the cradle of wellness for thousands of years—yoga, meditation, Ayurveda, and spiritual retreats have always been part of its culture. However, organised wellness tourism as we know it today began gaining traction in the early 2000s,

driven by both domestic demand and international interest. Over time, this has evolved into an industry that blends ancient wisdom with modern comforts. The future is promising—wellness tourism is projected to become a core segment of India's travel sector, with growing demand for curated, immersive experiences in authentic destinations like Rishikesh."

Vikas Nagar informs, "India's wellness heritage dates back to ancient sages, and today, destinations like Pilibhit House, Haridwar – IHCL SeleQtions, are thoughtfully reviving this legacy. Post-COVID, the global demand for meaningful, holistic wellness has surged. With its deep-rooted traditions and serene riverside setting, Pilibhit House is poised to lead this wellness evolution."

Nivedan Kukreti declares, "For India wellness is not new and has been embedded in the culture through ancient times. The culture was taken forward by a few spiritual retreats and wellness centres. Today, it's a movement. With rising awareness, India is shaping up to be a global hub for authentic, sustainable wellness travel."

Conclusion

As people become more conscious of adopting healthy practices the future for wellness resorts and retreats in India looks promising. There are various reasons for this. Increased focus on Holistic wellness, Rise of Ayurvedic and Yoga Retreats, Personalized Wellness Experiences, Development of New Wellness Hubs (Tier 2 and Tier 3 cities are also emerging as new wellness destinations) and Government Support (The Indian government is actively promoting wellness tourism through policies and initiatives) are just a few of them.

With India's luxury wellness venues becoming popular with not only Bollywood celebrities like Kareena Kapoor and Katrina Kaif but also global icons like Oprah Winfrey and King Charles, the future for these wellness centres which are rooted in ancient traditions of Ayurveda, yoga, and naturopathy, India's wellness tourism industry is set for a bright future. ■

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Maximizing Non-Room Revenue

Hotels are believed to mainly provide accommodation to tourists deriv its revenue mainly from room rents. But hotels also have other sources of revenue. The F&B segment is important factor. Besides this, the event management venues in the hotels are important revenue earners for the property. They also help boost sales of rooms as well as the F&B segment of the property. Ashok Malkani delves on various factors concerning event management in the hospitality industry

For any business enterprise, revenue is a major component or constituent for the success of business. Hospitality industry, which contributes majority to the economy of the country by employing its human resources, is no different. And there are innumerable revenue earning avenues for hotels – ranging from rooms to F&B outlets to venues for holding events– from corporate meetings to weddings.

Hotels can be excellent venues for events as they offer a range of benefits like onsite lodging, catering and event planning services. They also, more often than not, provide comprehensive event packages, including catering, lodging, and event

coordination, simplifying the planning process. Also, onsite lodging eliminates the need for guests to travel between the event and their accommodations. Scheduling your event at a hotel gives you, one exclusive point of contact to address your needs.

Hotels, by and large, have extensive staff like servers, chefs, bartenders, guest services, wedding butlers, etc. Most hotels that host business events and other functions offer a variety of rooms and gathering spaces for booking, which gives you different options in terms of size and other features.

One may say that hotels, on the whole,

are versatile venues, accommodating a diverse array of events.

Nikhil Chandra, General Manage, Accor Hotels, avers, “Hotels offer comprehensive services, professional atmosphere, and convenient amenities, making them a strong contender compared to other options.”

He emphasised hotels were one stop shop for event organisers as they offered a range of services, including catering, bartending, audiovisual equipment.

He added, “The Luxury and comfort of a hotel provides a polished and sophisticated setting, which can elevate the perception of the event and leave a positive impression

on attendees.

Hotels offer on-site accommodations for guests, simplifying logistics, especially for events requiring overnight stays. They also have established relationships with vendors, potentially securing better rates and discounts for event-related services.

Sukhbir Singh, General Manager of Novotel Hyderabad Airport disclosed, “Our property offer a distinct advantage over standalone venues. Apart from versatile indoor and outdoor spaces, we provide a complete ecosystem under one roof from world-class catering and décor partnerships to on-site facilities for guests and post-event leisure options. This one-stop solution significantly reduces the logistical complexities for organisers, making hotels a preferred choice.”

Rashmi Kamboj, Director of Sales, MICE, Hilton and Hilton Garden Inn, Bengaluru Embassy Manyata Business Park, states, “Hotels offer the unique advantage of combining world-class event infrastructure with premium hospitality



Seema Taj

under one roof. At Hilton Bengaluru Manyata Embassy Business Park, we not only provide state-of-the-art spaces like our 60,000 sq. ft. Convention Centre – the largest in North Bengaluru – but also deliver a seamless experience with in-house catering, technical support, and accommodation. Guests and delegates can attend an event, network, dine, and stay overnight without ever leaving

the property, making hotels a far more convenient and professional choice than standalone venues.”

Seema Taj, Director of Sales and Marketing, Sheraton Grand Palace Indore, says, “Hotels offer a unique combination of infrastructure, services, and convenience that few standalone venues can match. They provide not only event spaces but also accommodation, catering, technical support, and experienced event teams under one roof. At Sheraton Grand Palace Indore, we offer large venues, a grand property, the largest pillarless halls in Central India within a 5-star hotel, Roman-Greek architecture and both open and closed grand spaces add value to the event.”

Rajesh Gopalakrishnan, General Manager, The Leela Hyderabad, declared, “Hotels are better since hotels provide lodging, food and drink, meeting rooms, technical assistance, and parking all in one location. The Leela Hyderabad has the advantage of spaces that can



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accommodate intimate gatherings and mid-sized conferences without sacrificing quality or service. It serves as a one-stop shop for both event planners and guests."

Aparna Ajith, Director of Sales and Marketing, Sheraton Grand Bangalore Hotel at Brigade Gateway, informs, "Hotels hold a unique place as event venues because they offer a world that is both self-contained and deeply attentive to detail. Every element—the spaces, the cuisine, the accommodations, the technology – is designed to work in harmony, creating a seamless experience for hosts and guests alike."

"There is also a certain reassurance in knowing that one dedicated team is orchestrating every moment, allowing organisers to focus on their vision rather than the logistics. And in today's world, loyalty programs such as Marriott Bonvoy and others in the industry add a layer of long-term value, turning an event into the beginning of an ongoing relationship."

Subhankar Bose, General Manager of Sheraton Hyderabad Hotel states, "Hotels represent the gold standard for event venues, and here's why: we're essentially a one-stop destination that eliminates the logistical challenges event planners typically face. At Sheraton Hyderabad, our strategic location in the heart of the financial district puts us within arm's reach of major corporates—a game-changer for both high-end social celebrations and mission-critical business gatherings."

He adds, "What sets us apart is our architectural advantage: a spectacular pillar less banquet hall with its own dedicated entrance. With the relaunch of Jade on 1st September 2025, this strength is being elevated further, offering organizers a versatile canvas for everything from corporate off-sites to grand weddings."

Appropriate Events for Hotels

Hospitality sector, driven by an exciting roster of global events has a packed calendar of high-profile events. With increasing travel demand, and globally competitive pricing, 2026 is shaping up to be a landmark year for India's hotel industry.



Rajesh Gopalakrishnan

It may be mentioned that events, ranging from elegant corporate conferences to vibrant weddings, transform hotels into hubs of activity and excitement, providing the properties opportunity to boost up their revenue. But, one may ask, what are the appropriate events for hotels?

Rajesh Gopalakrishnan disclosed, "Leela Hyderabad's most lucrative event categories include product launches for well-known brands, private social events, and corporate conferences. Meetings, Incentives, Conferences, and Exhibitions (MICE) brings in money from a variety of sources, including room nights, banquet sales, liquor, audio-visual services, transportation, and spa services, these events offer outstanding value. Because they frequently take place over several days, make use of different locations on the property, and promote increased guest spending, social events stand out as significant revenue generators. By concentrating on MICE and upscale social events, we not only complement our luxury positioning but also provide chances to highlight our renowned service standards, painstaking attention to detail, and venue versatility."

Aparna Ajith avers, "In my experience, residential events often present greater profitability compared to non-residential ones, simply because they allow for cross-exposure across multiple revenue streams. When guests stay on property, they're not only attending the event but also engaging with other facilities – whether that's wellness offerings, culinary experiences, or bespoke leisure

activities. This creates a more immersive engagement and extends the economic value well beyond the event itself."

She continues, "Profitability, however, is not just about numbers. It's about curating experiences that encourage guests to connect more deeply with the venue. As an operator, I tend to promote events that foster such connections – where attendees leave with both a memorable experience and a desire to return, making the impact felt long after the final curtain."

Rashmi Kamboj avers, "For us at Hilton and Hilton Garden Inn, Bengaluru Embassy Manyata Business Park, large-scale corporate conferences, product launches, exhibitions, weddings, and social galas are the most profitable because they utilise both our venue and accommodation capacities, driving higher F&B and ancillary revenues. Our Convention Centre can host up to 2,000 guests, supported by 22 breakout rooms and private meeting spaces, enabling us to handle multi-track conferences and high-profile events simultaneously."

She adds, "We actively promote MICE because of our strategic location – just 40 minutes from the airport."

Subhankar Bose says, "The revenue powerhouses in our industry are weddings, corporate conferences, and cocktail receptions—and for good reason. These events don't just book a room; they create an ecosystem of revenue streams that cascade throughout our property."

He adds, "We've strategically positioned ourselves to capture both the MICE market and social events because our unique inventory—a blend of traditional hotel rooms and serviced apartments—allows us to accommodate extended stays that many venues simply can't offer."

Nikhil Chandra declares, "Hotel events transform hotels into hubs of activity and excitement. These events range from elegant corporate conferences to vibrant weddings, each offering a unique atmosphere and a multitude of opportunities. At their most simple, they're gatherings for connection, and at their best, they're experiences that leave lasting impressions on hotel guests and

attendees alike.”

He added “Accor Hotels, focuses on MICE tourism, which is profitable because it attracts high-spending visitors, generates revenue for various sectors, and can extend beyond the core event.”

Seema Taj states, “At Sheraton Grand Palace Indore, grand weddings, corporate conferences, and social celebrations tend to be most appropriate and profitable. Weddings generate more revenue than corporate events, as they engage multiple departments – rooms, banquets, F&B, and ancillary services – and are known for their grandeur, scale, and emotional significance.”

Sukhbir Singh affirms, “For NHA (Novotel Hyderabad Airport), a diverse mix of events, including corporate conferences, milestone celebrations, weddings, boutique showcases, and niche gatherings, is among the most appropriate and profitable. These events generate

strong revenues across F&B, venue hire, and ancillary services such as décor, AV equipment, and entertainment. They also contribute to long-term brand recall.”

Location

However hosting events is not possible for every hotel. Location of the property significantly impacts its ability to host events. A hotel near major transportation hubs (airports, train stations, highways) makes it easier for attendees to reach the event. It is believed that hotels in historic or culturally significant areas can offer a unique backdrop for events, incorporating local history and culture into the event agenda.

Seema Taj believes, “Location plays a key role in positioning a hotel as an event destination. Our property, Sheraton Grand Palace Indore, is well-connected to the airport and city centre, making it easily accessible for both local and outstation

guests. Additionally, being situated away from the city’s congestion provides a resort-like feel while still offering convenience.”

Subhankar Bose avers, “Location isn’t just important—it’s everything. We’ve witnessed first-hand how our prime position in Hyderabad’s financial corridor transforms inquiry calls into confirmed bookings.”

He adds, “Accessibility breeds loyalty. Companies that discover the convenience of our location don’t just book once; they become long-term partners, choosing us for quarterly meetings, annual conferences, and corporate celebrations year after year.”

Nikhil Chandra states, “Location is critically important for a successful MICE event. A well-chosen location enhances the overall event experience, impacting everything from accessibility and cost to the atmosphere and opportunities for





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attendees to engage with the local culture.”

He adds, “Few points which our clients consider before making a choice are: Accessibility and Connectivity, Accommodation and Facilities, Local Attractions & Experiences and Safety and Security.”

Aparna Ajith states, “In the world of events, though the brand and the owner set the tone it’s the location that determines how seamlessly the promise of the brand and the owner comes to life. Venues with enviable connectivity don’t just offer convenience, they lend an unspoken prestige to every gathering.”

She adds, “In my experience, such settings enrich an event beyond the function itself. At Sheraton Grand Bangalore Hotel at Brigade Gateway, being part of an energetic ecosystem has meant residential guests can discover as much outside the ballroom as within it. It’s this blend of brand assurance, thoughtful ownership, and an inspired setting that turns a venue from simply appropriate to truly exceptional.”

Sukhbir Singh, agrees that location is important. He adds, “The location of our hotel, Novotel Hyderabad Airport, which is just minutes from Rajiv Gandhi International Airport, is a major selling point. It makes NHA ideal for destination weddings, MICE events, and corporate gatherings where guests arrive from multiple cities or countries. The ease of access removes travel fatigue, ensuring guests start the event on a positive note and enjoy higher productivity throughout their time with us.”

Rashmi Kamboj declares, “Location is a key decision factor for event planners. Being in the heart of North Bengaluru’s business district and just 40 minutes from Kempegowda International Airport makes our hotels, Hilton and Hilton Garden Inn, Bangalore, ideal for both domestic and international delegates. Our proximity to major corporate offices at Embassy Manyata Business Park ensures strong weekday MICE business, while easy connectivity to the rest of the city drives weekend weddings and social events.”

Rajesh Gopalakrishnan asserts, “One of the most important factors in any property’s



Sukhbir Singh

success is its location. In addition to guaranteeing increased visibility, a prime location provides guests with a great deal of convenience. When guests book events at a luxury hotel, they know they are paying a premium and expect strong attendance from their invites. A convenient location assures them of this, which in turn drives higher revenue for the hotel through increased room bookings, banquet utilization, and ancillary services.”

He adds, “Because convenient accessibility has a significant impact on international clients’ booking decisions, location can be a deciding factor. The Leela Hyderabad is the ideal illustration of how to combine world-class luxury hospitality with an outstanding setting. This tactical edge makes us the go-to option for discriminating against tourists and event coordinators alike, increasing guest satisfaction and encouraging repeat business.”



Subhankar Bose

Event Avenues, Main Factor for Increased Revenue

While room reservations are believed to be the main revenue earners for hotels, F&B outlets, event avenues, etc., are also contributors to the hotel revenue. And one of the major contributors for boosting revenue is the event venues in the hotel. These venues increase the revenue of the hotel in several ways.

Rajesh Gopalakrishnan, explains, “Hotel revenue is increased by hosting events in ways that go well beyond venue rental. Weddings and multi-day conferences fill spaces, boost sales of food and drink, and encourage more spending at eateries, spas, and bars. A significant amount of ancillary revenue is produced by guests who frequently choose better rooms, take advantage of hotel transportation, and stay longer.”

He adds, “Further, through larger, scheduled catering volumes, events help control internal food costs. Weekend events are especially beneficial because they boost occupancy during off-peak business hours and counteract the decline in corporate travel demand.”

He continues, “Hotels can strategically increase rates for the remaining inventory when demand for rooms is increased by major city conferences or wedding days. This improves the Revenue Generation Index (RGI) by increasing occupancy and the Average Daily Rate (ADR). A hotel with a no.1 RGI boosts its brand reputation. Thus, by holding important events, a hotel can enhance its financial performance and market positioning.”

Seema Taj, reveals, “Events drive revenue across multiple streams – banquets, room bookings, F&B, spa, and even outsourced services like décor and entertainment partnerships. At Sheraton Grand Palace Indore, events form a major share of our overall revenue, with weddings and large-scale celebrations contributing the most. Our biggest inventory, ability to host grand events, and reputation as a preferred venue for pure vegetarian menus make us a top choice for guests. By offering tailored packages and upselling value-added services, we maximise the revenue potential of each event while delivering

exceptional value to our clients.”

Rashmi Kamboj disclosed, “Events boost revenue through multiple channels – venue hire, guest room bookings, food & beverage services, and additional amenities like spa and transport. A multi-day conference or wedding, for example, doesn’t just fill our meeting spaces; it often leads to hundreds of room nights, banquet revenues, and repeat bookings. The spillover effect into restaurants and bars also significantly enhances overall profitability.”

She adds, “Major events create high demand for rooms, which allows for strategic rate optimisation. When our Convention Centre hosts a 1,000+ delegate conference or a large wedding, occupancy spikes, enabling us to yield higher average daily rates (ADR) while still offering value to guests who appreciate the convenience of staying onsite.”

Sukhbir Singh avers, “Events act as revenue multipliers. A single wedding or corporate event can contribute to rooms, F&B, and ancillary revenues like airport

transfers or curated leisure experiences. For example, a 200-guest wedding often translates into 150+ room nights, multi-day banqueting, and multiple smaller events such as welcome dinners or farewell brunches, each adding significantly to the topline.”

He adds, “Large events typically lead to higher demand, particularly when guests value the convenience of staying at the venue itself.”

Nikhil Chandra divulged, “By hosting events, hotels can boost revenue, fill rooms during off-peak seasons, and position themselves as market leaders. Holding events at a hotel is a powerful revenue-generating strategy, often bringing in multiple streams of income beyond just renting out event space like Transportation, Food & Beverage, Ancillary services.

“Major events like Cold Play, G20 create a surge in demand, allowing hotels to raise prices, especially during peak periods.”

Aparna Ajith informs, “There are several ways to unlock additional revenue

through events, and it begins with being proactive. For every booking, we explore what more the guest might need – from accommodation requirements and tailored room rates to add-on items, beverage stations, or special setups. Often, it’s a simple question that makes the difference, but the key is to anticipate needs before the guest has to voice them.”

She adds, “We also create dedicated reservation links for attendees, ensuring a seamless booking process, while in-house promotion mediums introduce guests to the property’s other amenities. A crucial element is introducing them to the Marriott Bonvoy program. It opens the door to exclusive benefits, and for existing members, we can extend curated promotions, such as our current ‘Good for You, Better for the Environment’ offer for social and corporate events. Educating guests on such packages creates value for both sides, often turning a single event into an ongoing relationship.”

Subhankar Bose states, “Events



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are revenue catalysts that activate multiple profit centers simultaneously. A single conference booking triggers accommodation reservations, restaurant covers, spa bookings, and ancillary services that can multiply the initial venue rental by three to five times. Social events, particularly weddings, create even more dramatic impacts. Guest room blocks, pre-wedding celebrations, post-event brunches, and extended family stays transform a weekend booking into a week-long revenue bonanza.

Enhancing Guest Experience Through Technology

Today, hotels are increasingly using technology to enhance guest experience at events. This includes leveraging mobile check-in (enabling guests to bypass the front desk, speeding up arrival and departure times), virtual tours (which enables virtual tours of event spaces and hotel rooms, allowing guests to explore and plan before arrival), smart rooms (with features like voice-activated assistants and smart devices giving guests control over room temperature, lighting, and entertainment, enhancing comfort and convenience) and personalized communication (like guest messaging platforms which facilitate quick and easy communication, allowing hotels to address needs and preferences promptly).

Albert Einstein said, "We cannot solve our problems with the same thinking we used to create them." Thus, new technology is continuously being used to improve guest experience at events organised in hotels.

Sukhbir Singh disclosed, "Technology is reshaping event planning. At Novotel Hyderabad Airport (NHA), we leverage Spalba, a digital platform that enables clients to visualise layouts and plan seating in detail, while also facilitating better coordination with our team during the planning phase. We complement this with high-speed connectivity, hybrid meeting setups, and digital signage to enhance attendee engagement. This blend of physical hospitality and digital convenience helps streamline preparations and deliver a more seamless event experience."



Rashmi Kamboj

Rashmi Kamboj reveals, "Technology is transforming event experiences. At, Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park, we have invested in high-speed, secure Wi-Fi, advanced audiovisual systems, hybrid meeting solutions for virtual participation, and digital signage for branding and navigation. Our meeting rooms are equipped for video conferencing with crystal-clear sound and visuals, while our banquet kitchens use smart inventory systems to ensure efficiency and sustainability. These upgrades not only enhance guest experience but also help organisers run smarter, more engaging events."

Seema Taj too is of the opinion that technology aids in enhancing the event experience. She says, "Technology is a major enabler in event hospitality today – from high-speed Wi-Fi and advanced audio-visual setups to digital floor plans, event apps, and contactless check-ins for delegates. At Sheraton Grand Palace Indore, we use technology to make



Nikhil Chandra

event planning more efficient and guest experiences more seamless, without losing the personalised touch."

Nikhil Chandra is of the view, "Venues can enhance the experience for guests by implementing a variety of technologies, including virtual reality (VR) experiences, interactive installations, and smart venue solutions. These technologies can improve engagement, personalization, and overall satisfaction for attendees."

He adds "We, at Our Accor Hotel follow the smart venue solutions to comfort the customers using our facility."

Rajesh Gopalakrishnan too believes that technology helps in boosting the event experience of the participants.

To cut costs, he informs, "Instead of purchasing the equipment outright, one could, like Leela Hyderabad strategically collaborate with leading suppliers. At Leela Hyderabad we collaborate with leading suppliers of state-of-the-art LED screens and wireless AV systems, embracing the trend toward hybrid meetings and cutting-edge event technology. With this strategy, the greatest technology is accessible without the hassle of direct ownership and upkeep. The hotel has also made an investment in cutting-edge software that generates a 3D virtual layout of the entire property and event areas. With the help of this virtual tour, clients can virtually envision and alter their entire event setup, providing an immersive experience that is comparable to going to the hotel in person. Strategic alliances and cutting-edge visualization tools work together to improve customer satisfaction, expedite event preparation, and establish the hotel as a pioneer in providing cutting-edge, contemporary event experiences."

Subhankar Bose disclosed, "The technology revolution in hotel events has been transformative. We've embraced hybrid event capabilities that allow global participation, breaking down geographical barriers and expanding our market reach exponentially."

He adds, "Our investment in cutting-edge audio-visual infrastructure, high-speed connectivity, and dynamic digital signage ensures that whether attendees are joining us from across the hall or

across the world, their experience remains exceptional. Jade's modern infrastructure is aligned with these expectations, making it future-ready for both in-person and virtual formats."

Aparna Ajith avers, "Hotels today are embracing technologies that elevate guest experiences while streamlining operations – from AI-powered concierge services and digital check-in/check-out to smart room controls for lighting, temperature, and entertainment. Many venues are also integrating event apps for real-time agenda updates, mobile ordering for F&B, and interactive touchscreens for wayfinding. At Sheraton Grand Bangalore Hotel at Brigade Gateway, we bring this vision to life with digital key access for rooms, self-reservation through our ResLink platform, and digital displays to showcase agendas."

Future of Event Management

The common concept is that the future of event management in hotels lies in finding the optimal balance between in-person and virtual experiences. Hybrid events that deliver exceptional value and engagement can be created by carefully considering audience needs. The general belief is that in 2026, hotel events industry would be characterised by continued emphasis on hybrid events, technological advancements, and a focus on sustainability and personalized experiences

Rashmi Kamboj asserts, "The future is hybrid, personalised, and experience driven. Hotels like ours will increasingly serve as tech-enabled hubs where in-person and virtual audiences come together seamlessly. Sustainability will also be central – from zero-waste banquets to energy-efficient lighting – as clients seek environmentally responsible partners. In addition, experiential elements like curated local dining, wellness breaks, and creative use of open-air spaces, such as our terrace for 400 guests, will define the next era of memorable events."

Nikhil Chandra affirms, "The future of hotel event management is shifting towards more personalized, technology-driven, and sustainable experiences. Hotels are focusing



Aparna Ajith

on AI-powered personalization, hybrid event spaces, and incorporating sustainability into their offerings. Event planners are seeking venues that provide flexible spaces, unique destinations, and exceptional service, with technology playing a key role in enhancing the overall event experience."

Sukhbir Singh stresses, "The future will be about personalised, immersive, and sustainable experiences. Hotels will move beyond being just venues to becoming experience curators offering thematic décor, interactive dining concepts, and eco-conscious event solutions. At NHA, personalisation focuses on elements such as décor that reflects the client's vision, customised lighting and music, and curated entertainment aligned with the event's theme. By combining our scenic outdoor venues with tools like Spalba for detailed visualisation and planning, we ensure each event is both well-coordinated and uniquely designed to match the client's preferences."

Rajesh Gopalakrishnan states, "Technology and personalization will coexist. Customers desire distinctive events with customized menus, décor, and formats. However, tech-enabled and hybrid events are here to stay. Sustainability will also be more important, from energy-efficient lighting to less food waste. Hotels that are able to integrate these factors will continue to be in the lead."

Aparna Ajith states "The future of event management in hotels is set to be more immersive, intelligent, and guest-focused than ever. AI will play a role at every stage – from planning and guest engagement to

real-time troubleshooting during events. VR walkthroughs will allow clients to experience venues before booking, while advanced AV systems will deliver sharper visuals, crisper sound, and seamless hybrid capabilities. Itinerary management will become smarter, with real-time updates and integration across devices, ensuring every guest is informed and engaged. Culinary offerings will also see greater customization and thematic detailing, as menus for events are becoming far more curated and experience-driven than in the past."

Seema Taj is of the opinion that event manager will continue to play an important role in the future. The event manager will, as he does at present in Sheraton Grand Palace Indore, will take time to understand the client's needs, vision, and expectations, especially for creating and delivering their dream wedding."

Subhankar Bose states, "We're moving toward hyper-personalized experiences where AI and data analytics help us anticipate guest needs before they're even expressed. Sustainability isn't just a buzzword—it's becoming a booking criterion, driving us to innovate with eco-friendly practices that don't compromise luxury."

He adds, "Hybrid events will remain permanent fixtures, but we're evolving beyond simple video conferencing to create immersive experiences that make virtual participants feel truly present. Smart space design, powered by IoT (internet of things) and responsive technology, will allow our venues to adapt in real time to different event requirements. The hotels that will thrive are those that view events not just as bookings but as platforms for creating lasting memories and building long-term relationships. That's exactly where we're heading at Sheraton Hyderabad."

Conclusion

Event management is an important segment of the hospitality industry and helps in boosting revenue of the property. And, as in all other segments of the industry, it has to keep pace with the technological advancement. ■

Pic Courtesy: Angsana Oasis Resort and Spa



The Role of Spas in Hotels

By Sharmila Chand

Traditionally, hotel spas were seen as an optional luxury facility for guests to indulge. In recent years, the scenario has changed significantly. With the rise of Wellness Tourism, the role of spa facilities has become crucial for the overall success of the hotel's business.

As travelers are increasingly seeking holistic experiences that stretch beyond F&B, Spas have become an integral part of the premium hospitality industry. This is evident in the growing number of hotels featuring state-of-the-art spa facilities designed to complement the hotel's overall aesthetic, concept and theme offering guests a luxe wellness experience. Furthermore, it is a fundamental feature that helps in enhancing a hotel's appeal and market value.

Here hospitality experts share their

insight on the subject.

Significance of Spa for the success of the hotel

Kush Kapoor, CEO, Roseate Hotels & Resorts

"Spa has evolved from a luxury amenity to being a core value proposition in today's hospitality experience. Especially post-pandemic, guests are looking for more than just comfort and design. They're seeking recovery, balance, and meaningful self-care, and that's exactly where a well-integrated spa can elevate a hotel's appeal, guest satisfaction, and even its bottom line.

At Roseate Hotels & Resorts, Aheli Spa has been designed to feel as a sanctuary instead of just as a service. What sets it

apart is the depth and mission behind our offerings.

For instance:

We recently launched Holistic Wellness programme that includes authentic Ayurvedic therapies administered by certified doctors from the Art of Living team—available at all our properties.

Our therapists work in tandem with Ayurvedic practitioners, offering personalized treatments based on each guest's dosha, health needs, and preferences.

Guests are also offered Satvik cuisine prepared by chefs specially trained about the principles of Ayurvedic nutrition. This ensures their healing journey is supported at every level—body, mind, and spirit."

We are witnessing a significant increase in our guests' interest in availing

our Spa offerings. In an age of burnout and hyper-connectivity, offering grounded, authentic wellness experiences is not just good business—it is the need of the hour.”

Sanzeev Bhatia, President & General Manager, The Metropolitan Hotel & Spa, New Delhi

“I believe, Spa contributes in a significant way in the hotel industry. It is no longer optional, but a major selling point and a revenue generator. Spas are often designed to complement the hotel’s overall aesthetic and provide guest with seamless and luxurious experience. When it comes to our services, neoVeda Spa is based on the concept of new Ayurveda that encapsulates powers of Ayurveda with a modern influence to heal and restore, relax and invigorate.”

Julia Maring, Assistant Manager, Spa and Wellness, Angsana Oasis Resort and Spa

“The spa today plays a pivotal role



in shaping a hotel’s identity and appeal, especially among guests who prioritize holistic well-being. At Angsana Oasis Spa & Resort, wellness isn’t an add-on; it’s woven into the entire guest experience.

We also align our offerings with seasonal needs; for instance, during the monsoon, we introduce Ayurveda-

led therapies tailored to the ailments commonly experienced that time of year. The response has been strong, reaffirming how deeply guests value personalized wellness.

In essence, a thoughtfully integrated spa doesn’t just elevate the stay; it drives loyalty, differentiation, and long-term

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"Wellness is evolving from a trend to a necessity. With Aheli Spa and our newly expanded Holistic Wellness programme, at Roseate Hotels & Resorts, we believe in hospitality that heals"

Kush Kapoor, CEO, Roseate Hotels & Resorts

success for the hotel."

Do's and Don'ts to make the Hotel Spa a success story

Kush Kapoor, CEO, Roseate Hotels & Resorts

DO's:

- Integrate Authentic Wellness Practices*
- Modern luxury travellers are seeking

depth, not just indulgence. Wellness needs to be authentic, not performative. Partnering with Ayurvedic doctors from the Art of Living ensures that every guest receives genuine, holistic care.

DO's:

Prioritize Personalization - From the moment a guest checks in, we begin crafting their wellness journey—be it a quick muscle-release therapy for a business traveller or a detox retreat for a wellness seeker. Our Ayurvedic doctors conduct personalized consultations including the Nadi Parikshas – a non-invasive ancient technique to diagnose the ailments/issues within the body, and our chefs tailor Satvik meals to align with each guest's dosha. This level of customization is critical.

DON'T:

Treat the Spa as an Add-on - One common mistake is relegating the spa to a side activity. At Roseate, Aheli Spa is positioned as a central part of the guest experience. It is not a 'frill'—it is an essential pillar of our brand ethos.

DON'T:

Ignore the Power of Trained Personnel - Equipment and ambience matter, but ultimately it is the human touch that defines a spa experience. We strongly believe in offering authentic experiences and that's why we have on boarded certified Ayurvedic consultants and



"As the wellness tourism continues to evolve, the emphasis on providing innovative and engaging spa options will remain a key factor in driving revenue for the hotel."

Sanjeev Bhatia, President & General Manager, The Metropolitan Hotel & Spa, New Delhi

therapists from the Art of Living foundation to offer bona-fide experiences to our guests.

Julia Maring, Assistant Manager, Spa and Wellness, Angsana Oasis Resort and Spa

Do's:

Prioritize Personalization - No two guests are the same. Treatments must be adapted to individual preferences, pressure, focus areas, mood, or lifestyle. This level of care builds trust and ensures repeat visits.

Invest in People - Wellness is delivered by humans, not menus. Skilled, intuitive therapists who are continuously trained make all the difference in how a guest feels physically and emotionally.

Create a Sensory Sanctuary - Design must support stillness. From natural materials like stone and bamboo to lighting, scents, and the presence of water, all elements should work together to soothe the senses, not just impress the eye.

Maintain Impeccable Standards - From Cleanliness to Ingredients - Clean spaces speak volumes. Fresh linen, sanitized tools, and a spotless environment signal professionalism and care. Equally important is what goes into the treatment



Pic Courtesy: The Metropolitan Hotel & Spa, New Delhi



Pic Courtesy: Roseate Hotels & Resorts, Aheli Spa

using high-quality ingredients and, where possible, sourcing or growing them in-house. It's a quiet but powerful way to elevate both trust and results.

Don'ts:

Offer a One-Size-Fits-All Menu - An uninspired or overly rigid menu can feel impersonal. Guests today expect thoughtful, relevant offerings, not templates.

Overlook Family Wellness - Wellness is no longer a solo activity. Ignoring family-friendly options is a missed opportunity. Curated experiences for couples, parents, or multi-gen groups are increasingly in demand.

Skip Aftercare - The guest journey doesn't end at checkout. Offering simple, expert tips for post-treatment care shows thoughtfulness and keeps your brand in their routine.

Treat the Spa as Just Another Amenity -

A spa is a brand asset, not a side offering. When positioned strategically, it drives guest loyalty, repeat bookings, and long-term differentiation.

Guidelines to operate a successful Spa

Kush Kapoor, CEO, Roseate Hotels & Resorts

Design for Mindful Transitions - A spa must feel like a world within a world. At Aheli, we design the spa layout to mirror a journey—

from chaos to calm. We incorporate natural textures, warm lighting, soundproofing, and transitional spaces like tranquil lounges and herbal foot rituals before treatments. The design is meant to reset the nervous system.

Offer a 360-Degree Wellness Experience - A successful spa is more than just a menu of treatments—it's a lifestyle offering. Our Holistic Wellness programme includes Ayurveda, guided meditation, breathwork,

and Satvik meals, all seamlessly integrated into the guest's itinerary. This layered approach sets us apart.

Operational Excellence is Non-Negotiable - Cleanliness, seamless appointment scheduling, and real-time guest feedback loops are all critical. At Aheli, we operate with a hotelier's discipline and a healer's soul. Our Ayurvedic consultations are meticulously documented, treatments follow protocols, and guest feedback is analysed meticulously.

Facilities Must Match the Philosophy - A common error is mismatched experiences—offering ancient therapies in a sterile, corporate-looking environment. We ensure our facilities (from therapy rooms to relaxation lounges) are aligned with the philosophies we promote—natural and pure.

To Conclude

A well designed spa with upscale facilities and services is no longer perceived just a passing trend; it has become a pivotal strategy for hotels to attract and retain guests. As a cornerstone of the premium luxury hospitality, state-of-the-art spas not only enhance the overall guest experience but also provide a strong competitive advantage for hotel branding and reputation. Consequently, integration of spa facilities is an essential element of premium hotel operations. The message is loud and clear, Holistic Wellness guest experience cannot be taken lightly. ■



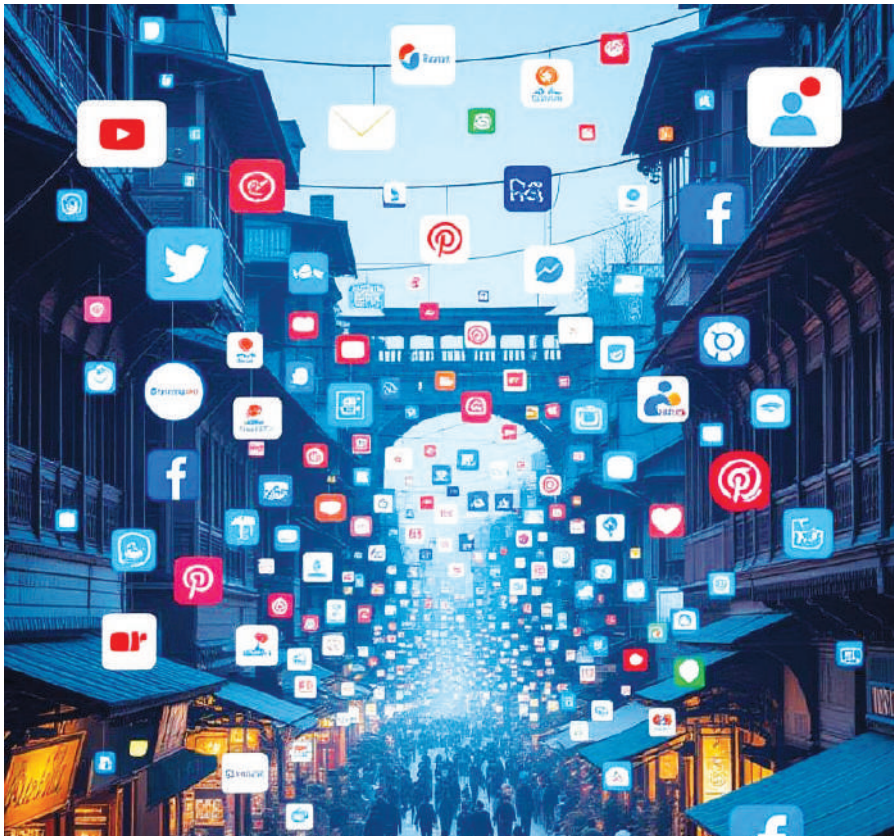
"The best spa experiences aren't about fancy menus or over-the-top décor; they are about how a place makes you feel. Eventually it garners support for the hotel's business significantly."

Julia Maring, Assistant Manager, Spa and Wellness, Angsana Oasis Resort and Spa

Social Media and Indian Hospitality

A Journey of Change

Hammer Bureau



Social media has quietly rewritten the rules of hospitality in India. What once depended on travel agents, brochures, and word-of-mouth now unfolds on Instagram, YouTube, and Facebook. A guest's first impression of a hotel or restaurant is often formed online, long before they walk through the door.

This shift didn't happen all at once. It has been a steady evolution, marked by new platforms, new behaviors, and new expectations from guests. The story of how social media became central to Indian hospitality is also the story of how the industry adapted to survive and grow in a digital-first world.

Early Days: A Tool for Visibility

In the late 2000s, social media was treated as an experiment. Big hotel chains like Taj

and Oberoi were among the first to create Facebook pages. The content was basic: festival greetings, promotional offers, and event photos. The audience was limited too, mostly young customers in cities who had access to broadband and smartphones.

At that stage, social media wasn't seen as a driver of business. It was an extension of marketing, something nice to have but not critical. The priority was visibility, not engagement. Yet, these early steps laid the foundation for what was to come.

The Rise of Engagement

By 2014, things began to change. Smartphones had become cheaper, data plans more affordable, and Instagram was rising in popularity. Suddenly, visuals mattered more than text.

Restaurants and cafes started noticing

that customers were taking photos of food and interiors before eating. Food blogging exploded, with thousands of creators reviewing local spots. Their influence quickly began to outweigh traditional food critics. At the same time, TripAdvisor and Google reviews became powerful decision-making tools. A single glowing review could drive bookings, while a negative one could push guests away.

Hotels, especially those targeting millennials and young couples, began investing in photography and storytelling. Weddings, staycations, and property highlights were shared with the intent of creating an emotional pull. Restaurants designed interiors with bright walls, quirky props, or rooftop views that were built to be photographed. Experiences were no longer just to be lived—they were to be shared.

By 2018, social media was no longer on the side. It was at the center of hospitality marketing. Influencers had entered the scene and were shaping customer decisions in a big way.

Hotels partnered with travel bloggers and lifestyle creators to showcase stays and services. Smaller restaurants discovered the value of micro-influencers who had loyal local followers. The video took off, too. YouTube vlogs and Instagram Stories gave people virtual walk-throughs of properties before they booked.

The shift was significant. Guests no longer trusted glossy ads alone. They trusted people, especially those they followed online. Hospitality businesses learned that authenticity mattered more than polish. A genuine review from a traveler was worth more than a full-page ad.

The Pandemic Reset

Then came 2020. The pandemic was brutal for hospitality. Hotels and restaurants shut doors. Travel stopped. Dining rooms went empty.

Social media, however, became the bridge. Brands had to find ways to stay relevant even when they couldn't welcome guests. Hotels ran live cooking demos, wellness sessions, and virtual experiences. Restaurants used Instagram to announce takeaway menus and promote delivery options. Communication about hygiene, safety, and health protocols became essential.

What this phase revealed was the real depth of social media's role. It wasn't just a channel for visibility. It was a survival tool. Brands that maintained honest conversations with their audience during the crisis emerged stronger once restrictions eased.

Social Media Today

Fast forward to today, and social media has become inseparable from Indian hospitality. From five-star resorts to small cafes, every business relies on it.

Instagram has become the new travel agent. Travelers scroll through reels, posts, and stories to pick their next destination. YouTube Shorts and Instagram Reels dominate attention spans, giving quick glimpses of food, decor, and experiences. WhatsApp is widely used for reservations, offers, and direct communication.

Guests themselves are now marketers. Every photo they share, every story they post, acts as unpaid advertising. In many cases, this user-generated content feels more authentic and persuasive than official campaigns. Regional content is also becoming vital. As social media usage spreads to smaller



cities, posts in Hindi, Tamil, Bengali, and other languages help brands connect with new audiences.

The guest journey itself has been reshaped. Before booking, people explore content online. During their visit, they post live updates. After leaving, their reviews and stories influence the next set of travelers. Hospitality businesses have adapted by designing experiences worth sharing—from aesthetic corners to personalized moments that spark online conversations.

The Challenges

The rise of social media has not been without its problems. Fake influencers with paid followers remain a concern. A single viral complaint can damage a brand's reputation overnight. With so much content competing

for attention, many businesses struggle to stand out.

Privacy is another issue. Guests are wary of being over-targeted with offers on WhatsApp or ads that feel intrusive. For hospitality brands, the challenge is finding the balance between personalization and respect for customer boundaries.

Artificial intelligence will play a larger role, helping hotels and restaurants personalize offers based on past behavior. Augmented and virtual reality will allow guests to preview rooms, banquets, or dining setups before they book. Eco-conscious travel will also become central, with social media amplifying brands that embrace sustainability.

Perhaps most importantly, businesses will have to focus on building communities, not just pushing promotions. Whether it's a travel club, a recipe-sharing group, or a cultural storytelling hub, the future lies in creating spaces where guests feel connected to the brand beyond their stay.

Conclusion

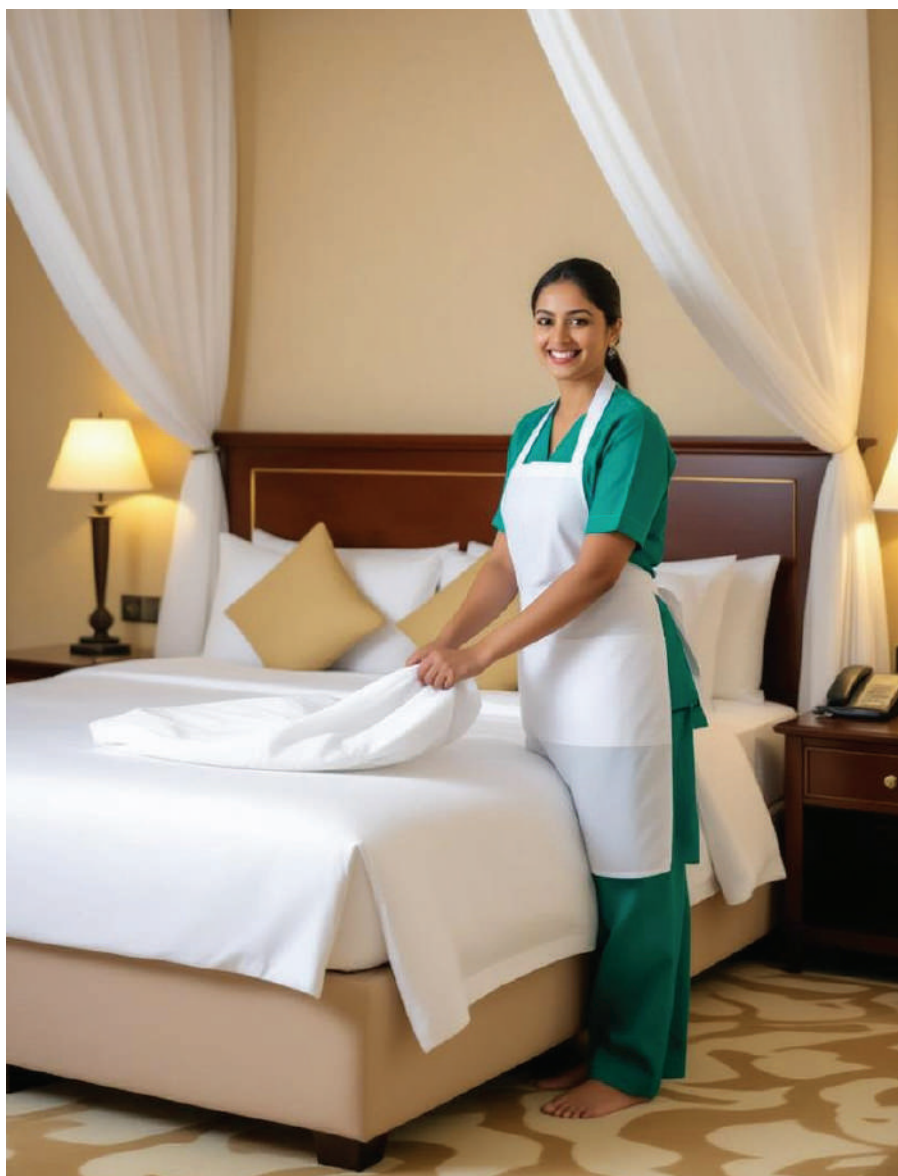
The story of social media in Indian hospitality is one of steady change. From being a side tool for visibility, it has grown into the very stage where experiences are shaped, shared, and remembered. For you, whether you run a hotel, restaurant, or travel business, the lesson is direct. Social media is no longer optional. It is part of your guest experience. Every photo, every story, every review matters. The businesses that listen, adapt, and engage with authenticity will continue to thrive in this digital-first era. ■



Housekeeping at the Heart of Hotel Success

Housekeeping is the backbone of the hotel industry. No guest will remember the lobby chandelier if the restroom is unclean. No one will value a luxury spa if their sheets are wrinkled and the bathroom lacks fresh towels. Cleanliness is the foundation on which hospitality stands, and without it, luxury loses meaning. Rooms drive the majority of hotel revenue, and guests may come for business, leisure, or events, but they stay because of comfort. That comfort is directly linked to housekeeping standards. This applies to all categories of hotels, but in five-star properties, expectations are non-negotiable.

Hammer Bureau



More Than Cleaning

Many people think housekeeping is just about cleaning rooms and changing sheets, but the reality is very different. Today, housekeeping is a complex and multi-layered operation. It includes laundry services not only for guest clothing but also for room linens, banquet fabrics, and staff uniforms. It extends to supporting hotel security by being alert to suspicious activities or unattended luggage. It covers pest control, which ensures a pest-free environment, and horticulture, where the gardens, indoor plants, and floral arrangements maintained by housekeeping create a welcoming atmosphere. Waste management and recycling are also critical responsibilities, especially in eco-friendly hotels where sustainable practices matter to guests. These functions may not always be visible, but they shape a guest's overall impression of the property.

Guest Satisfaction as the Goal

The ultimate aim of housekeeping is guest satisfaction. Cleanliness is the minimum expectation, but what sets hotels apart are the personal touches. A spotless room is appreciated, but a remembered pillow preference makes it memorable. A birthday surprise with flowers and chocolates creates loyalty. The essence of great housekeeping lies in balancing visibility and invisibility, where the guest feels cared

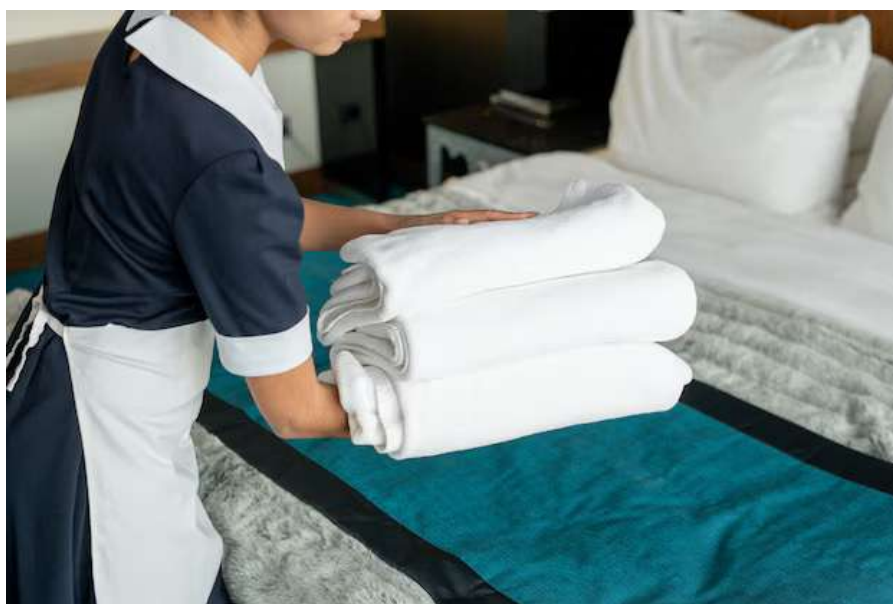
for without ever being disturbed. Imagine a guest who leaves for a meeting in the morning and returns to a refreshed room with stocked toiletries and a neatly made bed. The comfort is instant. In contrast, a room left untouched since morning, often enough to determine whether the guest chooses to return or not.

Cost and Coordination

Every hotel also faces the constant challenge of balancing cost with quality. Executive Housekeepers have to maintain high standards within budget while coordinating with other departments to ensure smooth operations. Some hotels keep all functions in-house, while others outsource specific services such as laundry or pest control. Many adopt a hybrid model, combining in-house staff with specialized outsourced support. The principle is simple: money saved without reducing quality is profit earned. Coordination is equally important, whether with the front office to align cleaning with check-in and check-out times, with the food and beverage team to manage banquet turnover, or with the engineering department to schedule repairs without disturbing guests. Most importantly, housekeeping must work closely with the security team to ensure guest safety. Without such coordination, even the best housekeeping efforts can fail.

Training as the Deciding Factor

Training is one of the most critical factors in housekeeping success. The field operates round the clock and keeps evolving with new equipment, chemicals, and guest expectations. Training cannot be limited to induction. It must be continuous. Staff must develop both soft skills and technical expertise. Politeness, privacy handling, and complaint management are as important as operating machines or using the correct cleaning agents. Junior staff need hands-on training for daily tasks and safety practices, while managers and supervisors require guidance in cost control, manpower planning, and guest relations. Training not only improves service quality but also boosts morale. Skilled employees see growth opportunities and are less likely to



quit, reducing the attrition that plagues the industry. While five-star properties often prioritize training, budget hotels frequently neglect it due to cost pressures. Yet guest expectations are universal. Even a traveller at a budget hotel still expects fresh linen and clean rooms. Consistent training across all categories is therefore essential for the industry to uphold global standards.

However, guest feedback is the most reliable way to measure housekeeping success. While traditional surveys at checkout provide some insights, real-time or mid-stay feedback is more effective. Asking simple questions about cleanliness, linen quality, or amenities during the guest's stay allows the Executive Housekeeper to identify and fix issues immediately. This not only improves the guest's experience but also demonstrates that guest opinions are valued, building trust and loyalty.

Daily Challenges on the Ground

On the ground, housekeeping faces several daily challenges. Maintaining high-traffic areas such as lobbies and restrooms is a never-ending task, as they see constant use. Flooring adds to the complexity. Marble looks elegant but is prone to staining, while granite requires special cleaners to avoid damage. Post-event cleanup after banquets and conferences is another major challenge, as the venue must be restored quickly for the next function. Renovation periods create further difficulties, where guests still expect comfort despite ongoing

construction. Supplies also play a key role, as the absence of proper equipment or cleaning products directly affects performance. These may seem routine, but managing them day after day without slip-ups demands resilience and discipline.

At the core of housekeeping is the human element. No system or supply can replace motivated staff. Yet the industry struggles with manpower shortages, high attrition, and low morale. Many workers leave due to long hours, low pay, or lack of recognition. Hotels that want to maintain high standards must address this reality. Better pay, social security, stable schedules, and recognition programs can transform staff motivation. A motivated team is the strongest asset for any Executive Housekeeper.

Conclusion

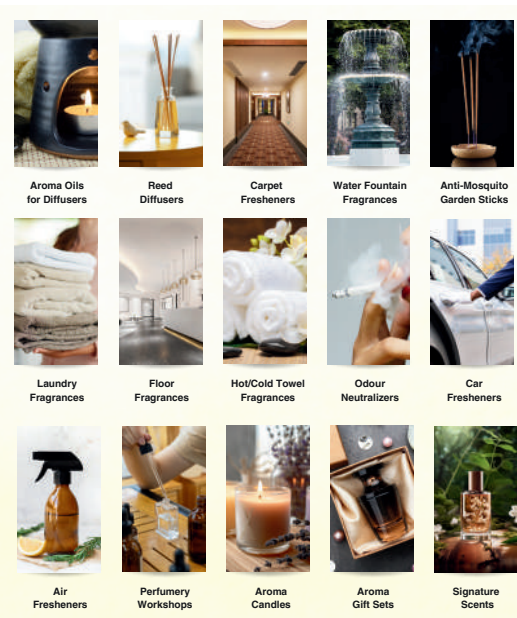
Housekeeping is far more than a background function. It creates first impressions, ensures comfort, maintains safety, and adds personal touches that drive repeat business. Guests may forget the brand of amenities used, but they will always remember how the hotel made them feel. For hotels, the critical question is whether housekeeping is treated as a cost to be minimized or as an investment in guest satisfaction. Every detail matters, from the fragrance of the lobby to the shine of the floor, from the folded towel to the birthday surprise. Together, these experiences build loyalty, reputation, and growth. ■

A Legacy of Aromatic Excellence

With a heritage spanning over 170 years, Vedique™ stands as a distinguished family-run perfumery, nurtured across six generations with an unwavering dedication to the art of fine fragrance. Through decades of expertise and refinement, the brand has mastered the craft of creating exceptional aroma solutions that bring an air of sophistication and exclusivity to luxury spaces.

Specializing in hospitality aroma solutions, Vedique™ collaborates with leading hotel brands, resorts, and high-end establishments to craft signature scent identities that leave lasting impressions. From bespoke fragrances tailored to brand aesthetics to custom-crafted diffusers and ambiance-enhancing aromas, the brand transforms spaces into immersive, sensorial experiences. Hotels and businesses looking to enhance their guest experience with a signature scent can explore Vedique™'s personalized fragrance consultation services at www.thearomadepot.com.

Beyond hospitality, Vedique™ offers an extensive selection



of Aroma Oils, Air Fresheners, Floor Fragrances, Odour Neutralizers, Fountain Fragrances, Reed Diffusers, and more, meticulously developed to elevate ambiance in homes, workplaces, and commercial settings. Each product is designed to seamlessly integrate scent into everyday life, fostering a sense of warmth, luxury, and exclusivity. Individuals and businesses can discover the full range and shop online at The Aroma Depot or follow @thearomadepot on Instagram for exclusive updates, fragrance insights, and new product launches.

With an enduring commitment to craftsmanship and innovation, Vedique™ continues to shape the future of fine fragrance while preserving the integrity of its six-generation-old legacy. Whether

for hoteliers seeking a signature olfactory identity or individuals looking to refine their personal space with exquisite aromas, Vedique™ remains the trusted name in luxury fragrance solutions.

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

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Founded in 1999, Pushkal Textiles has emerged as a major manufacturer and supplier of bed and bath linen for the hotel industry in India.



Keeping in mind the ever changing requirements of the hotel industry for linen and related products, Pushkal Textiles is a one stop shop for quality and contemporary range of bed and bath linen.

The wide range of products includes mattress protectors, bed sheets, pillow covers, pillows, duvets, duvet covers, bath towels, hand towels, bath mats, face towels, pool towels, bath robes, spa towels, restaurant napkins, etc.

With an objective of manufacturing unrivaled quality products at competitive price, the company has been a market dominator for over a decade. With our unrivaled product in quality and services like on time deliveries, we have established ourselves well in three to five star properties including chain of hotels like - Radisson Blue, Sarovar, Lords, Pride, Bloom, Lemon Tree and many stand alone properties all across the country. The company can customize all products as per the requirement of the customers including logo/name woven in bath linen.

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“If you keep your associates engaged and your guests happy, business success follows naturally”

Sanjay Gupta, Multi-Property General Manager, Sheraton Grand Bengaluru Whitefield Hotel and Convention Center, Marriott Executive Apartments UB City, The Artiste Kochi – A Tribute Portfolio Hotel

By Sharmila Chand



With over three decades of dedicated experience, Sanjay Gupta stands as a distinguished leader in the hospitality industry. His extensive background includes pivotal roles with globally renowned brands such as Marriott, Hilton, Hyatt Hotels, and Oberoi Hotels & Resorts, providing him with a profound understanding of operational excellence and exceptional service delivery.

As Multi-Property General Manager for Sheraton Grand Bengaluru Whitefield Hotel and Convention Center, Marriott Executive Apartments UB City, and The Artiste Kochi – A Tribute Portfolio Hotel, Sanjay spearheads efforts to elevate the guest experience. He is deeply committed to fostering a culture of excellence and collaboration, empowering his teams through tailored training and mentorship to deliver unparalleled service.

Sanjay is also the Chairman of Marriott India Business Council and handles the CSR activities of 173 hotels across India.

Sanjay's leadership has garnered significant recognition, including being named Best General Manager of the Year at the HOPE 2025 HVS ANAROCK Conference and receiving an award

for Outstanding Contribution to Hospitality from the International Institute of Hotel Management in May 2025.

A proud graduate of IHM Kolkata and St. Xavier's College, Kolkata, with further professional development at IIM Ahmedabad and IIT Delhi, Sanjay is also the third Indian hotelier to receive an Honorary Diploma from Les Clefs d'Or Paris, France, underscoring his exceptional contributions to the global hospitality landscape.

In an exclusive interview he gives an insight on interesting topics....

What is the USP of your property?

Largest Integrated MICE Destination in Bengaluru: with over 66,000 sq. ft. of versatile event space, advanced technology, and seamless service.

World-Class Dining with Local Soul: From the “Biggest Brunch in the City” at Feast to authentic Indian flavours at Zarf, we curate culinary experiences that reflect both international standards and the rich culinary heritage of India.

Sheraton Grandeur with Indian Warmth: At Sheraton Grand Bengaluru Whitefield, we combine global consistency with Indian authenticity.

How has your journey been in the Hospitality industry?

With over three decades in hospitality, my career with brands like Hilton, Hyatt, Grand Hyatt, and Oberoi has given me diverse insights into operations, markets, and guest expectations. These experiences shaped my belief that true success comes from caring for people.

What are the lessons learnt?

The single most impactful learning has been that hospitality is not about hotels; it's about people. Buildings, décor, and technology are important, but it's the warmth and care of the team that guests remember.

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

What I enjoy most is the ability to shape a culture, one that inspires associates to take pride in their work and go the extra mile. Seeing teams grow, innovate, and receive guest appreciation is deeply fulfilling.

Tell us about your rewarding career moment?

The most rewarding milestone in my journey has been being entrusted with the role of Chairman of the Marriott India Business Council (MIBC). This is not a title that comes by default, nor is it a paid position, it is earned through years

of commitment, passion, and the trust of peers. For me, it has been a recognition of both professional dedication and a deeper responsibility to give back.

What is your Working Mantra?

Empower people to do their best work, embrace change with an open mind, and lead with integrity. If you keep your associates engaged and your guests happy, business performance follows naturally.

Advice for Aspiring Hoteliers?

Hospitality demands resilience, passion, and adaptability. Build your technical skills, but never underestimate the power of empathy. Every interaction is an opportunity to create a lasting impression.

How do you define yourself?

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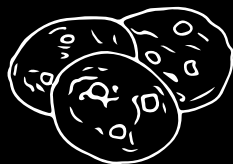


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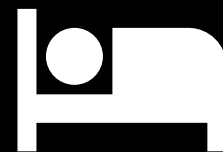
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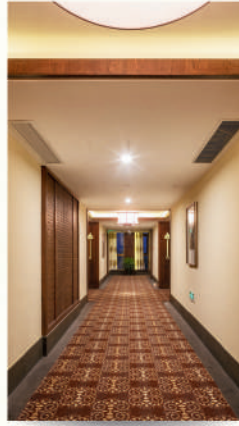
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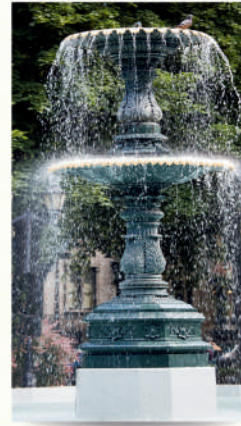
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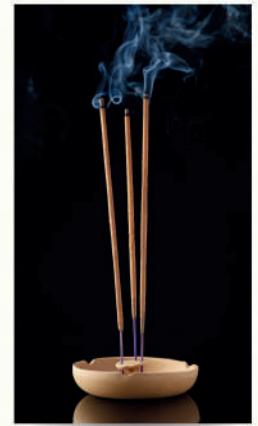
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