

Business of Travel Trade

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Staycation boom benefits
Hospitality Industry

Odishaaah!

(Sunset, Chilika Lake)

8 lakes. 24 islands. 15 waterfalls. 11 beaches. 1,000 temples. 19 sanctuaries. 15 museums...
there's a surprise at every corner.



ODISHA
INDIA'S BEST KEPT SECRET.

From the Editor's Desk

Dear Friends,

There is a renewed positivity in the air – not of the Covid positive cases but that of vaccinated ones, who are now cautiously stepping out and trying to bring the life back to normal. The loss has been immense but the human spirit of overcoming challenges and moving forward is what makes them different from the others and this is exactly what the mankind is currently doing. Many countries have allowed complete movement within its borders and some have even gone mask-free. Seeing all this makes one believe and hope that soon we will go back to the pre-Covid times, which till a few months back seemed an impossibility.

One of the major indicators of life going back to normalcy is that people have started travelling domestically in India. Changing with the evolving times, hotels across the country have introduced a plethora of benefits and offers under – STAYCATION option. People have gotten tired of staying indoors and are somewhat still sceptical of stepping out into crowded places. In such a scenario, the option of staying with your family in a plush hotel, enjoy delicious cuisine, interact with only vaccinated staff and not expose yourself to unnecessary risk is an attraction too great to miss. Taking this 'new travel trend' as our peg, BOTT spoke to as many as 20 hoteliers across the country to know more about the concept of Staycation in India and what special are they offering to the discerning traveller. An interesting and varied mix of articles on the same have been put together for your reading in this issue of BOTT.

Amidst a couple of interesting developments that happened in the last month, the appointment of new Tourism and Civil Aviation Ministers tops the list. With an entire new row of Cabinet as well as State Tourism Ministers, one can be definite of seeing some revved action in the coming months. Let us all hope these new appointees with a renewed vision will provide tourism sector the much-needed turnaround that it has been desperately waiting for.

With renewed hope in our hearts, we look forward to some good times for the tourism sector and are forever ready to play a proactive role in the same. Do share with us your feedback / suggestions / criticism regarding the current issue BOTT Magazine.

Your feedback, criticism and appreciation is most looked forward to.

Happy Reading!

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“Ministry of Tourism and Yatra will endeavour to take necessary steps to encourage and promote strategic and technical co-operation in the Indian hospitality and tourism sector for overall benefit in the identified areas through the MoU. It is expected that in the future more OTAs will come forward for signing such MoUs in order to strengthen the Hospitality and Tourism industry in India.”

**-Shri Rakesh Kumar Verma, Joint Secretary,
Ministry of Tourism, Government of India**



“India holds 10th position globally as far as Medical Value Tourism is concerned, due to affordability, accessibility, and availability of medical facilities. It is the 7th dominating country in the world and 3rd in Asia Pacific region in terms of wellness tourism. India has received 4.95 lakh medical tourist in 2017 which has gone up to over 7 lakhs in 2019. With 800 NABH and 36 JCI accredited hospitals, India is a viable destination for medical facilities due to a robust ecosystem. Ayurveda is taking off in a very big way world-wide, with its proven efficacy in the post-COVID recovery phase.”

-Mr. G. Kamala Vardhana Rao, IAS, C&MD, ITDC



“Covid is going to stay and we have to learn to live with it. Just like Africa allows people with yellow fever vaccine to travel, similarly, we should allow fully vaccinated international tourists to travel to India and Indians to travel abroad to the countries which are open to Indians via schedule flights. The sooner we do this, the sooner it will help our economy revive. This will not only help to save millions of jobs but also enable India to further boost its exports and become a global leader which is a dream of our Prime Minister.”

**-Dr. Subhash Goyal, President,
Confederation of Tourism Professionals**



“We see huge potential in the Indian tourism and hospitality sector. Under the vision of our PM, we are working closely with the industry to showcase the remarkable potential of our youth and to drive success for them. Tourism and Hospitality Council was initiated 7 years ago with the aspirations of our youth and the opportunities in our industry in mind. We look forward to doubling the milestones achieved thus far in the coming years.”

**- Rajan Bahadur, CEO,
Tourism & Hospitality Skill Council (THSC)**



“ATOAI team has been actively working on several fronts, be it with Ministry of Tourism, State Government officials etc. We are working aggressively on engaging with Regional Associations & forging partnerships. ATOAI has made good progress in furthering its pan India footprints and we are in the process of appointing a set of State level Chapter Chairman's. ATOAI Women's Collective is strengthening its creation and will soon be presenting itself to the members.”

-Vishwas Makhija, President, ATOAI

PM inaugurates Rudraksh International Cooperation and Convention Centre in Varanasi

Prime Minister Shri Narendra Modi inaugurated the International Cooperation and Convention Centre – Rudraksh in Varanasi, which has been constructed with Japanese assistance. Addressing the gathering, the Prime Minister said that despite Covid, the pace of development remains intact in Kashi. He added that the 'International Cooperation and Convention Centre - Rudraksh' is the result of this creativity and dynamism. He said this Centre shows the strong connect between India and Japan. He lauded Japan's effort in helping to build the convention centre.



IATO officials meet Finance Minister seeking support for revival of tourism

Mr. Rajiv Mehra President and Mr. Pronab Sarkar, Immediate Past President of Indian Association of Tour Operators (IATO), the National Apex Body of Tour Operators, called on the Hon'ble Finance Minister Mrs. Nirmala Sitharaman in her office today to thank her a) clearing SEIS for the service providers; b) 5 lakh free e-Tourist Visas for foreign tourists; c) granting loan and to seek more support from the Government for revival of tourism and to resolve pending issues, which will help the Indian tour operators to compete with our neighbouring countries to attract more tourists to India.



Maharashtra announces 'Adventure Tourism Policy' to lure visitors

The Maharashtra government on Wednesday cleared an ambitious 'Adventure Tourism Policy' for the state, six months after it approved the Caravan Tourism Policy in February. The state cabinet, presided over by Chief Minister Uddhav Thackeray, gave its nod to the much-anticipated policy, intended to give a huge fillip to tourism in the state, especially in the post-pandemic era. An official said that the policy includes encouraging adventurous activities like hiking, trekking, cycling and others with emphasis on safety and security, and hence unscrupulous operators would not be permitted. However, it would not be applicable to competitive expeditions or other jungle activities but will showcase the rich natural offerings in the state for adventurous exploits of the brave and daring.



Indian Aviation sector to touch 80% of pre-Covid capacity in Q3: Morgan Stanley

Indian aviation industry will bounce back to 80% of pre Covid capacity during October-December as about 9.2 crore domestic passengers are expected to take to the skies during this financial year 2022, Morgan Stanley Research said in a recent report. Around 14.4 crore passengers are likely to travel by air during FY2023. "Overall, we estimate 92 mn (9.2 crore) domestic passengers in India in FY22 vs 141 mn (14.1 crore) in FY20," the report said adding that India can witness 50%, 65%, 83% and 90% of average pre-Covid capacity in Q1, Q2, Q3 and Q4, respectively, assuming that there is no further impact from the pandemic.

Radisson Blu Resort Dharamshala opens its doors to guests

Radisson Blu Resort Dharamshala in Himachal Pradesh is located on the scenic foothills of the mighty Dhauladhar Range. This idyllic resort is a perfect getaway with accessibility from all corners of the world. The resort offers the perfect combination of business and leisure amenities for discerning travellers. With easy accessibility from Kangra Airport, the resort features 120-uniquely designed modern rooms overlooking the most picturesque view of the spectacular Kangra Valley. The resort enjoys an independent access from Khaniyara road connected to national highway 503 and is conveniently placed to explore all popular tourist destinations around Dharamshala.



Thomas Cook & SOTC appointed as Authorised Ticket Resellers for Expo 2020 Dubai

Thomas Cook India, and its Group Company, SOTC Travel Ltd., have been appointed as Authorised Ticket Resellers for Expo 2020 Dubai, to be held in Dubai from 1 October, 2021 to 31 March, 2022. To ensure Indian's maximise on this unparalleled opportunity, Thomas Cook India and SOTC have designed a unique portfolio of ready-to-book products and customised experiences, specially curated to appeal to India's leisure, business and MICE visitors. The 1-Day Tickets and Multi-Day Tickets incorporate unbeatable value with included attractions and shows as well as access to more than 200 pavilions.



Thailand continues to be a favourite Golf Destination for Indian Golfers

In its continuous endeavour to keep track of latest trends and mind set of the golfers, Tourism Authority of Thailand (TAT) & Sports & Leisure Worldwide (SLW) conducted its second survey on 'Golfing in Thailand' with Golfers in India during June 21 – July 5, 2021. The surveyed sample group was made up of Golfers from all over India and consisted of: Responses: 1001 (From all over India) – Age-group: Below 35- 4.49%; Ages 35-44 -10.45%; Ages 45-54 -26.23%; Ages 55- 65 – 35.11% above 65- 23.72%. Most Golfers - a whopping 97% of those surveyed rated Thailand as one of the best golfing destinations.



Global MICE industry is projected to reach \$1439.3 Billion in 2025

According to a new report published by Allied Market Research, titled, "MICE Industry by Event Type: Global Opportunity Analysis and Industry Forecast, 2018 – 2025," the global MICE industry size was \$805 billion in 2017, and is projected to reach \$1,439.3 billion in 2025, registering a CAGR of 7.6% from 2018 to 2025. The term MICE in the context of travel is an acronym for meetings, incentives, conferences, and exhibitions. The industry refers to a specialized niche of group tourism dedicated to planning, booking, and facilitating conferences, seminars, and other events, and it is the highest revenue contributor to the travel industry.



Travel Industry gets new leadership with new **Tourism and Civil Aviation Minister**

In the recent cabinet shuffle, many important portfolios underwent change, tourism being one of them. Shri G. Kishan Reddy has been appointed as Union Minister of Culture, Tourism and Development of North East region, Government of India. Additionally, Shri Shripad Naik and Shri Ajay Bhatt have taken over as Ministers of State in the Ministry of Tourism. Smt. Meenakshi Lekhi has taken over as Minister of State for Culture.



Industry stakeholders called on the new Tourism Minister

A high level tourism delegation called on the new Minister of Tourism, Culture and North East, Shri G. Kishan Reddy for a courtesy call to welcome and congratulate him on his taking over the charge in his office at Transport Bhawan, New Delhi on July 8, 2021. The delegation who met the Hon'ble Minister comprised Mr. Nakul Anand, Chairman - FAITH, Mr. Rajiv Mehra, President - IATO and Hony. Secretary FAITH, Mrs. Jyoti Mayal, President - TAAI and Vice Chairman FAITH, Mr. P.P. Khanna, President - ADTOI and Board Member FAITH and Mr. Ravi Gosain, Vice President - IATO.



Shri G. Kishan Reddy



Shri Shripad Naik



Shri Ajay Bhatt



Shri Jyotiraditya M. Scindia

Priyanka Saxena Ray

The outgoing Tourism Minister Prahlad Patel greeted and handed over charge of the ministry to the Secunderabad MP (BJP) from Telangana — G. Kishan Reddy on Thursday, July 8, 2021. Shri Reddy has become the first Cabinet minister from Telangana after the formation of the state in 2014. The former Union Minister of State for Home G. Kishan Reddy was elevated as the Union Cabinet minister and appointed as Minister of Culture and Tourism and Minister of Development of North Eastern Region.

Sharing his thoughts on the

appointment, Shri Reddy said, "I express my profound gratitude to the Hon'ble Prime Minister Shri Narendra Modi for giving me an opportunity to join the union cabinet. It will be my honour to serve the people of Maa Bharati and realise the ideals of "Sabka Saath, Sabka Vikas, Sabka Vishwas"!

Shri Jyotiraditya M. Scindia has been appointed as Union Minister of Civil Aviation. Upon his appointment, he said "I thank Prime Minister Shri Narendra Modi and the party leadership for entrusting me with the responsibility to serve as Civil Aviation Minister. Looking forward to working under the guidance & vision of the PM to build a strong aviation sector for Aatmanirbhar Bharat."

Ajay Prakash is the new TAFI President; will work towards rejuvenating TAFI once again

Elections for the TAFI National Management Committee were recently held on July 24, 2021. Members, pan India, from TAFI's 11 Chapters, cast their e-vote in a virtual election conducted by NSDL and selected, with a thumping majority, a new team to take TAFI forward in the new Decade. Mr. Ajay Prakash will be heading this team as President with a mission to rejuvenate TAFI.

BOTT Bureau

One thing that's definite in these The newly-elected President, outlining the vision of the new team and major thrust areas, said: "The travel industry is facing, tremendous, unprecedented challenges, but challenges compel you to think outside the box and look for creative solutions. Our first priority is to restore the faith of our members along with increasing our membership base because an Association derives its strength not from individuals but from the will of its collective membership. We shall engage with our members in a more consistent, meaningful and coherent dialogue. Our Chapter committees need to be empowered and educated on the ever changing scenario, our members need to feel a sense of ownership and pride and to believe that TAFI is there for them. We also need to work closely with all the other Associations towards creating a credible lobby whose voice is heard. We need better outreach to the government and the travelling public and drive home the necessity of consultation with the industry on policy matters. But above all we need to inculcate a more responsible approach to tourism by all stakeholders. The ugly term 'revenge tourism' has no place in the lexicon of the next, normal. Sustainability has to grow beyond merely a catch phrase; the Green Imperative and Responsible Tourism need to be built into the core business strategy at

THE TEAM



Mr. Ajay Prakash
President



Mr. Kamal Ramchand
Vice President



Mr. Abbas Moiz
National General Secretary



Mr. Hitank Shah
Treasurer

COMMITTEE MEMBER



Ms. Rani
Bachani



Mr. Anil
Kalsi



Rai Achal
Krishna



Seeraj Singh
Sabharwal



Mr. Lalith
Jain

every level of the tourism ecosphere." Some of the other key areas that Abbas Moiz, National General Secretary commented upon: "We need to urgently ensure that agents are protected against airline failure – this will protect not just agents, but also the travelling public since we have all suffered when an airline folds up. The fractured relationship between Agents, airlines and IATA needs a serious overhaul. We shall create legal and facilitation cells to assist our members. Our objective is to create value for our members, and assist them to look at issues not as problems, but as a learning process, using technology to create

unique solutions, suited to their own organisations. We shall also ensure that our members receive regular updates, from our liaison with relevant National Government bodies, like the Ministry of Civil Aviation, Ministry of Tourism, DGCA etc., and with our principals, i.e. IATA, Airlines, Hotels, Diplomatic Missions, tourism boards and all others of relevance." Two more members are to be co-opted as per the bye laws of TAFI at the first meeting of the new Managing Committee scheduled in the coming week and Mr. Pradip Lulla will join the MC as the IPP (Immediate Past President).

‘At ITC Hotels across India, we promise Responsible Luxury without compromising earth’: **Benita Sharma**

Each ITC Hotel is an archetype of the culture and ethos of the region that it is located in. The concept of each of the hotels weaves in the strongest elements of the culture of the region – which is well reflected in its architecture, interiors, art and artefacts and cuisine, making it stand apart from its peers. The unique value propositions, including the differentiated character of hotels, coupled with indigenous experiences makes every ITC hotel unique.

Mrs. Benita Sharma, Area Manager, Luxury Collections Hotels (North) & General Manager of ITC Maurya shares her thoughts on the concept of Staycation at ITC Hotels across India.



BOTT Bureau

In the prevailing circumstances, is Staycation an ideal Holiday option in your opinion?

As lockdown gradually and cautiously lift, there is no doubt that domestic travel is also picking up significantly however, the pandemic has led the guests to becoming more conscious and discerning than ever. Families have been confined to their homes for quite a few months now and are clamouring for leisure experiences located within a short driving distance leading to the increase in demand for staycations or drivecations.

I strongly believe that fundamental change drives new thinking and the pandemic has pushed us to re-imagine hospitality as we know it. With the increase in leisure travel and staycations, there is a need for hotels to step up to the challenge and ensure that stringent hygiene and sanitisation norms are maintained.

While the entire industry is adapting to the new normal, we, at ITC Hotels have adapted to the changing situation and effectively re-imagined our business models and offerings to cater to our guests more efficiently and effectively.

One of the most important thing for us is to reassure guests of the sanitisation and hygiene standards being followed and ITC Hotels' highly acclaimed 'WeAssure' programme does just that.

Are City Hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

It would be difficult to categorise and say which hotel or which destination would be better equipped to offer staycations. With the pandemic, the hospitality industry as a whole has had to re-think and re-strategize their offerings and curate experience that are unique.

For example, a guest in Delhi NCR may not be comfortable travelling long distances and may be looking for a quick getaway for the day which may be at a drivable distance from their home. For them, ITC Maurya being a city hotel would be ideally suited for a daycation. ITC Grand Bharat in Gurugram, being a retreat would be ideal for a weekend getaway. For another guest, they may be comfortable driving longer distances for a staycation and may be looking at longer staycation preferring ITC Rajputana in Jaipur or ITC Mughal situated in Agra.

Therefore, a lot would depend on the need on the guest and the destinations they are comfortable visiting.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

As the duration of stay increases it has certainly led to a rethinking of the guests' experiences that hotel have to offer. Having something for everyone, be it kids or adults is imperative. When it comes to operations, I believe that multitasking will be the mantra. More than focusing on lean teams,

the focus our focus is on enabling and empowering each team member to contribute to the best of their ability and learn in the process.

In fact, it gives me immense pride in sharing that we, as a team, have utilised the time during the lockdown to enhance our skills for overall growth and to serve our guests better. This has resulted in a workforce that is now multi-skilled to handle the expectation of our discerning guests without compromising on the quintessential warmth associated with ITC Hotels.

What special attraction, in your opinion, does your property offer to a staycation guest?

There is so much we have to offer our guests. There is something for everyone!

ITC Maurya is undoubtedly a haven for art lovers and foodies. Situated in the heart of Delhi's exclusive Diplomatic enclave, ITC Maurya is a tribute to the great Mauryan Dynasty which gave Indian history the Golden Age of art and architecture. Acknowledged as the preferred Residence of World Leaders and Global Icons for over 40 years, it epitomizes the luxury hotel experience which guests can experience. ITC Maurya is recognised for its luxurious rooms and suites, signature cuisines, and leisure facilities. One of Delhi's most popular dining destinations, the hotel houses the internationally acclaimed Bukhara for Indian North-West frontier cuisine and the Dum Pukht for royal Awadhi cuisine.

As you move closer to the ancient Aravalli Range, guests can enjoy an unhurried luxury experience at ITC Grand Bharat – a retreat which is a tribute to 5000 years of unbroken Indian civilisation. The expansive 300 acre retreat expresses inspiration through an architectural blend of ancient, medieval and modern Indian influences. Just a short drive from New Delhi, this mosaic of luxury experiences encompasses 4 Presidential Villas, 100 suites, 27-hole Jack Nicklaus Signature golf course, elaborate culinary experiences, Kaya Kalp – The Royal



Spa which is ITC Hotels internationally acclaimed indigenous spa brand along with a host of recreational facilities that includes Ollie's Club – an exclusive recreational club for kids.

Located at a short driving distance from Delhi NCR is ITC Rajputana in Jaipur – ideal for a staycation away from the city. Inspired by the imposing architecture of Rajasthan's traditional havelis and located in the heart of the city, ITC Rajputana invites its guests to immerse in the romance and majesty of the royal era. The elegant red brick exterior encompasses a central atrium around which the various levels rise gracefully. Long corridors, secluded courtyards and the tinkle of fountains recall times long past. Infused with this style is the modern uncluttered look and feel – a combination that makes the hotel a truly distinguished host in Jaipur. Moreover, from signature cuisine feasted upon by 'Kalanders of Urs' at a 'Musafir-Khana', to the contemporary global cuisine, ITC Rajputana has a lot to offer.

Drive toward the 'City of Love' and marvel over 23 acres of Mughal-style gardens, with the characteristic use of water channels, fruit trees, flowers and shaded walkways at ITC Mughal in Agra - a fitting tribute to the great Mughal builders of the past. In close proximity to the Taj Mahal, this luxury resort offers 233 opulent rooms and suites, a resplendent spa, signature

cuisine offerings and a range of elaborate banqueting facilities.

Is there any more information that you would like to share with us?

The unique value propositions, including the differentiated character of hotels, coupled with indigenous experiences is what makes every ITC hotel unique.

India's centuries-rooted sacred relationship with its environment, of sustenance and nurture, is a vital and living heritage that is the cornerstone of the ITC Hotels ethos and an affirmation of Responsible Luxury: luxury without compromising the earth and sustainability without compromising luxury.

Responsible Luxury is the effective combination of luxury and responsible practices (enriching society and the environment) so that the luxury experiences delivered at ITC Hotels do not in any way burden the environment or the society around us. In fact, it is aimed at creating a positive impact on both the community-at-large and the environment.

It ensures that sustainable practices are built into our hotels in the design phase itself, thus enabling ITC Hotels to be eco-embedded, services to be eco-easy and our associates to be eco-sensitised; all of this while ensuring you indulge guilt-free. All ITC Hotels are LEED Platinum certified.

‘We had to quickly press the reset button to meet the changed demands under new normal’: **Meena Bhatia**

It is undoubtedly one of the most iconic hotels in the capital, which is not just a landmark for travellers but also a hallmark for luxurious hospitality in India. While hospitality industry across the country has been severely affected in the pandemic, hotels are now slowly bouncing back with a plethora of offerings under the ‘Staycation’ offers. Keeping hygiene and sanitisation its upmost priority, Le Meridien New Delhi is keeping busy catering to the brimming guests. **Mrs. Meena Bhatia, Vice President & General Manager, Le Meridien New Delhi**, who has been associated with the property for over two decades now, shares her views on how hotels will continue to survive under the ‘new normal’.

BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal holiday option in your opinion?

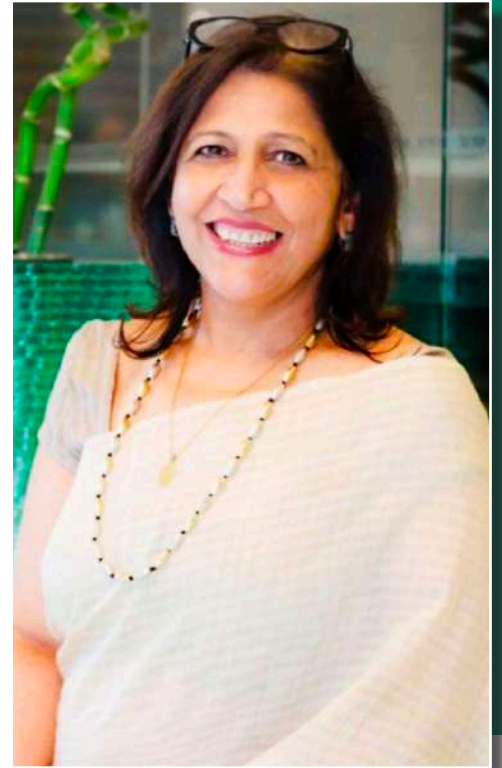
Staycations are most certainly the best and the only option to take a break, overcome the distress and grief and set the stage for a better tomorrow. Considering the current respite and decrease in the Covid cases, it is an opportune time for this indulgence. Word of caution though is that the pandemic is not over yet – so people must travel with care and caution, respect the Covid appropriate protocols and let us get used to fulfilling our travel dreams with a renewed style of travelling.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Being in the industry that is dedicated to curating memorable experiences, hotels and resorts are all equally well equipped to offer a great staycation experience. However, it is true that our city hotels, over the years have enjoyed larger share of Corporate and MICE business and it is also true that resorts in hills / beach locations usually are leisure driven and come with an advantage of being in a vacation destination. So to put it fairly, both have their own advantages and it purely depends on customer’s preference.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

City hotels were very quick to realign the service delivery to meet the expectation of leisure travellers. A point to note is that majority of



vacationers at city hotels were on Bizcation, which is a completely new segment that we have very quickly adapted to, and of course we see it as a long term business opportunity. Yes we had to quickly press the reset button, there were modifications in the service sequence and we had to enhance our offerings under the ‘In Room Dining’ model. Also, our teams had to be re trained on the new service protocols

What special attraction, in your opinion, does your property offer to a staycation guest?

Staycation packages have been curated to meet the current needs of the vacationers and special focus has been placed on new Covid appropriate norms. Enhanced in-room dining experience offering gourmet cuisine and feast for the family, contactless service, privacy and security, outdoor yoga session, all in the luxury of a room with great view of city are some of the added features that makes staying at our hotel a whole new experience.

‘Post pandemic and lockdown, guests want to come out and get their lives back to normal’: **Kush Kapoor**

The Roseate New Delhi is truly class apart and an epitome of luxury in many of its offerings. The hotel is offering not just a staycation but a ‘drivecation package’ to The Roseate Ganges in BMW for travellers from Delhi NCR coupled with a plethora of add-ons. All this and more is being offered under the able leadership of **Mr. Kush Kapoor, Area General Manager, Roseate Hotels and Resorts**, who is currently running 3 hotels in India (2 in Delhi NCR and one in Rishikesh) as more get ready to be added to the kitty. He shares more in an exclusive chat with BOTT.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

One thing that's definite in these unprecedented times is that Covid 19 will continue to be the determining factor on the road map to recovery of the hospitality world. Given the present scenario, it is unlikely that government will phase out stringent restrictions on air travel barring the bubbles. While international travel is on all-time ebb and going to be like that for a long period of time, the demand for domestic travel is soaring and might reach pre Covid levels sooner than later. Due to the suppression of customer demand during the epidemic, the industry is expected to face a period of concentrated demand release after the pandemic is over. The hotel industry is presently witnessing a surge in demand for Staycations, the answer to weary millennials and work from home employees who are in dire need for a vacation but with all the trappings of sanitation and hygiene.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Social distancing, importance of hygiene and sanitation cannot be overstressed. During these times, I feel staycations in a resort will be more appealing to guests. This as a resort is a self-contained destination that can provide for all of your travel needs in one location. You can find food, drinks, entertainment, shopping, and other activities all without needing to leave the property. These reasons would be sufficient to guests wanting to avoid going to public places. Here the idea of staying at a comfortable and safe home-away-from-home with great views.



With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

The hospitality industry would have to push the envelope to provide more customised, personalised experiences to the guests to make their stay as comfortable as possible. Post pandemic, with the cases coming down, we feel after the prolonged lock down, guests want to come out and get their lives back to normal but are wary and need to be assured that the restaurants have all the hygiene and safety standards in place, so that too needs to be addressed.

What special attraction, in your opinion, does your property offer to a staycation guest?

The Roseate Ganges creates in you a sense of nostalgia and a reference to Modernist India to build a quiet refuge from urban, city life. Our aim was to reduce the visual noise and unnecessary clutter, creating an austere yet warm space for reflection and introspection. We wanted to juxtapose the raw and finished, the hard and soft; to create an experience of understated luxury.

‘Our new ‘Fortune City Escapes’ are for guests seeking staycation close to home’: **Dhananjay Saliankar**

BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

With the current restrained pandemic situation we are beginning to see some light at the end of the tunnel, the consumer is now heading for short vacations with their family and friends or is simply taking a workation to break-free from the monotony of staying at home. In these trying times where travelling to long distances is not being preferred, drivable staycations are proving to be an ideal option for spending some quality time with friends and family. These short drivable getaways are primarily for guests who don't want to embark on long vacays and prefer a quick break in close proximity to their place of residence.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

With the coming of the pandemic, the customer's mind-set has shifted. Safety has become the first priority. It is not about the location but about the kind of measures a hotel has taken to



make guests feel safe and assured in its confines. In case of branded hotels like us, safety and hygiene programs and protocols have been developed for the entire chain; hence irrespective of their location the hotels are suitably equipped to offer a comfortable stay experience to guests.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

With the changing scenario, customer



With the coming of the pandemic, the customer's mind-set has shifted. Safety has become the first priority. It is not about the location but about the kind of measures a hotel has taken to make guests feel safe and assured in its confines. Fortune Hotels are undertaking a slew of initiatives to make their guests feel special and secure while coming out with some attractive deals and packages.

Mr. Dhananjay Saliankar, Head - Sales and Marketing, Fortune Hotels and WelcomHeritage shares more details in an exclusive chat with BOTT.



expectations are also changing. While safety remains their no. 1 priority, value centric offerings and a personalized approach to experiences is gathering momentum. It is understood that during their stay, guests are now spending more time within the hotel than outside and thus it has become even more important for our hotels to engage with their guests more actively, while keeping in mind the restrictions and rules of social distancing. Providing high touch through hi-tech is the route most hotels have adopted. While key F&B offerings remain the same, a more tailored approach is being pursued. Customised menus, 'Ghar ka Khana' Thalies, contactless food ordering, extended breakfast hours, portion meals, immunity boosting healthy menus keeping in mind their dietary needs etc. are being adopted. For long stayers, some of our hotels are providing blu-ray players on request so guest can choose from an array of movie titles and documentaries to keep themselves entertained. In a nutshell, we are looking at doing the basic things in the right manner and pamper the guests with our personalized services during the stay.

What special attraction, in your opinion, does your property offer to a staycation guest?

While we have hotels across the

country and each one of them comes with a unique set of experiences, our hotels continue to offer modern and quick services to our guests keeping in mind the current situation. We have also made a few changes in the service design to ensure guests have a relaxed stay with us. At select Fortune hotels, guests can order special evening teas, picnic hampers, an intimate BBQ experience or a candle light dinner under the stars. For business guests, we have customised meal plans catering to single lady travellers, senior citizens and guest with special dietary needs. Various micro activities have been introduced to keep guests entertained as they tend to spend more time indoors than outdoors today. Blu-ray speakers on request, addition of local language channels especially for long stayers, indoor games, spa and salon services have all been custom-set to ensure that guests feel pampered and engaged. Additionally, our resorts continue to offer fulfilling experiences like bird-watching, yoga sessions, camp-fires, cycling and much more ensuring minimum contact and maximum safety to our guests.

Is there any more information that you would like to share with us?

We have recently introduced attractive packages to meet the selective needs of our customers- 'Fortune Leisure

Escapes' is designed to cater to those looking to holiday at a value-friendly price, 'Fortune City Escapes', for guests seeking a short break/ staycation close to home, and 'Fortune Workation Escapes' for the business traveller looking for a change in routine and to break the boring ritual of working from home. The idea of launching these offers is to meet the current guest requirements and at a price that does not dig a hole in their pockets. We are also pleased to launch the 'Gratitude offer' for our Covid warriors as a gesture/tribute to thank them for their efforts during these most challenging times."

Bundled with major savings and backed by an effective 'Safe Stays at Fortune Hotels' programme for guests that revolves around safety and hygiene protocol, from pre-arrival to check-out, these attractive Escape Offers aim to deliver unprecedented value and a spotless customer experience.

The 'Safe Stays at Fortune Hotels' programme was launched in May, 2020. It is set on 10 pillars of safety and hygiene to provide a secure and hygienic stay experience to guests. Under this programme, some of the its hotels have even received an ISO 9001 certification for Covid Secure Practices and Protocols, making it even more reassuring for guests to stay at a Fortune Hotel near them.

‘Radisson Noida delivers unique staycation experience full of relaxation’: **Lovesh Sharma**

Brand Radisson is a name synonymous with luxury, safety, utmost sanitisation and great f&b options. Living up to its reputation, the Radisson Hotel at Sector 55 Noida offers a perfect mix of business and leisure offerings. Health and Safety protocols have seen a paramount change with increased focus on sanitisation at hotels, which has become extremely critical for guests, who now rate this as the one of the top priorities – a principle being judiciously followed by the Radisson Hotel in Noida. **Mr. Lovesh Sharma, General Manager, Radisson Noida Sector 55** shares more in an exclusive chat with BOTT.

BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

Staycations means a holiday spent in one's home country instead of travelling abroad, or one spent in and around one's hometown, taking day trips to local attractions, or exploring the area like a local. That is precisely why hotels and resorts around the world are promoting staycations, and simultaneously attracting customer attention to the extensive steps they are taking to minimise the chances of infections.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

While resorts are built keeping in mind the requirement of a leisure traveller with multiple F&B, wellness and recreation options, city hotels were built to majorly cater to the business travellers' need. Having said that post pandemic all the city hotel have tweaked their offering keeping in mind the new normal and to better suit the whole new holiday trend of staycation. Though Resorts have upper edge over the city hotels and are preferred choice for staycations, however due to intercity travel restrictions and getting similar offering in neighbourhood hotel, city hotels are also getting traction and have seen a good demand from this segment.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

The COVID19 pandemic has changed the hospitality industry as a whole and the ever-changing predilection in



consumer behaviour, has ensured the hotel industry adapts and up there operational game in order to stay competitive, and the hotel groups has positively reacted showing resilience of the sector. With social distancing measures being put into practice from lockdown, this has paved way for new developments with digital technology and solutions becoming universally adopted. A clear focus on health and wellbeing has also be at the forefront of the change allowing mindfulness, good sleep and good health, all important aspects which guests priorities during their stays. Health and Safety protocols have seen a paramount change with increased sanitisation around the hotels being critical as guests now rate this as the one of the top priorities.

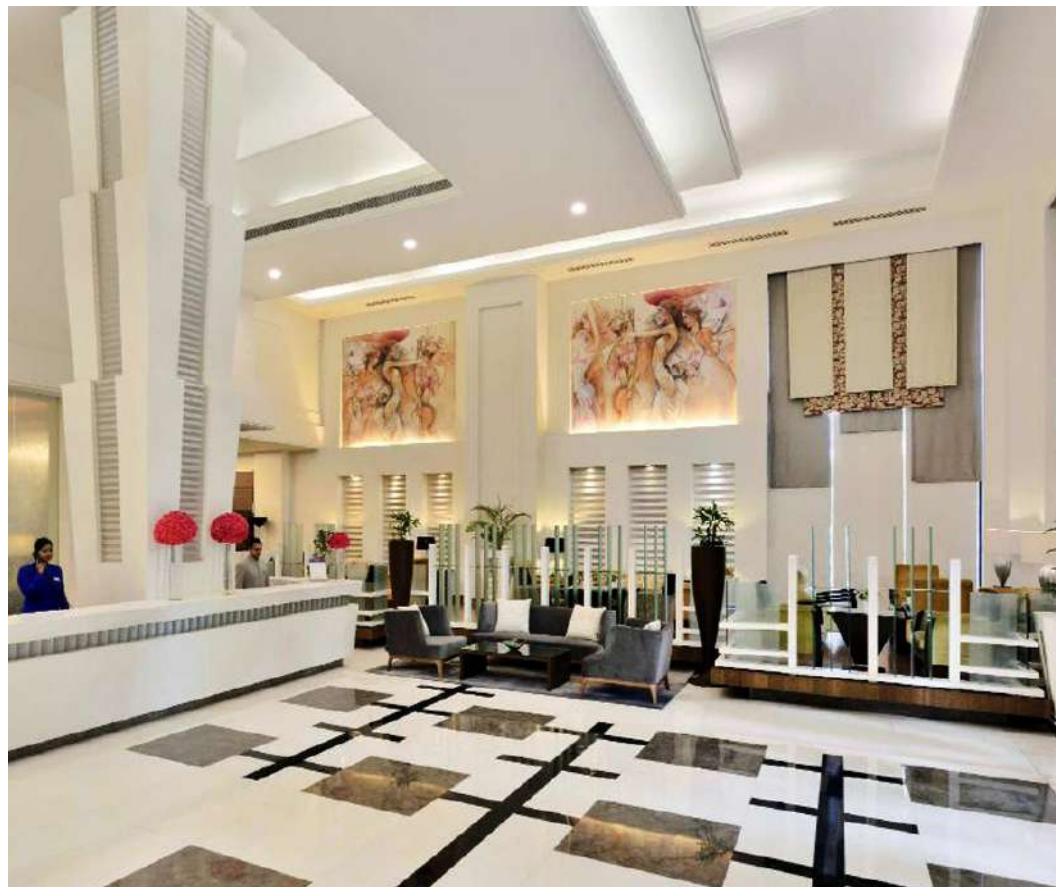
What special attraction, in your opinion, does your property offer to a staycation guest?

Yes I Can! is the attitude which each and every team member carries every day to work here at Radisson Noida Sector-55. No matter what time of the



day our guests are always welcomed with a friendly face, attentive services, and heartfelt thanks and will make you feel like you are “HOME AWAY FROM HOME”. Whether you’re looking for last-minute deals or planning ahead for a weekend getaway, you’ll find the best offers for Radisson Noida. We guarantee to make their stay in Noida more affordable and enjoyable. A guest can eat their heart out with our delicious gourmet experience and explore the culinary delights the city has to offer. Our chefs can also curate a premium dinner for them to taste local and international cuisine. They can savour the meal and the moment with a tempting in-room surprise along with other special offers.

Is there any more information that you would like to share with us? Our rooms are lavish with a creative mind and each edge of this great hotel spot reverberates harmony, quite, class and extravagance. Life these days is thus occupied with difficulties, remember that you’d love a break, yet can’t disappear for long. We have



accommodatingly assembled a very amazing list of staycation waiting for our regular and new guest, which are ideal for that truly necessary escape with your loved ones. The architecture

of this hotel is what attracts people towards it the most. A very unique feeling of staying here will definitely leave you pampered and relaxed.

‘JW Marriott New Delhi offers well-defined contact-less stays & dining experiences’: Nitesh Gandhi

JW Marriott New Delhi reverberates the warm hospitality with moments of enrichment. The exemplary initiatives in accepting a great sense of responsibility towards the environment, community and sustainability make JW Marriott New Delhi an admirable destination for patrons, customers and associates. From leading a remarkable campaign that led to eliminating the usage of 2 million single-use plastic bottles to serving free meals to dislocated people in 2020 due to COVID-19, the hotel has stayed in news for all the right reasons. **Mr. Nitesh Gandhi, General Manager, JW Marriott New Delhi Aerocity, Cluster General Manager - Rajasthan Hotels** shares more with BOTT

BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

Considering the travel restrictions and one's health and safety, Staycations come to the rescue as it has encouraged prevalent domestic travel within the country. Within lesser travel time and packages that include multifarious experiences, Staycation is an ideal holiday option but at destinations that are secure and follow all safety protocols. Staycations are a great value of your time and money, and it encapsulates the experiential offerings each property has to extend to its valued guests.

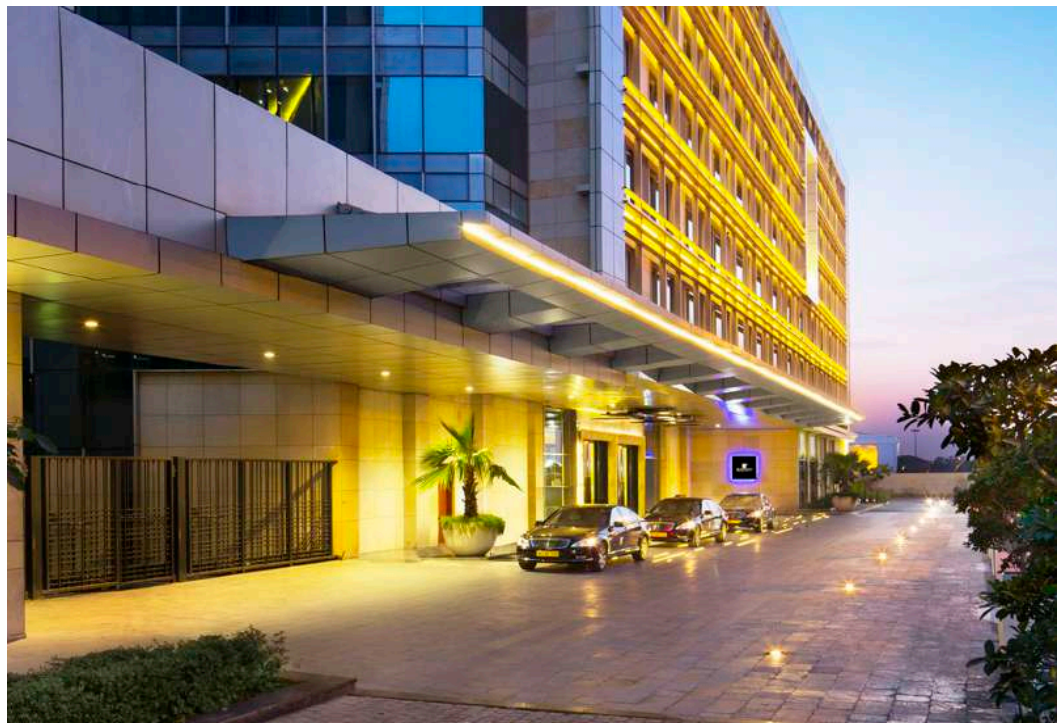
Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

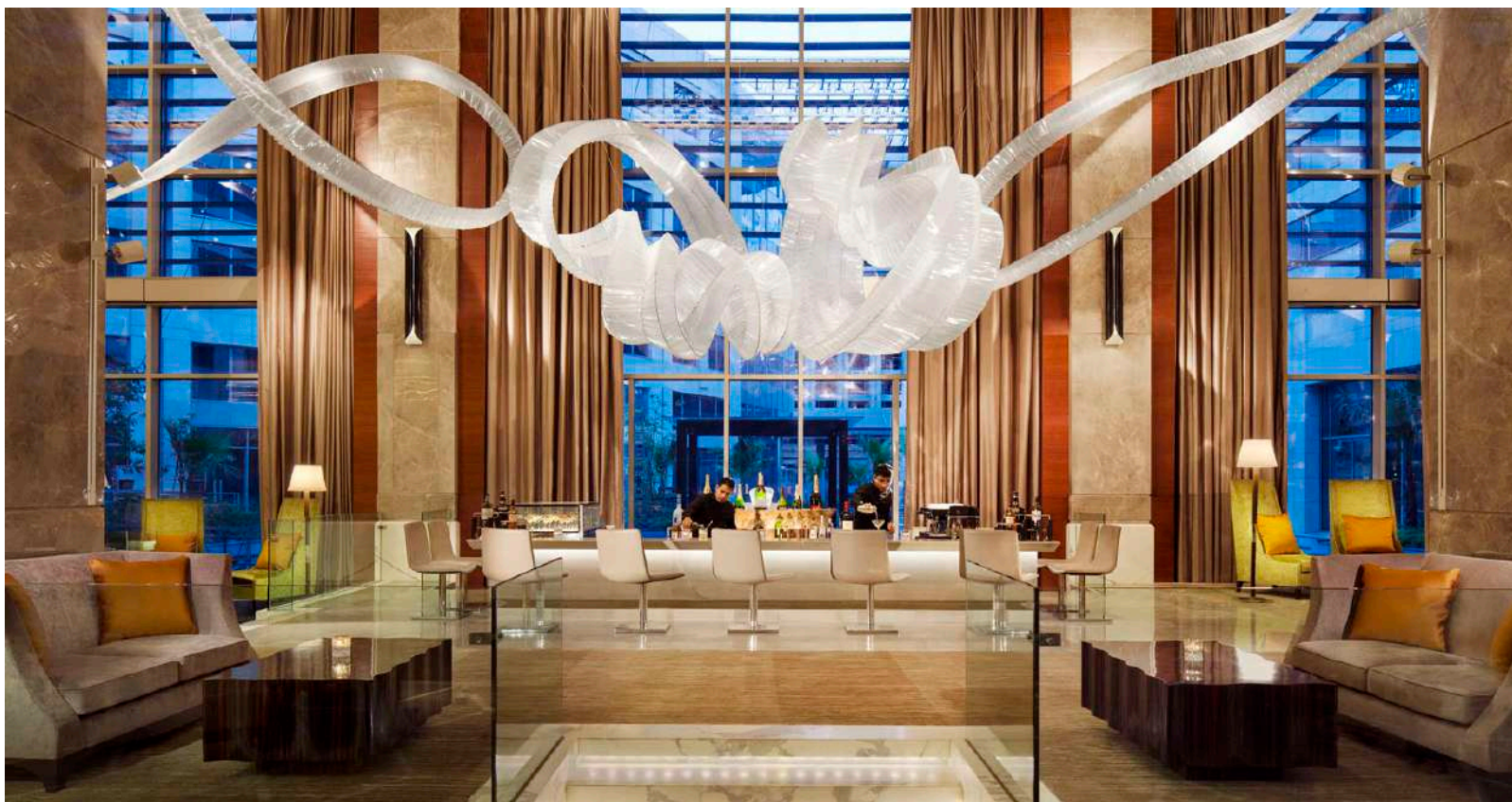
Every hotel has its own unique experience to offer. Whilst resorts proffer an elaborate experience for prolonged stays at scenic destinations, city hotels have amplified the



offerings to make staycations the best and accessible getaways with weekend as a focus. Indeed, city hotel staycations have become more popular due to the lesser travel time, and the enticing dining and stay packages that the hotels offer.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?





Safety and hygiene are of vital importance for hotels to offer for each guest and associate, and it should be the first fulfilment of meeting guest expectations. The operations at JW Marriott New Delhi were realigned on safety protocols last year with Marriott International's Commitment to Clean initiative. All the restaurants, rooms and guest-facing areas have already been aligned to ensure that proper social distancing guidelines are being maintained. The hotel has well-defined contactless stays and contactless dining experiences centred around hygiene with medicinal level precision that are the major focus points and this is completely re-engineered with the standard operating procedures across the hotel backed up with technology. Food & beverage offerings are the key when extending staycations because the guests come to the hotel to relish scrumptious food when dining with friends and family or simply taking some time off from their busy schedules. The quality of food and service standards should always be maintained without compromise and service sequences should be developed in ways that the guests have a relaxing time.

What special attraction, in your opinion, does your property offer to a staycation guest?

The food offerings of K3 – New Delhi's Food Theatre by the culinary maestros, named Mediterranean Master Chef Fulvio, Asian Master Chef Travis and Indian Master Chef Duo Bhagwad & Aleem, are unmatched when it comes to bringing their signature delicacies that leave you wonderstruck. The top must-try dishes at the hotel are Aleem's Raan-e-Awadh, Bhagwad's Dal Dhungar, Travis Loh's 100 hrs aged organic roasted Duck and Fulvio's Zuppa di pesce, molluschi e crostacei.

Is there any more information that you would like to share with us?

The exemplary initiatives in accepting a great sense of responsibility towards the environment, community and sustainability make JW Marriott New Delhi an admirable destination for patrons, customers and associates. The hotel has led remarkable campaigns addressing consequential concerns such as the Plastic-free campaign that started in the year 2019 which helped us to eliminate the usage of 2 million single-use plastic bottles for the year; Clean air initiative at the hotel that

addressed the air pollution concerns of travellers; serving free meals to dislocated people in 2020 due to COVID-19; delivering free meal trays to home-isolated COVID patients; distribution of masks in the desolate areas of New Delhi; vaccination drives for guests and associates; feeding stray dogs in Aerocity and more.

guests can order special evening teas, picnic hampers, an intimate BBQ experience or a candle light dinner under the stars. For business guests, we have customised meal plans catering to single lady travellers, senior citizens and guest with special dietary needs. Various micro activities have been introduced to keep guests entertained as they tend to spend more time indoors than outdoors today. Blu – ray speakers on request, addition of local language channels especially for long stayers, indoor games, spa and salon services have all been custom-set to ensure that guests feel pampered and engaged. Additionally, our resorts continue to offer fulfilling experiences like bird-watching, yoga sessions, camp-fires, cycling and much more ensuring minimum contact and maximum safety to our guests.

‘Novotel Hyderabad Airport is a holistic staycation destination with great offers & benefits’: Rubin Cherian

Travel is an integral part of one's life and due to the pandemic, people are opting for staycations as it has emerged as the most viable option. Guests get to experience world class food, hospitality and service augmented with international safety and sanitization protocols in the comfort of their own city by reducing multiple touch points that are contrarily involved in travel. Novotel Hyderabad Airport ensures elevated safety and sanitisation standards under the label of ALLSAFE and delivers a perfect staycation experience to its guests.

Mr. Rubin Cherian, General Manager, Novotel Hyderabad Airport, shares more with BOTT.

BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

We have noticed a sudden rise in demand for staycation packages as travel enthusiasts are looking for safe and hygienic stay options. At Novotel Hyderabad Airport, we have ensured elevated safety and sanitization standards under the label of ALLSAFE which represents our new cleanliness and hygiene protocols which have been developed and approved by Bureau Veritas, a world leader in hygiene and cleanliness inspection.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

People are looking for a change of scene and are on a constant look out for a relaxed environment surrounded by nature. Hotels that are away from city limits and offer intimate conversations with nature, clubbed with elevated service levels have become preferred staycation destination. Needless to say, the hotel should offer versatile services and should be able to curate unique experiences for the guest.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

Yes definitely, it's important for hoteliers to think out of the box and innovate. At Novotel Hyderabad Airport, we offer curated experiences which not only add value to our guests' stay but also gives them a chance to unwind without having to step out of hotel premises. Novotel Hyderabad Airport is a holistic staycation destination that offers comfortable rooms and also allows the



guests to indulge in outdoor sports and get to explore their adventurous side by camping at Area 44 which in itself is a unique experience. Guests can enjoy a delectable barbeque under the starry night with bonfire and unlimited conversations with their loved ones. Additionally, to ensure that the long stayers at the property have a comfortable stay, we organize cocktail evenings for them where they get to engage with the hotel staff to get to know them better. The chefs at the hotel also ensure they capture their individual food preferences so that they do not miss their comfort food back home.

What special attraction, in your opinion, does your property offer to a staycation guest?

Novotel Hyderabad Airport is nestled amidst nature and is a perfect staycation option for city dwellers. We have innovated the whole of last year and have curated various experiences which are distinct and not readily available in other 5 star hotels present in the city, some of them being:

Sports Arena

Our Sports Arena comprises of a



professional tennis and basketball court which is apt for professional sports enthusiasts or for guests who like to play for recreation. Besides this, we also have a volleyball ground and an open ground for playing other outdoor sports.

The culinary team at the hotel has crafted a well thought menu which comprises of various immunity drinks and health bars which are quintessential to boost ones immunity and wellbeing

Area 44

We have crafted a distinctive dining experience which is an amalgamation of enjoying the succulent barbeque with your friends and family accompanied with the warmth of a cracking bonfire to keep you cozy. It is a perfect retreat for all nature lovers to not only relish the sumptuous marinades over limitless conversations but also to soak in all the sounds of nature and gaze at bright lit stars dotted in the sky.

The Patch

This organic farm is a well cultivated fertile piece of land that we call "The Patch" spread across 5,000 sq. ft. nurtured with love and care by the culinary team at the hotel where they have put their heads together in curating the topography of this place. It not only helped us grow our own produce and augment our kitchen shopping list but also fostered immense team spirit amongst the chefs and other departmental team members.

The Patch promotes the concept of



Farm to Table where one can even pluck their favorite produce and the Chefs at the hotel would be delighted to cook their favorite meal using the same

Day out with pets and family

The hotel is surrounded with green manicured lawns and it invariably becomes the ideal spot to take your furry babies to enjoy a great evening with good tail-chasing time, fun activities, endless love, cuddles, and delicious food. Periodically, we also organize for a pet picnic where a lot of pets and families from the city come along to enjoy and unwind.

Any latest Staycation offer available at the hotel currently?

Novotel Hyderabad Airport is set within the lap of nature with expansive

views and a resort-like ambiance and is a perfect destination for a relaxed staycation where one can hit the pause button and unwind in the revived environment. The hotel is surrounded with lush green and manicured lawns and is perfect for leisurely walk or to enjoy a cup of coffee in the company of chirping birds. There are multiple recreational activities which can be utilized during the stay with us. Our USP is an expansive sports arena which comprises of a tennis, basketball and volleyball court which is perfect for a game with your loved ones. We have recently launched a staycation offer, which is a holistic package inclusive of stay clubbed with three major meals for two, a 15% discount on Spa and access to sports arena and other facilities at the hotel.

‘I Care – a wellness initiative by the Imperial, guarantees well-being of guests’: **Vijay Wanchoo**

The Imperial is a Museum Hotel and one of its kind. With a huge collection of artworks and lithographs, it is a celebration of aesthetics and history, transporting one to the Golden era. There are celebrated corners in the hotel where guests can sit and enjoy moments of peace or just soak in the breathtaking luxury. **Mr. Vijay Wanchoo, Sr. Executive Vice President & General Manager, The Imperial New Delhi** shares more with BOTT.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

Considering the travel restrictions and one's health and safety, Staycations come to the rescue as it has encouraged prevalent domestic travel within the country. Within lesser travel time and packages that include multifarious experiences, Staycation is an ideal holiday option but at destinations that are secure and follow all safety protocols. Staycations are a great value of your time and money, and it encapsulates the experiential offerings each property has to extend to its valued guests.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Every hotel has its own unique experience to offer. Whilst resorts proffer an elaborate experience for prolonged stays at scenic destinations, city hotels have amplified the offerings to make staycations the best and accessible getaways with weekend as a focus. Indeed, city hotel staycations have become more popular due to the lesser travel time, and the enticing dining and stay packages that the hotels offer.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

Absolutely, as safety and sanitization are shaping hotel stays, guests are looking for an uncompromised experience, at all times. From extensive range of protocols in the new normal to impeccable standards of service and food throughout the stay, personalized service is what they seek. As hotels work towards creating a wow while



providing the safest environment, guests expect value for money from us, which gives emphasis to their needs and requirements. From simple breakfast orders to customized stay perks, the expectations may vary as per the duration of the stay.

What special attraction, in your opinion, does your property offer to a staycation guest?

The Imperial is a Museum Hotel and one of its kind. With a huge collection of artworks and lithographs, it is a celebration of aesthetics and history, transporting one to the Golden era. There are celebrated corners in the hotel where guests can sit and enjoy moments of peace or just soak in the breathtaking luxury. The ever so fascinating façade, the blue pillared verandah at 1911 restaurant which beckons the captivating history of India, the green expanse of the Imperial lawns, the cobbled pathway leading to the Imperial spa where one can just sit and relax under the stars or the famed corridors filled with British Raj trivia and not to forget, the breathtaking interiors of The Spice Route Restaurant spread in 9 sections...the attractions are countless. There are fables in every corner of the hotel, waiting to be explored.

‘At Sanjeevani Kaya Shodhan we offer complete rejuvenation of mind, body and soul’: Chetan Saklani

BOTT Bureau

The pandemic made us all value something that we had all started taking for granted – our health. It taught us how we need to worship our body and focus on building a stronger immunity. While some made dietary and lifestyle changes, many others ensured to make yoga and meditation a part of their daily life. So if you too feel the need to go on a staycation and rejuvenate your mind body and soul, visit the Sanjeevani Kaya Shodhan (SKSS) located in Gohana (Haryana) for an overall healing. **Mr. Chetan Saklani, Deputy General Manager, SKSS** shares more.



In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

In the prevailing circumstances, where people's economic condition has gone down due to pandemic, lock down, stay home, work from home and lack of business, stress levels of almost everyone has gone up. Most of the people are trying to save their funds by curtailing on vacations and travels. But staying at home can make people lethargic and the idea of a short break or trip to a nearby resorts rejuvenates the mind. Also, a short-haul domestic trip is not very heavy on the pocket. Thus, Staycation becomes important and also an ideal option. Staycation to a hotel / resort within the city or close by helps avoid some of the stress associated with travel, such as jet lag, packing, long drives, or wait at the airports.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Both have their own set of advantages and disadvantages. However, decision regarding the same depends upon people's spending capacity and also on the type of trip they want to undertake.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

Most certainly yes. The Hotels and the Resorts will have to up their operations to meet the expectation of the customers staying for longer duration, since this is an opportunity for them to showcase their service at its best. This can also leave a good impact in the mind of the guest and influence their future travel decisions to the



stay at a particular Hotel or Resort.

What special attraction, in your opinion, does your property offer to a staycation guest?

Sanjeevani Kaya Shodhan Sansthan is a unique and ideal property for staycation in the times of Covid-19. It is not only well-connected to the city but also lies in verdant greens, nestled in the lap of nature. Here at our Sansthan, which is spread in 102 acres with 45 well-appointed rooms at Gohana City (Haryana) at a distance of just 110 km from Delhi, we offer a plethora of facilities and benefits to heal your mind, body and soul. Here we offer complete rejuvenation of your body through Naturopathy treatment and Ayurveda. This includes Steam, Sauna, Massage, Jacuzzi, Mud- laip, Hip bath, Compress, Wet Sheet Lapait, Sun Bath, Tharmolium, Local Steam Lapait. In Ayurveda, we have treatments through Abhyanga, Netra tarpan, Greeva Vasti, Hrid Vasti, Janu Vasti, Kati Vasti, Patra Pinda Swedana, Nadi Swedana, Neruha Vasti, Matra Vasti, Anuvasana Vasti, Nasya, Shirodhara, Shiro abhyanga, Pichu, Sadyo Virechan. At our place we also offer detoxification, diet, yoga, physiotherapy, acupuncture & exercise programs.

‘DoubleTree by Hilton Agra is a great home away from home getaway option’: **Vinodh Ramamurthy**

The Covid pandemic has forced the hospitality sector to relook at the safety and sanitary protocols being put forth by them.

DoubleTree by Hilton Agra is also no different. Not only does the property assures guests of the Hilton CleanStay safety measures in the hotel but also all team members at DoubleTree by Hilton Agra are at least one dose vaccinated (based on the eligibility of age group). **Mr. Vinodh Ramamurthy, General Manager, DoubleTree by Hilton Agra**, shares more in an exclusive chat with BOTT.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

Everyone needs a quick break from their routine even if it was not for this pandemic. With the second wave of the pandemic, we have all realised how important safety and hygiene are and how quickly situation can escalate. This has also made our guests choose options that they trust in based on cleanliness, hygiene and sanitisation. DoubleTree by Hilton Agra is a great option for guests who are looking for a quick getaway from their home be it a short drive from the neighbouring cities or a short haul flight from Mumbai, Bengaluru, Ahmedabad and Bhopal thanks to the recent air connectivity to the land of Taj Mahal. Backed by industry leading Hilton CleanStay standards, we have been able to win over the confidence and trust of thousands of travellers.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

I would like to answer this probably a little differently. A city hotel that has adapted to cater to /offer leisure activities to the families have won. There are many luxury hotels in the country which are based out of larger cities who predominantly catered to business travellers pre-pandemic, opened doors to welcome families for leisure at quite affordable tariffs which was a pleasant surprise to travellers who were looking for that safe staycation luxury experience. It is heart-warming to see how we are able to adapt to the current need across the country. Leisure destinations have of course been able to grab this opportunity better and we could see driving distance destinations were the first choice (again because of safety in mode of travel / affordability)



where the hills were the first choice followed by the beach locations and the rest of the historic leisure destinations like Jaipur, Agra, Khajuraho, Hampi etc.

With guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

When a guest comes to stay in a hotel for a longer period of time, the three most important aspects that they look for are – Friendly atmosphere, variety of food and beverage and safety. In simple words we call it “Home away from Home”. Though Agra as a city does not have this business, hotels that have been catering to long staying guests are experts of these experiences and there is an entire service design around this. For example – DoubleTree Suites by Hilton Bangalore, one of our hotels in the city centre in Bengaluru, which has an average length of stay of seven nights and above has a complete service design to cater to these segments of guests. A hotel / resort, irrespective of the geographical location, that can turn a mere seven nights of stay / work from hotel into a human experience wins here.

‘Resorts that are disconnected from city centres are better suited for Staycations’: Akhil Anand

It takes a lot of courage to leave a well-paying corporate job and become an entrepreneur to pursue your dream. Mr. Himmat Anand, Founder, Tree of Life Hotels and Resorts had that courage and after establishing and uplifting the brand, today, his son, **Mr. Akhil Anand, Director, Tree of Life Hotels and Resorts** is taking the brand to new heights with his vision and foresight. Here he shares his thoughts on the growing concept of Staycations in India.



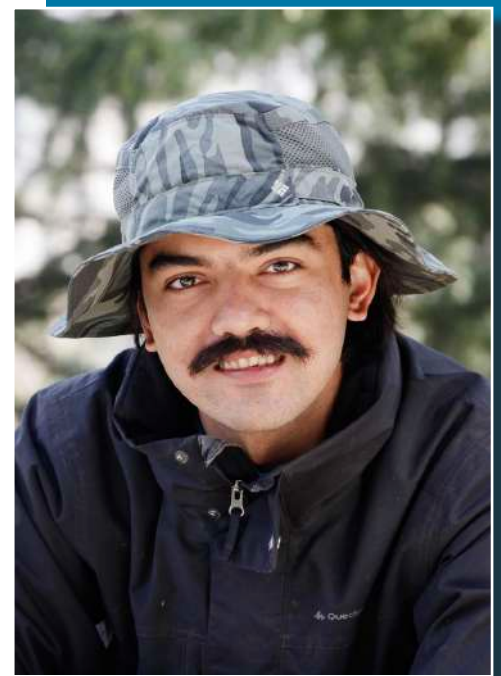
BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

People have literally been locked inside their homes twice in quick successions for relatively long periods of time. We've all seen how this creates the phenomena of 'revenge travel' as has been coined by many. Many large corporations have already decided on having large chunks of their teams working remotely for at least another year. These are people with reasonable disposable incomes combined with a keen desire to leave their familiar surroundings in the city and experience newer places. With a laptop and a good internet connection, they are well covered as far as work is concerned. All of these circumstances have brought about this new segment of 'staycations' allowing people to either choose one destination and base themselves there for an extended period of time or then create a longer circuit where you keep hopping from place to place over a month or so allowing yourself to really get under the skin of these destinations. Uttarakhand would be a good example of the latter.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Over the past 4-5 years before Covid, we've in any case seen a shifting trend of travellers opting for resorts with smaller inventories and situated slightly outside city centres. The pandemic has certainly accelerated this thought process and in fact made people look at even smaller inventories which could be booked exclusively for a small gathering. As far as the fear of Covid is concerned, that would quite naturally always be higher in our cities. For this reason, I feel that those resorts which



have the aura of being disconnected from the city centres, are more ideally suited for Staycations.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

The longer a guest stays in a hotel, the more comfortable they get with the environment and the team. After a certain length of stay, you enter into a 'home away from home' equation and I feel that it is then much easier to operationally manage guest expectations and deliver accordingly.

What special attraction, in your opinion, does your property offer to a staycation guest?

In Jaipur for example, you would get a Villa with 2500 sq. ft. of private space, an outdoor spa and shower and a private pool. Inside, you have about 1000 sq. ft. of living and study area in addition to a large bedroom, walk-in closet and bathroom. It really is the ideal staycation.

‘Our staycations at The Westin Goa are designed to feed the soul and nurture people’: Sunil Kumar

Vacationing in Goa has always been fun but with Covid restrictions in place and clubbing and water sports not happening in full gear, the hotels in the destination are working hard to develop attractive entertainment options within the property while ensuring complete safe and sanitised ambience. The Westin Goa too is attracting guests from all over the country who wish to come and enjoy safe luxury. **Mr. Sunil Kumar, General Manager, The Westin Goa** shares more about the concept of staycation with BOTT.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

The Covid-19 disastrous impact on the tourism sector for now and in the long run has made hotels and guests together focus on a more intimate and closer to ground outreach. With a series of lockdown that different countries have faced, our roadmap continues to remain ever changing with the unprecedented flow but staycations as a trend has fixed its heels with tired millennials and work from home beings, confined in one area, to look for nearby places offering clean and safe areas to stay and work remotely from. For example – our hotel. The Westin Goa follows all commitment of clean standards round the clock and has become a safe sanctuary for people with revitalization and relaxation on their minds.

Hotels in Hills / Beach locations?

I think all hotels, be it in the city for business hubs or leisure destinations are focused on staycations for bespoke guests and each curation might have different variables considering their location. For example, a city hotel might tend to focus more on food and beverage packages and a leisure destination might have more open spaces for individual experiences in the offering. The experience undoubtedly differs on the basis of the location.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations/system in order to meet the expectations of the customer?

The hospitality sector is predominantly focused on customer service and at The Westin Goa, our main motive is to ensure that every guest who comes in leaves the premises completely



satisfied with their time spent with us at the property. As guest behaviour changes rapidly, our focus constantly remains on the same – personalisation for every guest. As a guest tends to stay longer, they become accustomed to our services and associates and tend to delve into a home away from home feel, which makes us more energetic to pamper them with unique offerings and personalised solutions during their extended time with us.

What special attraction, in your opinion, does your property offer to a staycation guest?

The Westin Goa loves curating experiential packages such as breakfast on the beach, fish feeding, moonlight yoga and more where guests can focus on their well-being and have fun during these activities. Our staycations at The Westin Goa are designed to feed the soul and nurture people to take care of themselves by allowing us to lend a helping hand contributing towards all their various needs and exploring this beautiful destination in itself in Anjuna.

‘At Crowne Plaza New Delhi Okhla, we curate personalized offerings’: Shuvendu Banerjee

BOTT Bureau

IHG Hotels and Resorts are a landmark of great deliverance in the hospitality industry not just in India but also across the globe. While Crowne Plaza New Delhi Okhla is primarily positioned as a business hotel, the property has kept itself busy coming out with a plethora of promotions for business, weddings, staycation options and have also got many hooked to its f&B selections through Zomato and Swiggy apps. **Mr. Shuvendu Banerjee, General Manager, Crowne Plaza New Delhi Okhla** shares more with BOTT.



In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

Humans have always been social creatures with innate desire to travel and explore. It is natural for consumers to have a strong urge to look out for destinations to unwind and rejuvenate, especially after a prolonged lockdown. With safety being the most important factor during any travel plan, Staycation at the trust-worthy hotels and boutiques at a drive-able distance appears extremely feasible and gratifying. At Crowne Plaza New Delhi Okhla, most of the guests are booking our Staycation packages to spend time with their loved ones, recharge amidst all the chaos, thus making most of the present moment. This ‘take a quick break’ trend is an ideal Holiday option for celebrating special occasions such as birthdays, anniversaries and get-togethers.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

It is only a matter of preference and feasibility. The real game is about how you capture the needs of the guests and customize your offerings to suit their preferences. One guest may want to stay close his house while other may take this an opportunity to spend time at the laps of greenery. As far as internet connectivity and high level of safety measure prevail, the decision making boils down to individual’s choice and budget.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?



Hospitality is not about what you do but about what you make the guest feel. It is extremely important for the team members to understand the preferences and choices of the guests and then curate experiences which they will immediately fall in love with. At Crowne Plaza New Delhi Okhla, we encourage our team members to ‘DARE TO CONNECT’ with the guests to be able to curate personalized offerings, thoughtful recommendations and special surprises.

What special attraction, in your opinion, does your property offer to a staycation guest?

At Crowne Plaza New Delhi Okhla, we have set up a wellness counter serving Immunity booster shots, Turmeric tea, Ayurvedic drink ‘Kadha’ and fresh fruit juices so that our guests can have a kick start their day with a healthy twist.

We can curate unique dining experiences for the guest basis occasion or requirements such as poolside dining set ups, thematic menus, Chef’s table and much more. We go an extra mile to bring smile on the faces of the guests with efforts such as towel arts, chef’s delight and fun activities to enliven our spirit of true hospitality.

‘Staycations have now become an essential alternate revenue-generating tool for the hotels’: Harpreet Vohra

Radisson Hotel Group has its ‘Radisson Hotels Safety Protocol’, a new program of in-depth cleanliness and disinfection procedures, in partnership with SGS, the world’s leading inspection, verification, testing and Certification Company. One of Radisson Hotel Group’s highest priorities is the continued health, safety and security of its guests, team members, and business partners. With this zeal and focus, Radisson Blu Faridabad ensures the best of staycation and workation stays to all its guests. **Mr. Harpreet Vohra, Cluster General Manager, Delhi NCR, Radisson Hotel Group, South Asia & General Manager, Radisson Blu Faridabad** tells us more.

BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

The term staycation has been redefined post COVID, where staycations earlier were just about spending a day or two at the hotel to rejuvenate it has now become a mode of escape from the regular monotonous life. Guests now look at packages for a minimum of 3 nights’ stay that includes not just their basic meals but also worthwhile deals and discounts on our other services. Staycations have now become an essential alternate revenue-generating tool for the hotels and is definitely an ideal holiday option especially for city hotels. Staycations are easier to plan compared to long haul holidays, one can experience luxury and rejuvenate themselves and all that within stone throw distance of their home; staycations are an extravagant alternative to revenge tourism where you can relax, enjoy and revive without indulging in time consuming and exhausting travel plans.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Radisson Blu Faridabad, is well equipped with world-class restaurants-BROADWAY, The Great Kebab Factory and Tea Studio, a 24 hour service bar - The Cove along with state-of-the-art, gym, pool and spa facilities along with this, we also have an executive lounge that can be accessed by our business class guests and 3 board rooms where our guests who are on workations can enjoy our luxurious services and also work from the comforts of an office setup.

With Guests staying for a longer duration inside the hotel, will



Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

Hotels need to ensure the guests staying with them feel at home and they need to go way beyond their traditional services and offer guests special courtesies. Safety, sanitisation and hygiene have become need of the hour and guests are more prevalent on staying that assure them of their safety and hygiene, and provide them a safe bubble. Radisson Hotel Group has its Radisson Hotels Safety Protocol, a new program of in-depth cleanliness and disinfection procedures, in partnership with SGS, the world’s leading inspection, verification, testing and Certification Company.

‘At JW Marriott Mussoorie our guests can experience a soul rejuvenating journey: **Sachin Mylavarapu**

BOTT Bureau

With a commitment to create value engagement for all our guests through all the thoughtfully curated experiences promoting the JW Marriott brand programs, the JW Marriott Mussoorie continues its quest in curating offerings for our multi-generational guests and travellers. Having launched brands like your own Himalayan Workspace or Discover the Hills package, the JW Marriott Mussoorie has been successful in establishing Mussoorie as a leading staycation destination. **Mr. Sachin Mylavarapu, General Manager, JW Marriott Mussoorie Walnut Grove Resort & Spa** shares more in an exclusive chat with BOTT.



In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

We have seen an increased demand and interest in our staycation packages owing to the pristine location of the resort at the foothills of the hills amidst serenity and being at a comfortable driving distance from major cities in North India like Delhi/NCR, Punjab, Haryana and Uttar Pradesh to name a few. Basis our unique dining experiences and recreational offerings both indoors and outdoors curated for every guest, there has been a significant increase in the minimum length of staycations stay from 2 to 4 days as our guests prefer to stay in a safe environment for a longer time.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

With today's bent of mind that exclusive is indulgence and Safe is the New Luxury which is being provided by the JW Marriott Mussoorie through our Commitment to Clean initiatives covering sanitization and hygiene standards across more than 250 guest touch points. We at the JW Marriott Mussoorie Walnut Grove Resort & Spa allow our guests to embark on a journey to revive their senses and rejuvenate the soul while overlooking the stunning Himalayas. We are dedicated towards nourishing one's curiosity through warm and intuitive experiences in a safe and natural atmosphere.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

The inclination towards driving destinations across exotic locations in



the domestic market are the most preferred staycation options for guests across all segments. Equipped with an array of immersive experiences, global safety measures implemented and most importantly multi-generational offerings curated by resorts, boutique hotels in the hills or beach locations make them a firm favourite for any staycation experience. Having launched brands like your own Himalayan Workspace or Discover the Hills package, the JW Marriott Mussoorie has been successful in establishing Mussoorie as a leading staycation destination from all major cities of North India.

What special attraction, in your opinion, does your property offer to a staycation guest?

We have developed and supported local vendors to grow and supply us all our requirement of oilseeds, hemp seeds, millets and millet flours and turmeric. Basmati Rice from Selaqui is procured to support the local farmers and also reduce the travel time of sourcing rice from other states. Low transportation usage helps reduce carbon footprint. We have also helped another local vendor to grow microgreens and supply to the hotel.

‘We at Eros Hotel Nehru Place are doing everything to ensure guest safety with best service’: **Davinder Juj**

There are many people who do not wish to travel long distance and prefer destinations at a shorter distance for a Staycation, which is perhaps why the concept of Staycations is picking up in the country. The team at Eros Hotel Nehru Place is making sure that they exceed all of the guests' expectations and serve them with warm services and peaceful environment amidst nature to unwind. **Mr. Davinder Juj, General Manager, Eros Hotel New Delhi Nehru Place** shares more in an exclusive chat with BOTT India.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

The Hotel Industry is currently witnessing a surge in demand for Staycations after the recent lockdowns. As a result of which, Hotels are introducing innovative staycation packages with personalised services and assured safety and hygiene standards to attract people who are looking for a much needed vacation. This is definitely a welcoming change for people who had been locked inside their homes for months and take a staycation that gives them a conducive environment to work from hotel and enjoy their time with family.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

There are many people who do not wish to travel long distance and prefer destinations at a shorter distance for a Staycation. Resorts in hills and beaches surely have their own appeal and have less exposure but for people who prefer staycations nearby, city hotels are providing customized packages that suite one's budget and taste. We at Eros Hotel Nehru Place are doing everything to ensure guest safety and offering weekend packages with all meals at a very special price which is bookable from our website. We are also offering customized packages to our guests as per their preference.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

For people who stay in a hotel for a longer duration are those who are seeking a change from their



daily household chores and want all together a new and safe environment to relax and rejuvenate. People who are working from home also staying in hotel to have a calmer environment. They surely expect the hotel service and safety standards to be up and sound. We at Eros Hotel Nehru Place are making sure that we exceed all our guests' expectations and serve them with our warm services and peaceful environment amidst nature to unwind.

What special attraction, in your opinion, does your property offer to a staycation guest?

We have introduced a weekend package "Stay Retreat" that comes with all meals at an attractive price and is bookable through our brand website. Apart from that, Eros Hotel Nehru Place has many attractions within the hotel to offer to the residing guests such as lush green garden near the pool and on terrace, Putting Green for golf lovers, Shopping Arcade offering traditional jewellery, pashmina, carpets, woollen and much more, Awning Area to relax and eat amidst greenery.

‘Our top priority at Signum Hotels is ensuring that our team and staff feels safe’: **Mehul Sharma**

The core vision of Signum Hotels and Resorts is to provide authentic experiences set in a background of comfortable and hidden luxury. The main focus is to offer affordable yet aspirational luxury where there is seamless integration with immersive inclusions.

Mr. Mehul Sharma, CEO & Founder, Signum Hotels & Resorts is the man working along with a team to not just sustain but also grow in these Covid times by putting forward its best foot.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

As people are scared to step out and venture into unknown locales, Staycation has proven to be an ideal Holiday option in the prevailing circumstances as it ensures a quick break and we happen to stay within the premises which ensures our safety while taking a good break.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

While city hotels have their own attraction, I personally think that Boutique and Resorts located in a hill station or a beach location offer a more attractive proposition for someone looking for a staycation option. However, having said that, there is no denying that factors such as distance, connectivity and the infrastructure should be taken into consideration so that the Covid norms can be complied with.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

Absolutely, the outcome of the entire pandemic situation is how diligent customers have become. The education level of understanding the virus and adapting ourselves in terms of health safety and security has become of utmost concern and it is implied from both ends.

What special attraction, in your opinion, does your property offer to a staycation guest?

Some of the properties that we manage today includes Camp Wild at



Dhauj Bandh, Hotel Marigold, Jaipur, Woodville Palace Hotel, Shimla, Ferndale Apartments, Slough, Heathrow, Royal Imperio, Faridabad, The Peru Resorts, Dhanaulty and Zen Suites, Jasola. What special we offer at our properties includes - personalisation, driving distance is close by, product is absolutely safe and hygienic, fun activities for families emphasising on the local culture, organic food. We make these packages and sell them. We have clearly listed down measures which we have taken in our hotels and this has gone to all our customers as newsletters – all our testimonials have been shared with our customers. Our top priority is ensuring that our team and staff feels safe and we are conducting a lot of sessions with team members who essentially are the front line warriors

Is there any more information that you would like to share with us?

Yes, we definitely would like to encourage everyone to travel more. Our industry is sinking and people, while keeping their safety a priority, should step out to travel. We are 100% Covid safety ensured, where both our customers and team is safe.

‘Radisson Blu Mumbai International Airport offers unique & personalized stay experiences’: Pankaj Saxena

Whether staying on for business or simply taking a break over a relaxed, pampering weekend; or just stopping over, Radisson Blu Mumbai International Airport is home to rooms that are welcoming, relaxing and furnished with every comfort you could wish for. While Mumbai is mainly known for business and work, it also makes for an ideal staycation option. **Mr. Pankaj Saxena, General Manager, Radisson Blu Mumbai International Airport** shares more with BOTT.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

We are in the mid of 2021, and the hospitality industry is eventful with its exponential hotel trends, antedating what the next few months may have in store for the world.

Trends are shaping up the experiential travel with hospitality moving up. One thing prominent that is on is that hotel spaces is set to play a superior selection in virtually all aspects of hospitality from welcoming to fulfilling guest recognition and joyfulness for sure. Our offerings are based on three main mantras – Freshness, Luxury and Personalisation for all.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Both business and leisure segment are having guests for staycations as there have been demands by diverse sections. Radisson Blu Mumbai International Airport lays more emphasis on offering very unique and highly personalized stay experiences for discerning business and leisure traveller's – Staycations. We also promote local dining experience following the farm to table trend. We create localised menus to attract customers while incorporating this trend into our hotel restaurant by offering seasonal foods that are locally available at peak harvest. We have an array of specialised Chefs offering forgotten recipes from across the sub-continent and highly proficient Butlers to attend every finer details of the events.

What special attraction, in your opinion, does your property offer to a staycation guest?

Radisson Blu Mumbai International Airport provides delightful on-site



dining to suit any occasion. Sit down to pleasant specialty coffees and crepes at Roasters, or have a full meal delivered straight to your hotel room or suite. For all-day dining, guests can make Fiona your go-to destination and can also enjoy local and international specialties with astounding garden views.

Guests can also Relax – Revive – Renew at Radisson Blu Mumbai International Airport where they can purify their body and mind at Evolve fitness studio, which is a well-equipped gym offering cardio and strength machines as well as a personal trainer on hand to assist you at all times. Guests can rediscover a whole new sense of well-being at Rejuve Spa. Open to sky Infinity Swimming Pool with scenic view and stupendous Alfresco add to the attraction of the property.

Is there any more information that you would like to share with us?

Every room at the Radisson Blu Mumbai International Airport is truly an experience. The hotel is largest in the city with 206 uniquely designed rooms, which range from 345 to 765 sq. ft. To make your business travel even more convenient all the rooms have a work station, free Wi-Fi, universal power adapters and HDMI/USB port connectivity in each room.

‘Travellers today prefer hotels that don’t compromise on hygiene and safety norms’: Anuj Chaurasia

The pandemic has brought about a substantial difference in the demands and expectations of a discerning traveller. Vacationers today have a preference for hotels that offer them good value for money while ensuring no compromise at all on hygiene and safety norms. Online platforms, word-of-mouth and customer’s feedback are some of the most important marketing tools in today’s changing world.

Mr. Anuj Chaurasia, General Manager, Ramada by Wyndham Varanasi, Katesar, shares more in an exclusive chat with BOTT.



BOTT Bureau

In the prevailing circumstances, how is Staycation an ideal Holiday option in your opinion?

In the current situation, and for the next few months to come, people would travel mindfully. They will be careful, and will avoid visiting crowded destinations. Staycation has emerged as a significant trend where people are taking longer trips that effectively combine work and leisure both. Travellers are looking for destinations which have open space, fresh air and are less crowded and not much explored. Safety and hygiene will continue to be top priorities than ever before.

Are city hotels better equipped to offer a Staycation experience OR Resorts / Boutique Hotels in Hills / Beach locations?

Drivable hotels and destinations shall dominate the hotel industry for the year ahead. Hotels within a span of 250 kms from major cities will continue to do well. Guests will continue to drive in the safety of their cars. Hotels/Resorts with plenty of outdoor spaces, natural ventilation, and recreational activities are preferred. Hotels that are located in the mountains, by the riverside, and the beach will naturally do better than over-crowded destinations.

With Guests staying for a longer duration inside the hotel, will Hotels / Resorts / have to up their operations / system in order to meet the expectations of the customer?

Yes hotels have to think differently, one can’t treat a long stayer and an overnight guest the same way. Few basic things required by a long stayer for instance is uninterrupted internet connection, privacy and sanitisation, personalised guest experience. Experience will become a key differentiator in the hospitality business. Curating




meaningful and memorable dining experiences, interactive cooking classes, bartender’s classroom, and performances on the weekends etc. to entertain the guests could be done to improve engagement with guests.

Is there any more information that you would like to share with us?

Majority of the travellers are young families and are preferring to travel in small groups. Driving holidays and staycations are here to stay. Hotels/Resorts with plenty of outdoor spaces, natural ventilation, and recreational activities are preferred. Hotels that are located in the mountains, by the riverside, and the beach will naturally do better than over-crowded destinations. Business travel has decreased significantly, wedding business has done decent but been with limited gatherings and this trend will continue in 2022 too. Group travel and religious tourism is adversely impacted. Travellers have shown a preference for hotels that offer them good value for money while ensuring no compromise at all on hygiene and safety norms. Online platforms, word-of-mouth and customer’s feedback will remain important marketing tools.

KOH SAMUI

The island of possibilities, leisure, adventure and fun



The sprawling palm-fringed beaches, tropical rainforests, coconut groves, and untouched beauty coupled with luxury resorts make KOH SAMUI an ideal vacation spot in Thailand. Samui is the third largest Island in Thailand. While it is small enough to be circumnavigated in just a couple of hours by motorbike or car, the island features a vast variety of beaches and activities, making it impossible to cover everything in one single visit! Here's a look at all that the destination has to offer.

Thailand is a unique country brimming with tourism options. There is nothing that you cannot experience in Thailand – from street shopping to fine dining, from rocky hiking to calm massages, from beautiful Buddhist Temples to buzzing nightlife – yes! The destination has it all. Nestled inside is one unique unexplored gem – the island of Koh Samui, which is a traveller's paradise. If it is adventure you are looking for – Koh Samui is perfect. If it is scenic beauty and tranquillity you are looking for – Koh Samui is for you. If it is a traditional Thai Massage you wish to experience or a Luxury Spa Resort you want to stay in – Koh Samui is your ideal spot! The destination has something in store for everyone.



Koh Samui has a host of activities suitable for people all age groups and varied interests. The turquoise waters of the beaches are the best place to be if you're looking forward to swimming amidst the rare aquatic life while indulging in snorkelling and scuba diving. Diving spots like White Rock and Chumphon Pinnacles and snorkelling spots like Coral Cove and Choeng Mon should top your list for a unique underwater experience.



You can also witness the magnificence of the elephants as you trek on elephant-back through the dense forests of Namuang Safari Park. Seek some thrill as you go kitesurfing and zip lining through Koh Samui's forests, spend the afternoon relaxing on Chaweng Beach and Lamai Beach, stroll through the picturesque Fisherman's Village and end your day dancing the night away at one of the many pubs that brighten up the city! Bars like Coco Tams and Ark Bar ensure you have the best night! If you're on your honeymoon book a private cruise or a candlelight dinner by the beachside to make memories for a lifetime. Most importantly, don't miss out on all the local Thai eateries that are a highlight of the island. Koh Samui really does have something for everyone.



In Koh Samui, there are so many beaches to choose from! If you ever get tired of beach bumming, you can find endless activities and entertainment as well as beautiful Buddhist temples and statues in all sizes. The Thai food is incredible, but if you want something else for dinner, a plethora of cuisines are also available to choose from. If you're an enthusiastic partygoer, you won't be disappointed with the nightlife, but don't worry if you're looking for peace and quiet. You can easily find that, too. Bring your family, your partner or your friends and you will surely have an awesome time on Koh Samui.



There are luxury resorts to relax at and posh spas to rejuvenate you, coupled with pristine beaches, adrenaline-pumping water sports, quaint villages, and nightclubs. Koh Samui simply has so much to offer that there's never any dearth of things to do here. Now you know what makes it a preferred destination for tourists from across the globe, don't you?



Must do things in Koh Samui

- Take a day trip to Angthong Marine Park
- Do not miss the Pig Island Day Trip from Koh Samui by Speedboat
- You can also take the Snorkel and Kayak Tour to Angthong Marine Park by Speedboat from Koh Samui
- Many options are available for the Eco Jungle Safari Tour around Koh Samui that also includes Lunch
- Travel from Koh Samui to Koh Tao by Seatran Discovery Ferry
- Visit the Hin Ta and Hin Yai Rocks
- Learn to Scuba Dive and get PADI Certification
- Enjoy a lazy lunch of a freshly caught fish cooked Thai style
- Relax with a Thai Massage as Koh Samui is rated one of the best spa destinations on earth
- Do not leave Koh Samui without buying a bagful of interesting Thai handicrafts as souvenirs for friends back home



Dulhaniyaa.com has garnered good business & remained upbeat even during Covid times



The Big Fat Indian Wedding seems to be a far-fetched dream in the prevailing times and under the 'new normal', everything seems to be happening at a subdued level. But does that mean the pomp and grandeur has taken a back seat? Definitely not! **Mr. Abhishek Garg** floated Dulhaniyaa.com around three years back and the company has grown by leaps and bounds since. In an exclusive chat with BOTT, he talks about the latest trends in wedding – especially in the Covid times.

Priyanka Saxena Ray

Dulhaniyaa.com is one of India's fastest growing and most loved online wedding portal. Barely 3 years since inception, including Covid times which didn't see a gap in services, Dulhaniyaa is a DIY portal with almost 30,000 vendors listed across multiple Indian Weddings services to assist families looking for the latest trends &, to find the best of vendors in their desired range of services at the most amazing prices.

The Pandemic has redefined the way weddings are held in India. Do you agree? What really has changed?

Yes, the Pandemic has changed the way all businesses work and most definitely in the Indian Weddings space for sure. Earlier, the weddings were planned well in advance, sometimes even a year ahead. Now with so much uncertainty ruling the roost thanks to constantly changing Covid protocols and numbers allowed in different Indian states, advance planning is no longer happening or even a necessity. People are shying away from long term planning, preferring to confirm bookings and scale of the wedding very close to their wedding date!

This trend will continue through June – July 2021. Dulhaniyaa is handling even 15 – 20 pax Weddings at this time as those couples are getting married for various compelling reasons. So June – July are definitely going to miss the Big Fat Indian Wedding!

The industry is facing multiple challenges w.r.t. sourcing good vendors at prices that match customer expectations without compromising on quality. Large companies like ourselves are slated to be more suitable and cost effective for wedding clients to work with due to the sheer size of our vendor network and volume of weddings delivered.

How different are the 'new normal weddings' to the conventional ones?

The number of guests allowed due to Covid safety norms have decreased drastically, so people are going in for intimate weddings – some are even using their own homes or farmhouses with private catering, good photography; brides are going in for a higher grade makeup artiste and more expensive giveaways for guests.

On the positive side, in the "New normal" for a wedding of 50-100 people and the lack of international destination wedding options, the pan

India domestic market is winning in a big way! From a Wedding Planner's perspective – depending on the local support system and connects, big players with a national network can win more.

The decision making is now being influenced more and more by the wedding couples and consequently, what is being highlighted now are the experiential stay / themed weddings! So destination weddings – décor – food – photography – dressing – entertainment are key focus points for discussion and debate! Overall, the pandemic has helped push the Indian wedding client more towards an intimate destination wedding instead of a regular city wedding with a huge guest list and building more concepts and experiences for their guests.

What are the top three concerns that people approach a wedding organizer with now? Were the concerns different in the pre-pandemic era?

Primarily and especially during Covid times, the top three things that clients want / expect from their Wedding Planner are –

1. Ability to organise Permissions / E-Passes / Police and Excise Clearances effectively, smoothly and

- in a timely fashion. Plus be great at damage control, especially on site.
2. Flexibility in contracting with varied third party vendors due cancellations or date changes and good vendor management. Demonstration of strength in the areas of hotel and airline relationships too.
 3. Pricing. India is a very price sensitive market and even in luxury events, the value proposition has to be really robust.

How has your venture Dulhaniyaa.com performed during these tough times? What special or extra are you offering to the customers who approach you?

Earlier on, the peak wedding time was from October to February with the tipping point being November – December. Now, we have wedding enquiries even for August and September 2021! As far as the high season in November- December goes, we have multiple queries for the same set of dates already with almost five months to go. All in all, we are expecting an extremely profitable season ahead. The market will resonate more with our positive sentiment and we feel this Wedding Market Frenzy will escalate from mid-June, around the time when most of India will enter into phased unlocking.

We conducted some for 8-10 intimate weddings in June / July which were on a smaller scale. Based on the quantum of active enquiries with us, we are confident of delivering 100+ weddings by December 2021. As far as our offering goes, we have kept it very simple and focussed on two aspects. First, being extremely price friendly for the clients and the second, offering them peace of mind of guaranteed delivery, even if their wedding gets impacted during an unforeseen lockdown.

Our team has executed a ramp of different weddings throughout the Covid year (ongoing). When the current Lockdown happened, we reassured our clients that we would be ready, willing and able to deliver whenever the new wedding dates were



set so there was NO stress for them on account of delivering the same wedding at even a lower budget & helping them renegotiate with all vendors sitting out of their homes comfortably.

When in your opinion, will things go back to the way they were in the pre pandemic times (if at all they will)?

This question needs to be addressed on two planes.

Domestically, once the vaccination numbers improve, infections drop and unlock happens from June – July 2021; pan India, Weddings will see an upsurge and there will be a steady build up from then onwards.

Internationally, flights should resume in the last quarter of 2021 and those destinations respecting the Indian Weddings market will start getting business (Thailand, Dubai, Sri Lanka, Mauritius, Nepal and Turkey). For Europe, long haul and some other destinations with stricter norms and protocols, Indian Weddings will happen from March – April 2022 onwards!

Is there any more information that you would like to share with us?

Our mantra for 2021 is COLLABORATION!

- We have been focussing on signing up B2B relationships across multiple & cross industry verticals, all over India.
- Buoyed by the success of our performance even during Covid times, *Dulhaniyaa.com* has garnered exponential business and remained upbeat.
- Between our website and various social media handles, we garner almost a million hits every month.
- Our three existing verticals viz. Event Planning, Event Photography and Bridal/ Family Makeups are performing brilliantly and we are handling a good number of weddings this year.
- We have a fantastic team that has grown from 15 people to 60+ in just 10 months since the previous lockdown.

It gives us great pride in the fact that we are the only Indian Wedding portal making it to the Top 10 with no foreign funding in a short span of just three years. We foresee a huge growth this year and would shortly be announcing the launch of more verticals and offices across India in the coming 6 months.

ATOAI Women Task Force aims to empower women strength in adventure travel

Adventure Tour Operators Association of India (ATOAI) is best known for its knack to do things differently. Being an association that judiciously promotes one crucial segment of travel – adventure, it always believes in addressing critical concerns and coming up with effective solutions rather than simply talking about them. The recent formation of the five member ‘Women Taskforce’ at ATOAI is an affirmation of the same. Chairperson of the ATOAI Women’s Collective, Mrs. Arshdeep Anand, MD, Holiday Moods Adventure shares more.

Priyanka Saxena Ray

ATOAI has recently announced the formation of an ATOAI Women's Collective. The same consists of five leading ladies from the field of adventure – Arshdeep Anand, Dilshad Master, Akansha Garg, Guneet Puri and Tejaswini Gopalswamy. The main purpose behind the formation of this all-women task force is to inspire, nurture and celebrate women in the field of adventure. Travel trade in India is mainly a male dominated industry and while there is ample women presence in the sector, issues related to women often don't come to light. Thus, the main focus of this newly formed taskforce is to toughen and empower women in travel, especially in the domain of adventure travel. The women empowered taskforce will also look into exploring innovative ways to increase appropriate women representation within the association.

Sharing her thoughts with BOTT, Arshdeep said, “I am so glad to be in a position to contribute to an industry that has given me so much. Women leadership or rather lack thereof, is something very close to my heart. Being a part of the ATOAI Women's Collective & coming together with other dynamic women in the field of adventure has given me a wonderful opportunity to work towards empowerment of women & give them



Guneet Puri



Tejaswini Gopalswamy



Dilshad Master



Akanksha Garg



Arshdeep Anand

a platform to take up leadership roles. It's a true honour to not just identify and address the women related issues but also to find solutions to them. Our collective aim is to create a culture of inclusion where decision-making and power are practiced collectively and where women members participate at all levels in the association activities.”

The larger goal of the ATOAI Women's

Collective is to create a local and national network of women for peer mentoring and sharing resources. It will also strive to address the major concerns regarding women safety issues in the field of adventure travel. The five-member Taskforce, through a slew of efforts, will endeavour to identify, encourage and empower women to become entrepreneurs, leaders and take charge of their professional lives.

IATTE turns one; launches more initiatives and a Travel Show

It was formed by some like-minded people who would late at night, virtually sit together, with Maggie and coffee in hand, and discuss a way forward for the tourism sector. While it took some time to give a name and platform to their thoughts, it definitely didn't take them long to touch the sky. Yes – the Indian Association of Travel and Tourism Experts not only turned one recently but has also added 2100 members and would be soon opening up its membership platform for international travel fraternity people too. Mr. Naveen Manchanda speak candidly to BOTT-

Priyanka Saxena Ray

IATTE is the first Virtual & Digitalised platform / forum that includes all tourism stakeholders including Hoteliers and Tour Operators under one roof. It was formed a year back with a simple objective of bringing likeminded people from the travel fraternity together, without any financials involved, so that they can collectively address the issues of the industry. "Our aim from the beginning has been to unite the travel industry under one umbrella and address the common goals, which can help us arrive at some kind of solution. I strongly believe in the strength of unity and my motive is to make IATTE so strong that people who are associated with it are able to identify, address and solve their issues with the help of each other. We were not taken seriously initially but one year down the lane, we have more than 2100 members and soon we will open IATTE membership to international travel professionals too. We will also start charging fee from our B2B members and I am confident that our numbers will only go up as people have seen how serious we are about our work and how beneficial it is to become an IATTE member," said Naveen Manchanda.

Talking about when tourism is going to go back to pre-Covid times, Subhash



Verma, National Advisor, IATTE said, "As we can all see, domestic tourism is picking up and going forward I am confident that tourism will bounce back. Indians need to be ready to make the most of it when it does and come forward with new destinations and offers that are Covid safe. 2022 is when Outbound from India will pick and go back to the pre-Covid times. The slowest recovery will be for Inbound to India, which in my opinion will gain momentum in 2023 along with inbound MICE traffic. In the post Covid times, Responsible Tourism has gathered an all new meaning and people today are more keen to go for health and wellness holidays."

While there are no dearth of new ideas at IATTE, the association is also brimming with a diverse and hardworking team.

Veena Robinson, General Secretary, IATTE is one dynamic lady who has been associated with the organisation from start and witnessed its journey from 2 to 2100 members. Her commitment towards the growth and development of the association is commendable. Her efforts are backed by an equally committed and hardworking team consisting of Gaurav Khandelwal, Jatin G Mehta, Aanal Singh and Nischay Manchanda.

IATTE is currently operating – Koffee with IATTE (inter-mingling of association members), it has launched a JOSH team – not limited to states. IATTE Jobs is geared to address the job issue in the industry and it the preferred partner for 'Travel Trade Show', which will be held in India virtually on November 17 and 18 and physically from November 19 – 24.

WICCI strongly advocates ‘She for She’ philosophy

A National Business Chamber for Women, Women’s Indian Chamber of Commerce & Industry, (WICCI) boosts and builds women’s entrepreneurship and businesses through greater engagement with government, institutions, global trade and networks. A unique body that is doing great work towards recognising and encouraging women entrepreneurs in the country.

Mamta Pall, State President for Delhi Travel and Tourism Council, WICCI, in an exclusive chat with BOTT, talks about her vision in this new prestigious post that she is handling. Read on to know more...

Priyanka Saxena Ray

How old is your relationship with WICCI and how did you two get associated?

I have been associated with WICCI for a few months now. I was approached by their Global President for the position of State President. It was an honour for me to take on the role of State President for the Delhi Travel and Tourism Council at WICCI.

Can you please share some details on the vision, mission and purpose of WICCI?

A National Business Chamber for Women, Women’s Indian Chamber of Commerce & Industry, (WICCI) boosts and builds women’s entrepreneurship and businesses through greater engagement with government, institutions, global trade and networks. With a collective strength of 250,000+ members across 120+ countries: ALL Ladies League (ALL) is a movement of “sisters beyond borders” with circles of sisterhood worldwide in a She-for-She spirit; Women Economic Forum (WEF) is a global conference platform for women worldwide to speak, share, connect and collaborate for business beyond borders; SHEconomy is our e-commerce and trade platform for both goods and services by women worldwide; and WICCI is our industry and business chamber which works closely with the government, other chambers, corporates, universities and diverse stakeholders across India and Internationally, toward empowering local and global ecosystems in support of women’s enterprises and businesses.

What is your role in WICCI? How are you contributing to it?

My role in WICCI is that of a State President for the Delhi Travel and Tourism Council. First and



foremost, I have built a strong and robust team of Council Members. Thereafter, as a team we are working on the most critical challenges currently being faced by the Travel and Tourism Industry and our perspective on resolving these issues. We plan to address some really challenging issues for example women unemployment due to the pandemic etc. As we move further, we also intend to collaborate with associations and Government bodies for driving certain initiatives in the interest of the industry. We recently partnered with TAAI, for a Vaccination Drive for their members as well as WICCI members. Mrs. Jyoti Mayal, President TAAI, was kind enough to include us in this great initiative. Going forward, we intend to do more such activities.

What were your yardsticks for selecting the Council Members for WICCI? What are the sub groups under your Council?

Yardstick for selecting Council members was to get someone truly

professional on board. I wanted the team to comprise members who are self-starters and self-motivated to drive and initiate an agenda. A team player and a person who believes in the "We" philosophy rather than a "Me" philosophy because that is the main factor to make any team successful. The sub groups under our Council includes Travel Agents, DMC's and Tourism Boards, Hotels and MICE. We also have a sub group for Travel and Tourism Industry Media, so we keep our visibility high and also keep a sharp focus on social media engagement.


Going forward, what is your short term as well as long term goal with your Delhi Council of WICCI?

Short Term goals for the Council on an immediate basis are to identify all the critical Sectoral Issues and work on their solutions collaborating with partners. Also, to empower as many women as we possibly can, within the Industry framework. Long term objectives would be to ascertain that we make a mark and take this Council to great heights. It will be our endeavour to ensure that we try addressing the challenges of all sub groups by fruitful discussions with the right partners. We intend to create job opportunities for the women who have been affected due to the pandemic. We intend to spread the power of optimism, and to inspire healthier communities by connecting people with each other for the right cause.


Where do you see this Council 5 years from now?

I see it as one of the most successful and positively driven Councils under WICCI, which will inspire many more women in our Industry to join WICCI. WICCI as on date already has over 250, 000 members across 120 plus countries. I expect it to grow multi-fold. The community of women across the globe is extremely strong as the philosophy of "she for she" is widely accepted by all.


List of Delhi Travel and Tourism Council Members of Women's Indian Chamber of Commerce and Industry (WICCI)




Mamta Pall




Deepika Chowdhry




Ekta Watts




Shalini Jain




Komal Seth




Anjali Gupta




Poonam Lal




Reena Chopra




Radhika Khanijo




Deepika Khanna




Garima Khurana




Jyoti Monga




Tina Popli




Meenu Bagai




Priyanka Saxena Ray




Devika Jeet




Gaura Bahl




Namrata Rynjah




Gunjan Bansal




Shagun Dhawan




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Moumita Mujherjee Paul



Ritu Satija Mehta



Nupur Sood



Vibha Bhatia

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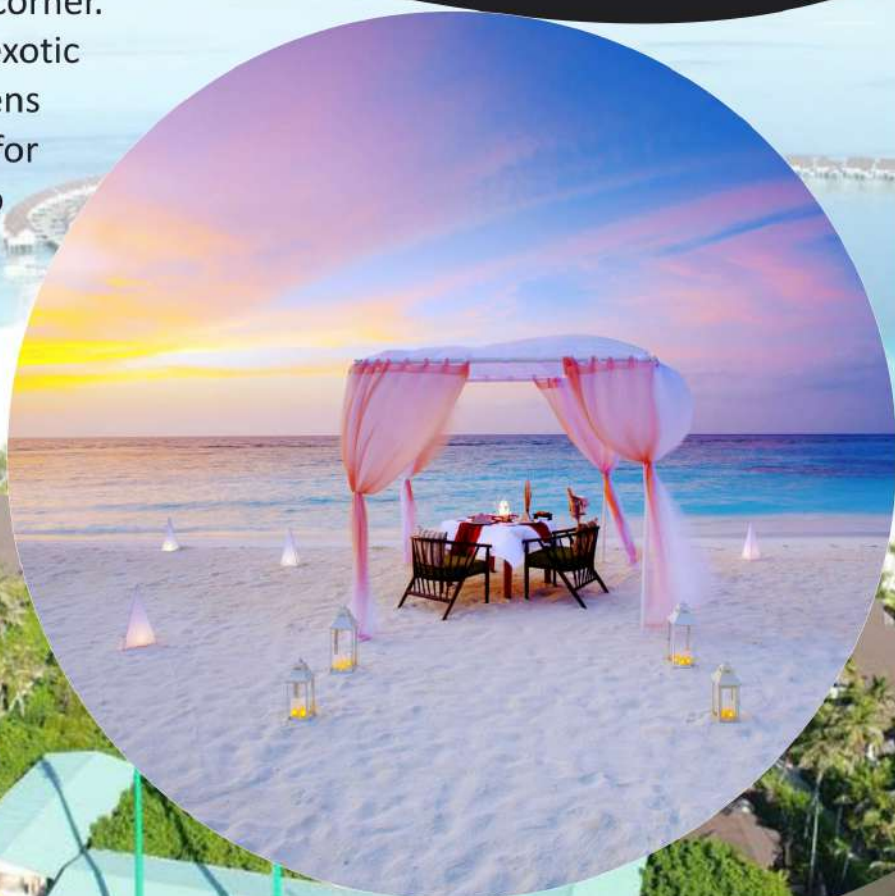
An exhilarating 50-minutes speedboat ride from Velana International Airport brings you to the romantic shores of Sangeli Island. Connected to the mainland by a sweeping water villa jetty is the One Banyan Island – Sangeli's special adults-only island from sunrise to sunset!



Stretching out from this private and romantic mini-island are the six coveted Honeymoon Select Ocean Villas designed to create an ideal overwater getaway for couples through a luxurious interior, design highlights like a bright red circular bathtub underneath magical, mirrored skylights. This is a magical spot to soak in uninterrupted sunset views!



You'll find delightful surprises at every corner. From the picturesque Sunset Bar to an exotic Spiral Water Slide on the beach that opens directly into the warm lagoon – perfect for splashing fun times. There's plenty to do here, with yoga classes in the mornings, snorkelling in the house reef, water sports, chilling by the pool with tropical cocktails, and even complimentary Indian Ocean excursions.



With a choice of a main beachside restaurant, two speciality restaurants – Just Grill and Simply Veg, three bars, two swimming pools (one adult-only), gymnasium, kids club, and the ELENA Spa and Wellness Centre – there is something for everyone here, be it couples, families, or multigenerational groups.



ASTRO SPEAK

Priyanka Chopra is a Vedic Astrologer, a Spiritual Awakener and a social worker. Her purpose is to spread the divine light amongst the darkness engulfing the minds of people. She can be reached at : priyaastro2019@gmail.com +91-9650491836



Know what the stars & planets have in store for you

This month, I want to talk about Jupiter and Saturn which are transiting through Aquarius and Capricorn respectively. What effects it will cause on all the 12 signs it what we need to see.



Aries: If you are an Aries ascendant, this means you have Libra in the 7th house where Jupiter and Saturn are casting aspect. If you are not involved in a relationship then this is the time to get involved. If you are already in a relationship, then your partner will gain from it. They will get opportunities to grow.



Taurus: If you have Taurus as your Ascendent this means you will have Libra in the 6th house where Jupiter and Saturn will cast its aspect. This is time you be strict in your health regime. It's about healing and work. Change of habits and routine will be there. Opportunities from colleagues and coworkers will be there.



Gemini: If you have a Gemini Ascendent you will have Libra in the 5th house where Jupiter and Saturn will cast its aspect. 5th house is being more creative. Your children will have more opportunities and will be happier. This is the house of investment so you will have good scope of investing more during this time.



Cancer: If you have Cancer ascendent then you have Libra in the 4th house where Jupiter and Saturn will aspect. There might be major shifts in the residence. Either renovating or redecorating your house. Your mother is going to be happier. You will feel secure and happy.



Leo: If you have Leo ascendent then this means you will have Libra in the 3rd house where Jupiter and Saturn will cast its aspect. Time to travel. This is the house of creative talents. Time to reconnect with your brothers and sisters. Time for learning and education.



Virgo: If you have Virgo as your Ascendent then Libra will come in the 2nd house where Jupiter and Saturn will aspect. 2nd house deals with finance and money. You are going to be prosperous and wealthy. Time to change your diet. It's your speech too. You will be vocal about your feelings.



Libra: If you are Libra ascendent then the aspect of Jupiter and Saturn is happening in your Lagna. You are becoming empowered. The 1st house is you. Take advantage of this aspect and know your value. Your whole aura is becoming powerful. Use this power to manifest.



Scorpio: If you are Scorpio then you have Libra in the 12th house where Jupiter and Saturn cast their aspect. Pay attention to your dreams. The 12th house is not all about loss and depressing. No. Your spiritual development will take a new turn. It's also foreign travel and foreign



Sagittarius: If you are a Sagittarius Ascendent then that means you have the aspect of Jupiter and Saturn in the 11th house where you have Libra Sign. This gives you power through friends and social circle. They will help you grow. The older sibling will benefit through you.



Capricorn: If you are a Capricorn Ascendent then that means you have Libra in the 10th house where Jupiter and Saturn will cast their aspect. This is the house of your career which will take off at a wonderful speed. All obstacles and hurdles will be taken care of. Put more power



Aquarius: If you have an Aquarius ascendent then Libra fall in your 9th house where Jupiter and Saturn will cast its aspect. Time for healing and spirituality. Time for travel. If you have your father around then this will benefit him. This is the time for spiritual journey. This is a fortunate time where you might be the teacher as well.



Pisces: If you are a Pisces ascendent then you have Libra in the 8th house where Jupiter and Saturn will cast their aspect. This is the time for research and finding out secrets and hidden truths. Make great discoveries of the past. Massive healing of the past will help. Time for transformational change for you. Use this aspect to benefit you in the best way.

MoT revises guidelines of MDA Scheme to promote activities under Domestic Tourism in India

Ministry of Tourism is planning targeted programmes in order to boost domestic tourism throughout the country.

The Ministry has undertaken the following activities/ initiatives to promote Domestic Tourism:

i. Dekho Apna Desh Webinars.

ii. Ek Bharat Shrestha Bharat: various activities like road shows, Fam trips, B2B Meetings, Quiz programmes, webinars between paired States / UTs to promote Ek Bharat Shrestha Bharat.

iii. Aerial photography of key cities and cultural assets (Delhi, Chennai, Kolkata, Mumbai, Bengaluru, Udupi, Aurangabad, Iconic Tourist sites) across the country during lockdown.

iv. Regular consultations with industry stakeholders on issues related to opening up of Tourism sector.

v. Handling of tourists, protocols of safety and security, services standards etc.

vi. Domestic Tourism Promotion Campaign through Webinars, social media and other digital platforms.

vii. Dekho Apna Desh Campaign has been the mainstay of Domestic Promotion. The main focus is to rebuild the trust of the domestic and international travellers in terms of India being safe destination to travel in post Covid Scenario.

The Ministry of Tourism has revised the Guidelines for Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism in November 2020 to enhance the scope and reach of the scheme. As per the guidelines, the stakeholders are



provided with financial support for the promotion of Domestic Tourism. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced. Tourism Departments of State Governments/UT Administrations are also now eligible for obtaining financial support under the scheme.

Development and promotion of Tourist Sites/Destinations is primarily the responsibility of State Governments/UT Administrations. However, Ministry of Tourism provides financial assistance to States/UTs for development of tourist destinations based on detailed project reports submitted by them.

Ministry of Finance, Government of India has recently announced new loan guarantee to more than 11,000 registered Tourist Guide/Travel and Tourism Stakeholders, so that they could discharge their liabilities and restart business impacted due to COVID-19. Loan will be provided with 100% guarantee up to the following limits:

- Rs. 10,00,000 for TTS (per agency)
- Rs. 1,00,000 for tourist guides licensed at Regional or State Level

This information was given by Minister of Tourism Shri G. Kishan Reddy in a written reply in Lok Sabha recently.

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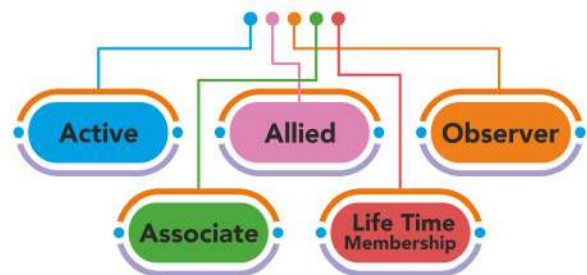
(Sponsored by Ministry of Tourism, Government of India)

Join hands with ICPB and get exposure in potential domestic & international MICE markets

India Convention Promotion Bureau, sponsored by the Ministry of Tourism, Government of India, is the marketing arm of the Ministry to promote India as an attractive MICE destination. The Governing body of ICPB is chaired by the Joint Secretary, ministry of Tourism. The bureau undertakes various activities for the benefit of the members, offering them excellent business opportunities for networking and showcasing their products.



Member Categories



Membership Benefits

- ◆ Use of ICPB logo. (only for Active & Allied member).
- ◆ Increased exposure and opportunities for business networking.
- ◆ Upgrading of professional skills through Training Programs.
- ◆ Free listing on ICPB's website and member's directory.
- ◆ Participation in the 'Conventions India Conclave', for showcasing products / services to the clients across the world and also networking with potential buyers at nominal cost.
- ◆ Eligible for assistance under MDA Scheme of Ministry of Tourism, for bidding for International Conventions. (Only for Active Members)
- ◆ Eligible for assistance under MoT's Champion Service Sector Scheme.
- ◆ Sharing of business leads - (only for Active category members).
- ◆ Part of decision making by contributing your inputs for submission of proposal to the Ministry of Tourism, Government of India. Regularly updating information received from the Ministry of Tourism, regarding new policies, schemes, guidelines etc.
- ◆ Participation in international trade shows like IMEX Las Vegas, IMEX Frankfurt, AIME-Melbourne etc under India tourism stand at nominal cost. (Only for Active Members).

To apply for ICPB membership, please call

Mr. Abhishek Gupta
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