

LeaderSpeak

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PRESIDENT'S MESSAGE

Dear Friends

India's travel and tourism industry is at the cusp of transformation. With its unique geographical diversity, rich cultural heritage, spirituality and holistic wellness, India aims to become a preferred travel destination, with a target to attract over 100 million foreign tourist arrivals by 2047. The G20 Presidency has provided an excellent opportunity to revive and scale businesses in the post pandemic period signaling a continued growth as travel picks up. Hosting **G20 is an honour and the hospitality industry is putting its best foot forward in showcasing India's cultural essence with, the inherent warmth of 'Atithi Devo Bhava,' in its service philosophy.**

Puneet Chhatwal

NEWS DESK



G20 sets cash registers ringing at hotels, travel companies

Delegates from 29 nations are expected to attend G20 summits across 200 venues in 56 cities this year. The government expects 150,000 international delegates for the summit officially, but the number could be higher since many invitees may bring their families along. Several top leaders may also go on private trips as well, expanding business activity. While the government directly contracts some hotels and companies for G20-related events, other properties benefit from spill over business when meetings are held in their cities. A number of impromptu meetings spring up, too, lifting their business further.

Speaking to Varuni Khosla on how the India's Presidency of G20 is becoming a big boon for the hospitality industry, M.P. Bezbaruah, Secretary General, Hotel Association of India said, "G20 Presidency will augment hotel revenues and receipts, and its cascading effect will see India emerge as a preferred leisure and MICE destination."

Hospitality industry flocks to Ayodhya to open new hotels

With India's religious tourism industry expanding quickly, the construction of the Ram Mandir is certain to provide the historic site with an additional draw. In order to meet the increasing demand of travelers wanting to visit Ayodhya, several leading hospitality chains including ITC Hotels, Taj and Radisson as well as budget players such as OYO are lining up to have their share in the 25000 rooms envisaged by the Uttar Pradesh government.

"There is a rise in desire among tourists to visit Ayodhya", concurred KB Kachru, Vice President of the Hotel Association of India and Chairman Emeritus and Principal Advisor for South Asia at Radisson Hotel Group adding that over 2 crore people visit Ayodhya (yearly), a number that is anticipated to cross 4 crore by 2031 under the master plan.



Hotel Association of India (HAI) known for, projecting the ‘Social Face’ of the Indian hospitality industry

Hotel Association of India is known for, projecting the ‘Social Face’ of the Indian hospitality industry. Since its establishment in 1996, HAI has identified a special “Green Week” starting on June 5th, to demonstrate its commitment to sustainability in a creative and unique way. In 2014, (HAI) adopted the World Health Organization’s World Hand Hygiene Day to raise awareness about the importance of hand washing with soap and water. This initiative targets school students, orphanage residents, hotel vendors, guests, staff, and their families, emphasizing the significance of hand hygiene in preventing viral infections and respiratory illnesses. With the outbreak of Covid-19, this initiative has gained even more rele-

vance and significance. HAI member hotels celebrate HAI Environment Day and HAI Hand Hygiene Day with specially curated programs that revolve around the respective themes. All member hotels organize various activities involving owners, employees, guests, vendors, schools, and local communities to raise awareness and commitment to the causes of conservation, safety and hygiene.

Association Members have also been actively involved in the maintenance of monuments in their vicinity, undertaking their cleanliness and in the enhancement of their tourist amenities. HAI was quick to pledge the unanimous support of its Members on a sustained basis to the Swachh Bharat Abhiyan, 2014-2019. Re-

cently HAI became the first Industry body to align with WTTC’s initiative of Global Hotel Sustainability Basics and endorse it wholeheartedly to mark a responsible return to business post the pandemic. HAI has pledged support to UNICEF’s important nation building initiative of nutrition literacy “Impact 4 Nutrition”(I4N) that is aligned with the National Poshan Abhiyan 2.0 of Government of India, The Association is proud of and grateful to receive continued support from member hotels to all its initiatives of social inclusion that project and strengthen the image of the Industry as being a responsible one, a sector that cares for the community and the society at large. HAI’s initiatives of social inclusion are unprecedented and have no parallel in any hospitality industry at the global level.

Yoga for Humanity HAI member hotels celebrate Yoga Day in full swing



Yoga Day celebrations at a Taj group hotel in an idyllic location!

The idea of an international day to recognize and respect the practice of yoga was first mooted on 27th September 2014 by the Hon’ble Prime Minister of India, Narendra Modi at the UN General Assembly. Yoga is an integral part of our culture and regular aspect of peo-

ple’s lives with India’s efforts, Yoga Day has become a world festival for the welfare of entire humanity.

The 9th International Yoga Day, 21st June 2023 was special with the theme of ‘Yoga for Vasudhaiva Kutumbakam’ in consonance that of India’s G20 Presidency reflecting India’s commitment to unite countries and amplify the message of global peace and friendship. The celebrations were led by Shri Modi at the iconic North Lawn of the UN Headquarters in New York City. Over 135 nationalities, participated setting a Guinness World Record.

HAI members observed the day at their respective properties. The day was marked and celebrated with a specially curated program that engaged guests, members, Associates, and community at large. There were invigorating morning yoga sessions, Aqua Yoga sessions, healing sound baths, meaningful and related rituals, breathing and meditative exercises of pranayama conducted by practitioners of Yoga. Hotel teams visited orphanages, NGOs and old age homes with yoga experts to teach the techniques and benefits of different types of Asanas. Inspired by traditional Indian healing wisdom and based on principles of Ayurveda and Yoga, most member hotels offer experiences for rejuvenation of mind, body and soul for their guests. These were celebrated with enhanced fervour and enthusiasm on this day of special significance for the age old Indian practice of Yoga.

IHCL

Indian Hotel Company Ltd (IHCL) opens its first property in Jammu

Indian Hotels Company Ltd (IHCL) has opened its first Vivanta hotel in Jammu, marking the company's entry into this growing commercial centre and famous tourist destination. According to Puneet Chhatwal, Managing Director and Chief Executive Officer of IHCL, this development strengthens the company's footprint in Jammu & Kashmir, complementing its existing hotels in Srinagar and Katra.

Hotel companies go big on leisure and pilgrim towns and travel booms

A visible improvement in domestic leisure travel has prompted hotel chains to expand room inventory over the past few years. Hotel companies are expanding in Tier-2 and smaller towns faster than the metro regions, a trend that is expected to stay for times to come to ensure the untapped potential of the country is explored, providing a wide variety of options for travelers in the coming years.

Hospitality sector shifts gear towards Green Tourism



Green tourism, also referred to as sustainable tourism or eco-tourism, is a way to encourage and inculcate responsible travel and eco-friendly habits. At the recently held 2nd Tourism Working Group Conference in Siliguri, green tourism was unanimously selected as the top objective by all nations present, thereby emphasizing the importance it has gained globally.

Medical and Adventure tourism to drive jobs in India

According to a report titled Charting the Course for India – Tourism Megatrends Unpacked by Visa and EY, the tourism sector is expected to create 88 million jobs and contribute \$140 billion to India's Gross Domestic Product in 2023. The sector currently accounts for nearly 13% of all jobs and contributes 5% to its GDP. The report

states that India is likely to grow in medical, wellness, spiritual and business travel as well as adventure tourism segments over the next decade. It further suggests that medical and wellness tourism alone could create about 24 million jobs by 2032 while adventure tourism may add up to another six million jobs during the period.



Investments in hospitality sector on a comeback trail

Investments in the Indian hospitality sector are likely to exceed \$2.3 billion over the next two to five years, according to the first-ever hospitality report released by real estate consulting

firm CBRE South Asia. The report titled 'Hospitality Sector on a Comeback Trail', released on Wednesday said that the total investment during 2020- 2023 is likely to exceed \$0.4 billion.

Tourism department raises awareness about policy initiatives and investment opportunities in J&K

The 18th Annual Hotel Investment Conference South Asia (HICSA) conference was recently hosted in Bengaluru during which Special Secretary of Tourism, Amarjeet Singh announced various policy initiatives and opportunities for the J&K region. The aim of these policy interventions is to create new infrastructure facilities and upgrade the existing ones through private participation for the overall growth and opportunities.

The Oberoi Group ventures into home space with the launch of the swanky 'Trident Residences'

Known for providing an unmatched hotel experience, The Oberoi Group is now venturing into the home space with the launch of first-of-their-kind 'Trident Residences' in New Delhi. Strategically situated in the heart of the city, three visually arresting towers will comprise 19 swanky apartments overlooking the iconic Jawaharlal Nehru Stadium and offer panoramic views of the capital's skyline.



IHCL & Chalet Hotels join hands for new Taj property at Delhi airport

Indian Hotels Company Limited (IHCL) has signed a franchise agreement with Chalet Airport Hotel for its upcoming project at Indira Gandhi International Airport's Terminal 3 in New Delhi. Chalet Airport Hotel will operate the upcoming 400-key property under the Taj brand.

Lemon Tree Hotels receives IGBC Gold Certification

Three existing hotels of Lemon Tree Group have received the Gold Certification by the Indian Green Building Council (IGBC). With the addition of Lemon Tree Premier, Ulsoor Lake, Bengaluru; Lemon Tree Hotel, Electronics City, Bengaluru, and Lemon Tree Hotel, Gachibowli, the total count of IGBC Gold certified Lemon Tree Hotels has gone up to 11.



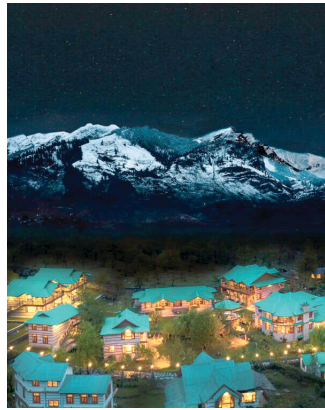
Lemon Tree Hotels signs a new property in Lucknow

Lemon Tree has announced its latest signing – Lemon Tree Premier, Lucknow, located at Gomti Nagar, one of the fastest-growing localities of the capital of Uttar Pradesh. The property is expected to be operational by August 2026 and shall be managed by Carnation Hotels Private Limited, a wholly-owned subsidiary and the management arm of Lemon Tree Hotels Limited.

Radisson Hotel Group expands presence in J&K with the opening of Radisson Hotel Sonamarg

Radisson Hotel Group has expanded its presence in Jammu and Kashmir with the opening of Radisson Hotel Sonamarg. This marks the seventh hotel operated by the Group in the region. Situated in a picturesque valley, surrounded by trout-filled rivers, lush meadows, and breathtaking peaks, Sonamarg attracts nature enthusiasts and adventurers from all over who come to appreciate its beauty. Radisson Hotel Sonamarg is conveniently located amidst snow-capped mountains and can be easily reached by road from Srinagar International Airport and Mandi Bus Station, with travel time varying between three hours depending on the season and traffic conditions. Additionally, the hotel offers ample parking space for guests who prefer to travel by their own vehicles.

ITC Hotels signs three new 'Storii' properties



Hospitality major ITC Hotels has signed three more properties under the brand 'Storii' in Goa, Himachal Pradesh, and Uttar Pradesh respectively. ITC Hotels currently has more than 115 properties with over 11,000 keys across 80 destinations in the country under six distinct brands — "ITC Hotel" at the Luxury end; "Welcomhotel" in the upper upscale space; "Fortune" in the mid-market to upscale segment and "WelcomHeritage" in the heritage leisure segment.

HAI mourns the loss of Mr. ANIL MADHOK, a visionary hotelier and founder of Sarovar Hotels & Resorts



All of us at the Hotel Association of India (HAI), are deeply saddened by the demise of Mr. Anil Madhok, the founder of Sarovar Hotels. The entire fraternity of HAI, the President, the Executive Committee and all its members mourn his passing away. He was a visionary leader, an industry icon and an inspiration to many a young aspirant in the hospitality sector. HAI is fortunate and proud to have had his association as a Fellow Member. Members who knew him personally remember him with great fondness as a fine and thorough gentleman.

He will be missed dearly. His legacy will continue to enthuse and encourage the industry in times to come. We share the grief and convey our sincere condolences to his family. May the Almighty rest his noble soul in eternal peace.

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