

# LeaderSpeak

OCTOBER 2023



## PRESIDENT'S MESSAGE



### DEAR FRIENDS,

As we approach winter, a season synonymous with weddings and vacations, the industry is gearing up with attractive packages and promotions.

Events like G20, Cricket tournament have had a positive impact on hotel occupancies and rates. The international media attention garnered by these events is a powerful catalyst for promoting Incredible India as a preferred tourist destination globally.

The government, recognising the pivotal role of tourism, continues to take measures to further its growth. To name a few development of new infrastructure, enhancements in air and rail connectivity, and streamlining of visa procedures have all aided tourism.

Concurrently, there is a concerted effort to champion sustainable tourism practices and showcase India's rich tapestry of cultural and natural treasures. The 'Travel for LiFE' program, a part of honourable Prime Minister's initiative of Mission for Life was launched globally by the ministry of tourism on the World tourism Day this year on 27th September.

The founder Members of the Hotel Association of India have always envisioned a sustainable growth for the Sector. The Association will continue to imbibe those values and remain committed to Sustainability. HAI Members will proactively adopt practices and support all initiatives that protect and nurture the planet and its people.

Best wishes for the festive season.

**Warm regards,  
Puneet Chhatwal,  
President, Hotel Association of India**



## 98TH EXECUTIVE COMMITTEE MEETING: A WAY FORWARD FOR THE INDUSTRY

Positivity, and an atmosphere of feel good prevailed at the 98th Executive Committee Meeting held on the 21st September at the back of a successful G 20 Summit in the capital and the role of Member hotels therein with the expectation of a good season ahead with growing FTAs, upcoming festivities, events and weddings.

The meeting commenced with a warm welcome to Mr. Nikhil Sharma, HAI nominee for M/s Wyndham Hotels & Resorts India Pvt. Ltd. - the latest addition to HAI Members in the category of "Fellow".

The President, then led the meeting with optimistic opening remarks about the industry's continued recovery attributed to a good state of the Indian economy with an on track GDP growth, the success of G20 and the steady rise in both business and leisure travel, coupled with the positive impact of G20-related events.

Central to the meeting's discussions were the 6th edition of HAI Hoteliers' Conclave, the Association's signature Event and HAI's pre-budget memorandum for the Union Budget 2024-2025.

In addition, the meeting provided updates on various financial and legal matters. Members were brought up to speed on recent meetings attended by the Association – meetings organised by the parent ministry, ministry of tourism and those that were called by other ministries/departments for a continuous engagement with the government.

The proposed launch of the Ministry's "Travel for LiFE" program on World Tourism Day on 27th September was another subject discussed at length with all Members appreciating and assuring their support to the same. Issues like Copyright Act, Hotel Classification were other matters of importance deliberated upon by Members.



## HOTEL ASSOCIATION OF INDIA CELEBRATES SUSTAINABILITY ON WORLD TOURISM DAY - SUPPORTS GOVERNMENT INITIATIVE, 'TRAVEL FOR LIFE'

G20 summit in Delhi, addressed five major priorities; Green and responsible tourism sector being one of the important pillars. Another notable development in the tourism sector is the Travel for LiFE; programme under Mission Life, which inspired by the honourable Prime Minister Modi's concept of LiFE (Lifestyle for Environment). The programme was launched globally by the ministry of tourism on World Tourism Day 2023.

In his message, Mr. Puneet Chhatwal, President, Hotel Association of India & Managing Director & CEO Indian Hotels Company Limited while conveying world tourism day greetings, to all said, "The travel and tourism sector has been instrumental in paving the way to a new tomorrow, we are putting more emphasis on sustainable and responsible tourism. We are happy to be a part of this great initiative called 'Travel for LiFE' programme under Mission Life. The integrated approach of this initiative aims to bring sustainable growth for the communities within the hospitality sector. The industry today stands at an inflection point and we must capitalise on this by building sustainable practices and tourism, and contribute towards the Global agenda of environmental conversations. Let's all stay committed to the cause and make this happen."

HAI Secretary General, Mr. MP Bezbaruah said, "This year the theme for World Tourism Day is tourism and green investment, showcasing tourism as a catalyst for inclusive and sustainable growth under India's G20 Presidency the Goa Roadmap on five major priorities chart the future journey. The launch of 'Travel for Life' is a significant initiative as part of this vision. For more than two decades, HAI and its members have been playing a pioneering role in sustainable initiatives and HAI members will be at the forefront to meet the future challenges."

On the occasion of World Tourism Day, HAI members contributed by conducting various activities like sapling plantation drive, pledge to protect Mother Nature, slogan writing competition for team members and many other initiatives in different regions, to make associates more aware and responsible.





## KASHMIR GAINING POPULARITY AS A TRAVEL DESTINATION POST PANDEMIC

As the hospitality & tourism sector moves on the path of recovery and growth after the two traumatic years of the pandemic, Hotel Association of India (HAI) released a Vision 2047 document outlining the roadmap for the future of the industry over the next 25 years. The report while covering key destinations and states across the country has affirmed the gaining popularity of Kashmir as a travel destination, more so for Adventure Tourism, in the post covid era.

The report was released by HAI following a meeting with the hon'ble union secretary (tourism), Mrs. V. Vidyavathi, recently when a delegation from the Association presented her with a copy of the report titled "Vision 2047-Indian Hotel Industry-Challenges & The Road Ahead".

KB Kachru, Vice President, Hotel Association of India and Chairman Emeritus and Principal Advisor (South Asia), Radisson Hotel Group said, "Kashmir is rich in history, culture and natural beauty. It has several attractions that cater to a diverse traveller base. A visitor to Kashmir can

enjoy a range of activities and experiences. A stay in house boats on the famous dal lake is unique. The region boasts of temples, fairs & festivals, adventure, sports, trekking, wildlife, gardens, Buddhist monasteries. The valley has something for everyone. It has also been a favourite destination as a location for film shoots. This report takes a look at the challenges in the sustainable growth of tourism and, highlights the policy interventions required to support the rapid growth of hotels commensurate with the targets of tourist inflows-both domestic and foreign in the short, mid and long term."



## INDUSTRY NEWS

### HILTON INDIA LAUNCHES AN INDUSTRY-FIRST CONSUMER CAMPAIGN FOCUSING ON HOUSE-KEEPERS

On the occasion of International Housekeepers Week (10th-16th September), Hilton India launched #YouAreTheSparkleAndShine, a digital campaign and a first-of-its-kind initiative aimed at shining a well-deserved spotlight on the tireless efforts of the hospitality industry's housekeeping teams, marking the first time the industry's housekeeping heroes are being celebrated with a dedicated digital campaign.

Housekeepers are dedicated to providing guests with a comfortable and memorable stay, whether it's ensuring hygiene and sanitation or adding a personal touch to hotel rooms. Despite their efforts, housekeeping employees are frequently the hidden heroes behind picture-perfect hospitality experiences. The campaign also asks consumers from all over India to participate through a special film highlighting the numerous touch points generated in a hotel by housekeepers.



### IHCL EXPANDS FOOTPRINT IN SIKKIM, OPENS RESORT IN GANGTOK

Tata group hospitality firm Indian Hotels Company Ltd (IHCL) announced on September 25 that it has expanded its footprint in Sikkim by building a resort in the state capital Gangtok. The 69-key resort, located across 14 acres of land, is described as a "serene hideaway" with a blend of Sikkimese aesthetics and contemporary design. Prem Singh Tamang, the Chief Minister of Sikkim, was present for the resort's launch. "The opening of Taj Guras Kutir Resort & Spa in Gangtok demonstrates our commitment to the region's commercial and tourism potential." "After Pakyong, the presence in Gangtok strengthens our footprint in the state and provides a new travel circuit," said IHCL MD-CEO Puneet Chhatwal.



## RADISSON HOTEL GROUP INTRODUCES PALCHAN HOTEL & SPA, A MEMBER OF RADISSON INDIVIDUALS RETREATS

Radisson Hotel Group announces the opening of Palchan Hotel & Spa, a member of Radisson Individual Retreats in Manali. Nestled amidst the majestic Himalayan range, the hotel offers guests an unparalleled experience with a chance to re-connect with nature as it is surrounded by lush green valleys and serene waterfalls.

Perched in the heart of Manali, Palchan Hotel & Spa, a member of Radisson Individuals Retreats presents guests with a one-of-a-kind accommodation experience.



## LEMON TREE LAUNCHES INDIA'S LARGEST HOTEL IN MUMBAI

Lemon Tree Hotels Ltd launched 669 room Aurika Mumbai Skycity, the largest hotel in the country by number of rooms. "This is our third hotel under the Aurika Hotels & Resorts brand, as well as our third hotel in Mumbai. I believe that this addition will help to fulfil the increasing needs of both business and leisure travelers. This launch also brings us one step closer to our goal of bringing our total inventory, including operational and to be opened, to 20,000+ rooms, in the next four years," said Patanjali G. Keswani, chairman & managing director –Lemon Tree Hotels.

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## SHIFTZ PARTNERS WITH SAROVAR HOTELS & RESORTS FOR WORKFORCE REQUIREMENTS

Shiftz, the premier staffing platform dedicated to the sector, has officially announced a strategic partnership with India's renowned hotel chain, Sarovar Hotels and Resorts. The platform is aiming to change the way the hospitality industry recruits by creating real-time matches between employers and job seekers. As part of this partnership, Shiftz will extend its innovative solutions to assist all 100+ Sarovar hotels and resorts in hiring both full-time and on-demand staff.

This collaboration is a concerted effort by Sarovar Hotels and Resorts and Shiftz to address the acute shortage of quality manpower that has been plaguing the industry, with a significant 20–25% workforce deficit.

## WYNDHAM SIGNS NEW PROPERTY IN JAIPUR

Fine Acers Hotels and Resorts Pvt Ltd, a pioneer in luxury resort development and the Lease Back Model, has announced a significant cooperation with Wyndham Hotels & Resorts to create a world-class Wyndham Grand Hotel and Branded Residences in Amer, Jaipur. Following successful endeavours in prestigious locales including as Udaipur, Pushkar, Jawai, Ranthambhore, and UAE, the signing of this franchise deal emphasizes Fine Acers' dedication to elevating the hospitality experience in important tourist areas.

The Wyndham Grand Jaipur Amer, expected to open its doors in 2027, is poised to become a standout gem amidst the vibrant landscape of Jaipur's wedding hub. Nikhil Sharma, Market Managing Director Eurasia, Wyndham Hotels & Resorts, said, "We are enthusiastic about partnering with Fine Acers to introduce the Wyndham Grand Resort in Amer, Jaipur – a significant destination for weddings and MICE events. This venture aligns with the Wyndham Grand brand's promise of delivering luxurious and unforgettable experiences to our guests."





## TN UNVEILS NEW TOURISM POLICY; SEEKS TO ATTRACT RS.20, 000-CRORE INVESTMENTS IN 5 YEARS

The Tamil Nadu government has launched its new tourism policy, which aims to make the state the most appealing experiential destination in Asia. Over the next five years, the state hopes to attract 20,000 crores in investments and help 3 lakh individuals upgrade their skills. Tourism is expected to contribute at least 12% of the State's GSDP annually over the next five years, with tourism and associated businesses employing 25 lakh people.



## OBEROI AMARVILAS, AGRA, THE ONLY INDIAN HOTEL TO FEATURE IN THE INAUGURAL RANKING OF THE WORLD'S 50 BEST HOTELS 2023

The Oberoi Amarvilas in Agra is the only hotel in India to be named to The World's 50 Best Hotels 2023 list. The list, which includes industry-defining hotels from 35 distinct locations across six continents, was announced at an enthralling awards ceremony in London.

The tourism industry came from all over the world to celebrate one another's accomplishments at the announcement of The World's 50 Best Hotels 2023. The unveiling, held in the historic Guildhall, celebrates great hotel experiences from around the world that will impact the ambitions of consumers, visitors, and hoteliers.

The World's 50 Best Hotels 2023 list is created from the votes of The World's 50 Best Hotels Academy, which comprises 580 international well-travelled experts within the hotel and travel industry. The Academy is split into nine regions across the world, where each region is headed up by an Academy Chair.



## PM MODI OPENS YASHOBHOOMI, EYES BIG SHARE IN CONFERENCE TOURISM

Days after entertaining G20 leaders at Bharat Mandapam, Prime Minister Narendra Modi inaugurated Yashobhoomi, a second world-class exhibition complex in Delhi, as India seeks to increase its portion of the worldwide conference tourism sector, which is worth Rs 25 lakh crore per year. India's present stake is below 1%. On his 73rd birthday, the Prime Minister dedicated to the nation Phase 1 of the India International Convention and Expo Centre, Yashobhoomi, in Dwarka, saying, "Bharat Mandapam and Yashobhoomi would make Delhi the centre for worldwide convention tourism. 'Jo yahan aayega, maalamaal hojayega' (whoever displays here will return with a large sum of money).