

# LeaderSpeak

OCTOBER 2022



## PRESIDENT'S MESSAGE

Dear Friends

HAI's flagship event, the Hoteliers' Conclave 2022 has successfully concluded. It was an accumulation of all vested efforts by the staff members. It has been a success because of you all. The conclave served its purpose to act as a platform to initiate the dialogue envisioning the industry's Vision-Hospitality@47.

*Puneet Chhatwal*



## HAI builds sustainability momentum with mega conclave



The Hoteliers' Conclave 2022, Hotel Association of India's (HAI's) fifth edition of its flagship event, has been a massive success. The conclave was held on 28-29 September 2022 in New Delhi. The event commenced with a welcome dinner on September 28, 2022, hosted by the Association President, Mr. Puneet Chhatwal, MD & CEO of the Indian Hotels Company Ltd. at Taj Palace, New Delhi. Curated on the theme "Resurgence - Looking beyond Covid-19", the conclave was inaugurated by the Minister of Tourism, Government of India, Mr. G Kishan Reddy. The forthcoming G20 leadership summit was emphasized extensively as a peak opportunity to turn attendees into ambassadors for the nation. The leading panelists also spoke about the updated draft of the national tourism policy that will be discussed and henceforth implemented subsequent to the forthcoming budgetary session. The industry pioneers who captivated the audience with their words of wisdom and uplifted the spirits of workers of the industry that's rapidly rebuilding itself. The key speakers of the event all mentioned the importance of the public sector and private players coming together and collaborating in a cohesive Public-Private-Partnership model for the accelerated growth of the industry as a whole. Mr. Chhatwal, in his panel address, said that investments in the hospitality sector are "not just an evolution, but a revolution".



## National Tourism Policy to be introduced

According to sources, a comprehensive National Tourism Policy (NTP) will get introduced within the next two months. Union Minister G. Kishan Reddy revealed that the primary goal envisaged in the NTP will make India one of the top five destinations by 2030. The policy will be finalized after relevant implications regarding the ongoing pandemic are underway.

## India to host 2023 G20 summit in September

The G20 Leaders' Summit will be held in New Delhi on September 9-10, 2023. The Ministry of External Affairs (MEA) has announced the guest countries to be Bangladesh, Egypt, Mauritius, the Netherlands, Nigeria, Oman, Singapore, Spain and the UAE. This announcement will leave a far-reaching impact on the hospitality industry and pave the way to address issues related to culture, tourism, digital public infrastructure. Apart from this, it will also impact sectors like women's empowerment, health, agriculture, education, climate financing, circular economy, global food security, energy security, green hydrogen, disaster risk reduction and resilience, fight against economic crime and multilateral reforms.

## HAI, Ministry of Tourism join forces to launch traveller campaign

HAI, an integrated platform of Indian Hospitality, has extended its support towards the national strategy for sustainable tourism, a responsible traveller campaign launched by the Ministry of Tourism. In order to encourage travellers to make informed choices during their excursions, the Ministry of Tourism and Culture has launched a responsible traveller campaign. Supporting the national strategy for sustainable tourism, HAI relayed its support through valuable suggestions and initiatives to the ministry and continues to remain committed through continuous engagement with the nodal ministry.

According to the Ministry of Tourism, the scheme will encourage travellers to adopt principles of sustainable tourism such as environmental, socio-cultural, and economic sustainability. The Ministry of Tourism has identified the strategic pillars to develop sustainable tourism. It has segregated the said pillars into areas like promoting environmental sustainability, protecting biodiversity, and promoting economic sustainability. Adding to this list are promoting schemes for sustainable tourism certification, IEC, capacity building, and governance.

## Sarovar Hotels opens Its 100th Hotel

Sarovar Hotels Pvt. Ltd. achieved the historic landmark of opening its 100th hotel in India with the opening of Lagoon Sarovar Premiere, Pondicherry. With more than 27 years in operation, Sarovar Hotels is one of the leading pioneers in hospitality chains in the country. With a presence in more than 67 destinations across India and Africa from Business to Leisure; Hills to Backwaters; Pilgrim to Heritage and Mountains to Beaches, the company is easily one of the mid-segment leaders in the country.

## Ministry of Tourism launches Swadesh Darshan 2.0

The 2014-15 central sector scheme, Swadesh Darshan, is all set for a revamp. The scheme, initiated by the Ministry of Tourism and Culture, has reportedly been updated for 2022-27. HAI has welcomed the scheme with the mantra of 'vocal for local'. The updated variation of this scheme aims to attain "Aatmanirbhar Bharat" by harnessing India's utmost potential as a tourism des-

tinuation. Swadesh Darshan 2.0 is not just an incremental change but also a generational shift to evolve its predecessor as a holistic mission. It seeks to develop sustainable and responsible tourism destinations covering tourism and allied infrastructure. A few of its key features are also to provide tourism services, foster human capital development, and enhance destination management.

## HAI lauds WTTC's 'Hotel Sustainability Basics' initiative

HAI has endorsed the industry-driven global initiative 'Hotel Sustainability Basics' launched by World Travel Tourism Council (WTTC) to promote responsible tourism. The initiative was launched during WTTC's Global Summit held in Manila and discerns a set of criteria that all hotels must implement to administer responsible Travel & Tourism. HAI was represented by Mr Gaurav Pokhariyal, Senior Vice President & Global Head – Human Resources, IHCL at the launch.

"A deep sense of concern for the planet and the community has been at the very core of business for the Association's founder members who believe in sustainable and responsible growth. It was only natural therefore for HAI to align with WTTC's initiative of Global Hotel Sustainability Basics and endorse it wholeheartedly at the first available opportunity." MP Bezbaruah, Secretary General HAI, said while commemorating the occasion. Adding further to his comment, he said that the Association looks forward to promoting the initiative and encourages all the member hotels to become subscribers thereof.

## Industry members come together to bid farewell to ADG Ms Rupinder Brar



Ms Rupinder Brar, Additional Director General, Ministry of Tourism gets promoted, and repatriated to her parent cadre IRS-IT. She joined the MoT in August 2019.

## Grohe Spa Rainshower Aqua showering range launched in India

Grohe selected India as the first market to introduce its Grohe Spa Rainshower Aqua Showering range claiming to be a new innovative and ultimate luxury showering solutions for the retail market as well as the institutional customers like premium hotels. Bobby Joseph, leader, Lixil Water Technology – India & Subcontinent (Grohe and American Standard), has said that the hotel industry cannot shy away from investing in innovations as Indians are travelling the length and breadth of the country, and they would be expecting the highest level of services and experiences from the hotels they choose. “We expect the renovation market in the hospitality sector to pick up momentum”.

### IHCL to open 32 hotels over FY23 and FY24

Chief of Indian Hotels Company Limited (IHCL) Puneet Chhatwal is optimistic about the hospitality industry's growth over the next few quarters. In an interview with Business-Line, he said the Tata Group's hospitality arm is looking at growth in both its traditional as well as new businesses. According to Chhatwal, the company is 'firing on all cylinders'.

### Flipkart launches hotel-booking service, sees industry gaining

E-commerce firm Flipkart backed by Cleartrip's API, has launched a new hotel-booking service to strengthen itself in the travel sector, providing "superior service".

Flipkart Hotels will provide customers the opportunity to book hotel rooms across 3 lakh domestic and international hotels. It will offer customers services like flexible travel and booking-related policies, and easy EMI options.

## WelcomHotel by ITC Hotels, Bengaluru accredited with the LEED ZERO CARBON certification

WelcomHotel by ITC Hotels, Bengaluru has been accredited with yet another distinction by the United States Green Building Council (USGBC) – the LEED ZERO CARBON certification.

The first Welcomhotel to achieve this milestone, it is the 4th in the ITC Hotels chain after ITC Windsor in Bengaluru, ITC Grand Chola in Chennai and ITC Gardenia in Bengaluru to be accorded this cer-

tification. This LEED Zero achievement by Welcomhotel by ITC Hotels, Bengaluru further demonstrates ITC Hotels' deep commitment towards the environment and sustainability goals. They are carefully using natural resources and synergising building/design strategies have been key drivers for ITC Hotels to keep on setting new benchmarks at a global level.



## Lemon Tree Hotels celebrates its 20th anniversary

September 2022 marked the twentieth anniversary of Lemon Tree Hotels. Twenty short years later, the company has grown to become the sixth largest hotel chain in India, and today owns and operates 8,300 rooms in 85 hotels across 52 destinations in India and abroad

Speaking on the occasion Mr Patanjali Govind Keswani, Chairman and Man-

aging Director, said, “On this momentous occasion, I would like to thank each member of the Lemon Tree family who has been a part of this journey. These twenty years have seen us go through numerous ups and downs, and this celebration is a testament to the dedication, hard work and resilience of every single team member who has helped us to reach this milestone.”



### HAI members celebrate Azadi Ka Amrit Mahotsav across the country

The Hospitality Industry celebrated with fervour the 75 Years of India's Independence and plans to scale even greater heights by the time the nation celebrates a century.

### WOFX – World Furniture Expo in India

Worldex India is organizing the World Furniture Expo (WOFX), a professional B2B trade show dedicated exclusively to the furniture industry in India. With a total market size of US\$ 41 billion, India is the 4th largest furniture consumer and the 14th largest furniture market in the world. In the show, all categories of furniture and décor will come together on one industry platform. WOFX is the one-stop trade show for the entire furniture and design business for exciting themes, innovative products and sustainable solutions. Visitor pre-registration: <https://wofxworldexpo.com/buyer-register/>

## Industry hails decision on enhanced ECLGS limit



G. Kishan Reddy, Union Minister for Tourism, Culture, and Development of the Northeastern Region (DoNER) praised the government's decision to enhance the Emergency Credit Line Guarantee Scheme (ECLGS) limit by Rs 50,000 crores from 4.5 lakh crore to 5 lakh crore, with the additional amount being earmarked exclusively for enterprises in hospitality and related sectors. He also stated, "The Modi Government has been taking immediate actions and doing whatever it takes to restore and reactivate the tourism sector while protecting jobs and businesses. We are planning to support the sustainable recovery of tourism, shifting to eco-tourism and re-thinking tourism for the future."



## Espire Hospitality Group to invest Rs 550 crore in next 4 years for expansion, upgradation

Espire Hospitality Group has lined up an investment of Rs 550 crore to expand as well as upgrade its business in the next four years and plans to add 20 hotels and resorts in India by December 2023

## Airfares to drop ahead of festive season

According to industry experts and airline sources, airfares are likely to drop with the floor and cap on tariffs being taken away on August 31. The government said it would remove the fare caps it imposed on domestic airlines in 2020 during the pandemic. Airlines have been demanding for several months that these caps be removed.



# INDUSTRY DEVELOPMENTS

## Tourism Revival: Optimism & Worries



According to MP Bezbaruah, Secretary General, Hotel Association of India, "industry analysts have considered that the recovery of the hotel sector is back on course with all the parameters like occupancy, ADR and RevPAR higher than their pre-pandemic levels. There are, however, regional variations, western and southern regions showing better results in general than the rest. These figures again are sub-

ject to seasonal variations and local conditions"

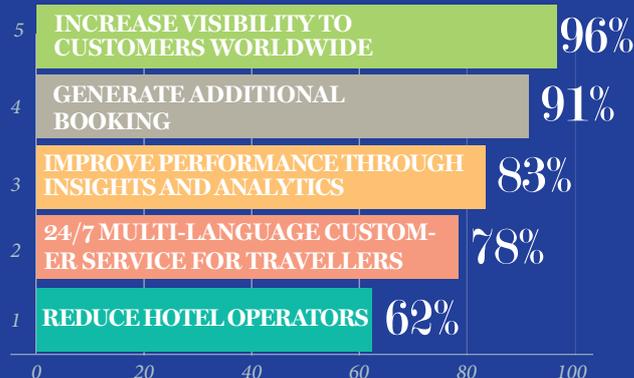
Both locally and globally, there is optimism and confidence in the air for tourism and hospitality sector. The latest UNWTO Confidence Index survey indicates that 81 percent of tourism professionals see better prospects for 2022 and that a higher number of experts (48 percent) now see a potential return of international arrivals to 2019 levels in 2023.

<https://bwhotelier.businessworld.in/article/Tourism-revival-Optimism-and-worries/03-09-2022-445025/>

## Online Travel Platforms Boost Hotel Business

In a survey of small & independent hoteliers in the European Union (EU), most respondents indicated that online travel platforms increased their visibility. Also, 91 percent agreed that they were able to get more bookings by being listed online.

*Share of EU hoteliers who agree online travel platforms*



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