

LeaderSpeak

JULY 2022



PRESIDENT'S MESSAGE

Dear Friends

We are very happy to connect with you once again through LeaderSpeak.

It gives a glimpse of the developments in the industry, its resurgence and the role your Association is playing. We continue to strive for industry and infrastructure status for Hospitality and engage intensely with the government on many issues that affect the industry.

We look forward to your active interaction and sharing of your experiences, ideas and suggestions for betterment of the industry.

Puneet Chhatwal

SIGNIFICANT INDUSTRY DEVELOPMENTS IN STATES

Promote Northeast by building on traditions, craft and sustainable options



M P Bezbaruah, Secretary General, HAI and Former Secretary, Ministry of Tourism was speaking in a virtual session of Northeast Connect, a two day Summit hosted by ET TravelWorld and ET Hospitality World.

“Craft and Tourism should go together, as must cuisine. For the new growth of tourism in the northeast, we must focus on the things people are looking for. Sustainability concerning tourism has been constantly scrutinized, and we have an advantage there.”

He further added, “The GDP contribution of Tourism to the Indian economy used to be around 2 percent. We tried the Tourism Satellite Account to catch all those areas of activity, and Tourism contribution to the GDP is estimated at 8 percent now, while employment is at 10 percent. These are the areas where the northeast has a lot of potential.”

Karnataka facilitates 24/7 operations of Hotels and Restaurants in select locations

Home Minister of Karnataka Araga Jnanendra stated that restaurants can be kept open round the clock where there is high public movement in the locations like bus depots, railway stations, interstate bus terminals. The Police will ensure security and protection to them through the night. The members of the hotel and the restaurant associations have accepted the order and the statement from the Minister.



KEREVAN TOURISM: A new torchbearer for Kerala Tourism

The Tourism Department, Government of Kerala is developing new products and States are launching their individual flagship programs. Pacific Asia Travel Association (PATA) India is organising a series of webinars to share state developments, opportunities & offerings. In the post-pandemic world, with the rising demands and preferences of tourists a comprehensive, stakeholder-friendly Caravan Tourism Policy, promising the visitors safe, customised and closest to-nature travel experience was launched. In the Tourist Caravan model, vehicles are specially built for the purpose of travel, leisure and accommodation. The caravan has the facilities for a comfortable stay, kitchenette, dining table, toilet cubicle, AC, internet connectivity, AV, charging and GPS facilities. To ensure safety for the tourists the Caravan will be parked at Caravan Parks during the night. The Kerevan Tourism is promoting Flexible and Eco friendly Tourism.



J&K Government's efforts yield spectacular results-Kashmir tourism rises exponentially

With successful campaigns of the J&K Government to attract tourists into the region, Kashmir is witnessing an increase in tourism flow. Earlier this year, it broke the 7-year tourist arrival record with an inflow of around 1.42 lakh tourists visiting J&K, signalling the industry is finally on the recovery path.

It is notable, for the first time, the Ministry of Civil Aviation approved five flights per week between Srinagar and Sharjah. Union Minister Amit Shah on October 23 last year, inaugurated Go First's Srinagar-Sharjah flight connecting the northern state with the United Arab Emirates after 11 years.

A dedicated focus is being given to unexplored religious places of Jammu to put it on the tourism map apart from boosting adventure tourism. J&K Lieutenant



Governor Manoj Sinha launched J&K Tourist Village Network under Mission Youth. A special focus by the administration is seeing significant growth in terms of increased number of tourists and creation of tourism-related infrastructure.

ANNOUNCEMENT

The 5th edition of the Association's flagship Event, HAI Hoteliers' Conclave is scheduled to be held from 28-29 September 2022 in New Delhi. The theme for the event is **Resurgence – Looking beyond Covid-19**. The Event will be kicked off by a welcome dinner at Taj Palace on the 28th. The Conclave sessions will be held on the 29th at The Lalit New Delhi. We look forward to an active participation from the Industry.

New Delhi celebrates North East India at the North East Connect 2022

Dignitaries attended day one of the two-day hybrid event including guests of honors — Arvind Singh, Secretary, Ministry of Tourism, Government of India and Nakap Nalo, Tourism Minister of Arunachal Pradesh. There were a total of five panel discussions for the physical event — the first panel, called "Long road to Northeast: Challenges and Opportunities," explored the scope of Northeast tourism and the reasons why the region has always underperformed in this aspect despite being a treasure trove for tourists.

Read more at:

<https://bit.ly/3zmgevr>



HAI Member Hotels across India celebrate World Environment Day-Plant trees, gift saplings and undertake awareness drives, walks and campaigns



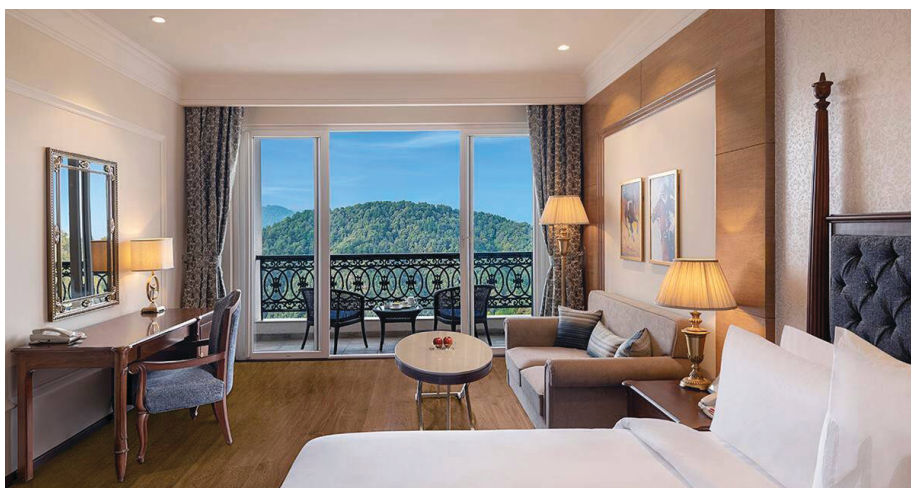
INDUSTRY MARKS THE INTERNATIONAL DAY OF YOGA: 21st JUNE 2022



The 8th edition of International Day of Yoga (IDY) was celebrated with the theme "Yoga for Humanity" on June 21, 2022. In a recent tweet, Prime Minister Narendra Modi stated, "Yoga is a perfect blend of Gyaan, Karm and Bhakti. In a fast-paced world, it offers much-needed calm." In its true tradition of being the brand ambassadors of the country, Hospitality too celebrated Yoga Day. Many hotels, spas and resorts undertake various initiatives to encourage people to practice Yoga, to usher in greater discipline, calm and peace, to heal Mind, Body and Soul. The Covid-19 upheaval caused huge stress among people. Such time-tested ancient practices go a long way towards holistic healing.

DELHI HC HOLDS 'NO SERVICE CHARGE ORDER' ON RESTAURANTS

The Delhi High Court has upheld the Central Consumer Protection Authority order that barred restaurants from levying service charge on menus. Justice Yashwant Varma said, 'all eateries must prominently display levy of service charge on menus and other places'. The court also recorded a submission by counsels of the National Restaurant Association of India, that they would not levy this charge on takeaway items.



Delhi to host India's biggest shopping festival

A 30-day Delhi Shopping Festival to be held from January 28 to February 26, 2023, was announced by the Delhi Chief Minister Arvind Kejriwal.

The shopping festival will boost the national capital's economy as well as help the local businessmen. He added that people from across the country, as well as the world, will be invited to this unique festival where they can experience Delhi and its vibrant culture. Heavy discounts, concerts, upliftment of local brands and business and employment are some of the key objectives of the festival.



HAI MEMBERSHIP & ITS BENEFITS

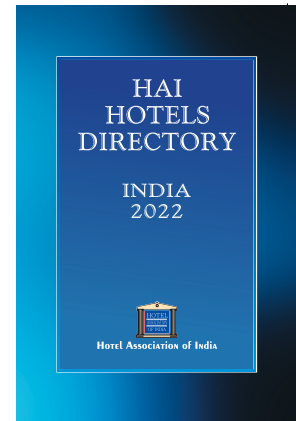
HAI invites hotel groups of budget, first class or luxury to avail the membership which is open to all hotels/hotel projects in India that are recognized/classified by Ministry of tourism, Government of India.

The members of HAI have the benefits to avail HAI Silver Cards for two nominees per hotel, access to industry updates through regular bulletins and avail information, data, advisory, consultative, representative & research services. The

members are eligible to attend the AGM, vote an Executive Committee every two years, and can file nomination for election in the Executive Committee.

- The Membership Form for the category of "Ordinary" member can be downloaded Click here to download (PDF file).
- For membership in the categories of "Corporate" "Fellow" & "Associate", please contact the HAI Secretariat.

HAI HOTELS DIRECTORY 2022



The Association published the HAI Hotels Directory 2022, which lists members of Hotel Association of India. The membership comprises the entire range of hotels – major groups, designer and boutique hotels, heritage, resorts and budget, first class or luxury. The Directory is an annual publication, which gets distributed widely nationally/overseas.

INDUSTRY DEVELOPMENTS

In FY23 IHCL's performance is expected to increase

The Indian Hotels Co. Ltd.'s pipeline of more than 7,500 rooms at the end of FY22 is likely to be supported by the sharp revival in demand on the back of an increase in leisure travel, corporate events, and business conferences. This pipeline is spread across its brands such as Taj, selections, Vivanta, and Ginger.

The Analysts estimated standalone occupancy in FY23 to reach/surpass the pre-Covid or FY20 level of 67% which was about 53% in FY22. The pickup in international travel also bodes well as overseas operations contributed about 19% to IHCL consolidated operating revenue in FY'22. Further remote working has led to emerging trends such as workation (work plus



vacation), which is inspiring hotels to offer homestays as this is seeing increased demand. The presence of Indian Hotels is growing its presence in this segment under the brand of ama Stays & Trails. This portfolio, as on FY22 end, consisted of 80 ama bungalows with 47 such homestays in oper-

MARRIOTT TO OPEN 5 HOTELS



American Hospitality major Marriott International signed an agreement to open four hotels in Jharkhand and one in West Bengal. The hospitality major will open Le Meridien and Fairfield by

Marriott in Ranchi; the latter will also be launched in Ranchi, Maithan and Deoghar. The group will launch Courtyard by Marriott in Asansol.

"We are thrilled to be working with the Beekay Group again to bring five new hotels to Jharkhand and West Bengal," said Rajeev Menon, president, Asia-Pacific, (excluding Greater China) Marriott International. The company is looking to enter emerging business locations, in some of the most commercially and culturally important cities of eastern India.

Tariff of Hotel rooms below Rs 1000 to be taxed

The budget travellers will have to pay 12 percent Goods and Services Tax (GST) for the hotel rooms below Rs 1000. The GST council during its two-day meeting took a decision which will take effect on July 18. This is welcome initiative as it will legitimise the budget category hotels. There is a large inventory of unorganised and unlicensed hotels in this category which were posing a problem to the government and the hospitality industry.



ITDC is the new nodal agency for MICE promotions in India

The Ministry of Tourism, Government of India has appointed India Tourism Development Corporation (ITDC) as the nodal agency for MICE promotions and as per the newly constituted National MICE Board.

Earlier, the India Convention Promotion Bureau (ICPB) was driving the MICE Tourism marketing and promotions for India Tourism for more than three decades.



Club Mahindra adds Five new Destinations

Club Mahindra, the flagship brand of Mahindra Holidays & Resorts India Ltd, has been a pioneer in creating destinations. It has contracted five new destinations namely:

- RVR Sarovar Portico, Dindi in Andhra Pradesh
- Clarks Safari, Pushkar, Rajasthan
- The Driftwood Leh, Ladakh
- Polo Towers, Shillong, Meghalaya
- Devka Beach, Daman near Gujarat

The company is one of the preferred choices for family holidays and it is constantly adding resorts to 'Make Every Moment Magical' for its members and guests.

Contact us - www.hotelassociationofindia.com

Hotel Association of India, B 212-214, Som Dutt Chamber-I, Bhikaji Cama Place, New Delhi-110 066, India
Tel : +91-11-2617 1110/14, info@hotelassociationofindia.com, hai@hotelassociationofindia.com,