



# HOME AWAY FROM HOME

*Trend & opportunity in luxury rental and boutique homestay*



# ABSTRACT

Luxury is an experience that may differ from person to person; luxury for one may be ordinary for another. Luxury travel in recent years has been a popular trend. The luxury market was valued at 945.6 billion dollars in 2019 and is expected to increase by 111.1% between 2021 to 2027. The luxury travel business has emerged as one of the fastest expanding industries, greatly contributing to global economic growth and development. The primary drivers of the expanding luxury travel trend are people's desire for distinctive and exotic vacation experiences, an increase in the middle- and upper-class's disposable income and corresponding expenditure, and an increase in people's needs and desires to spend more time with family. With the introduction of the internet, now many market their products using the latest techniques and technologies to attract customers. The peer-to-peer business model helps connect people and use their underutilised properties for others. Such a model is already present in the market and has shown tremendous growth.

In the aftermath of the pandemic, the notion of homestay is gaining traction. Travellers now want to enjoy all of the amenities of home, but the homestay transforms it into an immersive experience at a leisure destination of their choice. The sense of being where you wish to explore leads to an experience. As opposed to hotels, travellers may approach homestays with particular and unique requests and engage in a more personalised manner. This paper also states how the Indian market has changed after the pandemic and how the Indian government has already implemented policies for the same. Apart from Airbnb, many hospitality giants, as well as stand-alone brands, have tapped into the market.





# WHAT IS LUXURY TRAVEL?

*Luxury travel is experiencing destinations in inspirational and unprecedented ways on your terms. Luxurious travel provides experiences tailored to your personalised preferences, including what you desire, how you like it, where and when you want it.*

## ***How would you define luxury travel?***

Luxury may vary from one individual to another. One traveller may find something luxurious while the same may be ordinary for the other. For some travellers, a private butler is mandatory. In contrast, for others, luxury is a bed with a breath-taking view or even an escape to an isolated place far from the busy and noisy cities. Most of us connect luxury with something pricey, but you don't have to spend a fortune to get five-star care. You only need to pay a reasonable amount for a high-quality service or product, or, in other words, value for money.

Today luxury travellers seek more depth of understanding and immersion into the local culture than ever before. Luxury has a different meaning for each traveller. For example, in Wine Tourism in Portugal, the focus is on delivering a unique and personal service. They want to help their clients to plan and enjoy genuine, high-quality experiences that will be forever cherished. Luxury travel is a great experience born from the clients' wishes and dreams and put together by the knowledge and expertise of travel consultants.





# THE GLOBAL LUXURY TRAVEL MARKET

The worldwide luxury travel market was worth \$945.6 billion in 2019 and is predicted to increase at a CAGR of 11.1 percent between 2021 and 2027, reaching \$1,198.3 billion in 2027. Luxury travel services provide the most desired and premium experience in terms of opulent lodgings, easy transportation, and unique travel experiences. The service providers strive to give exceptional services to their customers.

Some of the unique services provided by stakeholders to travellers are private jet flights, spas, customised cuisines, private island leases, and private yachts. Nowadays, travellers are more interested in trying various places in order to gain experiences in terms of cultures, meals, and other things. People are increasingly opting for one-of-a-kind excursions that involve cultural visits, sailing, and adventure activities to acquire a useful and distinctive experience.

The luxury travel business has emerged as one of the fastest expanding industries, greatly contributing to global economic growth and development. To capitalise on this, market participants have developed innovative methods to target the rise in the middle-class category, such as recruiting competent personnel who can speak international languages and easily communicate with travellers. This increase in demand for

one-of-a-kind travel experiences provides significant opportunities for industry participants to remain competitive.

The luxury travel market is expected to be the fastest expanding section of the global travel industry during the forecast period (2021-2027). The primary drivers of the expanding luxury travel trend are people's desire for distinctive and exotic vacation experiences, an increase in the middle- and upper-class's disposable income and corresponding expenditure, and an increase in people's needs and desires to spend more time with family.

Luxury travel growth markets are driven by rising disposable income and growth in the middle class in countries such as China, Hong Kong, India, and Malaysia. According to recent statistics, billionaires in the Asia Pacific region now dominate more wealth than millionaires in North America. In terms of future spending options, travel is recognised as a top priority, emphasising unique luxury experiences and adventurous activities. Major developed countries such as the United States have the highest share of the luxury travel market, while developing countries such as China and India are in high demand for international luxury travel.





People have rented holiday homes and villas, private islands, and the residences of famous authors for centuries. However, resort villages such as Mexico's Quintana Roo—a popular vacation retreat for almost half a million American tourists—have seen tremendous demand this year, where families can find solitude and isolation and couples can find calm away from the city buzz. Instead of hotel rooms, the vast comfort of houses and hotel buyouts provide a more customised and luxurious holiday.

The growing popularity of self-catering in the United States allows the mundane parts of life to continue, but in dreamlike locations, making the desire for seclusion not only accessible but actively sought for. Black Tomato, a luxury travel service, witnessed a 61 percent rise from 2019 in inquiries and bookings for exclusive-use resorts with highly privatised experiences, such as private flights and boat charters and many other such services and products. In general, clients seek locations where the natural environment is preserved.

At the beginning of the pandemic, demand was low for Vacasa, a luxury home leasing company that owns more than 30,000 homes. However, from March 2020 to March 2021, bookings

increased by 113% from 2019, and there was a strong preference for larger multi-room properties. At the same time, guests seem to be more willing to spend their vacations for a longer period of time compared to the pre-pandemic period, with an average total booking cost increase of 22%, primarily due to long stays and slightly higher average prices.

Hotels are expanding to provide exclusive usage or are witnessing a significant surge in villa reservations. During the epidemic, Hotel Amparo, a five-bedroom boutique hotel in Mexico's San Miguel Allende, established its Residency at Hotel Amparo, enabling parties of ten to take over the entire property for only \$500 per night. This offers exclusive (but not all-inclusive) use of the bar, restaurant, and lounge facilities. The new Exclusively Yours package at Sonoma's MacArthur Place accommodates parties staying in one of the duplex or fourplex cottages. The hotel will shut out the remaining rooms to provide complete seclusion from non-party neighbours. "Many of our rooms already had individual balconies, porches, or patios, but we wanted to go a step further and provide the opportunity to hire a complete cottage or series of rooms," explains Liddy Parlato, the creative marketing manager.

With the introduction of the internet, now many market their products using the latest techniques and technologies to attract customers. The peer-to-peer business model helps connect people and use their underutilised properties for others. Such a model is already present in the market and has shown tremendous growth.

The peer-to-peer based activity consists of obtaining, giving or sharing the access of goods and services, coordinated through community-based online services. This sharing economy is also referred to as the "collaborative economy," the "gig economy," or the "platform economy," and includes many different sectors, ranging from selling art to providing home maintenance services run by an increasing number of independent "gig workers," or microentrepreneurs.

The initial name for gig activities oriented on the sharing of unused assets was known as sharing economy. However, the products marketed on the main tourism digital platforms have expanded well beyond pooling underused assets to include housing held exclusively for short-term rental, sometimes by business owners. As a result, the phrase "sharing economy" has lost its significance in this industry.



#### ● Philippines

**980,000**

guests in 2018

#### ● India

**480,000**

guests in 2018

#### ● China

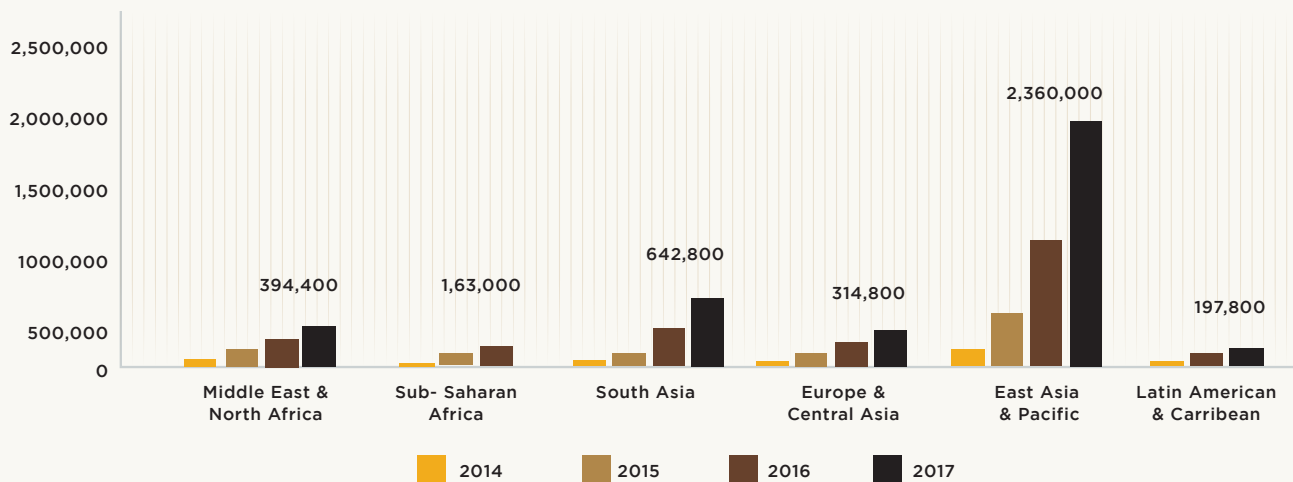
**4,523,750**

guests in 2018

Emerging markets are a new growth centre for P2P hotels. The Middle-income group increased from 1,160% in 2014 to over 4 million in 2017. In the Philippines, they had received 980,000 Airbnb guests, while in India, they had received 480,000 Airbnb guests as of 2018. In 2018, china received 4,523,750 Airbnb guest , an increase of about 37.5% compared to 2017. A similar pattern can be seen in the data from the rapidly growing Homestay.com showing the revenues from Cuba, Japan, Iran, Brazil, South Korea, Argentina, South Africa, India, Mexico, Singapore, China.



# GROWTH OF AIRBNB GUEST ARRIVALS



According to Airbnb India data, travellers are exploring new experiences when they travel. The flexible destinations feature on the Airbnb platform is also helping travellers explore and spotlight interesting places near and far. In addition, their data show a rising interest in unique accommodations.



Globally, Airbnb has over 170,000 of these kinds of properties to choose from, a 30% increase over May 2019, while the number of searches for unique listings as of June 2021 was 94% higher as compared to the same period in 2019.



India stands tall in the tourist destination lists of the world, and inbound tourism has been increasing over the past decade. In Fact, many homestay facilities have catered to tourist accommodation. According to Noesis internal research, hotels and resorts account for 67 % of India's accommodation, while homestays account for 5% of the accommodation. In the top 50 emerging tourist's destinations in India, Homestay comprises 13% of the total accommodation. From this, 72% of the homestays are located in the southern part of India, while 13% is located in the northern part of India. The homestay market consists of properties that fit into all price brackets. Budget travellers have plenty of choice in a homestay, with 65 % of the accommodations being about 4500 INR per night and 31% of home stay catering to the midscale and luxury segment. The number of homestays is the highest in Kerala, followed by Karnataka, Himachal Pradesh, Maharashtra and Tamil Nadu.

Data from Airbnb also revealed that farm stays are the unique accommodation type followed by cottages, earth houses, and treehouses that are searched very often.

# WHAT IS THE HOMESTAY CONCEPT?

In the aftermath of the pandemic, the notion of homestay is gaining traction. Why? Simple. Travellers now want to enjoy all of the amenities of home, but the homestay transforms it into an immersive experience at a leisure destination of their choice. The sense of being where you wish to explore leads to an experience. As opposed to hotels, travellers may approach homestays with particular and unique requests and engage in a more personalised manner.

Airbnb not only rents out small-scale and mid-scale apartments but also caters to luxury apartments and villas. There has been an upward trend in the luxury market that has seen good growth due to the demand. This concept has been utilised by the Indian hospitality brands, a niche market with great potential. Here the hospitality brands rent out luxury villas or bungalows, which would be everything travellers need when they stay home. This stay will also portray more of local culture and heritage.







# HOMESTAYS IN INDIA

Homestays in India, however, are not a new concept. In recent years, an increased number of international and domestic travellers in the country have preferred cosy homestays over conventional hotels in the quest for an authentic, local travel experience. The informal environment, flexibility and value for money provided by a homestay, especially to a group of travellers, are some of the factors driving the growth of this segment. However, homestays are at a nascent stage and are highly unorganised, with the presence of few branded hospitality players in the luxury market segment.

The development of a network of good quality homestays can help in tapping the full potentials of leisure tourism in the future. An increased number of travellers are seeking memorable experiences at unexplored destinations in the post-Covid era. There are several unexplored places and underdeveloped hill stations, wildlife sanctuaries, beaches and heritage sites in India. These sites can be developed into established tourist destinations but lack quality accommodation. The concept of homestay can bridge the gap of demand and supply at places where developing a hotel can be commercially not feasible due to high construction costs and tedious approvals processes. Therefore, developing a luxurious homestay at such locations will be a valuable proposition due to lower costs and higher profits compared to a regular hotel and also help in

sustainable development and growth of the area around.

Moreover, unlike star hotels, luxury homestays add a heavy dose of personal essence to the traveller's experience by the host personally welcoming guests, telling stories about the home, introducing guests to the food they locally eat.

**Here the potential for luxury homestays in India is tremendous, while India's travel market is projected to grow at 11 to 11.5%, which has reached around a whopping 48 billion dollars in 2020.**

Homestay is undoubtedly one of the means to meet this growing demand. Increasing disposable income, government-focused measures to stimulate the travel industry, and growing travel cravings are accelerating this growth. There is no doubt that the Indian hospitality industry needs to diversify its services to meet this exponential growth and realise its extraordinary potential. Alternative accommodations, such as homestays, which occupy only a small part of the market today, are becoming more important and play an important role.



## ***How has the Government of India Helped?***

The Government of India has also realised the potential of homestay in the Indian hospitality market, taking active steps to increase various forms of tourism available. According to Noesis internal research, India needs to add 2.5 million rooms in the homestay segment, as reflected by an increase in foreign tourist arrival in 2017 which was 16.81 million to 17.81 million in 2019. Airbnb, Oyo, Vista Rooms have already extended their services to include homestays. The main objective is to provide good quality products and services at the right price and location.

The Indian govt under the ministry of tourism over the years has granted many incentives such as subsidies and relaxation in licensing rules for homestays as it helps in promoting eco-tourism, rural tourism and improves the socio-economic condition of the population in the region, as it provides a second income. Moreover, this will decrease the gap between demand and supply at various destinations, especially in remote places which are not commercially developed. For instance, homestays in northeastern states of India, as well as Leh and Ladhak, have played a major role in boosting tourism in these regions. The ministry of tourism has also introduced training workshops to enhance the hospitality skills of homestay owners within the country. This initiative has also created awareness amongst local communities about the benefits of a homestay.

The Tourism Ministry has also set a few guidelines for homestays in India. The guidelines for the classification of Incredible India Bed & breakfast and Homestay establishments are in two different categories, namely, the silver category and gold category. These guidelines will also act as the Common National Standards for Classification of Bed & breakfast Establishment and Homestay establishment by all State Governments and Union Territory Administration. These guidelines are also available on the official website of the Ministry of Tourism. The mandatory guidelines for both the categories have been furnished in the Annexure.





# BENEFITS OF HOMESTAYS IN INDIA



## *Distinctive and Characterful Accommodations*

Homestays provide an unrivalled opportunity to explore India's incredible diversity and joys. Plantation bungalows, antique Havelis (mansions), forts, and distant country cottages are just a few of the alternatives. It is feasible to stay with a royal family or with a tribal family. There's no better way to meet Indians from all walks of life!



## *Personalised Service*

Just like a hotel, a homestay usually only has a few rooms. The family who resides there runs it and also acts as a host. This provides the guest individual attention and guarantee. You can spend as much or as little time as you choose with the host family. Some visitors prefer to merely dine with them, while others converse with them for hours. Regardless, staying with an Indian family is the most convenient approach to learning about Indian culture. Many visitors and hosts form such strong bonds that they keep in touch long after their trip is done.



## *Local Knowledge*

The presenters' abundance of knowledge about their local region makes picking what to see and do a snap. Such local expertise is invaluable in making the most of your stay. Many hosts are pleased to take their guests about their neighbourhood, offering them priceless information that a guidebook just cannot provide. Hosts frequently have reliable contacts and can help with travel arrangements.



## *Getting Off the Tourist Trail*

Homestays are ordinarily situated in private areas rather than vacationer regions. This implies you'll be away from all the shams, promotions, tricks, and different problems.



## *Unique Activities*

As a visitor at a homestay, the emphasis is on you and your likes and interests. The hosts are usually quite helpful and will go out of their way to arrange activities that are of interest to you. These activities will differ based on where you are. Exploring a coffee farm in Coorg, witnessing a polo match in Rajasthan, herding animals in rural northern India, hamlet visits, picnics, and temple excursions are just a few of the activities available. Wedding guests are frequently invited as well.



## *Celebrating Festivals*

Celebrating India's various holidays with a local Indian family is the best way to experience them. You'll receive profound respect and comprehension of the festival's meaning, as well as the opportunity to participate in its ceremonies. This is especially true during Diwali, a unique family event.



## *Home Cooked Food*

There's a huge difference between the Indian food served in restaurants and hotels and the food cooked in an Indian home. By staying at a homestay, you'll be able to taste authentic Indian home-cooked food made to order. It's a lot lighter and has more variation and flavour than restaurant food. Some homestays even welcome their guests into their kitchen and watch and participate in the cooking process.

# HOME STAYS BUSINESS MODELS



To operate and run a homestay, there are three different models. Each of them is unique and help to generate revenue in their own way. From the property owner to hospitality giants aiding you in running a homestay are delivering fantastic and stunning curated houses for guests who would essentially want to have accommodation with the notion of being home away from home.

## *Proprietorship & Owned Brand:*

**In this model, the owner of the property runs the facility either on his own or with a like-minded individual. The property must follow all the guidelines as mentioned by the tourism department and other concerned bodies.**

The owner invests in the property, such as basic amenities and the interior as well as the exterior of the property.

They will also have to invest in other operating supplies and working capital.

The licenses & certificates from the local body must be approved and obtained.

NOC from all concerned local bodies such as health, local panchayat or municipality must be obtained.

An FSSAI certification (Food and Safety body), as well as inspection, must be approved.

GST, PAN/ TAN registrations of the firm are required. In this model, the average occupancy observed is around 46% annually.

Local Tourism department approval is also required, as mentioned on the tourism ministry's website.

Apart from basic amenities, the owner must install WIFI, a TV, AC and Hot and Cold-water facilities and sports amenities.

For Sale and marketing, the firm can tie up with third-party companies such as AIRBNB, TripAdvisor and OTA's where a commission of 5% to 20% is charged and may differ from company to company and platform to platform.

## *Management contract:*

**Here the property and Profit and loss belong to the owner who is supposed to invest and have his property as per the hospitality companies' recommendations, where the hospitality company will guide the owner in design and built**

This is a long-term management contract with a minimum of 10-15 years.

A management fee is usually charged with 5-15% along with a sales and marketing fee of 2%

The owner will have the privilege of around 20-25 room nights, which may differ for different hospitality brands.

The occupancy in this model is around 53-58% annually.

Apart from the capital involved, the owner has to get all the licenses approved, such as the GST registration, Pan/TAN, NOC from Local Bodies, and other documents as per the legal regulations of the state, village Panchayat or Municipal Corporation.

Food and safety License (FSSAI) registration is necessary.

The property also must be inspected and certified by the Local Tourism Department.



## Revenue Share

Here the structure or property belongs to the owner and working capital invested by the brand.

An agreement is signed between the owner and the operator where the owner will get a revenue share on the revenue generated from rooms and food and beverage.

The operator bears all operating costs.

25% (Twenty-five Percent only) of the total Room and Food and Beverage revenues would be shared with the owner, and it may vary from brand to brand.

Revenue is calculated net of taxes, travel agents' commissions, discounts, rebates etc.

The revenue share becomes payable from the date of the formal opening of the hotel.

The Trade License and other necessary permits and renewals are arranged by the owner for the operator (in the operator's name) prior to commencement of operations.

Insurance for Complete property & installed equipment has to be done by the owner. The operator will take Insurance of public liability & a comprehensive policy.

# HOMESTAY IN INDIA:

## *A growing market for an alternate accommodation*

India's hospitality sector is growing rapidly. Many hotels have now diversified their growing business. One such is homestay experience and trails. Today this concept is in its nascent stage but is already growing to play a significant role in various markets. This concept is a great business proposition for homeowners, which would help them monetise their assets and convert them into a Profit-making business.

A country with a diverse culture and heritage has much to offer and grow in this category of homestays. For Indian travellers exploring scenic and safe destinations, this is all about figuring out how to optimise their travel experience to the fullest.

Here are some of the hospitality brands which have diversified into boutique homestays & vacation rental .....>



A photograph of a two-story bungalow with a tiled roof and warm interior lighting, set against a twilight sky with silhouettes of trees.

# AMA (IHCL)

**A distinctive branded offering by IHCL, Ama Stays & Trails, Comprises untouched experiential escapes ranging from charming residences to mesmerising trails in unique locations.**

**Combining elegance with homely comfort and warm service, Ama Stays & trails offer immersive and authentic local experiences to guests.**

**They have a total of 31 Bungalows with 125 keys in 10 destinations.**

IHCL, which has started its journey with nine heritage bungalows under a management contract in Coorg and Chikmagalur in their Ama portfolio, has grown to

51 bungalows across leisure destinations, including Goa and many more. By 2025 they are targeting a portfolio of 500 ama bungalows on management contracts.

Ama properties are available in Alibag, Alappuzha, Coorg, Chikmagalur, Goa, Darjeeling, Jodhpur, Kamshet, Khadakvasla, Kodaikanal, Kolkata, Lonavla, Madh island, Mahabaleshwar, Munnar, Pangani, Wayanad, and Thiruvananthapuram. All Ama properties portray the local culture and heritage of their respective locations. They also provide travel and other activities. Below mentioned are a few activities available in certain properties.

## ***Jeep Safari in Coffee Plantation-***

A sprawling, coffee-scented paradise reverberating with a symphony of birds - everything about the region is sure to beckon the nature lover in you. Start the day with a trek through the plantations with a guide. Learn about the floral and faunal ecosystem in the region, appreciate the quietude of the woods, or get lured by a solitary insect at work, all to come back refreshed and in tune with nature.



## ***Plantation walk-***

Walk through the lush coffee estate attached to our bungalows, enjoy a heavenly cup of filter coffee at the end of it, accompanied by delectable regional snacks. Immerse yourself and soak in the natural and restful ambience of the estate.







# THE POSTCARD HOTEL

**The Postcard Hotel is a collection of intimate luxury hotels hidden in holiday destinations across India and the world. Each hotel is chosen and designed to be simple but filled with beautiful experiences. The guests can experience holidays that are slow, free of complications, and sun-kissed.**

Neighbourhoods and local communities are the souls of the postcard hotels. The hotels are sustainably made along with their food that is made with fresh local ingredients. The brand puts a high emphasis on 'authenticity'.

These properties are available in Goa, Gir wildlife sanctuary, Sri Lanka, Bhutan, and Kerala. Soon to be opened, properties are in Karnataka, Uttarakhand, Amritsar, Tirupati, Ranthambore, Shivaliks, and Mashorba.

The company is also looking at a historic property in Yangon, Myanmar though the expansion is not limited to South Asia. The company is evaluating locations in Scotland, Burgundy, Ibiza and Mallorca.



## NIRAAMAYA PRIVATE RESIDENCIES

**The Niraamaya Private Residences are a paragon of effortless living. These luxury residences promise the seclusion of a private home, distinctive hospitality and top-notch service, outstanding amenities for ultimate indulgences in the most remarkable settings.**

**Privacy, relaxation, and rejuvenation are some of the key elements of all their properties.**

**They are available in Goa, Karnataka, Kerala and Nagaland with a strength of 10 properties.**





# SAFFRON STAYS

**Saffron Stay has opened the doors to previously inaccessible private vacation houses for families searching for vacations that went beyond checklists of must-sees and must-dos.**

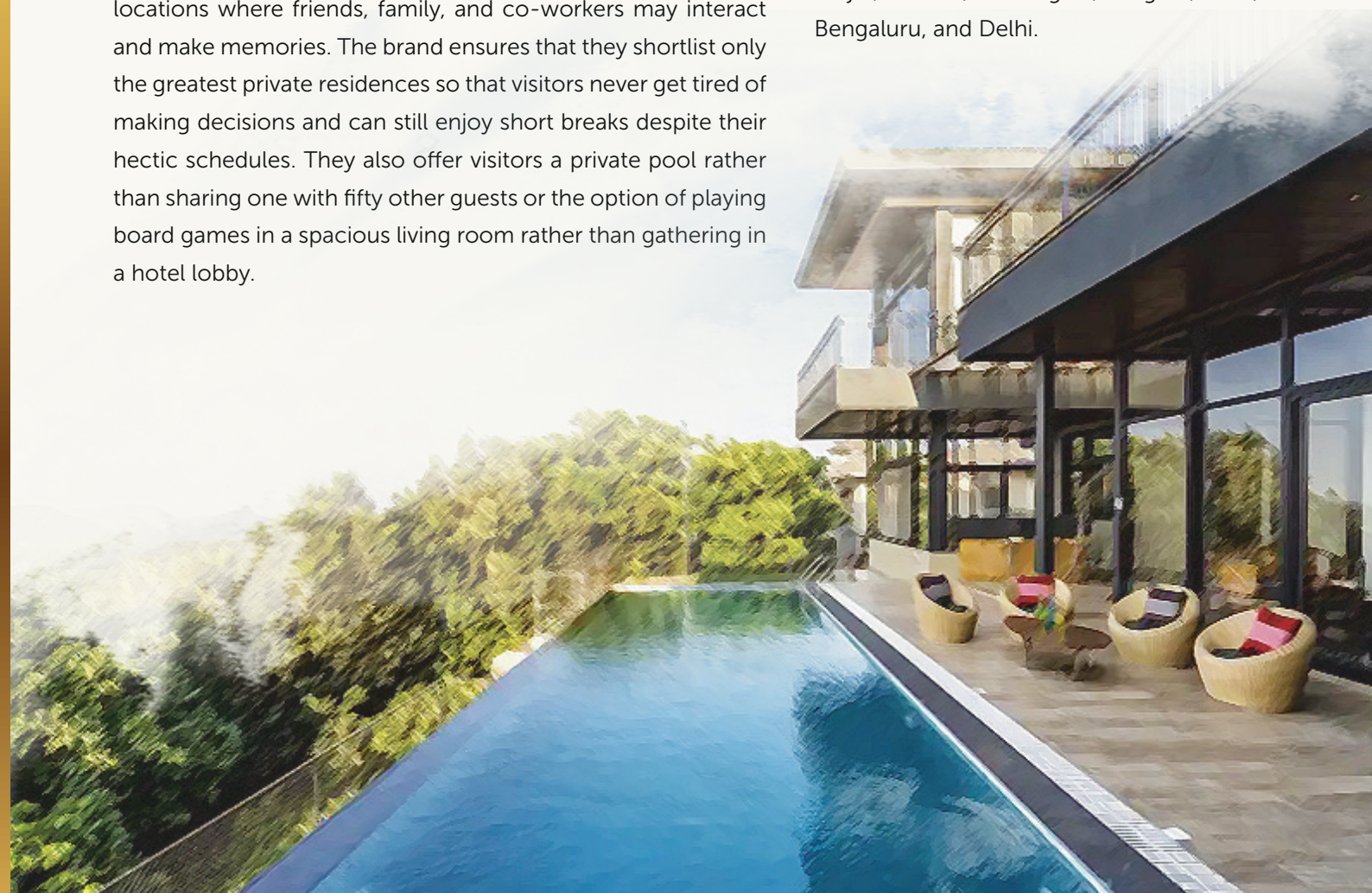
**Today, they cater to the requirements of both homeowners and visitors. Owners who have beautiful houses that need to be maintained and visitors who want the dependability of hotel services in the luxury of a private serviced home; frequently fancy a short trip that fits into a hectic schedule.**

They have provided and will continue to offer unique private locations where friends, family, and co-workers may interact and make memories. The brand ensures that they shortlist only the greatest private residences so that visitors never get tired of making decisions and can still enjoy short breaks despite their hectic schedules. They also offer visitors a private pool rather than sharing one with fifty other guests or the option of playing board games in a spacious living room rather than gathering in a hotel lobby.

Whether it's Geeta's crab curry at Aquamarina in Alibaug or Dhondi's cheesecake at Fragrant Sun in Mulshi, they ensure that their visitors are properly nourished.

When you stay in one of Saffron Stays's 130+ houses, you will always have amazing private areas for friends, family, and co-workers to interact and make memories in, with the added benefit of assurance.

These are available in Alibaug, Lonavla, Karjat, Nashik, Panchgani, Palghar, Goa, Bengaluru, and Delhi.







# VISTA ROOMS

Vista Rooms is the epitome of a "Home Away from Home" experience. As guests, you may select from a variety of over 500 luxury villas and private vacation houses located around India. They help you create unique experiences while reconnecting with nature, yourself, or your loved ones and are ideal for solo and group trips. Only one out of every ten villas they scout is selected and added to their portfolio to guarantee quality. Furthermore, the brand gives high emphasis on safeguarding the homeowners' interests and demands.

Their specialised 24-hour guest services staff is available to all Vista Rooms stakeholders. Saffron Stays are South Asia's largest network of luxury private villas, having served 300,000 satisfied guests at over 500 holiday homes.

They are available in Maharashtra, Goa, Karnataka, Delhi, Himachal Pradesh, Punjab, Uttarakhand, Kerala, Tamil Nadu, Gujarat, Rajasthan, and Sikkim.



# BRIJI

Their rich heritage is not just embedded in historical monuments but also in the stories we all grew up with. These hotels mirror legends and historic tales. They are more than mere accommodation; they are also a celebration of different cultures. Most of the properties are heritage properties as well as properties which are portraying local culture as well, for example, old haveli and palaces.

They have properties located in the heart of some of the most exquisite destinations across the country. They have properties in Varanasi, Jawai Bandh, Dalhousie, Jaipur and Laxman Sagar.





# SUJÁN

The brand has a collection of unique tented camps in Rajasthan. They ensure that the guests feel connected, uncontrived, to the very soul of nature and cultural heritage whilst savouring an inimitable art de Vivre, which brings a positive impact on the guest.

The life of SUJÁN is one of the experiences of change. An experience for enthusiasts, adventurous enthusiasts, and anyone looking for something extraordinary. An experience that enriches and rejuvenates the soul.

Their goal is to protect and restore wilderness and culture. They are the caretakers of the area in which we are while providing their customers with the highest levels of service, comfort, and luxury. The property is available in Ranthambore, known as Sher Bagh, Jaisalmer known as The Serai, Jawai Bandh known as Suján Jawai and Masai Mara Kenya known as Elephant Pepper Camp.



# LOHONO STAYS

Lohono stays specialises in creating and curating luxury villas for rent around the world. In connection with their unmistakable hospitality, there is an effort to provide guests with the most luxurious and comfortable holiday experience.

Lohono has good properties and offers 250 luxury homestays and vacation rentals in Goa, Alibag, Caljat, Bali, Phuket and Koh Samui. They provide fellow guests with outstanding service and experience with concierge services and carefully selected experience





*Upcoming Brands*

# STORII BY ITC

**This is a handpicked group of establishments designed to meet the ever-changing demands of the discriminating tourist. Storii will have intimate, tiny villas in the premium class that will provide breath-taking landscapes or sites steeped in history, golden unspoilt beaches, or rainforests teeming with adventure. Each will be special in terms of character, design, service, or legacy and will provide a particular experience, whether it is a date with nature or a weekend of wellness, the same quality me-time, or delightful times with family and friends.**

**These establishments would only have 10 to 50 rooms and will be located in the most expected as well as most unexpected locations.**

With all such diversified properties upcoming in the luxury market and with the change in trend post the pandemic, many travellers are now seeking to have a staycation away from the busy world.

They prefer to have a nice cosy house, bungalow to themselves where they have privacy and do not share the facilities with many other guests but rather enjoy with themselves. These fellow travellers also would like to enjoy the local culture, peace and serenity of the area they live in. From local food to local experiences is a trend that elevated after the pandemic.

This concept will help hospitality brands to diversify to expand their portfolios as well as help the local population to monetise on their unused assets. This will also help fill in the gap of demand and supply as well as help brands to reach remote areas where development of the area is slow. This is also a sustainable method of development as it will provide a source of income to many in the surrounding areas.

## ANNEXURE

### *Checklist for Classification of Incredible India Bed & Breakfast/ Homestay Establishment*

S. NO.	GENERAL	SILVER	GOLD	Certification by the Establishment regarding the facilities Yes/No	Observations of the Classification Committee
	Well maintained and well equipped house and guest rooms with quality carpets / area rugs/ tiles or marble flooring, furniture, fittings etc. in Keeping with the traditional lifestyle.	M	M		
	Sufficient parking with adequate road width.	D	M		
	Guest rooms: Minimum one lettable room and maximum rooms (12 beds).  All rooms should be clean, airy, pest free, Without dampness and with outside window / ventilation.	M	M		
	Minimum floor area in sq. ft. for each room.  Plain Hills	120 100	200 120		
	Comfortable bed with good quality linen & Bedding preferably of Indian design;	M	M		
	Attached private bathroom with every room along with toiletries.	M	M		
	Minimum size of each bathroom in sq.ft.	30	40		
	WC toilet to have a seat and lid, toilet paper	M	M		
	24 hours running hot & cold water with proper sewerage connection	M	M		
	Water saving taps /shower	D	M		



S. NO.	GENERAL	SILVER	GOLD	Certification by the Establishment regarding the facilities Yes/No	Observations of the Classification Committee
	Well maintained smoke free, clean, hygienic, odour free, pest free kitchen.	M	M		
	Dining area serving fresh Continental and or traditional Indian breakfast.	M	M		
	Good quality cutlery and crockery.	M	M		
	Air-conditioning & heating depending on climatic conditions with room temp. between 20 to 25 degrees Centigrade in the offered room.	M	M		
	Iron with iron board on request.	M	M		
	Internet Connection	D	M		
	15 amp earthed power socket in the guest room.	M	M		
	Telephone with extension facility in the room.	D	M		
	Wardrobe with at least 4 clothers hangers in the guest room.	M	M		
	Shelves or drawer space in the guest rooms	M	M		
	Complimentary aquagaurd ? RO/ Mineral water	M	M		
	Good quality chairs, working table and other necessary furniture	M	M		
	Washing Machines dryers in the house with arrangeents for laundry /dry cleaning services.	D	M		
	Refrigerator in the room.	D	M		
	A lounge or seating arrangement in the lobby area.	D	M		

**'M' stands for mandatory**

**'D' stands for- desirable.**

**Note: - The grading in the various categories will depend on the quality of accommodation, facilities and services provided.**



## Our People

Our team works with global network to ensure we are up to date on all market trends and best practice.

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# NOESIS

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