

# PERFORMANCE REPORT 2021



## INDIAN TOURISM & HOSPITALITY

The tourism and hospitality industry in India has emerged as one of the most important development engines in the country's services sector. Tourism in India holds a lot of promise, given the country's rich cultural and historical past, diversity in ecosystems, terrains, and natural beauty places. It has become a crucial source of foreign exchange in India like various other countries in the world. 2021 has been a year of optimism, survival, and revival. The relaxation of local limitations while maintaining an intensive vaccination programme, together with the execution of tight measures by hotels to assure safety and hygiene, offered a significant relief and boost the confidence among the travelling community.

The industry is welcoming more and more cautious guests who are actively following Covid SOP. While international travel restrictions continue to weigh on businesses, recovery is majorly being driven by domestic travel, helping many hotels stay afloat. In categories such as leisure and home stay, demand has increased significantly as travellers can more comfortably visit locations with drivable distances to avoid congestion and immerse themselves in experiential stays. This trend is expected to continue for the foreseeable future.

In terms of leisure locations, the average rate has not only recovered to the pre-covid level but is also higher in some places. Hotels in metros across all categories continue to maintain average rates and are expected to revert to normal pricing by the end of the year 2022. The omicron scare had vastly reduced the previously increasing business traveller sentiment leading to a significant decline in the occupancy in the last week of December throughout the country. Hotels continue to adhere to all relevant regulations to create a safe and sanitary environment for both guests and hotel associates. Hotels continue to encourage and remind visitors to use Covid- appropriate behaviour to have a safe and enjoyable trip. The hospitality sector is also keeping itself up-to-date on the emerging trends that will influence the future, such as the use of technology, digitalization, sustainable practices.

**The impact of COVID-19 on the Indian hotel industry was such that India Average Occupancy was at 65% in 2019, while the average occupancy dropped to as low as a single-digit during 2020 & 2021 in some months and places impacting the industry's overall performance significantly.**



# OVERVIEW OF INDIAN TOURISM INDUSTRY

India has a rich and diverse culture that attracts tourists from all around the world to come and experience the vast opportunities the country has to offer. With a mix of different kinds of tourism, the country can cater to the needs of every type of traveller in the world. As of 2021, UNESCO has recognized 40 World Heritage sites in India. These are places of importance of culture or natural heritage as described in UNESCO's World Heritage Convention established in 1972.

In India, the industry's direct contribution to the GDP is expected to record an annual growth rate of 10.35% between 2019 and 2028. The travel market in India is projected to reach US\$ 125 billion by FY27.

The Indian airline travel market was estimated at USD 20 billion and is projected to double in size by FY27 due to improving airport infrastructure and growing growth and success of low cost and budget airlines.

In 2020, foreign tourist arrivals (FTAs) decreased by 75.5% YoY to 2.68 million and arrivals through e-Tourist Visa (Jan-Nov) decreased by 67.2% YoY to 0.84 million. In India, the percentage share of FTAs was highest at Bengaluru Airport (29.96%), followed by Mumbai Airport (17.48%), Ahmedabad Airport (15.72%), Delhi Airport (9.21%), Cochin Airport (4.91%), Chennai Airport (4.04%), Hyderabad Airport (3.34%), Lucknow Airport (2.40%), Bhavnagar Seaport (2.37%), Kolkata Airport (2.11%), Calicut Airport (1.41%), Amritsar Airport (1.35%), Kakinada Seaport (1.32%), Dabolim (Goa) (0.91%) and Mangalore Airport (0.72%) in April 2021.





While there was significant recovery, the year was not without pandemic related setbacks, as the emergence of new COVID variants acted as temporary roadblocks in the sector's recovery. Travellers and hospitality sector players, however, continued to adapt to the evolving situation and found new ways to move forward. Driven by a strong recovery in demand, average room rates began to improve after the second wave and gradually approached pre-COVID levels. The ARR was in the range of Rs 4,300-4,600, while the ARR in the fourth quarter was in the range of Rs 5,300-5,500, reaching almost 90% of the pre-COVID level.

## Leisure destinations will also continue to fuel the resurgence in the final quarter of this year.

Top leisure destinations during the third and fourth quarter of 2021 rebounded back aggressively. Udaipur and Goa saw a surge in demand while in Jaipur and Agra, the focus was largely to improve on the room rates. Weddings, workcations, and staycations fueled the growth for these destinations.

Business destinations in India saw (except Ahmedabad and Pune) an improvement in demand primarily led by small conventions as well as events that have shifted to star category hotels due to their health and safety standards.

The pandemic has left the country inducing a new culture of work from home in our corporates permanently changing the whole

scenario of operations for hotels across business destinations.

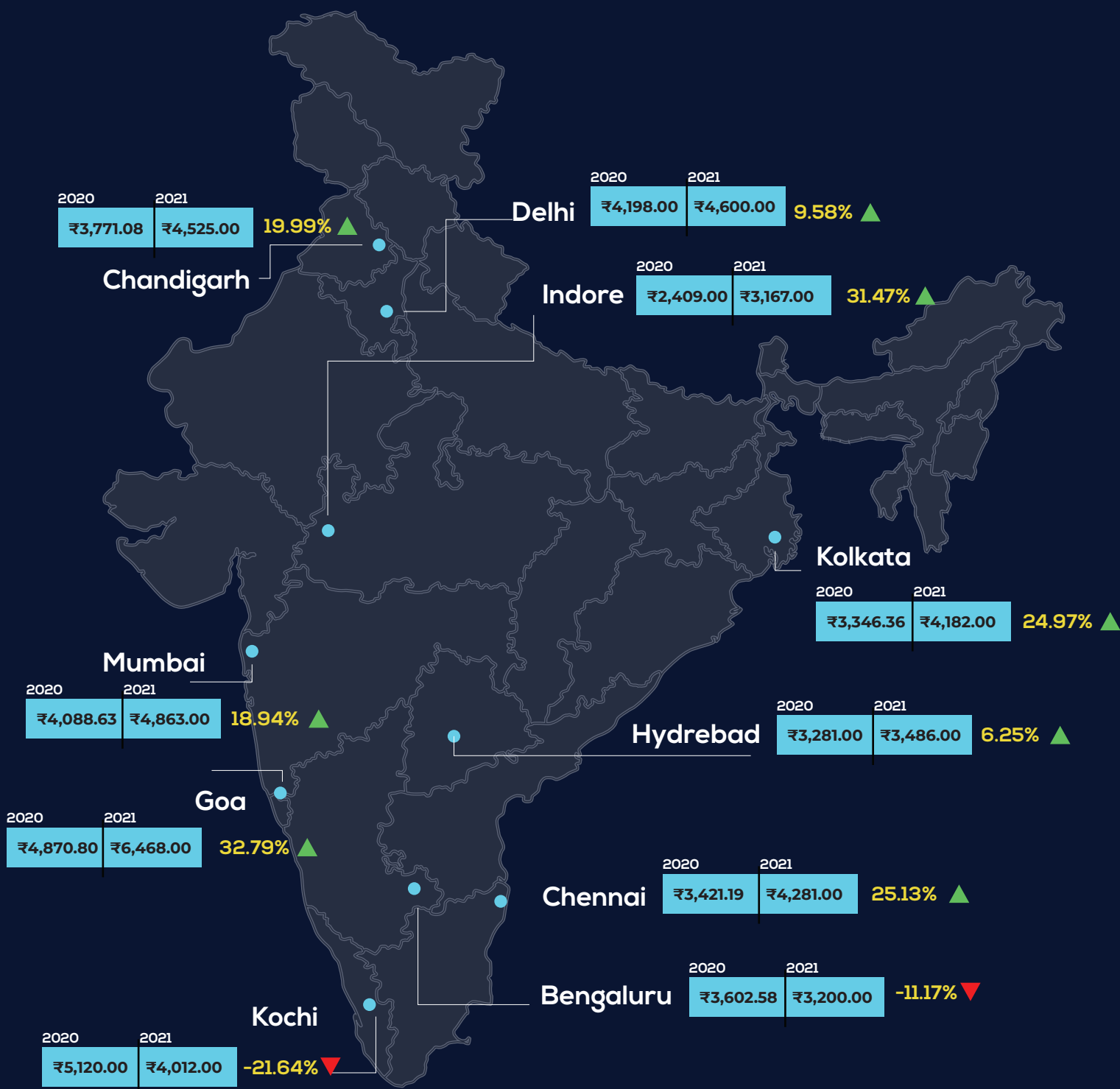
Looking at the demand trend at leisure destinations, many hotel operators are evaluating niche leisure destinations for their expansion plans for the next 2 years and are more focused on brown-field and conversion projects than greenfield developments.

There is a significant interest from the hotel developers and investors to invest and develop resorts in leisure destinations that are at a drivable distance from the top metro cities. Markets like Lonavala, Igatpuri, Alibaug, Coorg, Mysore, Kevadia (Statue of Unity), Kasauli, Goa, and Udaipur are the key markets and will witness decent supply additions in the next 3-5 years.





# City-wise performance of branded hotels



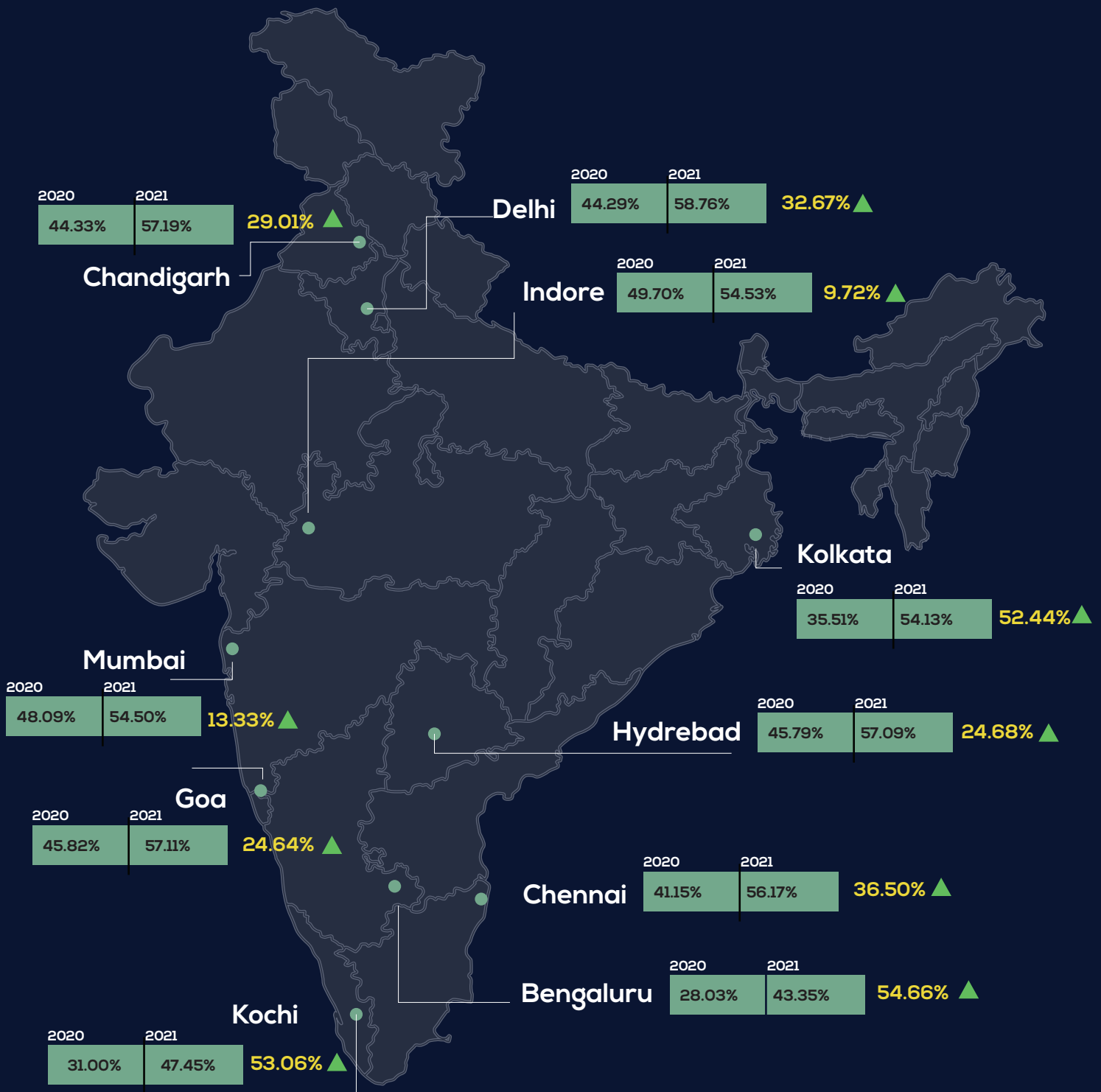
ARR (INR)



Change in ARR % in 2021

This data comprises of leisure and city hotels.

# City-wise occupancy performance of branded hotels



Occupancy rate



Change in occupancy% in 2021

This data comprises of leisure and city hotels.

# Hotels Opened in 2021

	HOTEL NAME	CITY / DESTINATION	No. of keys	Brand
1	The Raffles	Udaipur	101	Accor
2	Novotel	Chandigarh	120	Accor
3	Ibis	Mumbai	249	Accor
4	SureStay Heritaage Walk	Amritsar	30	Best Western
5	Best Western	Dalhousie	28	Best Western
6	SureStay Heritage Walk	Amritsar	20	Best Western
7	Best Western	Vrindavan	41	Best Western
8	Clarion	Indore	57	Choice Hotels International
9	Comfort Inn Dhaliwals	Gurgaon	21	Choice Hotels International
10	Comfort Inn Snow Park	Manali	24	Choice Hotels International
11	Kyriad Vajram	Guntur	32	Orange Tiger Hospitality Pvt, Ltd
12	Kyriad Sarvesh	Gangavathi	38	Orange Tiger Hospitality Pvt, Ltd
13	Mastiff Grand Regal Resort	Arrah	24	Orange Tiger Hospitality Pvt, Ltd
14	Clarks Exotica	Nahan, H.P	24	The Clarks Hotels & resorts
15	Clarks INN	Pandharpur	18	The Clarks Hotels & resorts
16	Clarks INN	Purnia, Bihar	32	The Clarks Hotels & resorts
17	Clarks INN	Jodhpur	15	The Clarks Hotels & resorts
18	Clarks Inn Express	Jammu	32	The Clarks Hotels & resorts
19	Clarks Inn Suites	Kangra, H.P	28	The Clarks Hotels & resorts
20	Clarks Exotica	Rajgargh, H.P	26	The Clarks Hotels & resorts
21	Clarks safari	Pushkar	40	The Clarks Hotels & resorts
22	Clarks safari	Ranthambore	32	The Clarks Hotels & resorts
23	Clarks Collection	Vadodara	44	The Clarks Hotels & resorts
24	Clarks Collection	Bhavnagar	42	The Clarks Hotels & resorts
25	The Fern Residency	Navi Mumbai	79	The Fern Hotels & Resorts
26	Royal Orbit The Fern	Jabalpur	111	The Fern Hotels & Resorts
27	The Fern Residency	Jamnagar	49	The Fern Hotels & Resorts
28	The Fern Sardar Sarovar Resort	Narmada	250	The Fern Hotels & Resorts
29	The Fern Leo Resort & Club	Junagadh	105	The Fern Hotels & Resorts
30	Kanak Beacon	Ahmedabad	40	The Fern Hotels & Resorts
31	The Fern Brentwood Resort & Spa	Mussoorie	73	The Fern Hotels & Resorts
32	La-Paz Gardens Beacon Hotel	Goa	74	The Fern Hotels & Resorts



Hotel Name		City / Destination	No. of keys	Brand
33	The Fern Residency	Hubali	52	The Fern Hotels & Resorts
34	The Fern	Igatpuri	76	The Fern Hotels & Resorts
35	Grand Victoria The Fern Resort & Spa	Panchgani	81	The Fern Hotels & Resorts
36	E-Square The Fern-An Ecotel Hotel	Pune	55	The Fern Hotels & Resorts
37	Pride Hotel,	Udaipur	100	The Pride Hotels
38	Pride Resort,	Dapoli	65	The Pride Hotels
39	Pride Ashiyana Resort	Mussoorie	65	The Pride Hotels
40	Pride Biznotel	Vadodara	50	The Pride Hotels
41	Pride Biznotel, Savli	Vadodara	50	The Pride Hotels
42	Golden Tulip	Gurugram	46	Sarovar Hotels & Resorts
43	Sarovar Portico	Mussorie	45	Sarovar Hotels & Resorts
44	Sarovar Portico	Dibrugarh	52	Sarovar Hotels & Resorts
45	Sarovar Portico	Morbi	59	Sarovar Hotels & Resorts
46	Sarovar Premiere	Rajahmundry	105	Sarovar Hotels & Resorts
47	Sarovar Portico	Model Town, Delhi	69	Sarovar Hotels & Resorts
48	Wyndham Mohali	Chandigarh	80	Wyndham Hotels and Resorts
49	Ramada by Wyndham	Varanasi	68	Wyndham Hotels and Resorts
50	Ramada by Wyndham	Jaipur	108	Wyndham Hotels and Resorts
51	Howard Johnson by Wyndham	Udaipur	94	Wyndham Hotels and Resorts
52	Vivanta	Thiruvananthapuram	108	Indian Hotels Company Limited
53	Vivanta	Miramar,Goa	77	Indian Hotels Company Limited
54	Vivanta	Bhubaneswar	136	Indian Hotels Company Limited
55	Pilibhit House, an IHCL SelQtions hotel	Haridwar	35	Indian Hotels Company Limited
56	Taj Lakefront	Bhopal	152	Indian Hotels Company Limited
57	Taj Wellington Mews	Chennai	112	Indian Hotels Company Limited
58	Vivanta	Pakyong	50	Indian Hotels Company Limited
59	Holiday Inn	Chandigarh	131	InterContinental Hotels Group
60	Holiday Inn Candolim	Goa	106	InterContinental Hotels Group
61	Welcomhotel	Ahmedabad	131	ITC Hotels
62	Fortune Park	Hubali	90	ITC Hotels
63	Welcomhotel Tavleen	Chail	65	ITC Hotels
64	Welcomhotel	Katra	83	ITC Hotels
65	Welcomhotel	Bhubaneshwar	107	ITC Hotels
66	Fortune Resort	Goa	96	ITC Hotels

HOTEL NAME		CITY / DESTINATION	No. of keys	Brand
67	WelcomHeritage Badi Kothi	Allahabad	23	ITC Hotels
68	WelcomHeritage CheetahGarh	Rughnathpura	17	ITC Hotels
69	WelcomHeritage Elysium Resort & Spa	Shimla	42	ITC Hotels
70	Lemon Tree Hotel	Aligarh	68	Lemon Tree Hotels
71	Lemon Tree Premier	Vijayawada	122	Lemon Tree Hotels
72	Lemon Tree Premier	Bhubaneswar	76	Lemon Tree Hotels
73	Aurika, Madikeri	Coorg	55	Lemon Tree Hotels
74	Keys Prima	Dehradun	40	Lemon Tree Hotels
75	Redfox	Rishikesh	80	Lemon Tree Hotels
76	Lemon tree	Port blair	48	Lemon Tree Hotels
77	Westin	Goa	171	Marriott International
78	Fairfield by Marriott	Benaulim,Goa	144	Marriott International
79	Fairfield by Marriott	Dehradun	102	Marriott International
80	Courtyard by Marriott	Mahabaleshwar	93	Marriott International
81	Courtyard by Marriott	Vadodara	121	Marriott International
82	Radisson Blu Resort	Visakhapatnam	100	Radisson Hotels Group
83	Radisson Blu Resort	Dharamshala	120	Radisson Hotels Group
84	Radisson Hotel	Bhopal	104	Radisson Hotels Group
85	Radisson Resort & Spa	Lonavala	103	Radisson Hotels Group
86	Radisson RED	Chandigarh	154	Radisson Hotels Group
87	The Elite Narasapura	Bengaluru	160	Radisson Hotels Group
88	Radisson Blu Hotel & Spa	Nashik	224	Radisson Hotels Group
89	Classic Grande	Imphal	171	Radisson Hotels Group
90	Radisson Hotel	Bareilly	70	Radisson Hotels Group
91	Regenta Central	Somnath	58	Royal Orchid
92	Regenta Inn	Bengaluru	40	Royal Orchid
93	Regenta Inn	Jaipur	44	Royal Orchid
94	Regenta Inn	Amritsar	24	Royal Orchid
95	Regenta Inn	Sambalpur	33	Royal Orchid
96	Regnta Resort	Kabini	20	Royal Orchid
97	Regenta Place	Amritsar	52	Royal Orchid
98	Regenta Central	Udaipur	52	Royal Orchid
99	VITS The Somnath Gateway	Somnath	70	VITS Hotels
100	VITS Shanti Solitaire	Arpora, Goa	78	VITS Hotels

HOTEL NAME		CITY / DESTINATION	No. of keys	Brand
101	VITS Excellencsea	Dapoli	37	VITS Hotels
102	VITS White House Boutique Residency	Vadodara	30	VITS Hotels
103	Zone connect	Coimbatore	55	The park
104	Zone Connect	Para, Goa	49	The park
105	Sterling Palm Bliss	Rishikesh	35	Sterling
106	The Sterling Lake Palace resort	Allepey	58	Sterling
107	Leela Palace	Jaipur	288	Leela
108	The Leela	Gandhinagar	318	Leela
109	The Leela	Bengaluru	281	Leela
110	Lord Resort	Karjat	72	Lords
111	Lords Eco Inn	Jamnagar	39	Lords
112	Four A Lords Resort	Birapur	25	Lords
113	Lords Eco Inn	Belagavi	43	Lords
114	Elora Lords Eco Inn	Lucknow	32	Lords
115	Lords Eco Inn	Panchgani	40	Lords
116	Lords Eco Inn	Shapar	44	Lords
117	Club Mahindra	Jaipur	72	Club Mahindra
118	Club Mahindra Arookutty Resort	Cochin	82	Club Mahindra
119	Club Mahindra	Asnora,Goa	152	Club Mahindra
120	Club Mahindra	Bharuch	60	Club Mahindra
121	Enrise	Pune	29	Sayaji Hotels
122	Enirse	Nashik	38	Sayaji Hotels
123	Amoravida by 7 Apples Resorts	Dhargal, Goa	66	7 Apple

**Total no of rooms 9522**



# Hotels Signed in 2021

	HOTEL NAME	CITY / DESTINATION	Brand
1	Novotel	Nagpur	Accor Hotels
2	Novotel	Jodhpur	Accor Hotels
3	Comfort Inn	Bareilly	Choice Hotels International
4	Comfort Inn	Pathankot	Choice Hotels International
5	Comfort Inn	Gurgaon	Choice Hotels International
6	Comfort Inn	Burhar	Choice Hotels International
7	Comfort Inn	Morbi	Choice Hotels International
8	Comfort Inn	Kaikaluru	Choice Hotels International
9	Comfort Inn	Pratapgarh	Choice Hotels International
10	Clarks Inn Express	Bagalkot	The Clarks Hotels & Resorts
11	Clarks Inn Express	Agra	The Clarks Hotels & Resorts
12	Clarks Exotica	Rishikesh	The Clarks Hotels & Resorts
13	Clarks Inn	Hardoi, U.P	The Clarks Hotels & Resorts
14	Clarks Inn	Bhopal	The Clarks Hotels & Resorts
15	Clarks Inn	Bengaluru	The Clarks Hotels & Resorts
16	Clarks Inn club	Delhi	The Clarks Hotels & Resorts
17	Clarks Inn	Hubli	The Clarks Hotels & Resorts
18	Clarks Inn	Chennai	The Clarks Hotels & Resorts
19	Clarks Inn Express	Baddi, H.P	The Clarks Hotels & Resorts
20	Clarks Inn	Aligarh	The Clarks Hotels & Resorts
21	The Fern Brentwood Resort & Spa	Mussoorie	The Fern Hotels & Resorts
22	La-Paz Gardens Beacon	Goa	The Fern Hotels & Resorts
23	The Fern Residency	Hubli	The Fern Hotels & Resorts
24	The Fern	Palghar	The Fern Hotels & Resorts
25	Beacon	Vadodara	The Fern Hotels & Resorts
26	E-Square The Fern	Pune	The Fern Hotels & Resorts
27	The Fern Residency	Haridwar	The Fern Hotels & Resorts
28	The Zinc Journey by The Fern	Lonavala	The Fern Hotels & Resorts
29	Hilton Garden Inn	Jabalpur	Hilton Worldwide
30	Alila	Igatpuri	Hyatt Hotels Corporation
31	Alila	Lansdowne	Hyatt Hotels Corporation
32	Hyatt Place Candolim	Goa	Hyatt Hotels Corporation
33	Hyatt Centric - Hebbal	Bengaluru	Hyatt Hotels Corporation

	HOTEL NAME	CITY / DESTINATION	Brand
34	Hyatt Centric -Whitefield	Bengaluru	Hyatt Hotels Corporation
35	Hyatt Centric	Juhu, Mumbai	Hyatt Hotels Corporation
36	Ginger	Kochi	Indian Hotels Company Limited
37	Ginger, Kalamassery	Kochi	Indian Hotels Company Limited
38	Vivanta	Hampi	Indian Hotels Company Limited
39	Vivanta	Ahmedabad	Indian Hotels Company Limited
40	Seleqtions	Bhubaneswar	Indian Hotels Company Limited
41	Seleqtions Nani Retreat	Nainital	Indian Hotels Company Limited
42	Ginger	Udaipur	Indian Hotels Company Limited
43	Ginger	Jamshedpur	Indian Hotels Company Limited
44	Ginger, Goregaon	Mumbai	Indian Hotels Company Limited
45	Ginger	Greater Noida	Indian Hotels Company Limited
46	Ginger	Coimbatore	Indian Hotels Company Limited
47	Wellington MEWS	Bengaluru	Indian Hotels Company Limited
48	Staybridge Suites	Bengaluru	InterContinental Hotels Group
49	Holiday Inn Express & Suites	Jalandhar	InterContinental Hotels Group
50	Holiday inn Express and Suites	Jaipur	InterContinental Hotels Group
51	WelcomHotel	Katra	ITC Hotels
52	Fortune Resort	Dharamshala	ITC Hotels
53	Fortune Inn	Greater Noida West	ITC Hotels
54	Fortune Park	Hoshiarpur	ITC Hotels
55	Fortune Resort - Benaulim	Goa	ITC Hotels
56	Fortune Park Vivek Vihar	Delhi	ITC Hotels
57	Fortune Park	Katra	ITC Hotels
58	Fortune Inn	Amritsar	ITC Hotels
59	Fortune Resort	Kalimpong	ITC Hotels
60	Fortune Park	Tirupati	ITC Hotels
61	Fortune Park	Kufri	ITC Hotels
62	Lemon tree premier	Biratnagar,Nepal	Lemon Tree Hotels
63	Lemon Tree	Mcleod Ganj	Lemon Tree Hotels
64	Keys Lite, Tapovan	Rishikesh	Lemon Tree Hotels
65	Keys Select	Ahmedabad	Lemon Tree Hotels
66	Lords Inn	Shikrapur	Lords Hotels & Resorts
67	Lords Resort	Basara	Lords Hotels & Resorts

Hotel Name		City / Destination	Brand
68	Lords Eco Inn	Panchgani	Lords Hotels & Resorts
69	Lords Resort	Karjat	Lords Hotels & Resorts
70	Lords Eco Inn	Guwahati	Lords Hotels & Resorts
71	Lords Eco Inn	Ambaji	Lords Hotels & Resorts
72	Lords Eco Inn	Sumerpur	Lords Hotels & Resorts
73	Lords Resort	Basar	Lords Hotels & Resorts
74	Lords Inn	Jaipur	Lords Hotels & Resorts
75	Lords Eco Inn	Kiarighat	Lords Hotels & Resorts
76	Lords Resort	Muduba	Lords Hotels & Resorts
77	Lords Eco Inn	Mandi	Lords Hotels & Resorts
78	Lords Inn	Zirakpur	Lords Hotels & Resorts
79	JW Marriott	Chennai	Marriott International
80	Courtyard by Marriott	Tiruchirappalli	Marriott International
81	Moxy	Mumbai	Marriott International
82	Fairfield by Marriott	Jaipur	Marriott International
83	JW Marriott	Ranthambore	Marriott International
84	W Hotel	Jaipur	Marriott International
85	Fairfield By Marriott	Jaipur	Marriott International
86	Courtyard by Marriott	Ranchi	Marriott International
87	Marriott Marquis	Delhi	Marriott International
88	St. Regis	Delhi	Marriott International
89	Radisson Resort	Kumbalgarh	Radisson Hotel Group
90	Radisson Resort & Spa	Gurugram	Radisson Hotel Group
91	Park Inn by Radisson	Ahmedabad	Radisson Hotel Group
92	Radisson Hotel	Jamshedpur	Radisson Hotel Group
93	Park Inn by Radisson	Deogarh	Radisson Hotel Group
94	Classic Grande	Imphal	Radisson Hotels Group
95	Park Inn	Vellore	Radisson Hotels Group
96	The Elite, Narasapura	Bengaluru	Radisson Hotels Group
97	Park Inn	Vadodara	Radisson Hotels Group
98	Regenta Suites	Gurgaon	Royal Orchid Hotels
99	Regenta Resort	Kedarnath	Royal Orchid Hotels
100	Regenta Resort	Bengaluru	Royal Orchid Hotels
101	Regenta Resort	Hyderabad	Royal Orchid Hotels



Hotel Name		City / Destination	Brand
102	Regenta Resort	Coorg	Royal Orchid Hotels
103	Regenta Resort	Gulbarga	Royal Orchid Hotels
104	Regenta Resort	Pushkar	Royal Orchid Hotels
105	Regenta Place	Solapur	Royal Orchid Hotels
106	Regenta Central	Nanded	Royal Orchid Hotels
107	Regenta Central	Varanasi	Royal Orchid Hotels
108	Regenta Inn	Digha	Royal Orchid Hotels
109	Regenta Inn	Gangtok	Royal Orchid Hotels
110	Regenta	Dehradun	Royal Orchid Hotels
111	Sayaji	Morbi	Sayaji Hotels
112	Sayaji	Tadoba	Sayaji Hotels
113	Sayaji	Udaipur	Sayaji Hotels
114	Sayaji	Talegaon	Sayaji Hotels
115	Effotel	Dehradun	Sayaji Hotels
116	Effotel	Satara	Sayaji Hotels
117	Effotel	Bhopal	Sayaji Hotels
118	Effotel	Pitampur	Sayaji Hotels
119	Effotel	Shirval	Sayaji Hotels
120	Effotel	Sanghli	Sayaji Hotels
121	Enirse	Aurangabad	Sayaji Hotels
122	Enirse	Rewa	Sayaji Hotels
123	Enirse	Lonavla	Sayaji Hotels
124	Enirse	Dwarka	Sayaji Hotels
125	Enirse	Vizag	Sayaji Hotels
126	Enirse	Bhuj	Sayaji Hotels
127	Tulip Inn	Bhopal	Sarovar Hotels & Resorts
128	Golden Tulip	Gurgaon	Sarovar Hotels & Resorts
129	Sarovar Portico	Srinagar	Sarovar Hotels & Resorts
130	Sarovar Portico	Tadoba	Sarovar Hotels & Resorts
131	Sarovar Premiere	Amritsar	Sarovar Hotels & Resorts
132	Sarovar Premiere	Goa	Sarovar Hotels & Resorts
133	Sarovar Portico Model Town	Delhi	Sarovar Hotels & Resorts
134	Sarovar Portico Sector 68	Gurgaon	Sarovar Hotels & Resorts
135	Golden Tulip Arpora	Goa	Sarovar Hotels & Resorts

	Hotel Name	City / Destination	Brand
136	Sarovar Portico	Sonipat	Sarovar Hotels & Resorts
137	Sarovar Premiere	Corbett	Sarovar Hotels & Resorts
138	Pride Hotel	Bharuch	The Pride Hotels
139	Pride Biznotel	Rajkot	The Pride Hotels
140	Pride Hotel	Udaipur	The Pride Hotels
141	Pride Hotel	Udaipur	The Pride Hotels
142	Pride Resort	Bhavnagar	The Pride Hotels
143	Pride Biznotel	Rishikesh	The Pride Hotels
144	Pride Biznotel	Daman	The Pride Hotels
145	Pride Resort	Somnath	The Pride Hotels
146	Pride Chira Meadows Ecoresort & Wellness Spa	Ratnagiri	The Pride Hotels
147	Pride Ashiyana Resort	Mussoorie	The Pride Hotels
148	Pride Resort Aatapi	Vadodara	The Pride Hotels
149	Pride Hotel	Haldwani	The Pride Hotels
150	Pride Biznotel	Haldwani	The Pride Hotels
151	Pride Resort, Jim Corbett National Park	Ramnagar	The Pride Hotels
152	Pride Resort	Nainital	The Pride Hotels
153	Pride Biznotel	Vadodara	The Pride Hotels
154	Pride Biznotel	Savli	The Pride Hotels
155	Pride Hotel	Bhopal	The Pride Hotels
156	Ramada Encore by Wyndham Nipania	Indore	Wyndham Hotels and Resorts
157	Ramada Plaza by Wyndham	Kasauli	Wyndham Hotels and Resorts
158	Ramada Encore by Wyndham	Bareilly	Wyndham Hotels and Resorts
159	Ramada by Wyndham	Jaipur	Wyndham Hotels and Resorts
160	Ramada Plaza by Wyndham Sahar	Mumbai	Wyndham Hotels and Resorts
161	Wyndham Chandigarh	Mohali	Wyndham Hotels and Resorts
162	Ramada by Wyndham	Sonipat	Wyndham Hotels and Resorts
163	Howard Johnson by Wyndham	Udaipur	Wyndham Hotels and Resorts
164	Ramada by Wyndham	Sasangir	Wyndham Hotels and Resorts
165	Ramada Encore by Wyndham	Ambala	Wyndham Hotels and Resorts
166	Ramada Encore by Wyndham	Srinagar	Wyndham Hotels and Resorts
167	Wyndham Amritsar The Earth	Amritsar	Wyndham Hotels and Resorts

# Top trends that are shaping the hospitality industry in 2022

## Bi-leisure hotel work solutions

Working remotely has today become common for many employees and is predicted to become more than just a passing trend. This has changed since the COVID19 pandemic, where major tech companies, as well as blue chip companies, announced that they will adopt a hybrid or flexible approach to working remotely. In 2021 the number of employees around the world working from home is expected to double. This means hospitality venues are being used as an office for leisure travellers, as well as locals seeking a change of work environment. This has become a great opportunity for hotels and restaurants to capitalize on the trend and adapt their offerings to meet the demand of this emerging market segment; high-speed WIFI and great coffee are good options to start with.



## Enhanced Digital Guest Experience

Apps are increasingly gaining momentum in how hotels manage the services they offer their guests and can now control many areas of the customer cycle and experience. Since 2020, the trend toward digital and contactless services has received fresh traction. Traditionally, customer-facing services are transforming because of the increased usage of technology- assisted choices like mobile check-in, contactless payments, voice control, and biometrics.

Consumers who have become accustomed to unlocking their smartphones and computers using facial and fingerprint identification will soon demand the same simplicity when accessing their hotel rooms. Unfortunately for the places that want to welcome them, these changes may be expensive to implement and maintain. Apart from the door and the rooms, having order room service through the App and accessing smart devices are some of the trends in the hospitality industry.



## Personalization

Today's guests expect to be recognized and being catered to as individuals. Many hospitality establishments are now going the extra mile to personally greet their guest, while tools have made personalized email marketing accessible to the masses. Far beyond simply adding the customer's name to email greetings, data provides insight into past buying habits, enabling hotels to tailor their offers and promotions, and automatically provide similar services to previous stays.

Technology such as AI chatbots have proven to be a customer service asset both during the booking process and to respond to recurring questions. To make operations efficient many operators are now using management systems to monitor and optimize their revenue, customer relationships, property management etc...

## Solo Travel

Many people have embraced the meditative advantages of spending time alone and stepping out into the great wide world unfettered, socializing, and finding acquaintances to whatever degree suits them in the age of mindfulness. Barriers between hotel personnel and visitors are being dropped to help solitary travellers feel more at ease, while interior design choices are being made to suggest a sense of homeliness and an informal environment is being developed. This, along with a less pronounced boundary between visitors and locals, fosters a sense of hotel community.





## Virtual & Augmented Reality

Following on from the emphasis on aesthetically attractive material, it seems only logical for firms in the hotel sector to strive to profit on features such as virtual tours, which create a digital environment for consumers to imagine themselves in. Videos that provide 360-degree views of restaurant atmosphere, café terraces surrounded by vegetation, or hotel beachfront sites, for example, are exactly the thing to help a business stand out this year. As always, keeping the access barrier low is critical to reaching the widest potential audience with virtual reality content: making content available on a range of devices without the requirement for a VR headset.

Once on-site, visitors should be able to pull out their trusty companion — their smartphone — and simply point it at real-world artifacts to get further information. Augmented reality augments real-world settings with graphical or informative overlays. After downloading the app, users may use it to access restaurant opening times, reviews, interactive tourist information maps, and even produce user-generated content.

## Staycations

Staycations are holidays spent in one's home country rather than abroad, or one spent at home and involving day trips to local attractions. The popularity of staycation has been aided by travel limitations between 2020 and 2021.

Even with international travel reopening, many people still consider it too expensive for a major family trip or not worth the bother for weekend vacations. This is due to airline ticket increases, Covid testing requirements, and the cumbersome procedures involved in flying overseas presently. As a result, people are choosing staycations instead, or just travelling far less than they did before the outbreak.





## Local Experience

Customers want tremendous personalisation as well as one-of-a-kind experiences. This may result in the demise of the travel agency and the growth of the independent traveller.

Travel guilt is a genuine thing. Minimalism has breathed new life into the age-old adage "less is more." Travellers are less interested in extravagant shows of wealth, preferring to spend carefully, meaningfully, and have a constructive influence on the world. Unique experiences that give back to local communities in meaningful ways, as well as specialised properties, adventurous vacations, and relaxation retreats, are in high demand.

## Robot staff

Some travellers may find it confronting to be served by a robot, others may welcome the chance not to have to interact with humans when staying at their hotel. More and more hotels are using robots in some capacity, to help automate check-in and check-out, carry luggage and act as concierges, or for room service. Robots are also used in restaurants today or even in the kitchen as they are more efficient and productive and reduce the cost of labour during operations. Robots are powered by artificial intelligence and help to cater to several needs of a customer. Some hotels have implemented using chat bots & A.I to also using robots in their lobby which ensures a smooth check in for the guest, one such hotel is flyzoo





## Sustainability is the future for hotels

Millennials are twice as likely to support brands with strong management of environmental and social issues and expect brands to not only manage their impact but communicate it. A hospitality trend that is both current and a trademark of recent years: “sustainability” takes centre stage once more. More far-reaching ethical and environmental considerations are impacting decisions made at the hotel management level as a logical extension of avoiding throwaway plastics, minimising superfluous paper consumption through opt-in receipts, and decreasing food waste.

When decisions as basic as choosing towel rails to place during renovations are made at scale, the consequences are disproportionate. Simple eco-friendly changes include replacing small toiletries with bigger, locally sourced dispensers, selecting ethically manufactured bedsheets made of organic materials, and lowering energy use with smart lights, among other things. Vegetarian and vegan choices have well-known environmental benefits. Apart from these, the hotel also needs to conserve the natural beauty and ecology in the surrounding area where the hotel is located.

## Old threats will become new inspiration

Airbnb is an ideology that has posed itself as a great threat and competition for the hotel market. Its major success can be accredited to the ‘home away from home’ concept that it provides to its travellers which many other major hospitality giants are also recognizing and adapting to. Hotels all over the globe have entered the luxury vacation rental and home-stay concept, where they rent out a nice property with complete services while offering their clients a taste of the local culture. Ama Stays and Trails by IHCL is a great example of such a concept. Many additional companies have begun operations in the luxury sector market, which has grown in popularity throughout the epidemic years.



## Era Of Millennial's

Millennial. It's a word that is being thrown around a lot these days. The demographic has a ton of influence on a lot of things, and that includes the travel and hospitality industries. Millennials are expected to represent 70% of all travellers by the year 2030. And the challenge? Millennial travellers don't want the traditional travel experience. There's more to those backpacking, camera-toting, social-media-savvy kids you sat beside on your flight from Singapore to California. Just when you thought they just travel for the Instagram-worthy photos, you realize that they want to learn something more profound and meaningful from their travels. Companies need

to be aware of this trend and craft a strategy based on these demographic's habits and traits — they're young and enthusiastic and spontaneous and most that have substantial savings take advantage of the cheaper travel and accommodation rates. That's why it's not unusual for even high-end hotels to incorporate excursions that give guests an insight into the locale's culture and traditions, cuisine, and even arts and crafts. Hotels impress them with hassle-free transactions and ultramodern amenities, all at reasonable prices. In return, expect satisfied customers raving rave about it on their seven social media accounts.







## 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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