



INDUSTRY POWERS THE NATION

A CONSUMER CONNECT INITIATIVE



THE BEST BET

The Indian hospitality industry is projected to grow at a rate of 8.8% between 2007-16, placing India as the second-fastest growing tourism market in the world. Initiatives like massive investment in hotel infrastructure and open sky policies made by the govern-

ment are all aimed at propelling growth in the hospitality sector. "Hotel and hospitality industries are among the biggest employment generators in the country. Towards propelling its growth, while the government should confer infrastructure status to the hotel industries, several taxation issues also need to be rationalised. Further permits and licenses required for the hotel operations need to be rationalised by offering a "single window" mechanism," says Sanjay Gupta, CMD, Neesa Leisure Ltd - the Group which boasts of providing state-of-the-art facilities and services at its hotels. Be it Cambay Sapphire - the elegant 3 star business hotel at Ahmedabad or The Cambay Grand - the upcoming 5 star hotel in Ahmedabad that takes contemporary luxury to new heights with opulent rooms and suites, exotic spa, virtual golf, and multi cuisine fine dining, redefining luxury is the perennial mantra in each of Cambay's hospitality projects. Some of the Group's forthcoming ventures include The Cambay Spa & Resort at Neemrana, Rajasthan - a proposed five star business hotel boasting of one of the largest conference and convention facilities, another venture of Neesa Leisure Ltd in Dahej (SEZ) to have 100

rooms including apartment and conference facilities and Cambay Sapphire, Jodhpur - a business hotel. Exclusive and innovative initiatives like the Cambay projects certainly focus on ensuring a bright future for the Indian hotel industry.

The government's decision to substantially upgrade 28 regional airports in smaller towns and privatization & expansion of Delhi and Mumbai airport has improved the business prospects of hotel industry in India. Also, the upgrading of national highways connecting various parts of India has opened new avenues for the development of budget hotels in India. Couple this with the availability of qualified human resources and the hospitality sector has already got great growth prospects!

THE RIGHT CALL

A focus on quality, behaviour-based evaluation, market choice and market response has predominantly shaped the State's hospitality industry. Increased competition and increase in demand has consolidated the hospitality segment, whilst opening up a plethora of opportunities. Fierce competition has led to innovative ideas by hotel majors, thereby delivering impressive hospitality products and services.

This has, in turn, also prompted them to generate new lines of revenue with creative approaches, be it by reducing transaction costs, increasing productivity or promoting traditional Indian values.

A pioneering initiative, herein, is the concept of mixed-use developments, wherein the real estate typically includes an apartment block of a commercial block along with a hotel. Still in its nascent stages in India, the concept offers inspiring potential. Also, the entry of multi-nationals and Indian hotel chains expanding internationally only reinforces the segment's untapped business potential.

Combining unparalleled growth prospects and unlimited business potential, this industry is certainly on the foyer towards being a key player in the nation's changing face.

EMERGING POWER OF EXCELLENCE



India has become a primary destination for growth amidst hotel chains. Comment.

India lacks Hotel infrastructure and there is a wide gap between demand and supply, especially in business oriented cities as well as in top tourist destinations. Lot of capital investment in this segment is the need of the hour. However, constructive efforts towards the same have already been made, and this proves to be the real attraction for hotel chains operators who can provide specialised hotel management services and other hospitality related services, marketing etc. Thus, brands and operators, and even manning companies, continue to look forward to business opportunities in India.

Being a leading name in the hotel industry, how do you perceive the growth story in various modules - budget hotels, mid-market hotels and luxury segment?

Considering the emerging economic scenario, it seems that the



current flavour would be mid-market hotels. While the budget hotel segment will also grow as companies and individuals continue to focus on cost-cutting measures, big growth opportunities would be the forte of mid-market hotels. Leisure, conference, middle-class

domestic travelers and multiple customer segments can be serviced by mid-market hotels, apart from providing banqueting opportunities and introducing new leisure destinations and club facilities, at affordable prices.

India faces a huge challenge of being "under roomed". Does this ring a bell for huge opportunity in the hospitality industry?

Thanks to the growth in the Indian economy, as also change in demand / lifestyle patterns, the lodging industry is expected to offer good opportunities. The challenge lies in meeting the customer needs and pricing point expectation. Also, besides investment, it is also necessary to lower the current cost structure of the industry.

MNC hotel industry giants are forging Joint Ventures to earn their share of pie in the race. What is it that makes the country stand apart from the rest thereby inviting massive foreign investment?

Foreign investment in the hotel sector has, till date, been limited. However, real estate developers who had entered into the hotel industry are able to attract foreign investment in hotel construction. The stage is set for quality operators to act as an umbrella for mid level developers and source foreign investment for projects. In other words, it's necessary to tie-up with brand operators for sourcing foreign investments.

Many business hotels are looking for new niche- be it introducing full-fledged spas on their premises or offering an array of



True luxury is a virtue only the chosen few experience. Cambay makes them know exactly what it means to be treated as a class apart'...the underlying principle that forms the base of any and every Cambay project, promises to redefine the way the world looks at the hospitality industry. Sanjay Gupta, CMD, Neesa Leisure Ltd, charts the way ahead for the hotel major, while decoding the success mantra for the hotel sector

Luxury services. Cambay too has its own chain of spas. How do these kind of offerings impact the hospitality segment?

Cambay hotels are full - frilled hotels with quality Spa products. These spas are operated by Cambay group company - Orient Spa Pvt Ltd under the brand name "Orient Spa". Slowly, spas are becoming an integral feature of the hotel industry and are part of the basic services in a hotel, just like F&B. The spa industry impacts the hotel in a positive way by attracting niche customers and also providing additional source of revenue.

What are Cambay's plans of diversification/expansion?

Cambay has plans of expanding in vacation ownership business by developing new resorts in tourist destinations and also leasing properties and converting them into full scale vacation and family holidays and resorts. Cambay Hospitality destination will be a rare combination of business (MICE), luxury, leisure and family holiday destinations. In the hotel sector, Cambay wishes to expand its wings to cover potential cities by offering management contract.

As told to Bindu Prashanth

The Hotel Industry in India has witnessed tremendous boom in recent years. Coupled with unlimited tourism opportunities and immense business prospects, this segment is certainly on its way to reshaping the nation's success story

A touch of tenderness, a helping hand, a welcoming visage... the Indian hospitality sector is certainly the most apt replication of the belief 'Atithi devo bhava'. Good quality products and services at affordable prices should be the USP of any successful venture - and hotels in the country boast of exactly this!

Hotels • Resorts • Spas • Vacation & Family Holidays • Club • Tours & Travels
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For us, a growing demand is a call for service



In the past few years, a rising demand for India as a tourist, leisure and business destination and a burgeoning increase in domestic tourism led to a tremendous boom in the hospitality industry.

Envisioning opportunity in this demand, Neesa Leisure Limited commenced operations in 2005 with diversified

services straddling the hospitality and leisure domain.

Today, Neesa Leisure Ltd. owns 10 hotels, resorts and service apartments and operates under the brand 'Cambay', with 3 more upcoming properties. It also has over 4000 members in various categories of vacation ownership and club membership schemes.

With the demand for hospitality services and professionals projected to increase exponentially, Neesa Leisure is well focused and prepared to stay competitive, explore opportunities and sustain growth. Industry professionals are groomed at the Cambay Institute of Hospitality Management in 3 campuses at Jaipur, Udaipur and Gandhinagar, besides a Spa Academy in Jaipur.



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