

1589 Hotels to embark on major expansion pan India

To open new hotels in Bhopal and Udaipur soon

By TBM Staff | New Delhi

1589 Hotels, an offshoot and associate company of Clarks Hotel Group, which owns and manages hotels in key destinations majorly in the North of India, will be looking at aggressive expansion of its brand footprint through management and revenue share/minimum guarantee models, across India. The company, which owns and manages 33 hotels under clearly differentiated segments ranging from boutique heritage resort to limited service hotels, is looking at adding another 36 more hotels in the next one year.

The hotel company has signed two new hotels recently which will be opening early next year. These include a 220-room hotel-cum-serviced apartment in Udaipur, Rajasthan, and an integrated resort property in Bhopal, Madhya Pradesh. Bhopal resort property spread in 10 acres will have 51-room hotel with a dedicated adventure zone within. "Bhopal resort will be branded as Clarks Resorts by 1589 Hotels," said Pankaj Giroti, Vice President – Business Development & PR, 1589 Hotels. In the last three months alone, the company has signed seven new properties, he said.

Set up in 2014 by two fourth generation hoteliers, Anant Kumar and Udit Kumar, 1589 Hotels owns and manages hotels under five different brands. These are Brij, an uber luxury boutique hotel brand; Arte, a premium hotel brand; GenX, an upscale business hotel; RnB Select, mid scale full-service budget hotel brand; and RnB, a no-frills accommodation brand.

1589 Hotels currently have five hotels under RnB Select branding; eight hotels under RnB, eight under GenX, two Arte, nine 1589 Hotels, and one Brij. The hotel company owns and manages a total inventory of over 1500 rooms with presence across States like UP, Rajasthan, Delhi NCR, Uttarakhand, Gujarat, Maharashtra, Karnataka, Telangana, and Madhya Pradesh.

Out of the 31 operational hotels, seven are owned by the company. "Our flagship property Brij Rama Varanasi enjoys the highest occupancy and ARR in the city," Giroti said.