



1589 hotels growing manifold

The future is promising; Indian Hospitality has proven to be very flexible and proactive with both domestic and International change in business patterns. It has adapted fast enough to keep pace with the demands and preferences of the clientele. Shiv Kumar Mehan, Director Operations, 1589 hotels shares more with HC on how the year was and how the year will be.

By: Rachita Sehgal

How was the year 2015 for you?

2015 has been a great year in terms of business with an average growth of 20 per cent reflecting on performance by hotels. The Group has grown with more than 10 new hotels adding to the portfolio and our room inventory has grown three times.

The online business segment has seen a major growth in domestic tourism and corporate travel.

Your new branding or marketing strategy, if any

We have introduced two new brands in the fold, the RnB Select (Our full

service mid segment brand) and Arte' (our full service premium brand)

Marketing Strategies are gradually leaning toward the online marketing, portals etc.

Direct customer one-to-one marketing is another area which we are focused on.

Challenges the industry is facing, especially with the luxury tax issues?

The challenges faced by the industry are multi-pronged. To name a few-

- Paucity of semi-skilled and skilled manpower.
- Lack of proper infrastructure within the country and connectivity for

inbound tourism - roads / modes of quality transport

- Regulatory issues - Visas are still a hindrance and time consuming
- Security concerns - Terrorism / political unrest in regions affects inbound tourism
- Marketing and promotion across the International stage for India as a destination is rather poor with little initiative from the powers, a little impetus would go a very long way
- Taxation is constantly levied and fluctuates at the state level at relatively short notice. Increase in Taxes is hampering business, with the over-all cost implications rising for the end consumer.

After the slump, how is the future of Indian hospitality looking to you?

The future is promising; Indian hospitality has proven to be very flexible and pro-active with both domestic and International change in business patterns. It has adapted fast enough to keep pace with the demands and preferences of the clientele. We are keeping pace with technology and rising costs as well, this allows us to navigate both deeper and shallower waters. We are seeing a slow but a steady bounce in the future

Your 2020 vision

We see all our Brands developing rapidly over the next three to five years with a prime focus on the mid segment and upper segment of hospitality. Both leisure and corporate destinations would have our brand presence and we hope to triple our growth between 2015 through 2020.

What is your USP?

What we offer is a product and service for each segment of client, our footprint is equally distributed in both the leisure segment and corporate demand areas.

From limited service brands at a very comfortable price point to absolutely exclusive high end luxury and premium price points, as well as multiple options in between for both accommodation, banquets and seminars and not to mention food and beverage services. Hence this range of products that we have, offers a solution to one and all

A high level of guest interaction and personalisation, be it rates / packages / dietary requirements, etc, is a special area of focus for our units leaving our guests with a very good experience on the smallest of requests.

Hotels under 1588 brands:



Brj Experience is Our business experience in the range of 1588 hotel properties. It is in the front end of our hotels, offering a unique experience.



Aria is a mid-scale, full service hotel brand, offering a unique experience in the range of 1588 hotel properties. It is in the front end of our hotels, offering a unique experience.



GENX is a mid-scale, full service hotel brand, offering a unique experience in the range of 1588 hotel properties. It is in the front end of our hotels, offering a unique experience. The brand of hotels for the executive on the go.



RaD Select: Our mid-scale, full service budget hotels. At strategic and convenient locations across the country. The Brand offers Value for money on accommodation and Dining. With banquet and conference facilities exclusively designed to the needs of today's traveller.



RaD: Your home away from home. Our no frills accommodation brand, where you can experience the comfort of a hotel, fresh home cooked meals. Prime locations in busy cities you can pick from. All RaD hotels come equipped with LED televisions, top quality linen and mattresses. All these comforts at a more than value for money.