

Venturing into the experiential

With plans for growth and expansion, 1589 Hotels is set to open 50 properties by March 2019 and record a growth of 150% in revenue and 250% in profitability over last year.



TT Bureau

1589 Hotels has witnessed unprecedented growth for its properties, claims **Anant Kumar** and **Udit Kumar**, Joint Managing Directors, 1589 Hotels. "The last one year for 1589 Hotels was transformational. We were able to increase our revenue by 100 per cent and our inventory by 50 per cent. We ended the year by adding 15 hotels to our kitty, with 32 operational hotels as of end of March 2018. We also launched our one-of-a-kind procurement system 1589.procsmart.com



Udit Kumar
Joint Managing Director
1589 Hotels

- catering specifically to all our brands. This is greatly helping us standardise our product," reveals Anant Kumar.

Sharing details about their upcoming properties, Udit Kumar says, "We are launching four hotels in July in Ghaziabad, Sultanpur, Jodhpur and Dalhousie. Dalhousie will be launched under our new brand Brij Villa, a boutique experiential property dedicated to discerning travellers by offering local experiences, personalised services and luxurious amenities."

Partnerships and digital media presence is on the cards to create brand awareness. Anant Kumar shares, "This year, we

will be featuring in many blogs, and will focus on growing and retaining our existing customer base through loyalty programmes and memberships."

Travel trade is an important channel for sales, insists Udit

Kumar. "By participating in major travel trade fairs within India, we engage with the travel trade community. In addition, we will feature in luxury fairs in London, Indonesia, Germany, Dubai and local Indian travel marts to promote our brand. Also, we conduct

regular meetings with agents and organise Fams and one-on-one interactions with our team," he adds.

Going ahead, the brand will have 50 operational properties in March 2019 with a 150 per cent growth in revenue and

250 per cent growth in profitability over last year, claims Anant Kumar. "Our focus area will be in developing the Clarks Resort and Brij brands over the next five years while maintaining a steady growth in the RNB and Gen X portfolio," he shares. 



Anant Kumar
Joint Managing Director, 1589 Hotels



Indana
Palace Jodhpur

- 80 regally appointed rooms and 8 opulent suites
- 10,000 sq ft pillarless banquet hall and 40,000 sq ft lawn
- Multi-cuisine restaurant, bar and café
- Health club, children's playroom, spa and billiards room
- Destination wedding services
- Conferences and meetings spaces

Enchanting Jodhpur & Jaipur with our unique hospitality style.



Indana
Palace Jaipur

- 108 elegant rooms and 10 cottage suites
- All-day dining restaurant, speciality restaurant and bar
- Health club and spa
- 8000 sq ft pillarless banquet hall and 40,000 sq ft lawn
- Destination wedding services
- Conferences and meetings spaces

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New Properties

1589 Hotels is investing in four properties over the course of two years—one of them will be in Nepal, while three will be in India

The focus area will be to develop the Clarks Resort and Brij brands