

Luxury hotels witness rise in 'bleisure' stays

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New Delhi: Indian hospitality majors are reporting a rise in the trend of outstation work trips being extended over the weekend to call family over to convert it into a 'bleisure' — business-cum-leisure — visit. And hoteliers say staycations, spending a few days or the weekend in your own city in a luxury property with loved ones, have picked up again. The reason: hard pressed for time professionals and businesspeople are resorting to leisure and staycations to strike a work-life balance.

Renu Basu, senior VP (global sales and marketing) of Tata Group Indian Hotels Com-

pany that operates the Taj brand, said small and frequent breaks is now a trend here to stay. "City hotels with great leisure experiences are alternative options for holiday destinations which take some amount of planning time and travel expense. Some of our hotels like the iconic Taj Mahal Palace, Mumbai; Taj Palace Delhi, and Taj Lands End, Mumbai are destination hotels making them a popular

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choice for staycations and bleisure travellers. This rising segment has enhanced weekend occupancies in all our metro city hotels," she said.

Noelle Rocque Daniel of Marriott International (south Asia) said the trend of leisure is especially true for foreigners who bring in their partners post or pre conferences. "India has always been a desti-

nation which most foreigners are keen to visit. Attending meetings in India is a great opportunity to live their dreams. The Taj Mahal in Agra, Rajasthan and Kochi are some destinations that they travel to post their meetings," she said.

Daniel added staycations is a trend that hotels have seen grow as a segment. "This trend was very popular in first tier cities but recently we have seen this trend increasing in secondary and tertiary cities as well," she said.

Chris K Franzen, area VP (west India) and GM-Grand Hyatt Mumbai Hotel & Residences, also said both these segments are witnessing a "surge". "The influx of inbound and domestic business travellers in the country combined with the growing share of millennials in India's workforce has been contributing towards the trend of blending business with leisure activities."