

# Business Traveller INDIA

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*F&B trends this year*

## THE WELLNESS REPORT

*An industry overview*

## PLUS

*Tried & Tested • BTI Showcase*



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*The island nation wins Indians' hearts*



## CONTRIBUTORS



### **CHRIS FRANZEN**

Chris Franzen is the general manager of Grand Hyatt Mumbai Hotel & Residences. He has over 30 years of experience across markets including Europe, the USA, Australia, Russia, and the middle east. Franzen is a passionate motor-biker, cigar lover, football fanatic and an avid traveller. For this issue, he gives an overview of the hospitality industry – expectations and predictions for 2021. See page 72.



### **BHAVYA KUKREJA**

Bhavya Kukreja is the general manager of public relations and marketing communications for Plaza Premium Group. He has been a marketing generalist, trainer, and author for over 15 years. He is endowed with the knowledge of both, education and the corporate sector. Kukreja talks about how airport lounges are uplifting safety in the ongoing Covid-19 scenario on page 74.



### **SUNIL NARANG**

Sunil Narang is the general manager of the Four Seasons Hotel Mumbai. Born and raised in Amritsar, India, he showed keen interest in the field of hospitality from a young age. He has been with the Four Seasons brand since 1996. In this issue, he talks about how the meetings industry is seeing a significant change in the way business is done. See page 76.



### **WILLY BOULTER**

Willy Boulter is the chief commercial officer of Indigo. He has been in the airline business for over 35 years and has also worked with other leading global carriers. Boulter specialises in areas of commercial activity including sales, revenue management, network planning, and international relations. Boulter writes about the alterations being made by airlines and their significance in the revival phase on page 77.

# Forecast for hospitality in 2021

*Expectations and predictions for this year by an industry guru*



**CHRIS FRANZEN**  
AREA VICE PRESIDENT - WEST INDIA  
AND GENERAL MANAGER, GRAND HYATT  
MUMBAI HOTEL AND RESIDENCES

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**Y**ear 2021, a new page has opened in the book of time for us to write our success stories. 2020 was an extremely difficult and challenging year for our industry and for many of us also on the personal front. We were shaken up, stirred and taken completely unaware. We learnt the essence of our mere existence, what mattered most and took vows to rescript our future making it more meaningful. If there is one important lesson we have learnt from the wisdom left behind by 2020, it would be to cultivate an immense sense of gratitude for everything in life. Gratitude to our families for their continuous support throughout the pandemic. They deserve special recognition being the silent backers of our successes.

Our industry is barely recognisable from only nine months ago and we've made it through 2020. But not without a lot of mental scars, pain, frustration, and in some cases pure exhaustion. The human toll is tragic. Losing colleagues and friends not merely by attrition but by the pandemic and having to accept a new economic reality on sustaining our livelihoods.

But we have also learnt to embrace a more positive mindset, spending more time with family at home, re-establishing relationships, finding joy in focusing inward reflecting upon ourselves – taking a breath, taking stock and appreciating the simpler things in life.

## BYGONE REALISATIONS

If I had to choose only one word to describe 2020, it would be “intense”. We have had the full spectrum from exhaustion, anxiety, sadness, saying our goodbyes to colleagues and friends, to joy and rediscovery. All very intense! Having gone through other crises, I am nevertheless hopeful! We as an industry are extremely resilient. We always bounced back. And that should give us hope for the future!

On the business side, with a short term outlook, good times are ahead for us. We are staring at a soft Q1 beginning followed by an improved Q2, a robust Q3 and strong growth in Q4. It is because our political and economic climate is improving steadily and a determined strategic drive is being felicitated towards inoculating the country. The economy was never the problem, the virus was and remains the primary obstacle to economic recovery for the hospitality industry.

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## GUESTS EXPECTATIONS

Guests will continue to want a contactless environment going forward. Digital check-ins, QR Code Menu, strictly sanitised fitness centres and a renewed focus on sustainability will go a long way in pleasing guests.

The trend of guests booking hotel's luxury apartments on short-term rentals for families staying with kids studying and working remotely, will continue another six to eight months. In light of this, Hyatt also has recently launched the Hyatt Delhi Residences in the strategic location of Aerocity catering to this growing demand. Campaigns like “The Great Re-locate” to drive long stay rentals with minimum 30 days length of stay, will be dominating the marketing spends for rooms and apartments across the digital and social spectrum.

Destination travels to drive-down locations will also see a surge in leisure travel to some of the exotic locales like Hyatt Place Hampi, Alila Bishangarh etc. Local staycations will continue to drive demand for city hotels like Hyatt Regency Kolkata, Chennai, Lucknow and Ahmedabad as great weekend escapes. **BTI**