

Keys hotels targets a portfolio of 40 properties

Keys Hotels expects to operate a total of 40 hotels by 2015; half of them will be owned the company.

by RAJESH TIWARI



Sanjay Sethi
MD & CEO, Berggruen Hotels

Keys Hotels, a brand of Berggruen Hotels launched its first owned property at Trivandrum just two years back. In a very short span of time the company is setting up a leading chain of mid market hotels across India under its brand of Keys Hotels, Resorts and Apartments. It is keen to strengthen its presence across the country including mid markets.

"By the year 2015, we expect to operate a total of 40

III cities for expansion. We are looking to enhance our presence in Chennai, Mumbai, Kolkata, Goa and the NCR region. Also, we are focusing on Patna, Ranchi, Nagpur, Aurangabad, Bhopal, Surat and Bhubaneswar," he added.

The Keys Brand currently operates its own hotels in Trivandrum, Ludhiana and Bengaluru. The company is all set to add two additional Keys properties at Pune and Kochi in current

year. Besides the above sites development activity is under way at Vishakhapatnam, Goa, Lucknow, Baroda, Kovalam, Raipur and Gurgaon.

To position itself in today's competitive atmosphere, the company has adopted a robust distribution network through its own website, sales offices, GSAs, corporate accounts GDS and OTAs. Elaborating on its marketing strategy, Sethi said, "The Keys Hotels are positioned in the mid market category and our resorts are upscale. The product design and service philosophy of the hotel sets us apart from the others."

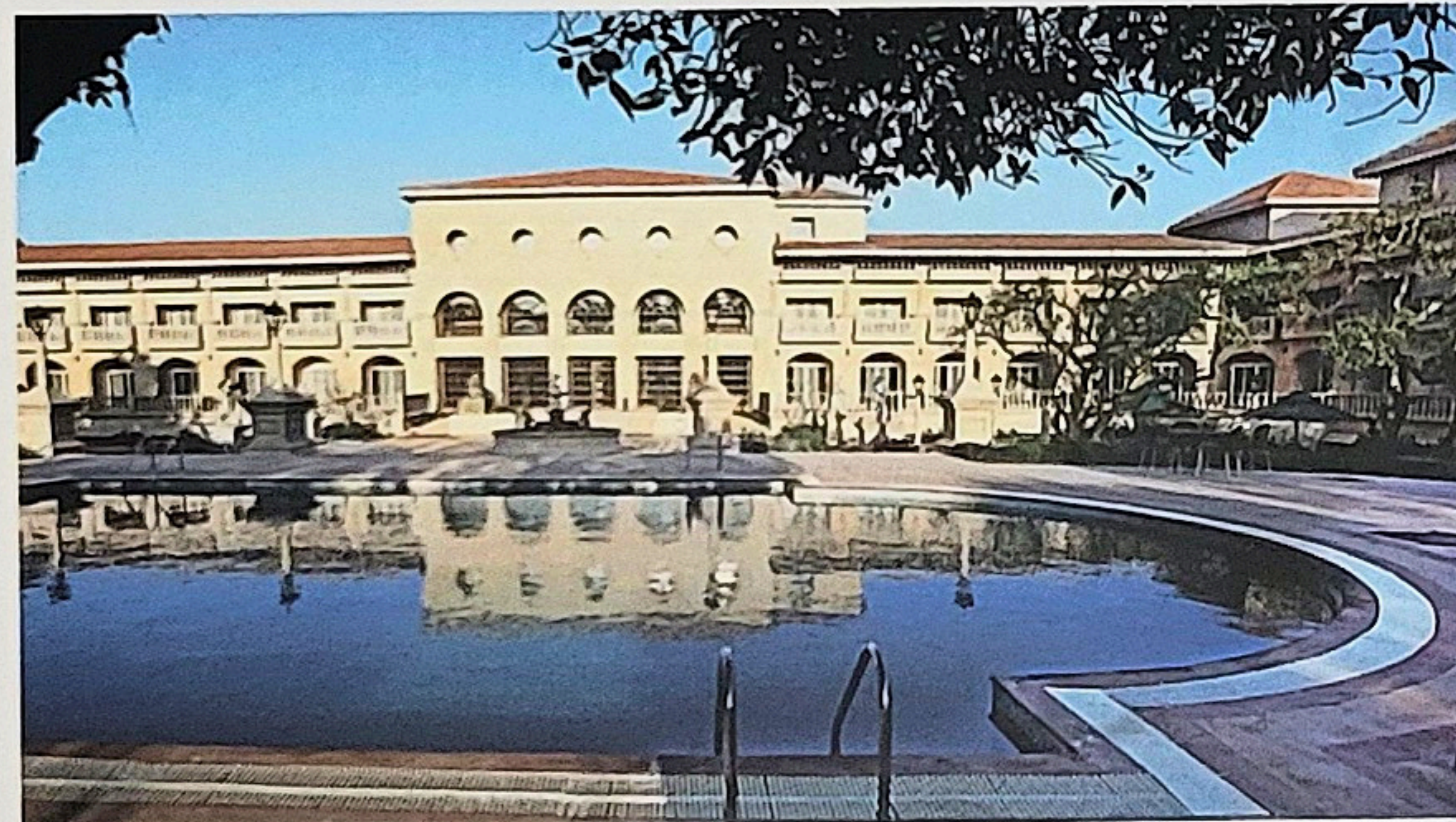
"The key drivers for our properties are locations, our efficient and contemporary product and service offering at value for money price points for business hotels, our distribution reach to corporate and leisure clients and travel agents. Our strategy is to focus on local marketing and nationwide sales efforts. PR activities, advertising, direct client connect and web based marketing will continue to foster brand promotion," he added.

Expressing concern over the challenges being faced by the hospitality sector, Sethi said that the additional supply has hit several cities in the last two years, creating a competitive environment which combined with the economic meltdown 2009, has created pressure on occupancy and ARR's. "In the recent months occupancies have shown improvement but ARR's continue to be below par. Over branded hotels will continue to do well," he concluded.

"By the year 2015, we expect to operate a total of 40 hotels; half of them will be owned by us."

hotels; half of them will be owned by us," said Sanjay Sethi, MD & CEO, Berggruen Hotels.

"We have identified all major metros across India as well as several tier-II and tier-



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All inclusive Indulgent Spa Treatments at Spa Aruna –The Heritage Village Resort & Spa Manesar.



Arjun Sharma
CEO, The Heritage Village,
Resort & Spa Manesar

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A Rajasthani Haveli style palatial resort nestled in Manesar, within the flourishing expanse of scenic splendour that spreads across unbound 12 acres of green courtyards. Luxurious rooms & suites built in four double-storeyed clusters or 'Mohallas' each interconnected through open archways, which lend a wonderful and exhilarating feeling of space and freshness.

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Heritage Village Resort and Spa offers a Spa Indulgence package, the only resort in the city to introduce all inclusions with the finest treatments and signature services at the Spa Aruna, named after revered mother of the company's CEO, Arjun Sharma.

With an intent to serve its guest with the best holiday and a most refreshing experience; the resort has forged an "all inclusive" Spa Indulgence package – offering signature treatments for a couple uniquely layer Aroma/Swedish/Ayurvedic Abhyangam Massages, rejuvenating Steam and Sauna, ultimate Body Scrubs/Reflexology with olive/sesame oil, and for their spa experience to last a little longer it ends with an Aromatherapy Couple Bath.

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Select Hotels is a niche brand positioned in the well saturated Indian Hotel Industry through its resorts Heritage Village Resort & Spa Manesar, Gurgaon and Heritage Village Club, Goa.

The brand symbolizes style, eloquence and grandeur offering guests sojourn experiences. Select Hotels is part of the fast growing dynamic Select Group which has diverse business interests.

So step out of your busy world of stress and deadlines and enter a sanctuary of luxury and a complete holistic rejuvenation. Let your body, mind and soul open up...to a Spa-velous experience!

by TNH DESK

"Select Hotels is a niche brand positioned in the well saturated Indian Hotel Industry. The brand symbolizes style, eloquence and grandeur offering guests sojourn experiences."

traditional charm, an incomparable journey awaits you at Heritage Village Resort & Spa Manesar, a part of Select Hotels.