

Published Date:	22 Dec 2022	Publication:	The Economic Times [Bangalore]
Journalist:	Anumeha Chaturvedi	Page No:	14
Circulation:	50,760		

Hospitality Sector to Get a G20 Booster

Events planned across multiple cities with India holding the presidency for a year

Anumeha.Chaturvedi
@timesgroup.com

1 **New Delhi:** India's year-long presidency of the Group of 20 (G20) brings along a big business opportunity for hotel chains, which are vying to offer the best deals on rooms for dignitaries and media crew during meetings in key cities. Top industry executives said the G20 presidency, which India holds till November 30 next year, will bolster the fortunes of the country's hospitality sector, which was among the hardest hit by the coronavirus pandemic.

Vikramjit Singh, president at Lemon Tree Hotels, said as an immediate impact of India holding the G20 presidency, there has been a



spike in demand for rooms across the markets of Delhi, Bengaluru, Mumbai, Punjab, Guwahati, Chennai, Chandigarh, Aurangabad, Indore, Jaipur, Lucknow, Kolkata, Pune, Surat, Udaipur, Gangtok and Hyderabad.

"Across all hotel chains, we are looking at a demand of approximately 100,000 room nights (200 events x 200 rooms per events x 3 nights

minimum) for delegates and almost 150,000 room nights for media crew and others," he said.

"Lemon Tree Hotels has already blocked room nights in various hotels in Delhi/NCR, Rishikesh, Aurangabad, Patna, Siliguri and Gangtok. The demand has primarily come from the ministry of external affairs (MEA), embassies, media and local political parties," he said.

As per the G20 calendar, upcoming events and meetings over the next two months would be held in Kolkata, Pune, Chandigarh, Jodhpur, Thiruvananthapuram and Chennai. The Le Meridien hotel in Delhi has been asked to hold on all the inventory for September next year. "Plenty of heads of state would be coming for these meetings. We

understand quite a few rooms would be taken from us and this is all in the process of being finalised," said Tarun Thakral, COO of Le Meridien.

Nikhil Sharma, regional director for Eurasia at Wyndham Hotels and Resorts EMEA, said the G20 presidency is a 'golden opportunity' for the hospitality industry.

"Given the sheer volume of meetings announced at different locations, India will play a vital role in hosting international delegates from 20 participating countries," he said.

Sharma said, "While at this moment in time we haven't received bookings for G20 delegates, we would love to have the opportunity to offer accommodation in any of our hotels."