Lemon Tree to roll out first 'Red Fox' in Jaipur in Oct,2009

Sunday, December 21, 2008
TravelBizMoniter-New Delhi

The Lemon Tree Hotels will open its first Red Fox brand of economy hotels in Jaipur in October 2009. Rahul Pandit, Vice President - Operations, The Lemon Tree Hotels, said that the Jaipur opening would be followed up with properties in Delhi and Hyderabad, in December 2009, and April 2010, respectively.

He said that the company would be looking at about 148 footprints for the brand by 2020. "We are looking at cities with broad gauge railway connectivity for this particular brand," stated Pandit. While there would not be any room service in these hotels, there will be housekeeping and laundry services once-a-day. F&B in these hotels will be outsourced.

Asked about the current liquidity crisis impacting the future projects of the company, Pandit said that other than some conscious delay of six to eight months for some ongoing projects, there would not be any major change in the expansion plans. When asked about specific projects, he said that the ongoing hotel projects at Shimla, Chandigarh and Pune would be delayed by another six months.

http://www.travelbizmonitor.com/lemon-tree-to-roll-out-first-red-fox-in-jaip

December 21, 2008