

News monitored for: Lemon Tree Hotels

Lemon Tree Hotels to focus on enhancing the guest's digital and online experience

Sudipta Dev
Mumbai

WITH THE LAUNCH of two new properties recently, in Goa and Bandhavgarh, Lemon Tree Hotels reaffirmed the brand's increasing focus on resort and leisure destinations. The company is also looking at increasing footprint in emerging getaway destinations like the North-East, Jammu & Kashmir, West Bengal and Odisha, disclosed Vikramjit Singh, president and chief revenue officer, Lemon Tree Hotels. "After the Middle East, internationally, we wish to be present in locations where Indians frequently travel to in an attempt to cater to their discerning needs, even outside India," stated Singh. He informed that in the

coming months, the brand strategy will revolve around enhancing the digital and online experience of the guests.

"With more and more guests taking to exploring products online and seeing comfort in e-purchases, we have focused on providing a single window, user-friendly platform by way of integrating the booking engine for all member transactions and engagements," said Singh, adding that the company has also fast-tracked its activities to take its rewards programme, Lemon Tree Smiles, to the next level, with the introduction of greater customisation, more bonus points, and exciting member benefits. "In fact the brand website and the rewards website are being seamlessly integrated



Vikramjit Singh

so that a member can either book our hotels by using his/her stay points with ease, or choose to redeem his/her points online on various retail platforms," he mentioned. Lemon Tree Hotels has 40 per cent repeat guests

The brand and the rewards websites are being seamlessly integrated

and over five lakh loyalty members signed up with it.

Singh has much to be proud of with all hotels under the Lemon Tree Group achieving over 75 per cent occupancy in the last year, which is much

higher than the average industry standard. "Currently, our economy hotel, Red Fox Hotel, Hyderabad has been clocking 100 per cent occupancy over 100 consecutive days, and has its eyes set on 150 days. Thus, while occupancies at Lemon Tree are at an all time high, our focus towards achieving higher ARR is growing, of course within the value-for-money proposition that our brands present across segments," he remarked.

Lemon Tree Hotels presently owns four per cent of the organised mid-market inventory in India and all the three brands- Lemon Tree Premier (upscale), Lemon Tree Hotels (midscale) and Red Fox Hotels (economy) are positioned across the mid-market segment.