

News monitored for: Lemon Tree Hotels

## Red Fox Hotel, Hyderabad Hits 100% Occupancy For 100 Days In A Row

The Lemon Tree Hotel Company today announced that Red Fox Hotel, Hyderabad, its economy hotel, has successfully achieved 100% occupancy for 100 consecutive days.

Strategically located in the heart of HITEC City, and in close proximity to Gachibowli and Jubilee Hills, the hotel had also accomplished a near similar feat last year when it went fully sold out for 31 days in the month of July.



Feeling upbeat on the occasion, Narotam Singh, Area General Manager, Hyderabad region said: “We are delighted at achieving this landmark. Being 100% sold out for 100 days in a row is a near feat today. I thank my Hotel Team for ceaselessly working towards making this happen. We now have our sights set on crossing the 150-day mark.”

Red Fox Hotels ‘close to home’ environment, price positioning and popularity index reflect why they are the first choice for price conscious travellers. Abhijeet Ausekar, Director of Sales, Hyderabad Region explained, “Red Fox Hotel, Hyderabad attracts a healthy mix of both business and leisure travellers, including long stayers. Our occupancy rates are the result of catering to travellers from multi-ferrous industries be it IT, financial services, education or manufacturing. Over 90% of our users are domestic of which nearly 40% are repeat guests; we thank our patrons for trusting in us and choosing us as their place of stay.”

A part of the Lemon Tree twin property, Red Fox Hotel, Hyderabad opened doors to guests in January, 2011. It offers 121 smart rooms and suites, a multi-cuisine coffee shop – Clever Fox Café, a Cyber Kiosk, a conference room, a well-equipped fitness centre and laundry service along with unbeatable value and reliable safety standards.

Srinivas Kadadi, the Hotel General Manager, stated: “Being an economy hotel has its own set of challenges; a thin room to staff ratio being one. Despite this, we have been exceptional in delivering our services and generating customer delight, that can be measured on basis of our current TripAdvisor rankings, on the world’s no.1 review site. In a market that has seen a large influx of rooms in the last year, we are ranked 4 th in the city on it, across segments.

Red Fox Hotels, is the economy brand of Lemon Tree Group that occupies a sweet spot in the mid market segment with its consistent and efficient service along with its economical pricing. Presently, there are five such hotels in four cities of India-namely, New Delhi (2 hotels), Hyderabad, Jaipur and the newly opened Red Fox Hotel in Chandigarh. At the end of December 2016, the Group would have added three more Red Fox hotels to the portfolio, one each in Gurgaon, Tiruchirappalli (Trichy) and Bhiwadi.