

Hotels woo customers in niche segments

Customise services for women, expats, differently-abled

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With occupancy rates plummeting to the mid-50 per cent levels, the Indian hospitality industry is coming up with innovative ways to keep guests returning for more. While some hotels are making sure that the corporate business traveller has a stress-free stay, others are wooing single women travellers, the physically challenged, long-stay guests, tech-savvy executives and honeymooners with special amenities, gadgets, and gifts.

The Double Tree Suites by Hilton in Bangalore has tied up

with local expat clubs, grocery stores, schools and hospitals to make life convenient for their long-stay guests (a minimum of seven nights) guests, "60 per cent of whom are expats from the US/Europe who are here to do business or relocate to Bangalore," said Raghu Sapra, General Manager. Zuri Hotels & Resorts pampers honeymooners with elaborate floral arrangements in the room, aromatic candles and bubble bath accessories with aromatic oils and a complimentary bottle of champagne. Zuri also has wheel chairs, ramp access and rooms designed for the physically challenged. These rooms are fitted with special railings to help guests move around effortlessly, beds and wardrobes at lower heights and bathrooms with

grab bars, emergency phones etc.

Stress maps

Guests of the Marriott hotels across India can check into the hotel and order room service using a mobile app on their way to the hotel. "We have mapped stress levels of the typical business traveller and found that they are highest when he leaves home, and rises further when he reaches airport security, subsides when he is seated in the airplane, goes up again when he gets into a cab and checks into the hotel and is lowest when he finally falls asleep in his room. A simple mobile app helps to keep stress away," said Rajeev Menon, Area Vice-President, South Asia, Marriott International.

| Lemon Tree Hotels has creat-

ed a special women's wings at all its properties. They have additional facilities such as enhanced security in public areas and near their rooms, screening of phone calls are also provided. "Women travellers are a growing segment and currently account for more than 16 per cent of our guests," said Sumant Jaidka, COO, Lemon Tree.

The Oberoi, Bangalore, has an entire hi-tech wing with 88 rooms for tech-savvy business travellers to the IT city. An in-room iPad allows guests facilities like ordering food and beverages with detailed instructions about personal preferences, lighting/air-conditioning controls, viewing their bills, and remotely opening doors after activating the one-touch door camera.