



ECLGS 3.0: Will it help?



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FINANCE

The ECLGS 3.0 announced by the Ministry of Finance will cover business enterprises in hospitality, travel & tourism, leisure & sporting sectors which had, as on February 29, 2020, total credit outstanding not exceeding INR 500 crore and overdues, if any, were for 60 days or less, on that date. The tenor of loans granted under ECLGS 3.0 shall be 6 years including a moratorium period of 2 years. While the scheme will be beneficial for big players the industry is not quite sure whether the scheme would have any major impact on the bulk of the MSME segment in the travel, tourism and hospitality industry

Boost to Assam tourism

According to a report by the Ministry of Tourism, GOI, the tourism sector in Assam recorded an 18% increase in tourist visits in 2019 alone. Despite the pandemic, those numbers are expected to increase significantly in the coming years. Prabahan Puzari, founder of Wildberry Holidays in Guwahati, was one of the few entrepreneurs whose business not only survived the pandemic but is still thriving. He says, "I was very much positive during the lockdown period. We did many webinars and online meetings with various tourism stakeholders in Assam and the rest of India." Undaunted by lockdown restrictions, he started the local tours in November 2020 with this initiative called 'O Mur Apunar Dex' and got tremendous responses and support from the people of Assam and beyond.



From green protocol at destinations to special Covid-19 stress stimulus and insurance for all tourists, manifestoes of all major political alliances for Kerala Assembly elections have a lot of promises for the beleaguered tourism sector. Being a major economic activity of the state, tourism has received the attention it deserves in all the three political alliances' manifestoes for the recent assembly election of Kerala.

Kerala Elections: focus tourism & hospitality

Protest against Maha 'Break The Chain' order

Hospitality Associations across Maharashtra have formed United Hospitality Forum of Maharashtra (UHF) and have initiated campaign #MissionRoziRoti to highlight their desperate bid for survival. The latest restrictions imposed by the Maharashtra Government has put the final nail in the coffin for the Hospitality industry in the State. As per the Break The Chain order, restaurants are to be totally shut except for take-away, parcels and food delivery between 7am and 8pm on weekdays and on weekends, only food deliveries are allowed. Additionally, the state has mandated all food delivery personnel to be either vaccinated or undergo RT-PCR tests to test negative for Covid-19 at intervals of every 15 days.

Biryani By Kilo to enter Jamshedpur

After much anticipation, the biryani chain has announced its entry into the eastern India market by opening its first outlet in Jamshedpur in Jharkhand by June 2021. Founded in 2015 by food industry veterans, Kaushik Roy and Vishal Jindal, BBK has evolved as one of the biggest biryani delivery chains in India with more than 50 outlets spread across 25 cities.



Hyatt's footprint on Bodhgaya



US-headquartered Hyatt Hotel Corporation plans to add 24 new hotels in India over the next 36 months, taking the number of Hyatt-branded hotels in the country to more than 50. The jewel of India's Buddhist circuit—Bodhgaya in Bihar—will be the only site in eastern India. India remained a growth driver for Hyatt and with the planned expansion, the Indian brand portfolio would grow by more than 70% through 2023.

Kolkata bounced back faster

ET HospitalityWorld had a round table of four leading ibis general managers from across India. Ajit Jose, GM of ibis Kolkata Rajarhat, spoke about his 189-room property expressing that it witnessed an increase in the stay of domestic leisure travellers. "Kolkata has probably come out faster than most cities in terms of business environment. The first three months of the year (2021) has ended on a very positive note. The next quarter is looking very good and promising with a lot of wedding dates. The confidence to travel will only build up with the vaccinations and this will only mean a boost for the hospitality sector," he said about business for ibis Kolkata in 2021.

Consumer confidence to travel increased

A Consumer Sentiment Index Report put out by InterMiles, a consumer loyalty and rewards programme, has shown considerable improvement in consumer confidence to travel domestically for leisure between their two survey periods of October 2020 and January 2021. As per the report, out of the 11,500 people surveyed by the company, 65% expressed their desire to travel to new destinations in this year. The survey has attributed to the improvement in consumer confidence to travel to roll-out of vaccines and pragmatic innovations across the travel chain.

India's first Asian buffet restaurant in Kolkata



A Pan Asian delight, Asia! Asia! Asia- Street BBQ & Buffet- India's first Asian table grill restaurant, recently opened doors to welcome the culinary tribes of Kolkata. Located in Sector V- Salt Lake, the brand brings together a gamut of Asian flavours under one roof. Spread across an area of 3500 sq. ft., this 111 seater outlet is designed to. Abhimanyu Maheshwari, Founder & CEO, Zing Restaurants, said, "Anyone who is looking to get a no-holds-barred Asian food experience, without having to limit oneself to only one country's cuisine, we are the place."



According to JLL, luxury hotels in leisure cities such as Goa, Jaipur, Udaipur and Shimla have performed extraordinarily between October 2020 and February 2021 and in some cases, have come closer to their RevPARs of winter months of 2019. Following the lockdown though it has been the luxury leisure hotels that have rebounded fastest. "Luxury resorts picked up significantly and performed a lot better than luxury hotels in business cities. Luxury hotels in leisure cities such as Goa, Jaipur, Udaipur, Shimla etc. have performed extraordinarily between October 2020 and February 2021 and in some cases, have come closer to their RevPARs of winter months of 2019," said Jaideep Dang, MD, hotels & hospitality Group.

Luxury leisure hotels rebound

Trans Arunachal Drive to promote adventure tourism



The 12-day 2500-km ride along the Trans Arunachal Highway kicked off from Namsai in the east and will conclude at Tawang in the west, passing through diverse cultural landscapes and help portray Arunachal as a major driving destination and also promote the state as a major destination for adventure tourism. With the Himalaya mountain ranges stretching across the entire state, Arunachal serves as the perfect ground for adventure sports like mountaineering, white water rafting and motorsports. Of late, the state has also emerged as one of the favourite driving destinations in the Northeast region.