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SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

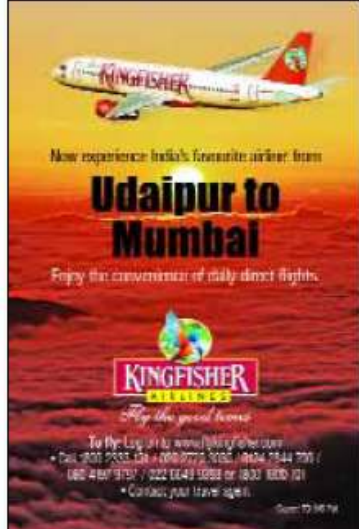
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- Blame-game takes the punch out of preventive measures03
- IATO president plans to introduce committees19
- Patel works towards boosting air connectivity within states34



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16 TRAVTALK FEBRUARY 1st ISSUE 2008

HOTELS

Sparsa: Amalgamating new-age resorts with heritage

THE AUROMATRIX GROUP has launched a group of resorts by the name Sparsa. The first resort is already operational at Thiruvannamalai. In an interview with **TRAVTALK**, Sumeet Bhatia, corporate manager-sales & marketing, Auromatrix Hotels-Chennai talked about the prospects of the resort.

TT BUREAU

"Sparsa Resorts is a concept. We are not selling hotel rooms. We are selling a concept. A concept that is as unique as you are. Sparsa Resorts has planned more heritage & eco-friendly resorts especially in cities and towns where there is not much commercial activity," expressed Bhatia.

He also shed light on the future plans of the company, "We are in the process of opening four more resorts across South India based on the same concept. Our property at Kanyakumari in Tamil Nadu is almost at its completion stage and will be commissioned shortly. Three properties at Chidambaram (Tamil Nadu), Sakleshpur (Karnataka) and Kumily (Kerala) will be commissioned over a period of the next two years."

The initial response to Sparsa Resort at



Sumeet Bhatia,
corporate manager-sales & marketing
Auromatrix Hotels-Chennai

Thiruvannamalai has been excellent. The resort was opened in Dec '07 and from then on, the hotel has had an occupancy between 60 and 70 per cent. In 2008, the group is planning to expand their awareness through global marketing and thus, are expecting better occupancy. The resort is designed within a Tamil village setting, with a thirty room villa style hotel. Some villas have private plunge pools, apart from the typical resort amenities, such as, meditation halls, spas and rejuvenation centres, health clubs, swimming pools, Internet connectivity, indoor games facilities and libraries. The resort is designed within a Tamil village setting, with a thirty room villa style hotel.

About their marketing strategies, Bhatia says, "Our USP has been our theme. Our primary target customers are pilgrims who visit these destinations



but do not find good accommodation during their visit; we are also targeting professionals who are constantly on the lookout for new experiences, and for a way to de-stress and rejuvenate. The growing number of international travellers and expatriates who come to India looking for spirituality in a typical Indian environment are also being targeted. Also, the MICE segment which is always on the lookout for newer destinations form part of our clientele."

Sharing his views about the recent

In the offing

- Sparsa Resorts has planned more heritage & eco-friendly resorts
- Three properties at Chidambaram (Tamil Nadu), Sakleshpur (Karnataka) and Kumily (Kerala) will be commissioned over a period of the next two years

trends in hospitality, Bhatia said, "The recent boom in the hospitality sector is bringing many new trends into its fold, which is good for the overall development of the sector. Heritage hospitality in any form has been very close to the heart of every individual especially in India, which is no doubt very rich in its cultural heritage. The concept is gaining more popularity and is expected to drive hospitality business in the future, especially in smaller cities, towns and villages across India." 