


Auromatrix Hotels launches eco-friendly resorts

Auromatrix Hotels has launched its own brand of eco-friendly resorts by the name of Sparsa Resorts. The first property is located at Thiruvannamalai in Tamil Nadu, near Chennai. The second property is opening at Kanyakumari in August 2008.

 TT BUREAU

Commenting on the expansion plans in the pipeline, Sumeet Bhatia, corporate manager - sales & marketing, Auromatrix said, "Sparsa Resorts is opening up properties at Pitchavaram Islands in Chidambaram in Tamil Nadu, Sakleshpur Karnataka & Kumily in Kerala by end of 2009." He further said that they are aiming to develop at least 20 Sparsa Resorts across India by 2010.

The initial response to Sparsa Resort at Thiruvannamalai has been excellent. "Much more than what we expected, the occupancy has been hovering between 60 and 70 per cent. In 2008 we plan to expand our awareness through global marketing and expect to do a better occupancy."

Sparsa Resort is a concept. "We are not selling hotel rooms. We are selling a concept. A concept that stays in your memory for a long-time. A concept, which



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not find a good accommodation to stay during their visit. We are also targeting the professionals who are constantly on the look out 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. Also, the MICE segment which is always on the lookout for newer destinations forms part of our clientele," he said.

Commenting on the changing and upcoming trends in the hospitality sector, Bhatia said, "The recent boom in the hospitality sector is bringing in many new trends in its fold, which are 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 future especially in smaller cities, towns and villages across India.

On promotional and marketing activities for this year, Bhatia said, "In the current year, we are participating in various road shows, trade fairs across India etc. We are organising mailer campaigns and familiarisation trips / P.R. meets for the travel agent fraternity in various cities in India. We are also planning to have joint promotions with various NGO's to spread ecological awareness amongst the people." 

Future Plans

- Sparsa Resorts is opening up properties at Pitchavaram Islands in Chidambaram Sakleshpur & Kumily in Kerala by end of 2009

is 'as unique as you are'. Our unique selling proposition (USP) has been our theme. Our primary target customers are pilgrims who visit these destinations but do