

FHRAI initiates #GoDirect campaign

The Federation of Hotel & Restaurant Associations of India (FHRAI) has initiated #GoDirect campaign requesting patrons to book their hotel stays - #BookDirect or order their food by contacting the restaurants directly - #OrderDirect. For over eight months, the Hospitality industry experienced its worst times and several hotels and restaurants closed. The industry has appealed to customers to support their favorite restaurants and hotels by eliminating the intermediaries and reduce the burden of exorbitant commissions levied by the online travel aggregators (OTAs) and the food service aggregators (FSAs).

The #GoDirect campaign will be supported by member hotel and restaurant establishments of the FHRAI and its regional Associations – Hotel and Restaurant Association of Western India (HRAWI), Hotel and Restaurant Association of Northern India (HRANI), Hotel and Restaurant Association of Eastern India (HRAEI) and South India Hotels and Restaurants Association (SIHRA).

“The Hospitality industry is on the brink of collapse and needs urgent support. It is not just for the sake of businesses in the industry but also for the millions of people who are employed by it. Hotels and restaurants account for 35 million or around 12.5 per cent of the total employment generated in the country and supports jobs directly and indirectly across India. There is acute need for hospitality businesses to generate revenues. Businesses of OTAs and FSAs are directly dependent on hotels and restaurants and if hotels and restaurants don’t survive, the OTAs and the FSAs won’t survive either. #GoDirect is aimed at salvaging from what we have. For every order or booking made through the FSAs or OTAs, we lose anywhere between 20 to 30 per cent as commission. We request our patrons to directly visit the websites of hotels or restaurants for booking rooms - #BookDirect or for ordering food - #OrderDirect. Even if customers do switch to this practice temporarily for the next few months, it will help the Hospitality industry immensely,” says Mr Gurbaxish Singh Kohli, Vice President, FHRAI.