



01.01.2024

## Hoteliers cash in on New Year festivities

No impact of COVID-19 resurgence

PNS ■ NEW DELHI

Hospitality players are cashing in on the New Year festivities as the high spirits of celebrations are leading to a surge in dining out and bookings in resort destinations, with the news of the COVID-19 resurgence not denting the festive sentiment.

Some players said they have witnessed room for revenue growth of 19 per cent in the year-end compared to the same period last year. "The news of COVID resurgence has not dented the festive sentiment, and besides, hospitality establishments adhere to stringent safety protocols. Overall, there is positivity and merriness in the air," Federation of Hotel & Restaurant Associations of India (FHRAI) president-elect Pradeep Shetty said.

He was responding to a query on whether the resurgence of COVID-19 has impacted year-end and New Year bookings.

In fact, he said, "The festive fervour is ablaze across all



major metropolitan cities, reflecting the high spirits of celebrations. Dining out experiences are witnessing a remarkable surge, paralleled by the promising scenario in resort destinations, where bookings have soared, exceeding 80 per cent". Domestic travel has also surged significantly, buoyed by ongoing weddings and festive engagements. The palpable enthusiasm within domestic travel is evident, showcasing a notable uptick, with hotels registering robust year-end occupancies, Shetty added.

"Resort locations stand out as beacons of promise, while urban centres are witnessing substantial momentum in both celebratory events and dining experiences," he added.

