

India-Bangladesh World Cup tie drives hotels' tariff north

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Pune: Hotels along the western corridor of the city are anticipating a surge in bookings coinciding with the ICC World Cup match between India and Bangladesh, scheduled on October 19.

Amit Sharma, the president of the Poona Hoteliers' Association (PHA), and GM, Amanora The Fern, Pune, told TOI that room rates had increased significantly for the October 16 to 19 period.

Previously priced at approximately Rs8,000-10,000 per night, room rates have now escalated to Rs 20,000-25,000 in five-star hotels along the western corridor of Pune.

"Pune's hospitality market is witnessing an increased activity because of the World Cup cricket matches in the city. Most bookings are concentrated in five-six hotels in the city's western side. Other hotels are experiencing indirect bookings. The overall market is expected to achieve high occupancy rates during this period, resulting in a more favourable average daily rate (ADR) return during the match days," Sharma said.

Moreover, it is anticipated that there would be spillover effects during the World Cup ties.

Guests would seek accommodations in other hotels within the city as the cricket matches drew closer, he said.

Vinay Nair, general manager, DoubleTree by Hilton, said, "The market is very buoyant during the time when India plays Bangladesh in Pune. We are seeing this across hotels. We have

ROOM RATE GOOGLY

Rohit Sharma's Men in Blue and Shakib Al Hasan's Bangladesh will play the World Cup match at the Gahunje stadium on **October 19**



Room rates of hotels in the city has increased significantly for the **October 16 to 19** period

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started getting enquiries for rooms for players, officials as well as tourists who want to see the match. When key hotels will fill up, there could be some spill over to other hotels. The room prices have already gone up for that period in expectation of high demand."

Anurag Raha, general manager, Crowne Plaza Pune, said, "We expect good business closer to when the India-Bangladesh match will take place. Thus, the room rates are also on the higher side by almost 50% during the match period. We have started getting enquiries for bulk room bookings from some companies that are sponsors in the event."

Ajay Kanojia, general manager, Sayaji Hotel, said, "We have increased the room

price per night to Rs 15,000-20,000 around the match time, but it is playing as a deterrent to bookings to some extent. We expect bookings to pick up 10-15 days before the match. All hotels in Pune have hiked room prices during the match period."

Pradeep Shetty, the president of the Hotel and Restaurant Association of Western India (HRAWI) told TOI, "Both Mumbai and Pune will be venues for some World Cup matches and we expect a lot of domestic travel during that period. All categories of hotels in these two cities are getting enquiries for room bookings during various periods in October and November. With the demand expected to rise, there would be some price review as well."

