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Busy season ups hotel room revenues by 19%

New Delhi, Dec. 31: 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) presi-



dent-elect Pradeep Shetty 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," he further said

Domestic travel has also

surged, buoyed by ongoing weddings and festive engagements, Shetty said.

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

Hotel Association of India vice president KB Kachru anticipates bookings to rise in new year. Room number will also grow, he said.

Kachru said that growth in the average daily rate is likely to continue but may level down in the next year due to probable geopolitical considerations.

Some players have experienced seen the average room rate (ARR) increase 5 per cent until November year-to-date. — PTI

