

India-Bangladesh World Cup tie drives hotels' tariff north

Hotels lining the western stretch of the city are bracing themselves for a surge in reservations, thanks to the upcoming ICC World Cup clash between India and Bangladesh scheduled for October 19.

Pune's hospitality scene is buzzing with heightened activity due to the cricket World Cup matches taking place in the city. The epicenter of this booking frenzy appears to be focused on a select few establishments on the western side of town, while other hotels are benefiting from indirect bookings. The overall market is poised to enjoy exceptional occupancy rates during this period, translating into more favorable returns in terms of the average daily rate (ADR) throughout the days of the match.

Furthermore, it is anticipated that there will be ripple effects from the World Cup matches.

Vinay Nair, the General Manager of DoubleTree by Hilton, remarked, "The market is showing remarkable enthusiasm during the India versus Bangladesh match in Pune. This trend is observable across the entire spectrum of hotels. We have started receiving inquiries for accommodations from players, officials, and even tourists eager to witness the match. As the key hotels begin to fill up, there is a likelihood of a spill-over effect on other lodging options. Room prices have already surged in anticipation of the heightened demand."

Mr. Pradeep Shetty, President of the Hotel and Restaurant Association of Western India (HRAWI), shared his insights, stating, "Both Mumbai and Pune are hosting several World Cup matches, and we anticipate a substantial influx of domestic travelers during this period. Hotels of all categories in these two cities are fielding inquiries for room reservations across various dates in October and November. With increasing demand on the horizon, it's expected that some price adjustments may come into play."