



# ENCOUNTER WILDLIFE WITH VANRAJ BY AYANA

With a vision to offer unique luxury experience to the travellers, Ayana Hospitality works based on eco-tourism model promoting environment awareness protecting eco-sensitive destinations. The group not only offers outstanding hospitality services to high-end boutiques hotels and nature retreats but is also focused on providing design and development, management, marketing and conservation/wildlife related services to hotel owners. In a conversation with HC Akhil Behl, CEO of Ayana Hospitality shares more. Excerpts

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**How would you describe Vannraj? What kind of backend research was put into curating this unique lodge?**

Vannraj is a boutique wildlife lodge providing a luxury experience to guests' while promoting environmental awareness and a protective eco-sensitive destination. Extensive backend research has gone into the making of Vannraj By Ayana, from the educative and informative wildlife experience delivered by our highly trained guides to the local and organic ingredients sourced to create authentic central India cuisine. The complete package of experiences has been diligently curated for the guests with a specific emphasis on personalisation. The sole objective of this is to create a connect between the guests' and the natural surroundings in a very non-intrusive manner.

**What kind of customer mix are you targeting at?**

Vannraj is a high end property well suited for the affluent and responsible traveller. We are targeting both affluent domestic as well as international guests. Small team connects as well as top management meets are also interest segments for us. The natural open spaces amidst the forests will bring out the best in small team bonding exercises and are private enough to encourage top management strategy meets as well.

**Are you planning on launching exclusive packages for your customers?**

For us all our customers are exclusive and hence the packages as well. These packages are highly customised to cater to each guests' preferences regarding the intensity of activities, ability to spend, travel with or without children, etc.

**What kind of promotional activities are you taking up for Vannraj?**

We will be participating at all the major travel trade events like TTF and SATTE in the domestic market and the WTM, ITB in the international market. We are also in touch with major inbound agents on a one-to-one basis and will soon be organising FAM trips for them as well. Apart from that promotional and marketing offers will also be introduced.

**What would you say is the USP of Vannraj?**

At Vannraj we aim to deliver an experience that is highly informative and customised to suit the needs of each individual guest. Large and well-appointed public areas will encourage guest interaction and sharing of wildlife stories. The presidential suite is probably the largest and most luxurious guest unit in the wildlife segment in India. Vannraj also has the largest swimming pool in and around Pench National Park.