

AYANA HOSPITALITY TO PROMOTE HIGH END NATURE CENTRIC TOURISM

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Akhil Behl, Chief Executive Officer, Ayana Hospitality, expects to achieve an occupancy ranging between 45 and 65% after the launch of the two properties in India.



Ayana Hospitality, a joint venture between ICS Group India and Mantis International South Africa, is slated to launch two properties in the country soon. One is a project in Fort Kochi in Kerala with 16 rooms. The art décor themed hotel, housed within a 200-year old heritage structure, will strongly focus on art and culture. The property in the

Pench National Park in Madhya Pradesh, on the other hand, will be more in sync with Indian vernacular architecture and is a wildlife centric product. Both the properties are scheduled to open on 1 May, 2016.

Ayana is unique in its offering of world-class all-encompassing services that take a project from conceptualisation and feasibility to planning, design, construction and eventual management and marketing of the hotel. It is the first of its kind in India.

"The Pench property is a luxury boutique wildlife resort with 14 guest units. Ayana's property in Fort Kochi in Kerala is located in proximity to the Biennale Art Exhibition. The 200-year old Fort Kochi has been re-developed into a 16 room boutique

luxury property with a rooftop café and pool. The property will celebrate the local heritage and culture of Fort Kochi which has, over the centuries, been influenced by the various trader communities that used Fort Kochi as their getaway to India and also a centre of trade," says Akhil Behl, the CEO of Ayana Hospitality.

Expectations on the Indian market in terms of occupancy and growth

Akhil believes that there is going to be a double digit growth in the Indian hospitality market in the near future. Ayana Hospitality is focused on achieving occupancy in the range of 45% to 65% given the seasonality associated with leisure properties. Currently, it has only two properties in the pre-launch stages.

Marketing and promotional plans

Currently, Ayana Hospitality is focused on the inbound market and has an exclusive sales and marketing team in India, which is supported by its partners (Mantis Group) who have a sales and marketing platform in Europe and South Africa.

Presently targeting to promote the high-end nature centric tourism, Akhil informs that the group will begin its promotion campaign closer to the opening of the two properties. By developing these projects, Ayana intends to establish a successful model for ecotourism by providing a meaningful and unique experience to its guests, while ensuring the future protection of India's spectacular wildlife and natural heritage. By offering complete solutions, Ayana provides end-to-end services for a hospitality project.