



DIRECTORS NOTE

Dear Readers,

Hope you all had a blast during the festive season and contributed towards saving our environment.

We are now in the peak seasonal months for most of the hotels. During these months we need to ensure that we not only meet but exceed our budgets so that we end the year on a positive variance. The main factor to help achieve this, is effective sales and marketing. Every single team member of the unit, is a representative of the unit and can help market the hotel.

In the hotel industry there are two verticals from where we get our sales;

- 1. Online (30-40% contribution)
- 2. Offline
 - Unit Sales team (40-50% contribution)
 - Corporate office sales team (15-20% contribution)

Online sales team should cover as many online channels as possible. Concentrating more on the productive channels will result in higher revenue, you all should note that 70-80 % of online revenue comes from GOIBIBO and MMT. Keeping this in mind you should keep innovating and pushing new strategies on this platform and ENSURE that you get excellent reviews. Below are some key insights that can help you monetize the online and offline segment better:

GM's and the sales person of the hotel must be in regular contact with the revenue team and give them knowledge of the local condition of the market and prevailing rates. This will enable the team to fix the online rates accordingly.

Daily updates and improvisation will increase daily hits on the online channels and thereby increase productivity.

Online promotions must constantly be done with OTA's, banks, brand website, collaboration with the telecommunication companies, automobiles time share

companies etc and at the unit level you can take such initiatives and pass them on to the revenue team

There must be proper coordination between the unit front office team and online revenue team of the corporate office.

While speaking about the hotels sales team we must most importantly focus on recruiting the candidate with a local and similar hotel background and both the GM & HOD's should be involved in the recruitment process.

One must ensure that the team is making regular sales calls covering corporates and HNI's of the local area. The team must report to the GM and respective sales authority daily and plan their strategy accordingly. The best way to ensure smooth operations and business is by recoding the minutes of each morning meeting.

We must maintain a good reputation with HNI's and corporates of the area. This can be achived by wishing them on special occasions, inviting them to your property every now and then and engaging them in your hotels promotions.

The team should be concentrating on corporates and travel agents as its core segment while regularly reporting and taking feedback from the respective seniors in the organization.

A close coordination between the corporate sales team and hotel sales team leads to a better business prospect.

Sales team of any company is the brand ambassador or representative of that company therefore one should conduct themselves in a proper way.

As the season is coming for most of our properties, we need to focus on increasing sales so that it covers off season too. The team should be motivated accordingly by the management through training programs, incentives and growth prospect.

Be disciplined in your work life. Believe that the budget is easy to achieve. Note down all your priorities for the next day and head out to achive them.

Remember if you love your work, all work is easy work.

IN THE MEDIA



The New Indian Express gives us a shout out with a beautiful feature.

NEW APPOINTMENTS



Mayank Dhar Dubey
Operations Manager
Clarks Collection-
Gomtinagar, Lucknow



Gobind Yadav
Operations Manager
Jodhana Elite, Jodhpur



Sunil Kumar Sharma
General Manager
Clarks Collection, Jaipur

STAR OF TRIP ADVISOR

#BeingNumber2Sucks.



Rajeev Manhar
Brijrama Palace



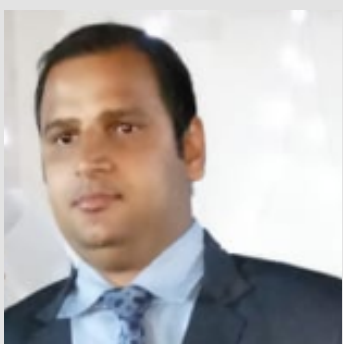
Vivek Dubey
GenX Vadodara



Rajesh Kumar Ranjan
GenX Mughalsarai



Taruneel Mukherjee
GenX Brij Jamui



Ajeet Kumar
GenX Mirzapur



Sanjit Pal
RnB Select Saanvi



Rajesh Ranjan
GenX Bhavnagar



Shambhu Das
GenX Alwar



Sibaji Sarkar
GenX Kishangarh



Sachin Rana
Brijvilla



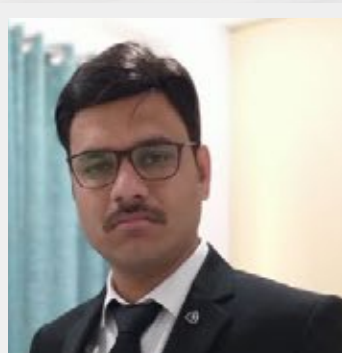
Manhar Singh
RnB Chittorgarh



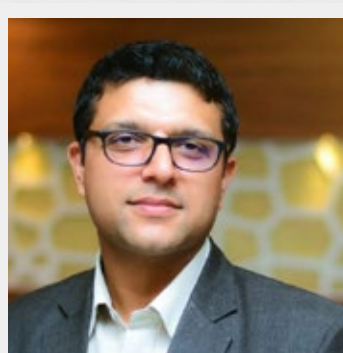
Brijpal Chauhan
Abhyaran



Dinesh Kumar
GenX Tiger Den



Dipendra Singh Jodha
GenX Mcleodganj



Manoj Tiwari
GenX Sundaram

AWARDS & RECOGNITION

PINNACLE,
LUCKNOW

Shiva Ji Bishwakarma
Food & Beverage Service

GENX
KISHANGARH

Nirmala Kumari Gurjar
Housekeeping

GENX BRIJ,
JAMUI

Sumit Kumar
Food & Beverage Service

BRIJRAMA PALACE,
VARANSASI

Ghanshyam Kumar
Housekeeping

GENX
VADODARA

Rinkusha Dubey
Front Office

RNB SELECT BANJARA
HILLS, HYDERABAD

Sathish Lakkakula
Food & Beverage Service

IN THE SPOTLIGHT

Dinesh Kumar

Dinesh is our operations manager at Tiger Den Resort, Jim Corbett. He loves to travel and enjoys listening music.



BRK SATURDAY

A HUMBLE EFFORT TO SERVE SOCIETY.

BRK Saturday is an initiative organized by 1589 Hotels to serve society. The initiative has been named after our late beloved Sri Birendra Kumar (BRK).

CSR activity in the month of 'October' was organised by Ms. Geeta Poonia at Shree Gurgaon Gaushala Sabha. It is cow shelter which takes care of the sick and injured cows. They have around 1400 cows.



38 HOTELS | 31 CITIES

