

News monitored for: Lemon Tree Hotels

Growing resort portfolio

Lemon Tree Hotels (LTH) management arm Carnation Hotels is now operating a 70-room Silverglades resort in Manesar called the Lemon Tree Hotel, Tarudhan Valley.



KANCHAN NATH

Talking about the USP of the resort, **Rattan Keswani**, Deputy Managing Director – The Lemon Tree Hotel Company & Chairman-Carnation Hotels, said, "It's got an array of spaces for the social functions and weddings as it is a little separated from the main hotel block. So you can have all the fun that you want, without being cognizant or careful of the fact that you might be disturbing some other guest."

Taking about their commitment about operating resorts, he said, "We have been going in the direction of adding resorts for a long time. We started off with a resort in Goa, we started with a resort in Alleppey, and we are building a resort in Udaipur, as we speak. We have one in Sikkim, which is more a management piece. Our whole thrust for the next 10 years is to grow our resort portfolio."



Rattan Keswani
Deputy Managing Director – The Lemon Tree Hotel Company & Chairman- Carnation Hotels



Anubhav Jain
Director – Group Silverglades

Talking about the right marketing strategy for today's hotelier, he said, "Every marketing strategy has to straddle every segment, because each segment drives business. A smart marketer would be the one who can sit on top of each of these mixes but drive the best dollar or rupee value return from that segment by the creativity that you put into your experiences. Will we prefer one to the other? I think the answer is no; everybody has a role to play, whether it is Air BnB, OTAs or a travel agent. They are all providers of a customer that

we would like to focus our attention on."

Anubhav Jain, Director – Group, Silverglades, talking about the hospitality business said, "Hospitality is a long term proposition, for the right kind of location, for the right kind of property; a hospitality venture does still make sense. In a 75 acre property, having a 70-key hotel brings in a lot of life into the whole complex. During weekends, we have a lot of guests coming in and during weekdays, we have a lot of corporates coming in to do their off sites." 📌