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Party Animals Check In, Hotels Sold Out for NYE

Resorts, leisure destinations and properties in key cities in demand; room rates quite high for any last-minute reservations

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1 New Delhi: Still looking for a last-minute booking to ring in the New Year?

You may not get a room or may have to burn a big hole in your pocket, as accommodation providers across segments report sold-out or nearly sold-out inventory. Where rooms are still available, the rates are high.

"We are seeing tremendous demand... It shows that the energy to celebrate and spend time with friends and family among people is very strong," said Kanika Hasrat, area director for Uttar Pradesh, Madhya Pradesh and Uttarakhand at Indian Hotels Company Ltd (IHCL).

While the year has seen a great run so far, the New Year will be the icing on the cake, and December, a record-breaking month across the Tata Group-owned chain's portfolio of hotels, said Hasrat, who is also the general manager for Taj Lakefront Bhopal.

"While both our properties in Rishikesh are sold out, rooms are

90% booked at other hotels in the region and restaurants are sold out." According to hotel industry executives, the demand is not limited to resorts and leisure destinations, as properties in cities too are booked to the full. Vikramjit Singh, president at Lemon Tree Hotels, said the chain's city centre hotels in Bengaluru, Hyderabad, Mumbai and Delhi

were seeing high demand. People may want to avoid being stuck on the roads after partying, he said.

Wyndham's properties in Gangtok, Jaipur, Udaipur, Chandigarh, Chennai, Mussoorie, Kasauli, Jamshedpur, Bengaluru, Jalandhar and Gurgaon were close to being sold out, if not already, as on Friday for New Year's eve, said Nikhil Sharma,

regional director for Eurasia at Wyndham Hotels & Resorts.

"We have seen bookings from guests who are locals for staycations as they prefer to party and stay at hotels. We have seen special festive packages selling out at our hotels in locations ranging from Aligarh to Chennai. Most hotels offer a gala dinner for December 25 and 31, that boosts overall occupancies and revenues," he added.

Vibhas Prasad, director of the Leisure Hotels Group that operates properties in Rishikesh, Jim Corbett, National Park Dharamshala, Goa and Nainital, said the business would be better than the pre-pandemic 2019 and much better than last year when the chain had seen cancellations following the threat of third Covid wave.



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