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## MARRIOTT, HYATT, AMONG OPERATORS SETTING UP PROPERTIES **Big Hotel Brands See Room for Growth in Manufacturing Hubs**

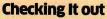
Move seen to be driven by growing needs of business travellers for quality accommodation

## Lijee Philip

Mumbai: A number of mid- and upscale hotels are coming up in In-dia's manufacturing hubs, driven by the growing needs of business travellers for quality accommoda-tion. Hotel brands such as Mar-1 tion. Hotel brands such as Mar-riott, Hyatt, Orchid, Regenta, Vi-vanta and Ginger are setting up properties in industrial belts such as Vithalapur, Talegaon, Chakan, Bhiwandi, Pithampur, Kalinganagar, Sanand and Ho-sur. While visiting executives used to stay in hotels in cities clo-se to these industrial areas in the past, increasing manufacturing past, increasing manufacturing activities and traffic woes are making them seek accommoda-tion close to their factories.

At Vithalapur, a five-star proper-ty, the Courtyard by Marriott and Hyatt Place, is expected to become operational within the next 12 months, underscoring the de-mand for premium hospitality op-tions in this fast-evolving indust-tial hub over a two-hour drive rial hub over a two-hour drive from the Ahmedabad city. In the automotive town of Talegaon on the outskirts of Pune, the recently opened 100-room Fern Residency has gained traction among busi-ness travellers. Pithampur in Madhya Pradesh has seen mid-market offerings like Click Hotel and Sayaji, riding on robust corpo-rate demand from the manufactu-ring sector. Chakan in Pune dis-trict and Bhiwandi near Mumbai are also attracting attention, with Ginger Hotel developing 200-room properties in both locations.

These developments reflect the





Manufacturing hubs like Vithalapur, Talegaon, Chakan, Bhiwandi, Pithampur, Kalinganagar, Sanand, Hosur

: Marriott, Hyatt, Royal Orchid, Regenta, Vivanta and Ginger

**W:** Demand for branded hotel stays growing in sync with expanding manufacturing and industrial operations

broader trend of hospitality playersexpanding to locations with sig-nificant manufacturing activity. "Manufacturing clusters repre-

sent opportunities for the hospitasent opportunities for the hospita-lity sector as there is a critical ne-ed for quality accommodation to cater to business travellers," said Nandivardhan Jain, chief executi-ve of Noesis, a hotel investment and advisory firm. "Investors and hotel brands are increasingly re-comising the untermed rotential cognising the untapped potential of these markets, especially with multinational corporations and SMEs establishing operations in these hubs."

As India's manufacturing and in-dustrial sectors continue to floudustrial sectors continue to flou-rish, "we are seizing the opportu-nity to bring world-class hospitali-ty to these thriving hubs," said Kadmbini Mittal, regional vice-president, commercial, India and Southwest Asia at Hyatt. The US-basedhoteloperator has a pipeline of eight new properties and over 1,200 keys slated to open by the end of 2025 in India. of 2025 in India.

Demand for branded hotel stay is permand of the and the off stars as growing in sync with India's ex-panding manufacturing and in-dustrial base. These micro mar-kets are typically located in proxi-mity to industrial corridors along national highways and large transport nodes like ports.

"Development of hotels to cater to this demand is primarily in the midscale and upscale segments like Ginger hotels at Sanand, Kalike Ginger notes at Sanand, ka-linganagar and Jamshedpur, with upcoming hotels in Chakan and Bhiwandi as well as a multi-brand Vivanta and Ginger at Hosur," sa-id Suma Venkatesh, executive vi-ce-president, real estate and deve-lopment, at Tata Group-owned In-dian Hotels Company

Iopment, at rata Group-owned in-dian Hotels Company. Construction of hotels is facilita-ted through demarcation of land parcels, capital subsidy, tax bene-fits and utility cost structure, as hotels form a part of the infrast-ructure for these zones, said Ven-katech katesh.

Ongoing feasibility studies and projects in markets like Ran-jangaon, Manesar and Pitham-pur are likely to result in further hospitality investments, as com-panies recognise the value of ha-uing quality batch noar many panies recognise the value of ha-ving quality hotels near manu-facturing facilities. Hotel com-panies following the asset light routes are looking for strategic tie-ups in industrial hubs. "With companies wanting qua-lity hotels near production faci-lities we are also looking at ma-agement and lease agroements.

lities we are also looking at ma-magement and lease agreements in these locations," said Chan-der Baljee, chairman and mana-ging director of Royal Orchid and Regenta, which has upco-ming hotels in automotive, steel and heavy engineering hubs in Jamshedpur and Maharashtra. Lemon Tree is considering an as-set-light strategy for properties in manufacturing hubs. "As we ramp up our business, we see demand

up our business, we see demand which is sustainable in these marsaid CMD Patu Keswani.