

The Claridges New Delhi all set for a makeover

The Claridges, New Delhi will witness some key renovations in the next two years. The hotel plans to introduce some new concepts in order to distinguish itself from others and ensure repeat customers.

by **ROHIT KAUL**

“The owners of the property are committed to make some key renovations and introduce new concepts in next two years. As part of the strategy, we are planning to launch new restaurants; our ‘Dhaba’ restaurant will be extended. A new 24x7 coffee shop will be opened. We are also looking to build a new spa and fitness centre,” said **Markus O Schneider**, General Manager, The Claridges, New Delhi.

The property is also focusing on guest satisfaction and employees training in order to ensure repeat customers. “It is good to have return customers. We have to assure that every guest that leaves us is happy. We will also definitely increase our training programs. I feel that training of its employees is the key to success for any property. On needs to train employees on certain



Markus O Schneider,
General Manager, The Claridges, New Delhi

standard operating procedures. You have to train them on how to communicate with guests, how the complaint handling is done and how they can in a way excel without being aggressive,” added Schneider.

2010 was a strong year for Clar-

idges, New Delhi. The property witnessed a total revenue increase by 25 per cent with occupancy of around 84 per cent.” I think occupancy of this level is healthy as unfortunately in 100 per cent occupancy you can’t do anything to maintain room inventory and dur-

Claridges, New Delhi, Schneider commented, “One of our USPs is our location. It is number one location in New Delhi. Our inventory is of around 137 rooms so we can offer our guests personalized service. The biggest USP is our workforce. We have young committed

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ing the low season you have to do everything,” stated Schneider.

According to Schneider, it is important for a hotel to focus on all the segments to ensure year round business. He also foresees online booking emerging as a dominant distribution channel in next 4-5 years.

Speaking on the USP of the

people who are ready to take the hotel to the next level.”

Schneider feels that even though a lot of new hotels are being launched, the industry should understand that tourism in India at present is not increasing that rapidly. However, he also expressed optimism that the scenario will change in the near future.

Xn Hotel System to expand its service network in India

Xn Hotel Systems (India) Pvt Ltd. is now in the process of expanding its service network with additional staff and a service presence also planned for Southern India.

“In India, we have recently signed our fifth centralised, multi-property PMS contract. Each group has been moving ahead with their planned expansion. Our initial client, Lemon Tree Hotels and associated Red Fox Hotels today have 13 operating properties using the Protel Multi-Property Edition, says **Greg Spicer**, Chief Executive Officer, Xn Hotel Systems. “In addition, we are also pleased to announce an in-principle agreement with Movenpick Hotels, with the first installation planned for their upcoming maiden India hotel in Bangalore”, he added.

Xn Hotel Systems believes the Indian hotel market can benefit strongly from efficiencies gained from centralised enterprise-wide applications and de-layered business processes. “Global proj-

ects conducted by the company over the last 9 years have shown that application centralisation is one of the most powerful ways to magnify the payback of new technology investments.”

Its main product-line is Protel Multi-Property Edition (MPE) from Dortmund-based protel hotelsoftware gmbH. Protel’s hotel management systems are now installed in 60 countries in 5,500 + hotels. Amongst its global clients include leading brands such as Travelodge group, Vibe Hotels, Medina Apartment Hotels in Australia, Barcelo Hotels UK, Q Hotels UK, Emirates Hotels and Resorts, Rocco Forte Collection and Virgin Limited Edition.

Xn Hotel Systems also understands the need to help hoteliers in India achieve the twin goals of op-



Sanjay Verma ,
Country Sales Manager, Xn Hotel Systems India

erating cost savings and long term competitive advantage by enabling service differentiation. Technology can be an effective enabler of such business objectives, which can only be achieved through applica-

tion centralisation. Centralised applications and databases offer unique efficiencies for managing group-wide yield management, single-image global profiles, refining and engineering rate-mix and achieving rationalisation of back-office functions such as reservations, administration, etc.

Speaking on the initial success of the India operations, **Sanjay Verma**, Country Sales Manager, Xn Hotel Systems India was also very excited, sensing a lot more potential in the market.” We are very happy to see the emergence of young, fast-growing hotel chains in India adopting Xn Hotel Systems applications. We plan to continue to grow our brand and client base by providing good service and business advantage, with solutions tailored to suit each chain’s particular requirements.

He added, “Xn are particularly pleased with the signing of the Mumbai based Citrus group who already have properties operational in 5 major cities and have plans to add 2000 rooms in the coming years.”

by **TNH DESK**