

Tepid New Year: Hotel bookings down, despite reduced package rates

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Perhaps anticipating more 'pain' in Prime Minister Narendra Modi's address to the nation on Saturday (December 31)—"he may yet spoil our New Year celebrations", rued one—some people have postponed their New Year celebrations as the deadline for depositing old ₹500 and ₹1,000 notes ended on Friday.

Most hotels are unenthusiastic about New Year celebrations this year due to lukewarm sentiment among customers. To keep their kitchen warm and running, many hotels have even re-

duced package rates by two to three per cent in a bid to lure people back to the hotels.

Industry body ASSOCHAM, on Friday, said demonetisation and the consequent cash crunch may have some impact on the New Year celebrations as bookings received by star-rated hotels in metros have registered a decline of about 5-7 per cent.

A fortnight-long survey undertaken by ASSOCHAM Social Development Foundation said many hotels have not even revised rates of New Year packages and have, in fact, lowered the rates, bundling various offers, promotions,



New Year parties at hotels are likely to be low-key this year

deals and discounts on services into one package at a bargain price.

While some party-goers are hoping to get good discounts at star properties, most others

plan to celebrate the New Year at house parties with friends and family.

The Foundation had interacted with about 50 star-rated hotels in Ahmedabad,

Bengaluru, Chennai, Delhi-NCR, Hyderabad, Indore, Jaipur, Kolkata, Lucknow and Mumbai to ascertain how top hotels in metros are gearing up for New Year parties.

It also interacted with about 250 youngsters to gauge how people in urban centres are planning to bid farewell to 2016.

Most said they plan to usher in the New Year in a cost-effective way by opting for party indoors, said DS Rawat, Secretary-General, ASSOCHAM.

"Star-rated hotels seem to be reeling under the impact of demonetisation, more so as this is really the best season

for hotel industry. But they are being forced to scale down their New Year's Eve activities as they are not able to draw many people," he said.

Many of the participants with moderate budget said demonetisation has certainly dented their plans in this regard. Some even said they were shying away from splurging the much-needed cash on new outfits, food and drinks. But those with bigger budgets said they were hoping to get some good deals/ discounts as many hotels are likely to do away with usual price-hikes in entry fees and drinks.

Plans for New Year's Eve take a hit

STAFF REPORTER

GURUGRAM: Demonetisation and the consequent cash crunch has had an impact on New Year's Eve celebrations as bookings received by star-rated hotels in metros have registered a decline of up to seven per cent, noted a survey undertaken by ASSOCHAM Social Development Foundation.

"Many hotels have lowered the rates by up to three per cent and are offering promotions, deals and discounts at a bargain price," revealed the survey. Most may do away with the usual price hike in entry fees and drink costs.

House parties

The survey also highlighted that while many are hoping to get some good discounts at hotels, others plan



Hotels report up to 7% dip in bookings. PHOTO: AFP

to bring in the New Year at house parties with friends and family.

Around 50 star-rated hotels in Ahmedabad, Bengaluru, Chennai, Delhi-NCR, Hyderabad, Indore, Jaipur, Kolkata, Lucknow and Mumbai were contacted for the survey.

ASSOCHAM representat-

ives talked to around 250 youth to gauge how people in urban centres are planning to bid farewell to 2016.

Whittling down

Most said they were planning house parties while others said that the cash crunch has forced them to not splurge on new outfits, foods and drinks, which used to be a "sort of norm".

"With ever-growing per-capita incomes people do not mind indulging in some extravagance, but the cash crunch seems to have had an impact on their plans," said D. S. Rawat, secretary general of ASSOCHAM.

"This is the best season for the hotel industry but they are being forced to scale down their New Year's Eve activities as they are not able to draw many people," Mr. Rawat said.

New Year's eve hotel bookings down 5-7%

ASSOCHAM SURVEY Hotels have lowered rates by 2-3% and are bundling offers, promotions, deals and discounts on services

HT Correspondent

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LUCKNOW : Demonetisation and the consequent cash crunch seems to have some impact on New Year's eve celebrations as bookings received by star hotels in metros have registered a decline of about 5-7%, said a quick survey undertaken by Assocham social development foundation.

The fortnight-long survey by Assocham also said, "Besides, many hotels have not revised rates of New Year packages. They have, in fact, lowered the rates by about 2-3% and are bundling various offers, promotions, deals and discounts on services in one package at a bargain price."

The survey also said that while many party-goers were hoping to get some good discounts at star properties, most others plan to celebrate the New Year's eve at home with friends and family.

The Assocham Social Development Foundation had interacted with about 50 star-rated hotels in Ahmedabad, Benga-

CASH CRUNCH

- The fortnight-long survey also said that even though many party-goers were hoping to get good discounts at star hotels, most were planning to celebrate the New Year's eve at home.
- The Assocham Social Development Foundation had interacted with about 50 star-rated hotels all over the country and about 250 youngsters as part of the survey.

luru, Chennai, Delhi-NCR, Hyderabad, Indore, Jaipur, Kolkata, Lucknow and Mumbai to find out how top hotels in metros are gearing up for annual New Year's eve parties.

Simultaneously, the chamber representatives also interacted with about 250 youngsters to gauge how people in urban centres were planning to bid farewell to 2016 whereby most said they planned to usher in the New Year in a cost-effective way by opting to party indoors.

"New Year's eve is the perfect occasion for especially the youth to unwind and soak in the festivities with their friends and family.

With ever-growing per capita incomes people do not mind indulging in some extravagance but the cash crunch after demonetisation seems to have an impact on their plans this time," said DS Rawat, secretary general of Assocham, releasing the findings of the chamber's survey.

"Star-rated hotels too seem to be reeling under some impact of the Centre's bold move of demonetisation, more so as this is really the best season for the hotel industry but (they) are being forced to scale down their New Year's Eve activities as they are not able to draw many people," he said.

Many of the participants with moderate budget, said they thought New Year celebrations in star hotels had always been an expensive affair.

Some even said they were shying away from splurging the much-needed cash on new outfits, food and drinks which used to be the norm earlier.

