

APPOINTMENTS

RISUNA MAYIMELE has been appointed as Global Manager, Communications, in South African Tourism. Prior to joining SA Tourism, Mayimele had worked as a Marketing Manager for SABC3. Mayimele's career spans over 13 years as a marketing communications practitioner. She has years of experience in Marketing Research and Strategic Planning in the advertising and media industry. Prior to SABC3, Mayimele worked as the Strategic Planning Director for the Ogilvy Ghana office, where she was instrumental in launching the Vodafone brand to the Ghanaian market.



NARESH CHANDNANI has been appointed as Regional Director - Asia at the Luxury Hotels Group. Chandnani has over 25 years of hospitality experience spanning operations, sales and marketing and strategic business and brand development.



Chandnani's hospitality career includes twelve years with Taj Hotels & Palaces; four years with Hyatt Hotels and Resorts; three years with Worldhotels; and over seven years launching IHHR as their Group Vice President Sales and Marketing.

JENS PETER CORDER has been appointed as General Manager at Shangri-La Hotel, Bengaluru. Corder brings with him more than 25 years of experience, holding executive positions in the hospitality industry, specialising in all aspects of hotel



operations, with an avid interest in Food and Beverage. Corder has been successfully holding executive hotel management positions for over eight years across different Shangri-La properties in Singapore, Hong Kong, China, and now in India.

SANKET CHUGH has been appointed as Director of Sales at Shangri-La's - Eros Hotel, New Delhi. With over 14 years of rich experience in the hospitality industry, Chugh brings with him knowledge and skills in diverse areas of both corporate and leisure business. Prior to this assignment, Chugh has worked with The Oberoi Hotels and Resorts and the Taj Group, holding leadership positions in their properties.



PRAMOD DALVI has joined Trinity Air Travel & Tours Pvt. Ltd. as Vice President and based at their corporate office in Mumbai. Dalvi has over 41 years of experience in the travel, tourism and airline industry. Prior to joining Trinity, Dalvi was associated with Thomas Cook India; Carlson Wagonlit Travel; P & O Travel India; International Travel House; Forvol International Travels; Korean Airlines; Autoriders International; and retired from FCH Centrum as Sr. Vice President.



Q&A Anthony Ross, Executive Vice President for Asia Pacific, Middle East and Africa (APMEA), Preferred Hotel Group

Q: What is your take on the present scenario in the global hotel industry?

A: The global hotel industry is dominated by a handful of mega players. They do a great job of consistently delivering a homogenised experience across the globe. On the other hand, Preferred Hotel Group represents some of the best independent and smaller regional groups of hotels in the world. These independent hotels are where the unique characteristics and highlights of a destination can be fully experienced by a traveller. Independent hotels are owned and operated by people with passion for the art of hospitality, and very often these hotels are where innovations in our industry originate and develop.

Q: How important is the India market for the Preferred Hotel Group?

A: India is an important outbound market both for regional and long-haul destinations. There are currently about 16 million outbound tourists, and the World Travel & Tourism Council (WTTC) predicts that the number of Indian outbound travellers will touch 50 million by 2020, making it one of the fastest emerging markets in the world. This upward trend represents a major and growing opportunity for Preferred Hotel Group's member hotels globally.

WTTC's recent annual economic impact report 2014 for India shows that travel and tourism's economic contribution is expected to grow by 7.3 per cent this year. Revenues earned from domestic tourism rose by 5.1 per cent in 2013, and is expected to increase by 8.2 per cent in 2014.

The 30 hotels in our portfolio in India span



Anthony Ross

across our brands - Preferred Hotels & Resorts, Preferred Boutique, Summit Hotels & Resorts, Sterling Hotels and Sterling Design and are well regarded within the Indian travel trade. Our team in India has built a stellar reputation within the industry, having developed the company's portfolio from just 2 member hotels to its current standing within a span of 6 years, and establishing vital brand recognition for Preferred Hotel Group in the region.

Q: What are the challenges that you face?

A: Business and leisure travellers are becoming more receptive to the unique experiences that independent hotels or small hotel groups offer. At the same time, as travellers are embracing the idea of interesting, unique, independent hotel experiences; hotel owners are re-evaluating the substantial costs and dilution of control over their assets that they are subject to with hard brands. Soft brands like Preferred Hotel Group provide the brand endorsement, international connectivity, sales and marketing support of hard brands, but at a fraction of the cost.

Preferred Hotel Group is not experiencing any challenges that are unique to India. As with other locations in which we operate, new hotel development is rising faster than demand for hotel rooms. Fortunately, we work with some of the best hotel owners and hoteliers in India who fully understand the direct correlation between the quality of their products and services and maintaining strong market share.

Q: How do you intend to help your Member Hotels in increasing their market share?

A: Preferred Hotel Group has curated an

interesting portfolio of independent hotels that each have their own unique personality. We see it as our role to ensure these special hotels have the same access to the international market as do the big hotel brands. We have 36 sales offices around the globe and more than 65 sales specialists that cover every major market segment. We also have brand level partnerships with leading TMCs, Frequent Flyer Programs and Alliance Partners around the world that offer value-added benefits to all our 650 hotel members worldwide.

Our iPrefer Rewards Program is the world's first loyalty programme that rewards travellers with points for choosing the independent hotel experience. With iPrefer, travellers no longer have to choose between the unique perspective of an independent hotel experience and the appeal of a points-fuelled loyalty programme. The programme provides the best of both worlds.

Unlike the constantly changing earning-and-redemption structure of the points programmes from the chains, iPrefer presents a simple and flexible model that allows the traveller to dictate where, when, and for what they want to redeem their points. This structure stands out as an attractive alternative to the common "points-for-rooms-only" model.

In terms of marketing these independent hotels, we have devoted a lot of resources to online platforms to target both consumer and trade. Examples include PPC, retargeting and GDS advertising and various e-commerce tactics with the objective of generating revenue for our hotels through the promotions. We believe we cannot ignore the electronic channel and need to play strategically on all platforms. Off-line media still plays a role in advertising, promoting our brands in high-end travel lifestyle magazines for both trade and consumers.

AAI releases CNS Manual on navigation services



To meet the growing challenge of the overall safety, availability and reliability of critical Air Navigation Services (ANS), Airports Authority of India (AAI), has brought out a CNS Manual. The manual, in line with the existing guidelines on Lightning, Surge Protection and Earthing System for CNS/ATM Facilities, has been reviewed at par

with prevalent international and national standards.

The manual deals with guidelines to be adopted for CNS/ATM facilities. It highlights the details of solid state components which are more susceptible to damage due to surges, transients and over voltages being encountered in the system due to lightning in sub-stations.

MHG expands presence in Mozambique

Minor Hotel Group (MHG) added three properties in Mozambique to its portfolio, with a 25-per cent equity investment in the properties. They will be reflagged to MHG's Anantara and Avani brands.

This investment is part of MHG's strategy to expand its footprint globally and increase the group's presence in Mozambique. This expansion represents a continued investment in the long-term strategic partnership agreement MHG has with Dubai-based Rani Investment LLC. The three properties are located on the northern coastline of Mozambique, operating as part of the Rani Resorts portfolio.

Dillip Rajakarier, CEO of Minor Hotel Group, said, "This latest investment in three hotels in Mozambique demonstrates Minor Hotel Group's commitment to the country's growing tourism sector and more widely to the overall African tourism market."