



# 2021 HOSPITALITY #BounceBack



## 9th Edition

# Hospitals-hotels tie-up in Kolkata to fight Covid

To address acute bed shortage for rising number of Covid-19 patients the Hotel & Restaurants Association of Eastern India (HRAEI) has joined hands with the Association of Hospitals of Eastern India (AHEI). "Hotels have come forward to offer their rooms to serve as satellite centres of hospitals that are within a 2 Km-radius of respective hospitals," said Sudesh Poddar, President, HRAEI, "We've offered 1,000 rooms for Covid patients with mild to moderate symptoms, where the attached hospital will treat them under strict guidance of their medical teams." Rupak Barua, President, AHEI, said, "Hospitals in Kolkata, Salt Lake, Rajarhat New Town, and adjoining areas have tied up with hotels; so far 500 rooms have been added as satellite facilities, equipped with necessary medicines, oxygen supply, and other treatment protocols."



## Centre rules out possibility of national lockdown

The Centre has ruled out a national lockdown despite a surge in Covid-19 while issuing fresh guidelines under the National Disaster Management Act, 2005. All states and Union Territories, however, have been directed to consider containment measures suggested by the health ministry recently, a home ministry statement said. The Ministry of Home Affairs (MHA) asked states and Union Territories to implement the containment measures.

## Associations urge FM to customise ECLGS scheme

Several hotel associations have made some submissions recently to the Finance Ministry urging to customise ECLGS scheme, extend moratorium period and reduce loan interest rate. The associations have highlighted that the scheme requires some customization. In addition to being highly capital intensive, hotels have a high percentage of fixed costs of operations that have become unsustainable owing to nil or negligible revenues. The recovery of hotels will also be long drawn as borders will be reopened with extreme caution and traveller confidence will return over an extended period of time. The ECLGS 3.0 scheme for hotels, therefore, needs to factor in these aspects unique to the Industry.

## How MICE industry can move forward



Speakers at a webinar organised by Society for Incentive Travel Experience (SITE) India to mark World Earth Day have opined that there are different ways with which the MICE industry can hold their activities in a sustainable manner with least damage to the Earth and the environment. While MICE activities involve large movement of people across borders, these activities can be organised smartly and sensibly without leaving a negative footprint on the destinations.

## Cuttack hotels to offer paid quarantine

The Cuttack Municipal Corporation has identified 12 hotels, including some premier ones, in the city for paid quarantine. The move follows the state government order making quarantine mandatory for those coming to Odisha from outside. "Since the second wave has already set in, there are chances people will return to Odisha in large numbers. Hence, we have identified 12 hotels in the city for paid quarantine," said CMC commissioner Ananya Das. She said per day charges have been mentioned in the chart. "Hotels will not charge extra on room rent," she added.

## Google's FBL program may cut OTAs' hold on bookings

Google's hotel free booking links program (FBL) may change the distribution scenario altogether or bring some kind of relief to the hoteliers from the stranglehold of the OTAs in the short to medium term. Experts in the field of hotel technology, believe that there could be drastic changes and benefits that hotels could derive out of the FBL, if they leverage it in an integrated fashion, reports ET Hospitality World.



## Covid-19 and Medical Tourism in India

COVID-19 is an inflection point for medical tourism in India. Initiatives taken by the government in the last one year, coupled with the country's reputation of being one of the most affordable medical tourism destinations globally, will go a long way in making India a global medical tourism hub going forward, said Mandeep S Lamba, President, HVS South Asia in his column Monday Musings.

## The Westin Goa starts its journey

Westin Hotels & Resorts, part of Marriott Bonvoy's portfolio of 30 extraordinary brands, announced the opening of The Westin Goa, marking the brand's debut in the coastal state beating the Covid blues. Committed to delivering on the brand's foundational pillars of Sleep Well, Move Well, and Eat Well, the new hotel features signature brand programs that enable guests to maintain and enhance their wellbeing while traveling.



## NEW MOVE: Amit Jain, is GM, Courtyard by Marriott, Siliguri

Amit Jain has been appointed as the new General Manager at Courtyard by Marriott Siliguri, West Bengal. Before joining this assignment he had been the Director of Finance at JW Marriott Kolkata and Marriott Hotel, Whitefield, Bangalore. He has wide experience at finance departments of several hotels with an awarded track record. Cross trained in operations simultaneously he got the break as Hotel Manager from Dec 2019. He is a Chartered Accountant by training

## World on travel rebound in 2021

For more than a year now, the way the world functions has changed. Among other things, travelling had almost completely stopped for the large part of last year, before picking up again, albeit slowly, cautiously. Now a recent survey has revealed that the world is on a travel rebound, meaning people are looking to start exploring once again, even as the pandemic rages on and with things looking grim in many countries. Global Rescue — the travel risk, crisis management and response company — recently found in its Traveller Sentiment and Safety Survey that the fear of Covid infection or quarantine has decreased by 37 per cent, as compared to one year ago. Additionally, 78 per cent of respondents said they were "less" or "much less" concerned about travel safety in 2021, compared to 2020, with only 22 per cent saying they were "more" or "much more" concerned, a report in The National News states.

