

A SURGE IN DEMAND

Trulyy India luxury and personalised hospitality, has seen a remarkable uptick in bookings and hotel occupancy. The brand is witnessing a significant rise in reservations as travellers eagerly plan their festive getaways. Naresh Arora shares, "Compared to the same period last year, we've seen a notable increase in bookings. The average duration of stay has also extended, with international trips now lasting 10-15 days and domestic trips spanning 5-7 days. This growth highlights a shift in traveller behaviour, with more people opting for extended vacations to truly immerse themselves in their chosen destinations."

Family travel, in particular, has surged, with bookings for groups of more than two members increasing over seven times. Destinations such as Udaipur and Kumbhalgarh have emerged as top choices for leisure travellers, drawn by their rich cultural heritage and scenic beauty. The trend of last-minute bookings has also gained traction, with many guests securing their stays within 0-10 days of their check-in date, reflecting a growing preference for spontaneous travel.

EVOLVING TRAVEL PREFERENCES

The way people travel is changing, and Trulyy India has been quick to adapt to these new preferences. Instead of cramming their itineraries with sightseeing spots, travellers are now prioritising quality time at their hotels. Naresh Arora explains, "We've observed that guests are increasingly choosing to spend more time enjoying the amenities at our properties, whether it's indulging in

spa treatments, savouring gourmet dining, or engaging in leisure activities. This shift towards a more personalised and relaxing vacation experience is redefining the hospitality landscape."

Another trend making waves is the rise of pet-friendly travel. He shares, "What was once a challenge is now an opportunity. Guests are thrilled to bring their furry companions along, which enhances their overall experience. Our pet-friendly policies have been warmly received, opening up new possibilities for families who view their pets as integral members of their travel plans."

INBOUND TOURISM IMPACTS

Inbound tourism has been a major driver of growth for Trulyy India's properties. The influx of international travellers seeking unique cultural experiences and luxury accommodations has significantly boosted occupancy rates. He shares, "Inbound tourism has brought a diverse range of global visitors to our properties. This not only increases our occupancy but also raises the demand for premium services, allowing us to offer an even richer experience to our guests. The growing interest from international markets is commendable in India's appeal as a destination for immersive cultural and luxury experiences."

EXPANDING HORIZONS

With rising demand comes the need for expansion. The brand is actively planning to grow its portfolio to meet the expectations of its ever-increasing customer base. "Our bond with our guests is one of

mutual affection, and we want to continue offering exceptional experiences. This expansion is not just about increasing numbers but about deepening the relationship we share with our guests," says Naresh Arora.

Exciting new projects are on the horizon, with Trulyy India set to launch properties in Sariska, Jaisalmer, and Goa. These locations will further showcase the brand's signature warm hospitality and commitment to offering diverse and enriching experiences. Each new location is an opportunity to bring our guests closer to India's vibrant culture and natural beauty.

EMBRACING CHANGE

The hospitality industry is in a state of flux, driven by changing traveller expectations and technological advancements. Trulyy India is embracing these changes by focusing on personalised experiences and enhanced luxury amenities. "We're seeing a growing demand for wellness-oriented stays and curated cultural experiences. Our goal is to adapt to these evolving preferences while staying true to our core values of hospitality and warmth," says Naresh Arora.

He sees the rise in domestic travel, a growing middle class, and increased interest from international tourists as key drivers of growth. Speaking on the same lines he shares, "The future of hospitality in India is bright. We believe that wildlife and leisure-oriented travel will gain more traction as travellers seek personalised and immersive experiences. Moreover, the integration of technology and the emphasis on flexible booking options are set to redefine how guests interact with the hospitality sector."