

NEW HOTEL OPENINGS

Ramada by Wyndham, Katra

Where? Katra, Jammu & Kashmir

What is Unique? This hotel has an open-air restaurant, spa, outdoor pool, and breathtaking views of the Mata Vaishno Devi Temple and Trikuta Mountain. This contemporary hotel is conveniently located on Station Road in the center of Katra, one mile from NH-144 and 50 kilometers from Jammu Airport (IXJ). Hotel is located close to important religious sites like the Ban Banga River, Nau Devi Temple, and Charan Paduka at the Mata Vaishno Devi Temple.

Why? Standing tall in the scenic foothills of Trikuta Parvat & located only 1.8 km from Ban Ganga - the starting point of the Mata Vaishno Devi pilgrimage. Ramada Katra is the perfect abode for travelers in this idyllic city. In addition to spiritual enrichment, guests can also explore the regions picturesque tourist attractions, such as Patnitop & the Chenab River, where they can soak in the serene surroundings & breathtaking views. Spacious rooms, the culinary legacy of Ramada by Wyndham Hotels, rejuvenating wellness treatments & versatile banqueting facilities add to the hotel's appeal.



Fortune Park, Kufri

Where? Kufri, Shimla, Himachal Pradesh

What is Unique? Enveloped in the heart of Kufri valley surrounded by lofty mountains, in a dense trail of coniferous trees and sprawling apple orchards, rests Fortune Park Kufri Shimla. Here, nature turns a kaleidoscope of colors through the seasons. In summers, you wake up to the first blush of sunrise and the snow-clad winter tide turns misty mornings into a story of nostalgia and magic. Paired with warm hospitality, impeccable services, and mesmerizing views of the valley from all corners of its spread, Fortune Park Kufri Shimla is an ideal destination to unplug from the chaos and unwind..

Why? Situated in Shimla, 15 kms from the Victory Tunnel, Fortune Park Kufri Shimla, Member ITC Hotel Group features accommodation with stunning views of nature; moreover the hotel has a ski pass sales point as well.

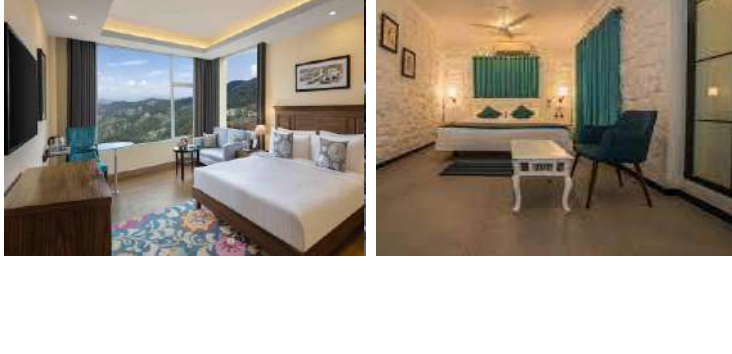


The Tamarind Zinc Journey by The Fern Anjuna, Goa

Where? Anjuna, Goa

What is Unique? The iconic Tamarind Hotel in the happening Anjuna area of North Goa is now rebranded as a Zinc Journey resort. Anjuna is one of the most favorite destinations in Goa due to its pristine beaches, offering beautiful views and serenity where tourists can enjoy and relax in the sun. The area is a haven for water sports like knee boarding, kite surfing, snorkeling, parasailing, paragliding, diving and kayaking. The resort is in close proximity to the Anjuna and Vagator beaches, the historical and beautiful Chapora Fort and also to the many churches that Goa is so well known for.

Why? This Portuguese-style stone-built resort offers 27 refurbished rooms in 04 categories with all modern amenities, the popular alfresco Café Cotinga Restaurant & Bar, renowned for its Continental and Indian cuisine and its well-appreciated bakery selections, and a swimming pool under a canopy of trees and greenery. The resort is 40 kms from Dabolim Airport, 15 kms from Thivim Railway Station in North Goa, 3 kms from Anjuna Beach, 3 kms from Vagator Beach and 3.5 km from Chapora Fort.

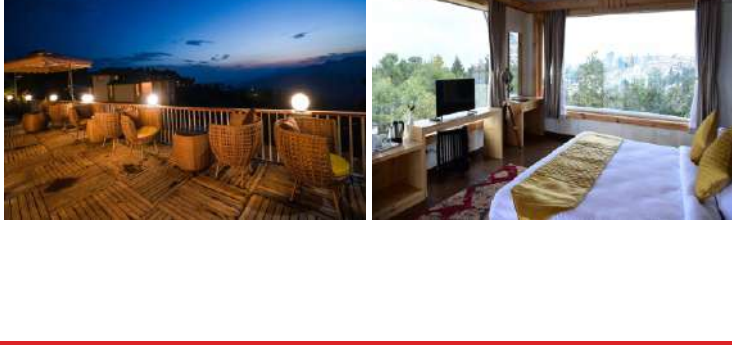


Lemon Tree Hotel, Mukteshwar

Where? Mukteshwar, Uttarakhand

What is unique? Mukteshwar is a hot favorite vacation destination and the holiday home of many a celebrity. With a mix of religious offerings, waterfalls and lakes in proximity, the place offers something for everyone. Places like Bhalu Gaad Falls, Devi Temple, Harish Tal and Dol Ashram are popular tourist destinations. Mukteshwar is also close to the hill stations of Nainital, Naukuchiatal and Bhimtal as well as the Sattal (the seven inter-connected lakes in the Nainital district). Lemon Tree Hotel, Mukteshwar features vibrant interiors, seamless service and a whiff of the signature lemon fragrance. The hotel will offer 25 rooms and suites, a multi-cuisine coffee shop – Citrus Café – and the hip recreation bar – Slounge

Why? Located strategically at the Dhanachuli bend in the hill town, Lemon Tree Hotel, Mukteshwar is perfectly-suited for leisure travelers who prefer a serene destination with a bit of adventure. Nestled amidst the majestic hills and lush greenery, Mukteshwar, in the suburb of Nainital, derives its name from the 350-year-old temple, Mukteshwar Dham, whose residing deity is Lord Shiva. The trekking trails here go through fruit orchards, coniferous forests, lush green pathways and narrow lanes. One side of the destination is covered by dense forests and the other side features a stunning view of enchanting valleys.

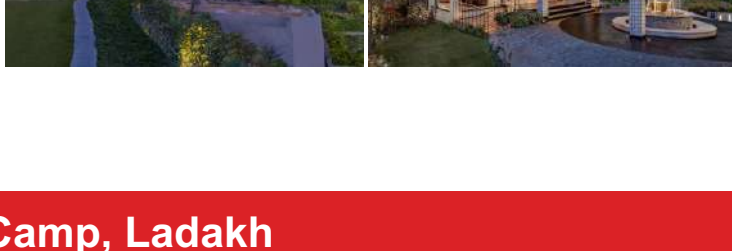


Storii By ITC Hotels Amoha Retreat, Dharamshala

Where? Dharamshala, Himachal Pradesh

What is Unique? Storii By ITC Hotels, Amoha Retreat Dharamshala, lies nestled in the lap of Dhauladar hills, in the picturesque town of Dharamshala. A fusion of elegance and simplicity, Amoha Retreat amazes its travelers with its dreamy snow-capped mountain views, lavish accommodations, and stellar facilities. The combination of the breath-taking locale, crisp mountain air, pristine water bodies, and lush greenery of Kangra Valley tell an inspiring story like none other.

Why? Set in Dharamshala, 13 km from HPCA Stadium and 10 kms from Kangra Airport, Storii By ITC Hotels Amoha Retreat Dharamshala offers accommodation with a garden, a restaurant and a bar. The area's natural beauty can be seen at Saurabh Van Vihar and Naguni Waterfall, while Gu Chu Sum Movement Gallery and Tibet Museum are cultural highlights. Tea Garden and Kotwali Bazaar are also worth visiting.



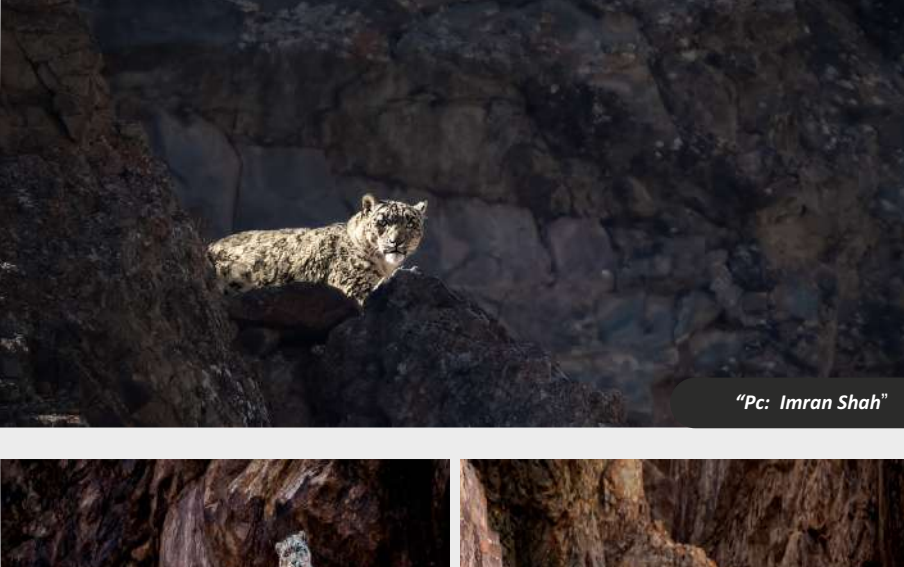
Lungmar Remote Camp, Ladakh



Ladakh in the winters is other worldly. Stark and bitterly cold, but beautiful in a way only nature can manifest. Winters are quiet months for tourism, save for those looking to trek some winter routes or those seeking the ‘ghost of the mountains’ – the stunning and elusive Snow Leopard (*Panthera uncia*).

Ladakh is among the very best habitats for snow leopard in the world. The cats occupy the upper reaches of this Trans Himalayan region and are listed as schedule 1 species in the wildlife protection act – affording them the greatest levels of protection. This status ensures measures by the government and protecting their habitat, increased community advocacy, and maintaining a healthy prey base. It is often said that to see a snow leopard in their snow-laden rugged Himalayan habitat is one of those moments that brings your whole world to a standstill – perfectly camouflaged between the bits of bare rocks and patches of snow, these are some of the most elusive big cats on the planet. Only the luckiest wildlife enthusiasts get to see them. Perhaps a lone animal at a kill, or a mating pair, and often times quietly silhouetted against the perennially blue skies of the region.

Snow leopards move with infinite grace and dexterity, almost poetic in the way they climb down the steep mountain ridges, especially awe inspiring when they are chasing their prey like marmots, blue sheep (Bharal) , Marco Polo sheep (Argali) , Ibex, and other smaller mammals. Interestingly, snow leopard are the only species in the *Panthera* family which can purr, unlike roarers like the tigers, leopards and lions. To see a snow leopard in the wild requires time out in the wilderness, patience and the ability to withstand the high altitude and cold temperatures.

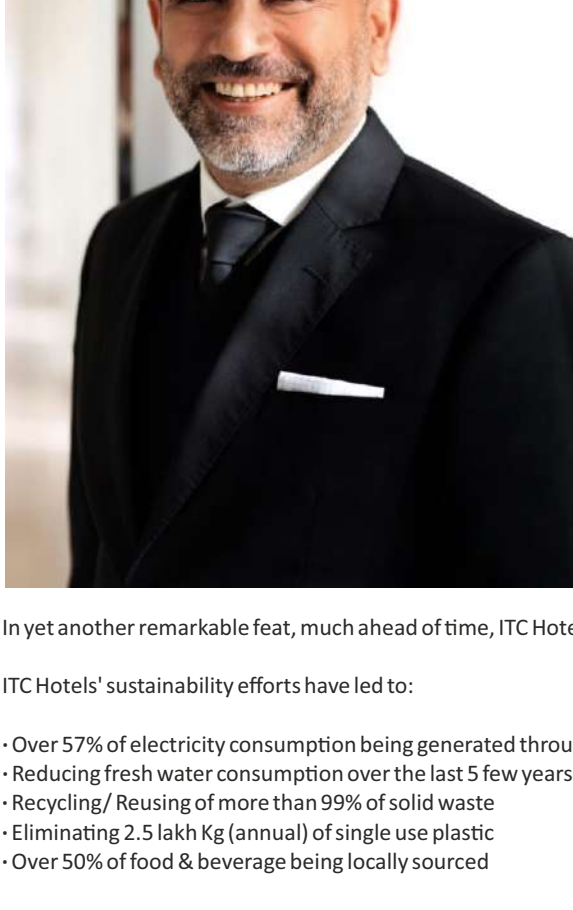


Designed as a high-altitude bush camp, The LUNGMAR Remote Camp is a first of its kind to access remote regions of Ladakh. LUNGMAR provides a composite experience that encompasses snow leopard tracking with insights into the living heritage of the region and cultural interactions through hikes to remote villages to meet communities. Among a few companies dedicated to build community and conservation centric tourism through training and outreach programs that help local communities protect their livestock, they are also fully managed by an all Ladakhi staff trained to communicate and provide personalized and quality service.

Read More...

LEADER SPEAK

2023 Resolutions and Plans for India's Responsible Luxury Hotel Group – ITC By Arif Patel – Chief Commercial Officer



The Hospitality sector has seen a bounce back in terms of domestic tourism since the last year, with the ease in travel norms post Covid. The pandemic-induced lockdown and restrictions over the last two years fuelled people's appetite for travels. Brands have witnessed a rise in leisure and business travels, along with surge in demand for MICE destinations. Hills and beaches have been the preferred destination for the travellers, whether for staycations, celebrations, or wedding venues. The havoc created by the pandemic resulted in conscious, anxious and evolved consumer who comes with the rising awareness and demand for safety. As the hospitality sector is now expected to be buoyant, ITC Hotels' focus on growth and its tenet of "Responsible Luxury" will help us step into 2023 with optimism. We have a great selection of properties to offer, across all the key tourist hotspots across the country whether it is under the clear skies or along the pristine beaches.

COMMITMENT TO SUSTAINABILITY:

Embodying the ethos of Responsible Luxury, ITC Hotels, the world's largest chain of hotels with the maximum number of LEED Platinum Certified Properties. LEED (Leadership in Energy and Environmental Design) Zero Carbon recognizes buildings operating with Net Zero Carbon Emissions. ITC Hotels has been accorded yet another distinction by the USGBC (United States Green Building Council) – The World's first 10 LEED Zero Carbon Certified Hotels: *ITC Windsor, ITC Grand Chola, ITC Gardenia, Welcomhotel Bengaluru, Welcomhotel Guntur, Welcomhotel Chennai, ITC Mughal, Welcomhotel Coimbatore, Sheraton New Delhi, ITC Grand Central*.

In yet another remarkable feat, much ahead of time, ITC Hotels and Welcomhotel have achieved their 2030 carbon emission targets as per COP21 Paris agreement.

ITC Hotels' sustainability efforts have led to:

- Over 57% of electricity consumption being generated through renewable sources
- Reducing fresh water consumption over the last 5 few years: equivalent to irrigating 100 thousand trees, sequestering 95 thousand tonnes of Co2. (approx.)
- Recycling/ Reusing of more than 99% of solid waste
- Eliminating 2.5 lakh Kg (annual) of single use plastic
- Over 50% of food & beverage being locally sourced

NEW BRAND LAUNCHES & ENHANCED FOOTPRINT

Taking the 'asset-right' approach the group introduced 2 new distinct brands, Storii in the upper upscale segment & Mementos in the luxury segment.

Storii by ITC Hotels is a collection of hand-picked boutique properties, designed to satiate the ever-evolving needs of the global traveller. Consisting of intimate sized properties in the premium segment, you will find STORII at both expected and unexpected destinations. Breath-taking locales or sites steeped in history, golden untouched beaches or jungles thriving with adventure, quiet scenic valleys or deserts full of folklore. Each of these properties will offer a distinct experience so that no two stays are the same while discovering the picturesque beauty the State offers. Two quaint properties - Storii Goa & Storii Dharamshala are now open, and three more properties are in the pipeline, slated to debut in Solan, Sirmaur and Kufri.

Read More...

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