

# The new Ssence of Suryaa's service

The Suryaa has launched SURYAA SERVICE, an international 'One Touch Programme', which allows every need of the customer to be resolved via one contact point. The hotel also has launched a chic new restaurant 'Ssence'.

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The Suryaa, New Delhi, a member of the Preferred Hotel Group, has always been a prominent landmark in Delhi and a favourite hotel of many.

All service calls are directed towards a centralised

help desk and as per the request of the guest, the queries are directed internally to the concerned department.

Building a successful independent brand in the hospitality sector cannot be done without a team that is delivering consistent quality experi-

ence at every instance. The staff has been continuously trained on hospitality skills and on the new tag line 'Service So Memorable' is just a reminder of The Suryaa's focus on providing the best experiences to their guests.

Targeting the contemporary and young audiences in Delhi, The Suryaa has undertaken a huge re-branding exercise to reinforce 5-star facilities at affordable prices with exemplary hospitality so guests will always come back for more.

Most recently, The Suryaa has launched a chic new restaurant 'Ssence' (pro-

nounced as Essence) designed as a culinary showcase featuring the very best of global and local classics. Ssence is the only restaurant based on the classics of the world. The hotel aims to cater to the crowd who appreciates fine food and enjoys superior service.

The entire concept is fresh and innovative, featuring the world favourites ranging from Britain's favourite Bacon Butty

to an excellent Nasi Goreng and some mouth-watering Barbecue Pork Ribs. The Chandon Sunday Brunch

is already a major success which features all the classics of the à la carte menu on the buffet.



## Securing a good growth

After having witnessed a growth of 14 per cent in 2013, Vasco Travel is looking at 2014 with enthusiasm, ready to face all challenges.

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In 2012, Vasco Travel won their 5<sup>th</sup> National Tourism Award, and in 2013, they saw an increase of 14 per cent in its overall proficiency even in low times. Vikas Abott, MD, Vasco Travel, shared, "People have



Vikas Abott  
Managing Director  
Vasco Travel

started to avoid run-of-the-mill programmes. We, as true pathfinders, feel our guests look beyond just exploring the Golden Triangle or rustic

Rajasthan, which we feel will vanish in the backdrop sooner than later. So, we need to generate new passages that can ignite a new spark for the industry."

Speaking on the inbound destinations which will gain popularity this year, he said, "Gujarat -with its sheer experiences of exotic historical sites, wildlife and a paradise for bird-watchers will win.

**We are working more on value-based programmes, introduction of liberal policies, greater air connectivity and good provision of hotels and airlines facilities."**

He further said, "Travellers have also become

more environmentally conscious. They are concerned with the carbon footprint that they leave behind. We take our Responsible Tourism activities very seriously."

Among the challenges India's tourism industry is facing, he said, "There are many things that spring to my mind like global meltdowns, visa issues, flexible policies, and above all, security lapse and terror attacks have forced travellers not to travel to India."

Vasco Travel is a specialist in catering to exciting journeys in the entire Indian Subcontinent, which include Nepal, Bhutan, Sri Lanka and Maldives. Their main focus is on experiences, and apart from their cultural holidays they have special interest tours. In future, they have plans to foray into the MICE sector as well.

## Providing a RARE experience

RARE, the travel representation company known for promoting unique experiences in India has entered the global platform and offers niche getaways internationally.

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Promising a holiday with enchanting experiences, travel representation company RARE is known for its innovation and promotion of unique concepts that lend themselves to travel.

Their profile entails introducing and positioning a brand and concept within the travel fraternity, especially amongst decision-makers.

Being in the industry for over a decade, they promote

and market very niche properties across the country and the sub-continent. RARE represents over 34 properties, spanning 13 states and 2 countries that can be broadly categorised into jungle lodges, boutique home stays, intimate palaces, retreats & private hideaways, farms & plantation stays, walking trails, spa retreats, off road driving, camping, excursions, jeep safaris, treks, among others.

Growing their presence, RARE India has now

gone global. They are taking forward RARE India's ethos of promoting small, niche getaways and owner-driven concepts. They have a few global experiences that they now promote in the Indian market. This includes the Svalbard Polar Quest which promises to be breathtaking.

At RARE, the location is the destination. They believe firmly that travel plays a major role in everyone's lifestyle and the properties promise a very tasteful experience.



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