



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

MARKET REVIEW INDIAN HOSPITALITY SPACE

MAJOR GLOBAL HOTEL CHAIN

Client Description

The client was a US-based hospitality chain examining the potential of the Indian hotel sector.

Process

- Traveler segmentation and share of rooms/REVPAR
- Collection of information from public sources and interviews about lodging providers, their size, share of rooms and REVPAR, partnerships and expansion plans
- Snapshot of shareholder returns by competitor

Issue/Need

The client wished to understand the nature of the Indian lodging industry, especially in terms of demand drivers, competitors and their strategies and the returns earned.

Deliverables

1. Country macro-economic snapshot, and examination of importance of T&T sector
2. Status of T&T traffic in India and projections for the future – volumes, nights, rooms, occupancy level, ARR, RevPAR
3. Growth and demand drivers
4. Competitive positioning