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DAIWIK GETS A FOOTHOLD ON THE PILGRIM TRAIL!

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Debashis Ghosal, Managing Director, Daiwik Hotels says Daiwik Hotels are focusing on pilgrim destinations where there is a big gap between quality standard products and the demand in the market.



Growth in the 1st quarter 2015

The government's vision to focus on pilgrimage travel is totally in sync with Daiwik Hotels. We need more support on the ground in terms of better infrastructure from local bodies like water, sewage disposal &

waste management, proper roads and last mile connectivity, reliable electricity and disaster management systems and squads. In the recent years we have seen large scale disasters arising either of natural causes or manmade which need a quick appropriate response and preventive measures to be adopted in such out of way places.

In the 1st Quarter, we have managed to grow by almost 50% compared to the same quarter in the last financial year in both Rameswaram and Shirdi. We hope to grow by around 60% in sales in both the properties for 2015-16.

Average occupancy

We have done over 50% cumulatively in both the properties for the

1st quarter.

Kind of travelers

We have witnessed a wide variety of travellers in Rameswaram like pilgrim travellers, leisure travellers, Corporate offsite meets and business travellers are very common their duration of stay vary from 1-3 days. We have had some company meetings and conferences which span for over 3-6 days. We have Daiwik Club and RCI members staying for a week. We have had spiritual organizations doing Ram Kaitna's or celebrating their Gurd's Birthdays who stay for a long period of 6-9 days. There are weddings organized in the property where they take rooms for 2-3 days. Now that we have provided an international standard hotel at Rameswaram for

the first time the foreign in bound groups have started providing business to the hotel. So we are getting about 15-20% of inbound traffic as well.

In Shirdi, the primary travellers are pilgrims who stay at the hotel for 1-2 days. Some corporates are also using us for their conferences in Shirdi.

Expansion plans for 2015

We are planning to launch the property in Dwarka, Gujarat which is an important Dham and Jyotirlingam and another property in Tirupati which is one of the most popular shrines across the world. We are in talks for branding and management of some hotels in other pilgrimage destinations.