



Naresh Arora, CEO & MD, Trully India Hotels and Resorts

Trully India: Providing a Royal hospitality EXPERIENCE

Trully India is a privately-owned Hotel group with a number of Hotels, Resorts, Safari Camps, and Lodges in some of the most beautiful tourist destinations in India. Travel Heights in conversation with Naresh Arora, Founder and CEO, Trully India Hotels about their focus areas, plans and views on Indian and foreign travellers.

TH Bureau

Q: Tell us about the story behind Trully India? How are you different from other national and international chains?

TI: The hotels under the care of Trully India Hotels happen to be some of the nation's best and most patronized by every local and international visitor. This is so because all hotels are created with the aim of giving experience of Heritage Culture with modern amenities, excellent services and facilities that include world-class

swimming pools, very fast internet facilities, exclusive bars, restaurants, spas, gym and several other essential amenities.

Trully India offers their guests a superior hospitality experience at excellent value in varied market segments. They recognize that profitability is essential to future success and therefore provide their property owners and investors the highest possible returns. The group is focused on growth and maintains

consistency in product through warm, personalized service and absolute transparency in all their dealings.

Q: You are located in Rajasthan and Gujrat at present? Why these states to start with?

TI: Rajasthan is a state of Royalty with a great history of Rajputana and Rajasthani Culture, as our aim to lure customers with experience of Heritage Culture, nothing better could have been done to start with Rajasthan.

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Places like Jaipur, Jodhpur, Jaisalmer, Chittorgarh, Udaipur & Kumbhalgarh are famous for it's forts, palaces and rich & vibrant culture.

Q: Are there any expansion plans in 2017?

TI: We are expanding in other parts of India as well within short span of time, as we are very careful in our selection keeping in mind what a customer wants with this new and changing time, what we as Trully India can offer, clubbing right thing @ right time.

Q: Rajasthan is already a home of some of the finest hotels in India. How is the competition?



TI: The hospitality landscape is currently in massive flux. Customers' buying habits are evolving as new technologies emerge, and neighborhoods are being re-shaped by new ways people are living their lives. "To achieve success, we must learn to roll with these changes and capitalize on them like modernization, digital trending yet maintaining raw discipline, ethnic or theme based atmospheres, recruiting and retaining the right people.

Q: What are some of the initiatives you undertook to attract tourists from both domestic and abroad?

BD: Embrace the new sharing economy: The concept of sharing goes to the heart of the evolving customer experience. And sharing finds expression in different ways that Hospitality companies may leverage for competitive advantage. Sharing means community. Encourage guest connections. Sharing means connectivity. Encourage direct feedback from your guests. It's the best kind of customer engagement data. Sharing means partnering with the customer.

Hospitality should start right from the booking not only till check out thereafter as well. A warm greet on the arrival, quick check in process, consistency in treating each and

every guest irrespective of his or her booking channel, quick checkout process and reviewing and responding to all guest's feedback, suggestion, issues and concerns. Upgrading and enhancement in skills for coworkers also plays an important role.

Q: Which segment of travelers do you target for? What is the difference in demands of domestic vs foreign tourists?

TI: The new consumer wants to participate in the design of his Hospitality experience. Unbundle your offerings to let this happen. Sharing means cost and market effectiveness. In a conventional economy, excess supply or demand is the norm. In a sharing economy, supply and demand are in balance.

Q: Do you have focus on catering to MICE segment? What are the specific offerings from Trully India?

BD: MICE is still one of the most emerging segment from last couple of years, if you are planning to have a corporate gathering in the place of meetings and events, we have the best halls, gardens, restaurants, bars and VIP sections to attend to your needs – whether it is for a event, business meeting or some other social event, you just name it, ask for it and you will get it with us, perfectly! ■