



## Hospitality - The changing trend of travel and hotel experience

### **TREND**

The millennials following the carpe diem mantra have found their new found love of travel as a way to spend time with family and recharge. With pan India quality road network, homestays and online marketing aiding the industry there is room for everyone. Unlike the traditional branded 40+ key hotels multiple products from resorts, city hotels, MICE driven properties, homestays etc. have witnessed strong growth.

### **OPPORTUNITY**

With the clutter and fine line of all overlapping products, boutique hotels and experiences have stood out conceptually. The customised experience with unique design elements and location has given encouragement to small investors and HNI's to explore and invest in the said asset class.

### **ACTION**

We, at Saksham, keeping the real estate mantra of ROI and a potential to encash the appreciation intact have ideated a couple of boutique hospitality projects in Jaipur and Jodhpur. The process runs from identification of the right asset, consumer research, financial feasibility, appointment of architects, project management consultants, procurement, construction, operator selection and handover of the project to the finished product.

### **WHAT WE DO - COMMERCIAL ASPECT**

Preleased asset investment and asset management services