

Noesis Capital Advisors Successfully Concludes

The 20th Edition Of E-Hotelier Summit 2020

Noesis Capital Advisors & its sister concern Ngage Hospitality, recently concluded the first ever E-Hotelier Summit on 11th and 12th, June 2020 since the unification took place.

The Hotelier Summit has seen 20 editions in the last 8 years. Over 10,000 people attended the events all over the world, with the primary focus of networking. The unique event concept and structure paved a new path for the hospitality industry. This structured networking sessions allowed for top-level executives to have the conversations they needed to, face to face, along with an AI-engine powering the engagement precedent.

Now, in 2020, with the COVID-19 situation upon Noesis, and the need to digitize – they took the concept of the show, virtually for the first time, keeping the essence of the show as a priority. With 9 years of experience of market leaders in this domain, they believe that the quality of attendees they gather and the organisation that comes along with it. The E-Hotelier Summit gave them an opportunity to adapt and innovate for their loyal audiences.

Nandivardhan Jain, Founder & CEO of Noesis Capital Advisors says, “At E - Hotelier Summit India virtual conference we tried to organise structured discussions on all the pressing issues which industry is facing in the current scenario. I am glad that we received an overwhelming response from all the stakeholders of the hospitality Industry. I am confident this conference will be helpful for many hotel owners and investors in clearing their thought process which may help them in taking informed decisions on the way forward.”

The E-Hotelier Summit was made invaluable by 70+ panelists who spoke in 14+sessions over the two days, and was attended by 3500+ people from across the country. The event was structured to merge learning sessions and networking opportunities in a compact and engaging format. The learning sessions were joined by industry leaders such as Arun Nanda, Chairman Mahindra Holidays & Resorts, Dimitris Manikis, President EMEA, Wyndham Hotels, JB Singh - President & CEO, Interglobe Hotels, Zubin Saxena - MD South Asia, Radisson Hotel Group, Patu Keswani, CMD, Lemon Tree Hotels, Ritu Bhatia Kler, MD, TID International PTE LTD, Sartaj Singh - CEO - Embassy Hospitality, Rahul Chaudhary, ED, CG Corp Global & CG Hotels & Resorts, Ajay Bakaya - MD, Sarovar Hotels, Sudeep Jain - MD South West Asia, IHG and more.

The panelists talked on the most pressing topics of this time. Ranging from ‘Time to Build, Buy or Exit- Investor & Stakeholder Holder Perspective’ to ‘Re-assessing business strategy for the unprecedented time’; till ‘Design Challenges - Is it the time to redesign the hotels to cope up with the new normal?’. Noesis had some unique and interesting perspectives on where the industry is now, what the road to recovery looks like, and what’s in store for 2020-2025.

In regards to the strategy of the business today and for the future, Sartaj Singh, CEO of Embassy Hospitality said very optimistically, “If your construction is in the range of 40-50% to completion, continue on and you’ll see completion in end of 2021 to mid-2022.”, further he urged, “We should be back in business anywhere from 18-24 months from today, and are looking to expect a 50-60% occupancy then”.

Additionally, Rattan Keswani, Deputy MD, Lemon Tree Hotels, added on to this thought during his session by saying, “The aviation industry will drive hospitality - even for local tourism. Tourism is the sixth pillar of the economy and the entire hospitality industry needs to get together -district wise, state wise.”

Each of the sessions had unique perspectives and the audience appreciated the opinions. The CEO of Ngage Hospitality, Ganesh Babu said, “Our aim is to provide a new, exciting and immersive environment that is conducive to human experiences. The goal is to offer a content and engagement driven platform that supplements and even expands real life experiences online, while making it infinitely easier and less costly to participate. The show must go on, now, online!”

As the industry recovers what’s expected next, Rahul Chaudhary, ED, CG Corp Global & CG Hotels & Resorts said that “The strategy is now going to be to focus on mid-market properties, either second tier, first class cities or vice versa”, to which Zubin Saxena - MD South Asia, Radisson Hotel Group added on during his session that, “The growth opportunity is huge in India. Our plan to go forward should be one that’s based on prioritization and empathy. We need to support our stakeholders and investors, looking for their growth as well as ours in times like this”

Expressing the views on Mr Rahul and Mr Zubin, Ritu Bhatia Kler, MD, TID International PTE LTD commented saying, “I expect to see more boutique and themed properties coming up. Intimate and well-designed spaces are going to allow us as designers to have more experiential design”

The summit was held with high-tech AI and a fully automated e-meeting scenario. With the use of technology the individuals filled up their information, future requirements, kind of partners they were looking for – as their engine was working in the back, for the attendees. As one attendee put, “The machine was so accurate - on day one itself, I got to chat with 5 people who I can see doing future business with” This was just the first E-Hotelier Summit presented by Noesis Capital Advisors and seeing the massive success, they intend to host many more such events, details of which will be available on their website. They look forward to being an enabler and connector to and for this industry, in 2020 and beyond.

For more information visit www.hotelierseries.com