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Feature

Restructuring F&B
product design in city hotels

Special Focus

Hospitality Leadership
Forum - Chandigarh

Spotlight

Della Adventure Resort

Asset Owner

Brand Manager

v/s

**Indian Owners
turn the tables on Brands**

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Della Adventure Resort An Owner's Pride



Hospitality Biz India highlights the success story of the dynamic entrepreneur - **Jimmy Mistry, MD, Della Group** who turned a challenging business climate into a business opportunity and has been *nouveau* in his thought process till date.

It all started with the recession period of 2009. Majority of the projects that the Della Group was designing at that time had to be stalled. The group had about 1300 employees depending on them and amidst the crisis, the brand needed to downsize to around 600 personnel. This compelled Jimmy Mistry, MD, Della Group to make the transition from design to hospitality. By starting Della Resort and Adventure Park in Lonavala, not only did he ensure continued employment for his staff but also started working on his dream project to set up an adventure park in sync with the mind, body and soul.

SO FAR, SO GOOD

Donning many hats of an architect, interior designer, urban planner, adventurer and now a hospitality entrepreneur, Mistry comes with no formal education in design. Nevertheless, he

has had a startling career of over 25 years in architecture and interior designing. His strong belief in self-learning and on the job training has paid off. His initial working as a contractor has made him learn a lot about construction and later an Italian design firm opened his horizon further.

When he ventured into the field of real estate and construction, he wanted to offer luxury real estate in the form of Signature Villas. Investments of INR 250 crore paid off well with all the existing villas being sold out and phase four of building new villas were in progress. Based on the success of Signature Villas, he created a niche for Della Adventure Park. The rising demand from the Park in a place such as Lonavala, led to the conceptualisation of Della Resorts and today he has created a location which is a luxury destination to engage, amuse and entertain.

"I had a penchant for good food and love to experience Michelin starred restaurants across the world. I wanted to create my own project where design would be a wow factor, and food and beverage options are distinctive. I thank the recession which made me move from commercial designing to hospitality and also gave me the freedom of designing for myself and not designing for any of the clients and builders," Mistry recollects his journey.

DELLA'S SUCCESS STORY

Undoubtedly, Della Resort and Adventure Park has managed to create a niche for itself. A unique concept which features four different yet interconnected businesses – adventure park, luxury resort, wedding destination and residential villas. The adventure park is certainly Della's highlight and is an extremely popular MICE destination too. Based on elegant opulence, spirit of adventure and rare experiences, the same has translated to an element of surprise at every touch point for all customers. The resort also offers tempting F&B outlets and five-star service.

"As a wedding destination and a corporate meeting venue, we offer six indoor banquet venues, one meeting room and a boardroom, along with seven outdoor venues, including a poolside lawn and a massive amphitheatre, with an in-house team looking after every single arrangement. I don't think there is any property across India that can match up to what we have created in this unique business formula," Mistry informs.

In order to retain the novelty, the resort offers a number of avenues to conduct corporate events and over 70 adventure activities beyond the routine table-chair-sticks set up. They are hard-core infrastructures like obstacle courses designed on the line of the Swiss Alps, a paintball match setup, zip lines, group cycling and much more.

"Design thinking remains as the core of the entire game because it enables us to stay close to the roots of our foundation. An element of surprise is instilled at every step in the design and service and guests develop an emotional connect with the same," Mistry says.

EXPANSION PLANS

Although Mistry had his grand expansion plans by forging JVs in key cities, for the time being he wants to focus on Lonavala. "At the moment we are expanding our existing Lonavala property. We are increasing the number of villas, banquet halls, resort rooms and suites to accommodate the growing number of visitors. Simultaneously, we are also coming up with Della stores which will offer everything under the interior and furnishing industry," reveals Mistry. ■

