



Della Group, besides offering distinct experiences in terms of design, location and amenities, pays utmost attention to service. Working with the belief that a room night is the most perishable commodity drives them to bring uniformity in service standards across offerings, and treating the guest as the ultimate voice of authority. **Prasenjit Chakraborty** spoke to **Jimmy Mistry, CMD, Della Group** to gain a perspective into their hospitality beliefs.



**'The most perishable commodity in the world is a room night'**

**T**he Oxford Dictionary defines the term experience as the knowledge and skill that one has gained through doing something for a period of time. Jimmy Mistry, Chairman and Managing Director, Della Group, who has proved his knowledge and skill through all his ventures, have made 'Experience' the ethos of his hospitality services. Therefore, each of the Della offering is distinctly different to ensure each experience is uniquely etched in the memory of the guest for a lifetime.

This is precisely why Jimmy believes that the industry needs to find alternate ways to come out of the current crisis. "One needs to re-invent and see what kind of proposition he or she can offer to customers. Every organisation ought to find out their strength and how their core competencies help them bring in their lost revenues," exhorted Jimmy.

#### DELLA OFFERINGS

The Della Adventure Park in Lonavala, Maharashtra is positioned as a complete family holiday as well as a corporate travel destination. While designing, team Della kept in mind that to not restrict it to the kids or adults, but also offer equal elements for senior citizens. "The whole idea is for the entire family to come together and have an unforgettable experience," said Jimmy. Similarly, the Luxury Resort is very serene with the Sahyadri Mountains as the backdrop. In fact, the Della property in Lonavala houses a variety of five resorts within the same vicinity, and also offers options for 'Experiential Destination Weddings'.

The latest hospitality opening from Della is the Garden Villa Resort, which opened its doors in December 2019. The sprawling property offers 48 gardens (vertical and horizontal) and 20 swimming pools. "Even the standard rooms have garden and dining facilities," said Jimmy.

One can easily say that the Garden Villa Resort is the latest hospitality experiment from the Della family. It has variety of accommodation options and enjoys extensive distinction in design. Not only that, the multiple colour combination in the entire resort is also a unique experiment of sorts. This Garden Villa Resort reflects a new way of looking at hotels and luxury resorts. "Every touch point of Della is an experience by itself, including the washrooms," claims Jimmy.

Talking about experiential hospitality in the country, Jimmy said that India needs to wake up and re-look the current offerings. "Experiential hospitality is all about deep understanding. One should always strive for offering something new to their guests," he pointed out.

Jimmy is very candid when it comes to service. "We realised that the most perishable commodity in the world is a room night. Hence, we keep our ears very close to the ground and treat our guests as the most precious commodities in our properties. We make sure that our service standards are very high, and always show our willingness to serve our guests with a welcoming smile. It is important to accept that the guest is the king, smile and body language of our employees reflect that."

The Della Group reopened last month as per government regulations. "We are receiving guests (families and friends) from destinations like Mumbai, Pune and Surat. And the booking trend is 5 to 7 days," said Jimmy.

The government's inaction towards the hospitality industry at this critical juncture has upset Jimmy. He said, "It is absolutely disappointing for the government for not coming up with one time restructure plan for the entire hospitality industry. I am sure the government will announce something for the industry. However, had the government taken proactive steps earlier it would have helped the industry save thousands of jobs." ■

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