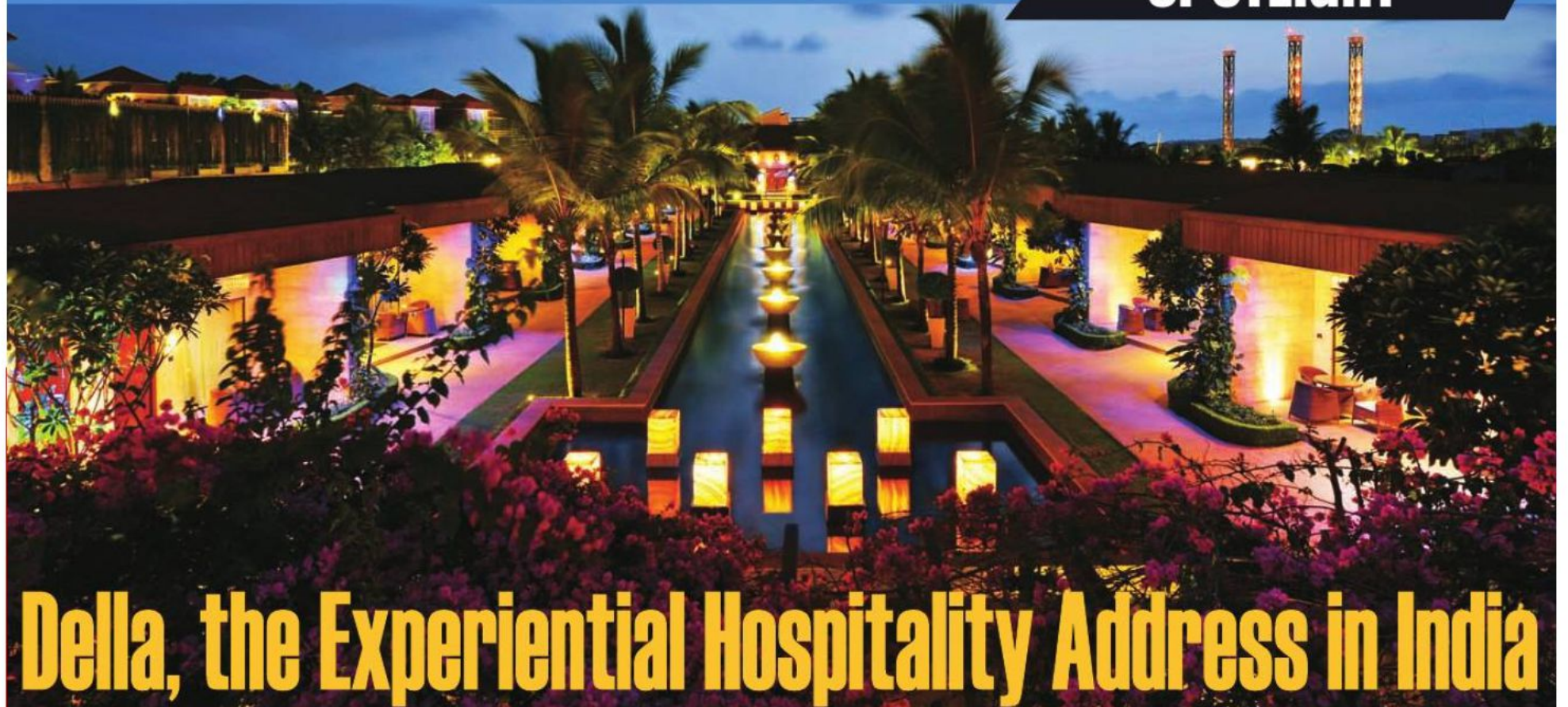


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SPOTLIGHT



Della, the Experiential Hospitality Address in India

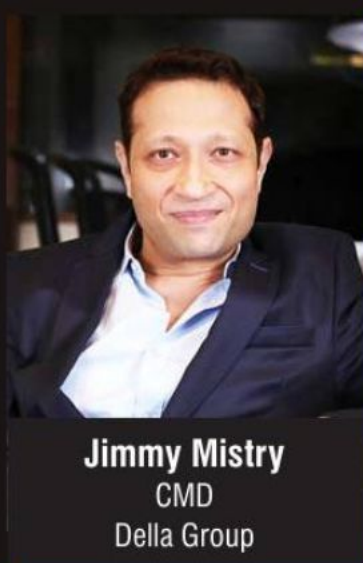
The past few years have seen a surge in demand for authenticity in travel among Indians aided with disposable income and demographic divided. Trends have proved the strong need to enjoy the journey with immersive and niche experiences. Exactly over a decade ago, Della Group set foot in the hospitality landscape in India with an aim to re-define 'experiential travel'.

The 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, has proved his knowledge and skill through all his ventures, has made 'experience' the ethos of his hospitality services. Therefore, each of the Della offering nestled on a 50-acre land in the Sahyadri hills is an experiential hospitality address in itself ensuring each of the guest returns with a memory etched 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 can help them bring in the lost revenue," exhorted Jimmy.

Military Tourism

Alongside its Luxury Resort, Extreme Adventure Park and Luxury Second Homes, the Della Group, offers military-themed glamping experience through D.A.T.A Resort with curated experiences of fun and adventure in a controlled environment, intertwined with luxury for both families and corporates alike. "The hospitality industry is about experience, and people are looking at options where they can indulge in real-life activities under expert supervision. Since we have been pioneers in experiential hospitality, I was toying with the idea of coming up with a concept of igniting passion for the country with military tourism.



Jimmy Mistry
CMD
Della Group

First generation hospitality operator, Maharashtra-based Della Group believes in creating a service standard revered across business verticals. Learning from the success of some of the renowned names in the global space, Della Group

is a pioneer in experiential hospitality in India with its 6 resorts. Alongside its Extreme Adventure Park, the Della Adventure Training Academy (D.A.T.A) is seen as the next frontier for some real adrenaline rush in a luxury setting. **TravelBiz Monitor** takes a closer look at their plans.



The overall training and interaction at the resort is of the highest calibre. We have retired members of the armed forces sharing their journey and training our guests. It is the first luxury designed military resort in India, and rubbing shoulders with the armed personnel generates a sense of patriotism among the guests."

With an extensive experiential offering on the Della Resorts in Lonavala which houses 6 resorts and 271 rooms across resorts and hospitality ideas, the design elements have been carefully crafted for unique stays. "My aim is to make Maharashtra the number one state in the country for luxury and quality tourism destination in India."

Talking about experiential hospitality in the country, Jimmy said that India needs to wake up and re-look their 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 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 reflects that," explained Jimmy.

The Della property 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 property with its 1,600 employees is waiting with open arms to delight guests. ♦