



Presentation on Budget Boutique Hotels & Resorts

Aum Hospitality Consultants



Aum Hospitality Consultants

Hotel & Resort Project & Management Consultants

Choose a Consultant that has skills with Industry
Background & Can help you with your Business

Profile Of Mr Subodh V. Gupte

A dynamic business leader with a proven track record in the hospitality industry. He has put his vast experience to good use by replicating success in domestic and international markets along with major full-service operations in Resort, Convention, Business Transient and Boutique Settings.

He is adept at delivering profits and good returns investment by executing strategies for robust bottom line and quality delivery. He puts his strong leadership, communication skills and knack of recruiting right candidate to good use. At the same time, he has been promoting good camaraderie among the candidates that has provided a steppingstone for earning promotions.

He is armed with a Diploma in Hotel Management Catering Technology & applied Nutrition from **IHMCTAN, Dadar, Mumbai, in 1982.**

Mr Gupte has extensive exposure in hospitality for the last 30 years to name a few – Ramada Inn Palm Groves (Mumbai), Taj Blue Diamond (Pune), Duke's Retreat/Upper Deck Resort (Lonavala), 250 rooms Five Star Hotel at Baroda by Kamat Hotels, 125 rooms Five Star Hotel -Daspalla Hotels, Hyderabad & setting up of operations of four Hotels of Blanket Hospitality Ventures in Kerala

He was instrumental in setting up Greenarth Leisure Pvt Ltd, a Chain of Theme Resorts all near Mumbai & 75 Keys Luxury Resort at Katjat near Mumbai.

Aum Consultants is a full-service Hotel & Resort Project & Management Consultants Company. We consult Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls & so on and deliver clients with the result driven Hospitality Management Services in all areas of Hotels.

We provide a detailed Consultancy in Hotel Project Technical Planning and ensures the delivery of optimum returns on the investment. Our focused attitude ensures leverage of hotel assets, greater occupancy, and enhanced levels of service quality and operational performance.

Mr Subodh Gupte, Principal Consultant started this Hospitality Consultancy Services in April 2014



ABOUT US

Choose a Hotel Consultant that has skills with Industry Background & Can help you with your Business

Aum Hospitality Consultants is a full-service Hotel & Resort Project & Management Consulting Company. The company consults Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls & so on and deliver clients with the result driven Hospitality Management Services in all areas of hotels. In a nutshell, from Concept to Commissioning.

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We primarily focus on following types of Hospitality Business as a Consultant:

- New Hotels & Resort Projects
- New Restaurants, Food Malls, Food Court Projects
- Hotel, Resort & F&B Outlets Operations Consultancy for existing units.
- Menu Planning & Engineering
- Kitchen Designing and Providing Kitchen Equipment



Along with the above services, we also deliver solutions to the following areas of Hospitality:

Hotel Operations

Aum Consultants, Mumbai provides operational consulting to hotel's seeking improved financial performance, guest satisfaction and team morale. Typically, these services include analysis of a hotel's market, competitive strengths and opportunities, and operational recommendations and guidance. Should it be desired, we will assist with the implementation of recommendations at the property level as needed. After initial survey, we recommend improving your Operational Efficiencies and suggest how to increase revenue with greater Customer Satisfaction and reducing operational costs.

Staff Training & Development

We also conduct onsite Staff Training Programs. The key ingredient to success is maintaining an exceptional level of guest experience -- customer satisfaction. Implementing a comprehensive training and development program for all staff greatly increases the chances of the hotel providing customer service that meets guests' expectations.

Sr Managers Recruitment (Talent Acquisition)

Aum Consultants has indigenously developed "customized" hiring solutions that help our clients to recruit their desired talent pool and attain competitive edge. Our hiring solutions are custom-designed for the individual client-need for specific position. Our Selection process is based on a structured and methodical approach. We handpick crème de la crème from Four Star, Five Star Deluxe properties which will best suit your requirement

With best regards

Subodh Gupta.

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Why Choose us?

- Aum Hospitality Consultants was founded in the year April 2014 on the principle that consultants should deliver sustainable & measurable results—not just reports & lots of paperwork to our clients. We believe a consulting firm should be more than an advisor. Our approach to consulting is to deliver enduring results for our clients and build lasting relationships with them.
- We look at each organization from the Chief Executive's perspective and care for our clients' businesses as our own. We align our incentives with their objectives, meaning that we prosper only if our clients prosper. Our recommendations are individually tailored for each client's situation.



VISION

To offer advisory & consulting services to hospitality projects & operations with focussed attitude of increasing revenue & reducing costs.

MISSION

To focus on client's agenda & deliver optimum returns on investment. To ensure leverage of hotel assets, greater occupancy & enhanced levels of service quality & operational performance



Aum Hospitality Consultants



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What is a Budget Boutique Hotel?

- According to the Oxford English Dictionary, a boutique hotel is “a small stylish hotel, typically one situated in a fashionable urban location.” A boutique hotel has a distinct character, intentional design and decor, and personalized service.
- Though the idea seems timeless, the term “boutique hotel” actually hasn’t been around very long. After opening the Morgans Hotel in New York City in 1984, legendary hotelier Ian Schrager and his business partner Steve Rubell coined the term. They compared big-box hotels, like Hiltons and Marriotts, to department stores, while the Morgans Hotel was more like a boutique: intimate, chic, and creative.
- While Ian Schrager might get credit for the term, other sources say that the first true boutique hotel was the Clarion Bedford Hotel, which opened in San Francisco in 1981. Like everything, there’s a bit of east coast-west coast rivalry at play!
- Boutique hotels are some of the best places to stay when traveling.
- It’s a perfect compromise when you prefer to have your own space, you don’t like to stay in a dorm, or you don’t have the budget to splurge for 5-star hotels.
- Boutique hotels are somewhere in the middle, offering great amenities but with a more reasonable price range.
- While there are no strict guidelines on what can be considered as a “boutique hotel”, they have distinct characteristics that you could easily spot.





- The simplest definition of what a boutique hotel is “a small, sophisticated, and fashionable business or establishment”.
- This simply means that a boutique hotel is — a small, stylish hotel, usually located in a fashionable location in the city’s urban district.
- There is no strict definition when it comes to describing boutique hotels. However, they usually showcase common features that give a distinct characteristic to these types of properties.
- Compared to regular hotels, boutique hotels are generally smaller, more intimate, and usually feature a strong artistic sense and focus on design.
- Moreover, its appeal lies to its promising services, Instagram-worthy spots, and decors, as well as its location.
- This type of property is usually found in city centers and other fashionable districts that feature a great sense of that city’s culture.



Ideally a Boutique Hotel means “a small stylish hotel, typically one situated in a fashionable urban location.” A boutique hotel has a distinct character, intentional design and decor, and personalized service. No. of keys from 10-100. While in this presentation, we are referring from 10-25 Keys Budget Boutique Hotel/ Resort



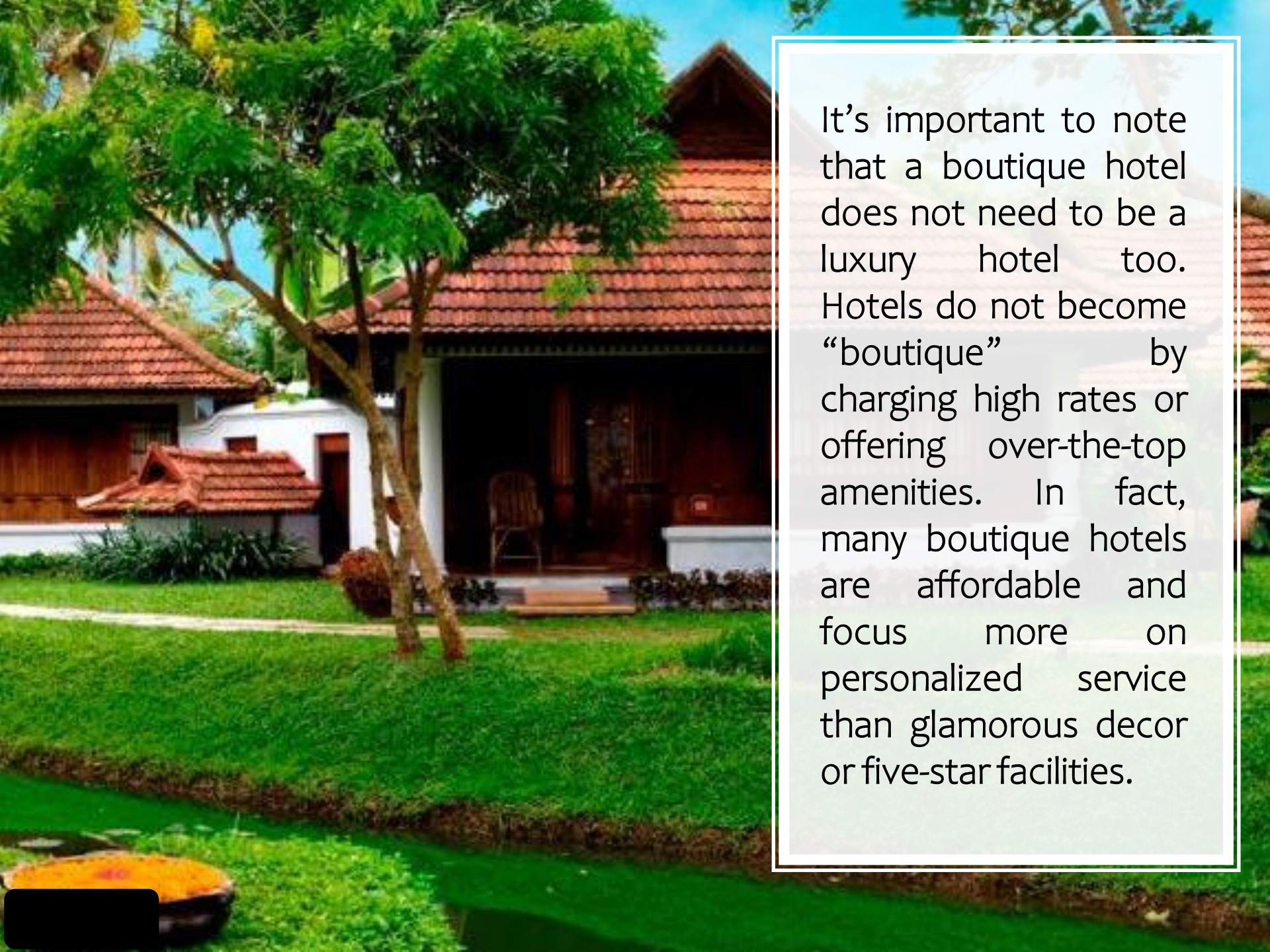
What makes boutique hotels unique?

You may be wondering: what is the difference between a hotel and a boutique hotel? It's not only size that sets a boutique hotel apart, but also design, decor, staff, common areas, and in-room amenities.

Characteristics of a boutique hotel



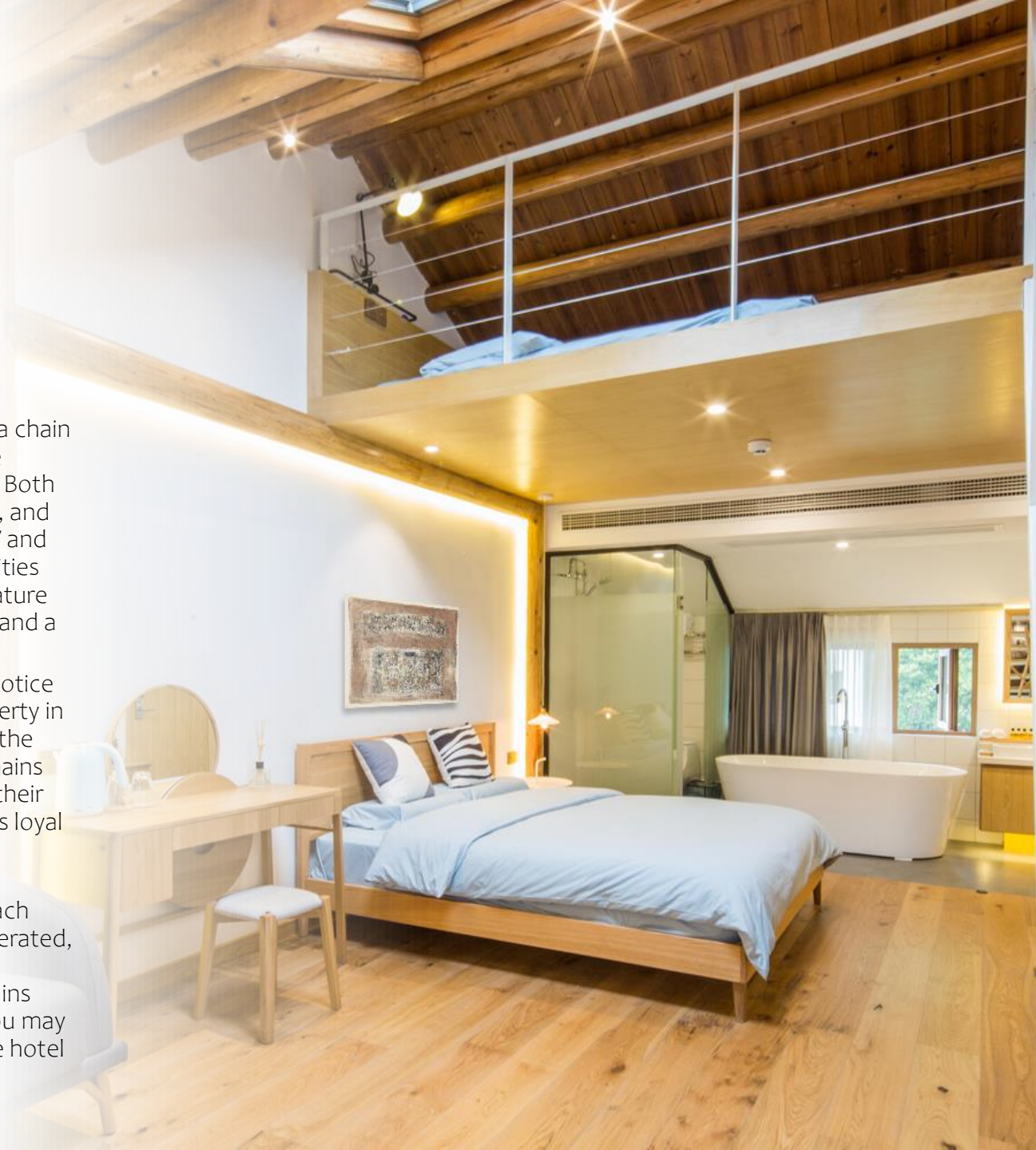
- **Small size:**
- Boutique hotels typically have fewer than 100 rooms. Boutique hotels usually have small restaurants or bars (if any), few recreational facilities, and limited meeting space. If you're looking for a hotel with a massive ballroom or a waterpark, you probably won't find it at a boutique!
- **Theme:**
- Each boutique hotel has a unique theme; some are historic, some are culinary-focused, and some focus on specific elements like a book, a color, or a famous figure. The theme is present not only in the hotel's aesthetic, but perhaps also in its name, staff uniforms, amenities, and more.
- **Style:**
- A hotel can't truly embody a theme if it doesn't have the decor and design to match. A hallmark of a boutique hotel is style - these are hotels that will inspire your inner interior designer or photographer. Each element of the hotel's look is carefully chosen, and some even showcase art or souvenirs that the owner personally handpicked. Boutique hotels carefully curate everything from hotel website design through hotel amenities to align with their brand ethos.
- **Service:**
- Due to a boutique hotel's intimate size, its staff can focus on delivering extraordinary guest service



It's important to note that a boutique hotel does not need to be a luxury hotel too. Hotels do not become "boutique" by charging high rates or offering over-the-top amenities. In fact, many boutique hotels are affordable and focus more on personalized service than glamorous decor or five-star facilities.

What is a boutique hotel room?

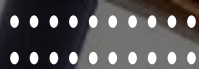
- Although a boutique hotel room and a chain hotel room serve essentially the same purpose, they can look very different. Both rooms will contain a bed, a bathroom, and probably some conveniences like a TV and toiletries. But that's where the similarities end. Boutique hotel rooms usually feature unique decor, handpicked amenities, and a variety of layouts.
- At a chain hotel brand, you'll usually notice that a hotel room at the brand's property in Seattle looks exactly like the room at the brand's property in Santa Fe. Hotel chains save a lot of money by standardizing their room decor and amenities, and guests loyal to the brand often appreciate the consistency.
- At boutique hotels, however, since each property is individually owned and operated, you won't find the same type of standardization. Every property contains one-of-a-kind guestrooms - though you may notice certain trends among boutique hotel rooms.





- Decor in a boutique hotel room often includes artwork, wallpaper, funky paint colors, eclectic light fixtures, antique furnishings, and more. In a chain hotel room, you're more likely to encounter sterile white walls, limited artwork, and functional furniture.
- Boutique hotel rooms can also incorporate unique and local in-room amenities, like coffee from a nearby coffee shop or vintage refrigerators. A chain hotel room will usually contain the exact same coffee, toiletries, and electronics no matter where it's located.
- While a chain hotel's rooms are near carbon copies of each other - perhaps with a different bed configuration or two - boutique hotels can have many different room types. At some boutique hotels, every room has a different look and feel.





What's Trending in the Boutique Hotel Industry?

- Since the first boutique hotels only opened about 40 years ago, there's always room for innovation in the boutique hotel industry and the broader hospitality industry. What can we expect in the next decade? Two leading trends are a focus on sustainability and a rise of branded boutique collections.
- The “green” trend can be seen in the entire hotel industry, but since boutique hotels have more freedom and flexibility to make on-site changes than the big brands do, we're seeing some exciting progress on the boutique side. Since boutique hotels often have strong ties to their local communities, they're even more determined to make a positive impact on their local environment by using produce from nearby farms and limiting their amount of waste, for example.





Are boutique hotels better?


- Well, that's a question of personal preference. If you value personalized service, design, and a sense of place, then a boutique hotel may be the right choice. If you want affordability, global loyalty perks, or specific amenities, then you might not find what you're looking for at a boutique hotel. Some destinations might have very few boutique hotels, and some boutique hotels might not suit your tastes. Some boutique hotels are also less family-friendly than chain hotels, which can be a consideration if you're traveling with kids. From an ownership and management perspective, boutique hotels can be more challenging than chain hotels since you do not have the support of a brand.
- Many travelers want their getaways to be unique, so a highway adjacent branded property just doesn't cut it. When enthusiasts check-in to a boutique hotel they get a feeling or vibe that cookie cutter properties just can't match (especially small hotels in the boutique segment and luxury boutique hotels). From Bangkok to Bali you'll find these bespoke accommodations welcoming guests to authentic local experiences in destination.
- Whether you're traveling, investing, or opening your own hotel, a boutique hotel is a great choice. As travelers prefer an increasingly local experience, boutique hotels can deliver personality, service, and a sense of place in a way that chain hotels cannot.



The Design of Boutique Hotels

- While there are no strict rules that a boutique hotel should be stylish and fashionable, this is usually one of their most distinctive characteristics.
- Their attention to detail and how they give a lot of importance to design comes from the desire of boutique hotels to be unique.
- As a way to be one-of-a-kind, most boutique hotels employ their knowledge in design and culture to create a distinguished personality for their spaces.
- Besides, boutique hotels generally have a contemporary, chic and stylish vibe.
- They lean towards providing elegance and luxury without going overboard with their prices.
- On the other hand, rooms are also individually decorated most of the time and follow artistic and style-forward decor. They also try to have their own character and try to be distinctive and different amongst other hotels in the industry.





What is the difference between a Boutique Hotel and a “regular” Hotel

- While boutique hotels are still considered to be “hotels,” there are significant variations between them and traditional hotel chains when compared to the latter.
- For starters, as previously stated, they place the greatest emphasis on developing their own unique personality and character.
- Unlike other hotels, which are content with providing the same type of accommodation to all their customers, boutique hotels go out of their way to differentiate themselves and provide their guests with an unforgettable experience. As a result, odd and varied selections are frequently made.
- Furthermore, traditional hotels typically rely on giving their guests with highly lavish amenities in order to provide them with a one-of-a-kind experience, whereas boutique hotels concentrate on curating services and products in order to leave a lasting impression on their guests.
- When it comes to the markets that they serve, there is also a significant disparity between them.
- Comparing boutique hotels to regular hotels that cater to the general public, boutique hotels are typically more geared toward travelers who are interested in things that are considered “cool” and “stylish.” Their clients are typically a mix of millennials and baby boomers who appreciate a space that is both artistic and Instagram-worthy.
- They also tend to cater to middle-class travelers who want to benefit from the privacy and elegance of a hotel stay without having to spend a lot of money on accommodations. In addition, the cost of a hotel room varies depending on its location and facilities, among other factors.



How much does a Boutique Hotel cost you?

Cost of a boutique hotel structures for 10-25 keys will cost you between Rs 1000 - 5000 Per Sq. Ft. depending upon the type of structure, concept & most important your budget.

Other costs include furniture, hotel equipment, infrastructure & development cost, white goods, other amenities like swimming pool, landscape, entertainment etc

Ideally, we understand your budget first and then do reverse calculation based on area allocation, no of rooms, type of rooms, amenities' etc.

Type of structures used for boutique hotels

- Traditional concrete structures
- Loadbearing structures - Laterite/Chira stone
- Bamboo house
- Thatched roof rooms
- Tents
- Tree houses
- Eco friendly structures
- Biodiversity structures – mud house
- Prefab structures





Mud House



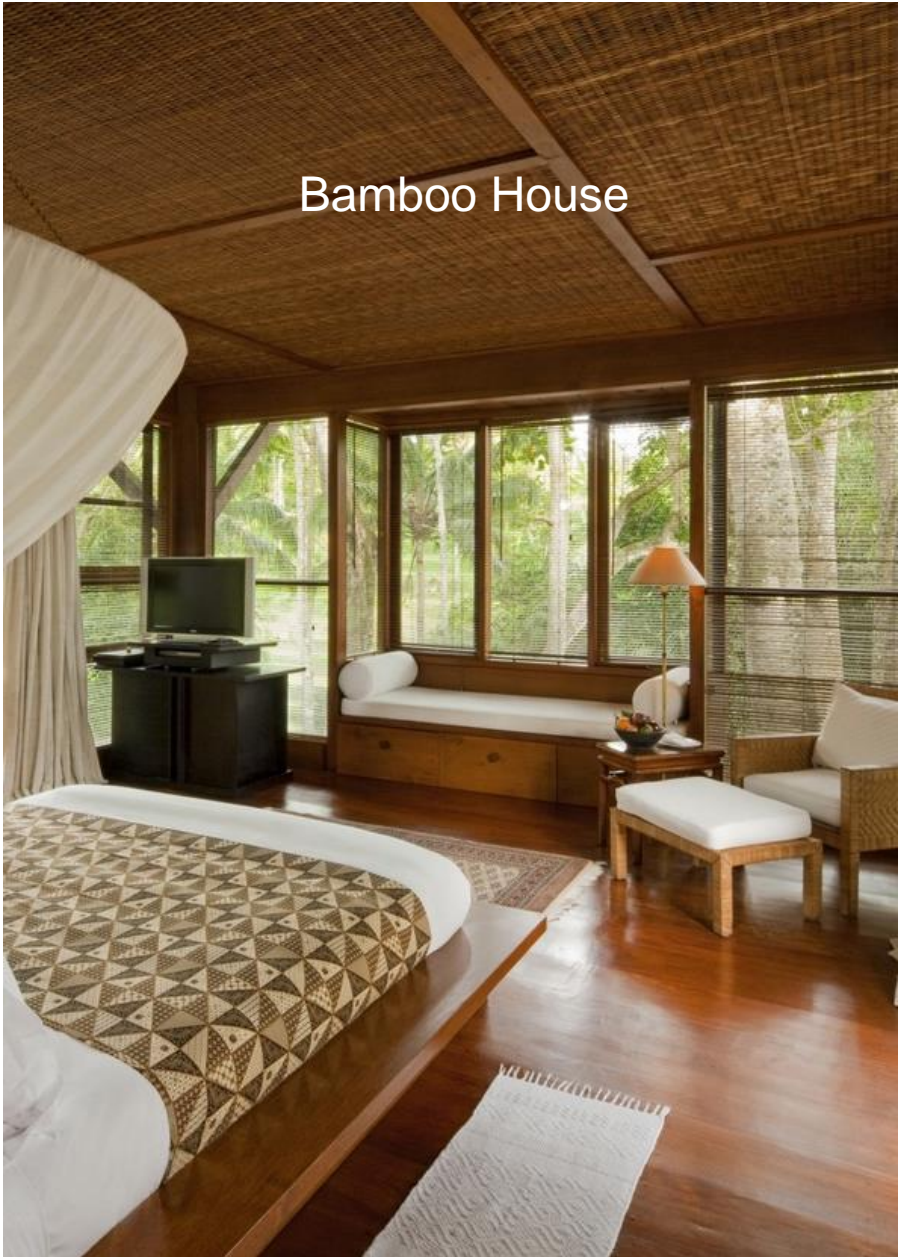
Latritite Stone



Chira/Jambha Stone



Luxury Tents



Bamboo House



Thatched Roof



Luxury Tents



CAMPING TENT

Waterproof, capable. Suitable for most seasons and terrain.
Explore more, camping tents make you a new starting point every day.



Exotic Tree Houses



Exotic Wooden Rooms

Prefab Structure Hotels





Cost of Turnkey Consultancy from Concept till Commissioning

- The cost of turnkey consultancy with end-to-end solutions will be on case-to-case basis & depend upon the project BOQ. Our Professional Fees shall be quoted based on this. For Scope of services, pls check following pages

A photograph of an outdoor dining area on a wooden deck. In the foreground, a wooden picnic table is set with white plates, glasses, and a vase of flowers. In the background, there is a hot tub and a tent. The scene is surrounded by lush green trees and a grassy area.

Role of Aum Hospitality Consultants

- Aum Hospitality Consultants offers end to end solutions to an entrepreneur and show you the road map of entering ever blooming hospitality business in following stages:
 - A. Initial Start-up Services & Project Conceptualization
 - B. Technical Services & Facility Planning
 - C. Tent Hotel Operations & Management Services
 - D. Post-opening Stage {Limited For Three Months}



Details of Hospitality Services Offered

Initial Start-up Services & Project Conceptualization

- ❖ Initial Start-Up Services
- ❖ Conceptualization of a Project
- ❖ Hotel Operator Search

Technical Services & Facility Planning

- ❖ Construction and Design Services
- ❖ Physical Infrastructure & Facility Planning
- ❖ PMC & Planning of Infrastructure
- ❖ Planning of Technical Areas & Implementation
- ❖ Food & Beverage Designs & Plans

Pre-Opening (Hotel Operations & Management Services)

- ❖ Hotel Operations and Management Services
- ❖ Food & Beverages (Core expertise)
- ❖ Marketing Services
- ❖ Final Touch Up

Post-Opening Services

- ❖ Increasing Profit and Sales
- ❖ Value Additions {Performance Enhancement & Audits}

*Thank
you*



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