

Mahindra Holidays predicts robust growth potential in Chandigarh

Hospitality

Author : mahindraadmin Category : Hospitality Published : 12/11/2018

Chandigarh, December 11th, 2018: Mahindra Holidays & Resorts India Ltd (MHRIL), India's largest leisure holiday company, is confident about moving forward and achieving sustained growth thereby providing an impetus to the burgeoning demand for luxury experiences and changing consumer expectations. Growing economy and higher spending limit have been the key drivers for vacation ownership models in India.

Recent research reports have positioned India as the third largest travel and tourism economy by 2028. People from North India, especially Chandigarh have traditionally been frequent travellers and destination explorers. As per data, domestic leisure travel is growing faster compared to other industries due to increased affordability and changing consumer attitude. A recent company study reveals that Club Mahindra's North zone resorts remain the most preferred and contribute to 39% bookings by the members from Chandigarh. Among the resorts in the North region, the newly launched Club Mahindra Kandaghat has charmed tourists with its enchanting valley view, however Naldehra, Mussoorie, Shimla and Dharamshala have been a tourist divine since inception.

Surprisingly Goa, the beach paradise of India that offers a kaleidoscopic blend of Indian and Portuguese cultures, lively music, gastronomic

delicacies, sweetened with sun, sea, sand and spirituality has been chosen as the favourite destination by Chandigarh respondents. The research further elaborates members prefer traveling to Goa for vacations during Diwali, Christmas and New Year.

As per the consumer research, 'family bonding' is the number one motivation for 64% respondents. In addition, about 49% respondents take a vacation for 'change in routine' and 39% members like to 'explore more'. The research also highlights that 49% respondents in Chandigarh take vacations to get a change in routine. About 39% claim that one of the main reasons for them to go on vacation is to explore more. Around 38% go on vacations to rejuvenate themselves and about 35% take holidays to be 'device free'.

Ramin Saherwala, Chief Marketing Office, Mahindra Holidays and Resorts India Ltd. said, "Chandigarh inhabitants are inclined to seek luxury and curated experiences during their vacations. At Club Mahindra, we bring exciting holidays filled with indulgence, adventure, activities and opportunities for the whole family to bond together. The experiences are designed in a manner so as to appeal to all age groups and cater to varied interests."

Another interesting trend that has emerged from the extensive research is about millennial travel. As top priority, about 44% Chandigarh respondents prefer choice of location over 26% respondents who think that child safety is their top priority.

Club Mahindra is also actively involved in promoting sustainability, inclusiveness and local livelihood. It works very closely with the local communities to develop and co-create an environment that fosters growth and prosperity.

About Mahindra Holidays and Resorts India Limited

Mahindra Holidays & Resorts India Limited (MHRIL), India's leading player in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club Mahindra is the flagship brand, the other brands offered by the company are – Club Mahindra Fundays and Svaastha Spa.

As on Sep 30, 2018, MHRIL has 58 resorts across India and abroad and its subsidiary, Holiday Club Resorts Oy, Finland, a leading vacation ownership company in Europe has 33 resorts across Finland, Sweden and Spain.

Visit us at www.clubmahindra.com

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Tags :

CLUB MAHINDRA Mahindra Holidays Chandigarh tourism
economy Kandaghat Naldehra Mussoorie Shimla and
Dharamshala Goa family bonding Ramin Saherwala