

TRAVEL AND HOSPITALITY

India's Oberoi values personalization with new amenity push

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The Oberoi Rajvilas, Jaipur, India

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Oberoi Hotels & Resorts is treating guests who stay in top-tier suites to the celebrity treatment with a series of amenities representative of experiences only VIPs receive.

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The Indian hospitality brand is launching a series of initiatives to make its top-tier customers feel as though they are celebrities, with programs such as a 24-hour butler service, luxury transportation to and from the airport and unique amenities at its various locations. Oberoi is hoping to see more suite reservations by creating an enticing vacation and travel experience.

"We want every guest at Oberoi Hotels & Resorts to feel like a VIP, and we're excited to unveil these special amenities for those who stay in our top suites," said Abhishek Panshikhar, general manager at The Oberoi Amarvilas, Agra, India.

Celebrity treatment

Oberoi locations are now equipped with various amenities fit for celebrities, but available to anyone who books their top-tier suites. The Oberoi Rajvilas, Jaipur is providing guests with to-and-from airport transportation that emphasizes luxury in an Audi Q5/Q7.

When guests arrive at the hotel, custom cocktails and beverages are provided along with a fresh flower garland. Special meals cooked by a resort chef, fruit baskets, nut boxes and flower arrangements are all available within the suites, as is Oberoi's 24-hour butler service.

Guests of the Oberoi Amarvilas, Agra are all greeted by the general manager and a warm towel, in addition to custom cocktail and garland. While personalized chef-cooked meals are not available in-room, the nut boxes, fruit bowls and cookies still are, as well as the 24-hour butler service.

The Oberoi, Mumbai provides individuals staying in its Presidential Suite with a special escort from the airport including transportation in a Mercedes S Class fitted with sparkling water and cold towels. Passengers will also be able to view the room service menu during their trip to the hotel for speedy food delivery.



The Oberoi property in Mumbai

Guests staying at Mumbai will also receive Oberoi's garland, welcome beverage, warm towels and butler service upon arrival. However, the Mumbai location will offer monogrammed pillows, hand towels and bath robes for the Presidential Suite.

The Oberoi Udaivilas, Udaipur also provides a chauffeur service to and from the airport, but offers a private boat ride across Lake Pichola to the resort, equipped with chai tea, as well. Udaipur's Oberoi resort features amenities similar to its other locations, but puts a local spin on the program for a more personal touch.



Oberoi Udaivilas in Udaipur in the Indian state of Rajasthan, India

For instance, when guests arrive they will receive a traditional native welcome, which includes a rose petal shower Aartu and Tikka ceremony. The ceremony is meant to ensure good health, well-being and happiness during their stay.

Guests will also receive orchids, turndown service, prepared baths with rose petals and candles and a personalized note from the general manager to say goodbye.

Travel industry insights

Personalization and amenities similar to what Oberoi has added are important in appealing to the affluent consumer of today.

The luxury travel industry still yields high results, with affluent consumers going on more than triple the number of trips average households take, according to a report prepared by Resonance.

General consumers in the United States take only an average of 4.8 trips a year, compared to the wealthiest 5 percent who take more than 14.3 trips per year. The luxury travel sector alone pulls in roughly \$390 billion each year, with each trip costing \$3,115 per family member ([see more](#)).

Hilton-owned Waldorf Astoria Hotels & Resorts climbed the ranks in terms of international brand awareness, despite consumers spending less time traveling, according to the Luxury Institute.

JW Marriott, InterContinental, Four Seasons, Grand Hyatt and The Ritz-Carlton have maintained their place as the most visited hotel brands, as reported last year and this year in the LBSI Global Hotel study. However, affluent consumers are cutting down on hotel stays with modest decrease in number of nights stayed ([see more](#)).

"From the moment our guests arrive, we aim to provide the most attentive, personalized service possible so that

everyone feels at ease and at home while staying with us," Mr. Panshikhar said.

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