



Incredible India



SIHRA

ANNUAL CONVENTION
19 - 21 JAN, 2024
VISA KHAPATNAM



INDIA GROWTH STORY



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Tirumala Temple, Tirupati

INDIA GROWTH STORY



WELCOME MESSAGE



SHRI K SYAMA RAJU
President, SIHRA

Dear Esteemed Members,

It gives me immense pleasure to extend a warm welcome to each one of you for the upcoming Annual Convention of our esteemed association, set against the stunning backdrop of Visakhapatnam's coastal splendour. This event, a cornerstone of our industry, promises to be a beacon of innovation, collaboration, and growth for the hospitality sector in South India.

Our convention is not merely a gathering; it is a convergence of visionary minds, industry stalwarts, and dedicated professionals who collectively steer the course of our region's hospitality landscape. This year's event is particularly special as it stands as a testament to our resilience, adaptability, and unwavering commitment to excellence amid challenging times.

As we gather in Visakhapatnam, we embark on a journey that seeks to explore, dissect, and navigate the myriad facets of our dynamic industry. Our agenda is designed to encapsulate the pulse of innovation, heralding discussions on cutting-edge technologies, emerging trends, and customer-centric strategies that define our service ethos.

The convention will serve as a fertile ground for networking, fostering relationships, and nurturing collaborations that transcend boundaries. It is an opportunity to forge partnerships, exchange ideas, and chart the path toward a future that redefines benchmarks of hospitality excellence.

Moreover, this year's convention significantly emphasises sustainability and responsible practices within our industry. We aim to engage in conversations that delve into our role as responsible stewards of the environment, advocating for eco-friendly initiatives and community-centric approaches that underscore our commitment to a brighter, more sustainable future.

Let us also not overlook the celebration of South India's rich culinary heritage. The convention will be a melting pot of flavours, a canvas where our diverse cuisines, masterfully crafted by our talented chefs, will tantalise the senses and exemplify the culinary richness of our region.

In essence, this convention symbolises our collective dedication to continuous learning, growth, and the pursuit of excellence. Together, let us harness the energy of this gathering to propel our industry forward, embracing change, innovation, and the shared vision of elevating hospitality to unparalleled heights.

I eagerly await the privilege of joining hands with each one of you in Visakhapatnam as we embark on this transformative journey, fostering a legacy of excellence that defines the South India Hotels and Restaurants Association.

Best Wishes,


K SYAMA RAJU
President, SIHRA



WELCOME MESSAGE

SHRI M BALAKRISHNA REDDY
Chairman,
Convention Organizing Committee



Dear Esteemed Participants,

It is with great pleasure and anticipation that I welcome you to the SIHRA Convention, where we embark on an illuminating exploration of "India Growth Story: Travel, Tourism, and Hospitality as the Growth Engines of the New Economy.

"As the Chairman, I am excited about the dynamic discussions, insightful keynotes, and engaging panels that await you. Our esteemed speakers will delve into the resurgent India post-pandemic, shedding light on the advantageous landscape within travel, tourism, and hospitality.

Throughout these two days, we will navigate through topics such as emerging markets in non-metros, sustainable hotel development, digital and social media marketing strategies, talent dynamics in the industry, and much more. Our expert panels, comprising industry leaders, hotel owners, managers, and consultants, will provide diverse perspectives on the challenges and opportunities that define our vibrant sector.

I encourage you to actively participate, exchange ideas, and forge valuable connections. The SIHRA Convention is not just a gathering of professionals; it is a platform for shaping the future of our industry.

Thank you for being a part of this enriching experience. May our collective knowledge and insights pave the way for a thriving future in the realms of travel, tourism, and hospitality.

Best Regards,

SHRI M BALAKRISHNA REDDY
Chairman, Convention Organizing Committee

VMRDA City Central Park

About the SIHRA Convention 2024

The anticipation is palpable as the South India Hotels and Restaurants Association (SIHRA) gears up for its highly awaited Annual Convention, slated to take place in the picturesque coastal city of Visakhapatnam. Set against the backdrop of the Bay of Bengal, this convention promises to be a congregation of hospitality luminaries, industry experts, and stakeholders from across South India.

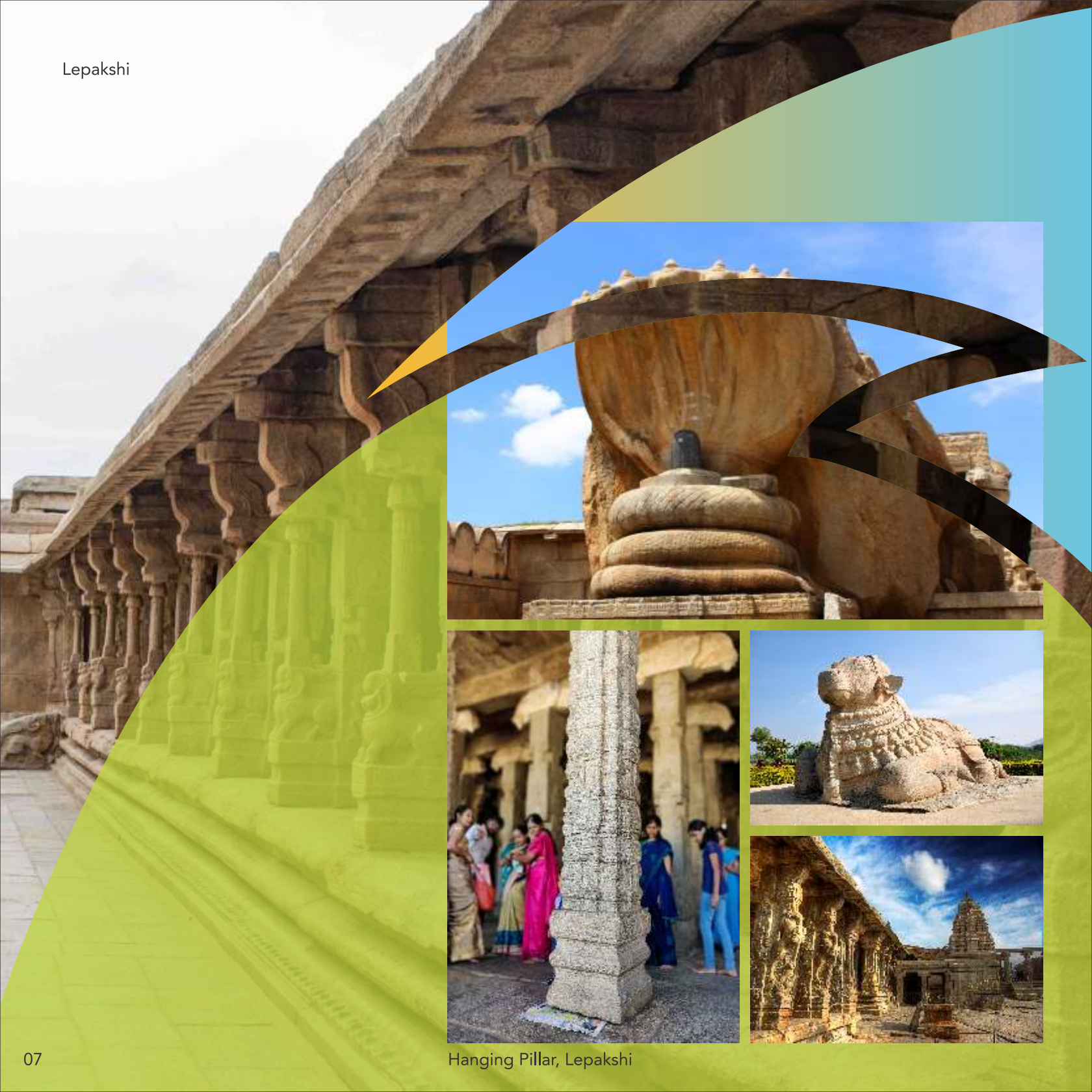
Scheduled to span three days, the convention aims to be a dynamic forum encompassing a spectrum of events, discussions, and workshops tailored to the evolving needs of the hospitality sector. With a focus on innovation, adaptation, and growth, the agenda aims to delve into diverse facets crucial to the industry's success.

Foremost on the itinerary are engaging sessions featuring keynote speakers, industry veterans, and thought leaders. These luminaries are expected to delve into topics ranging from emerging trends in hospitality, customer-centric

strategies, technological advancements to sustainable practices and operational excellence. Their insights and expertise promise to provide attendees with a comprehensive understanding of the industry's current landscape and future approach.

Networking opportunities will abound, allowing attendees to forge valuable connections, establish partnerships, and exchange ideas with peers, suppliers, and service providers. The convention hospitality exhibition is a great place to meet suppliers and service providers. In essence, the upcoming SIHRA Annual Convention at Visakhapatnam is poised to be an event that not only celebrates the vibrancy and innovation within the South Indian hospitality sector but also serves as a catalyst for fostering collaboration, innovation, and sustainable practices in the ever-evolving landscape of the industry.





Hanging Pillar, Lepakshi

Borra Caves



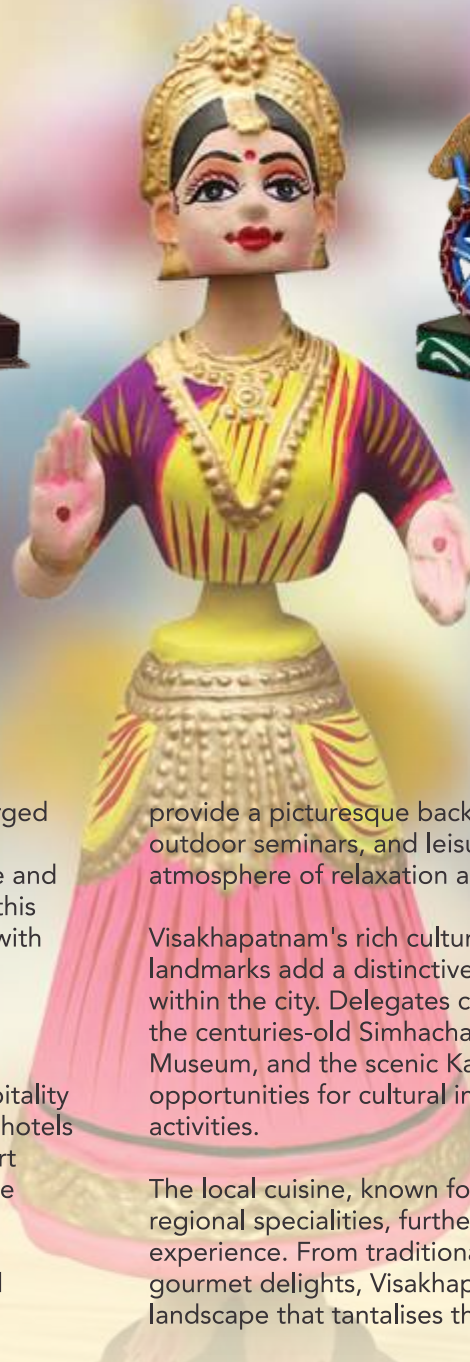
Kuchipudi



Indira Gandhi Zoological Park



Kondapalli Toys



About Convention City

Visakhapatnam, fondly referred to as Vizag, has emerged as an enticing destination for hoteliers' conventions, offering a compelling blend of business infrastructure and natural allure. Nestled on the eastern coast of India, this port city seamlessly merges its rich cultural heritage with contemporary amenities, making it an ideal host for hotelier gatherings and conventions.

The city's strategic location as a major port and its burgeoning economy have rapidly expanded its hospitality sector. Visakhapatnam boasts an array of world-class hotels and convention centres equipped with state-of-the-art facilities, catering perfectly to the needs of large-scale events. From luxurious five-star accommodations to boutique hotels with stunning coastal views, the city presents diverse options to suit every preference and budget.

The allure of Visakhapatnam doesn't solely lie in its business infrastructure; its natural beauty plays a pivotal role in attracting hoteliers and event organisers. The city's expansive beaches, notably the acclaimed Ramakrishna Beach, Rishikonda Beach, Bheemunipatnam Beach,

provide a picturesque backdrop for networking events, outdoor seminars, and leisure activities, fostering an atmosphere of relaxation amidst productive deliberations.

Visakhapatnam's rich cultural tapestry and historical landmarks add a distinctive charm to conventions held within the city. Delegates can explore iconic sites such as the centuries-old Simhachalam Temple, the Submarine Museum, and the scenic Kailasagiri Hill, providing opportunities for cultural immersion and team-building activities.

The local cuisine, known for its delectable seafood and regional specialities, further enhances the convention experience. From traditional Andhra thalis to international gourmet delights, Visakhapatnam offers a diverse culinary landscape that tantalises the taste buds of attendees.

The city's well-connected transportation network, including an international airport and a robust railway system, ensures ease of access for national and international delegates, facilitating smooth travel arrangements for conventions.

The Venue

NOVOTEL Visakhapatnam Varun beach, meanders on the costal belt of Western Ghats with all rooms overlooking to the infinite sea. The NOVOTEL spreads on the sea front along the iconic R K Beach stretch. It is a half an hour drive from the Airport / Railway station and close proximity to different tourist attractions. All 225 rooms have a panoramic view of the Bay of Bengal. With exquisite features like Infinity pool and signature all-day Dining multi-cuisine restaurant, NOVOTEL provides a perfect getaway for people looking for a peaceful vacation. The NOVOTEL features world-class facilities with a Luxurious touch.

HIGHLIGHTS

- Complimentary Wi-Fi access
- One of the Largest meeting space in the region
- INOX (Theatre) – Most renowned in town
- Shopping Complex adjacent to the hotel
- Prominently located on RK Beach
- Largest room inventory in the city.
- Strong Security features in the hotel includes, Laptop compatible safe, 24 hours CCTV, surveillance, Latch doors with peep hole, Video door phone for single lady traveler.

www.novotel.com/novotel_vishakhapatnam





NOVOTEL

NOVOTEL
SINGAPORE

NOVOTEL SINGAPORE



Lambasinghi



Horsley Hills



Gandikota

**DAY
01**

Friday, 19th January 2024

INAUGURATION CEREMONY

Novotel Visakhapatnam Varun Beach
6.00 pm to 10.00 pm

- Registration



- Cultural Program



- Inauguration



- Cocktail



- Dinner



Prakasam Barrage Vijayawada



Rajamahendra Varam
Godavari Arch Bridge



Sri Kamakshi Vaidyanatha Swamy
Temple, Pushpagiri, Kadapa

**DAY
02**

Saturday, 20th January 2024

BUSINESS SESSIONS

Novotel Visakhapatnam Varun Beach
9.00 am to 5.00 pm

Keynote	Resurgent India post-pandemic – Advantage Travel / Tourism and Hospitality
Session 1	Panel discussion
Topic	Emerging markets in non-metros- are tiers of cities defined by population or economic activity? - indicators for new hotel developments. Challenges and opportunities in South India's tier 2/3 locations
TEA BREAK	
Session 2	Experts interview
Topic	Opportunities for the development of Sustainable hotels (eco-tourism) and Wellness resorts in South India. Are responsible business models viable as operating models?
LUNCH	
Keynote	Digital and Social Media marketing – are we taking advantage of the Hotel team's personal social media influence and the role of Social Media influencers in marketing hotels and resorts

Session 3	Panel discussion
Topic	Challenges in Talent Acquisition and Talent Retention in the Hospitality and Travel Industry – is the gig economy defining the future of the hospitality industry?
	Outsourcing core functions, Part-time employees, consultants, work-from-home concept for revenue, marketing, and reservations.
TEA BREAK	
Session 4	Panel discussion
Topic	Experiences are the new age currency: Is hospitality ready to make a paradigm shift in customer service, and how can digital transformation aid in experiential hospitality?
	How experiences define customer value in hotels and how branding companies transform hotel legacy service models.

Coffee / Tea Break

11.00 am & 4.00pm

Lunch

1.30 pm

“ INDIA GROWTH STORY : Travel, Tourism, and Hospitality are the growth engines of the new economy

VENUE

20.00 hrs onwards - Cocktails & Dinner



Vizag Conventions

PROGRAMME SCHEDULE

Araku Valley

DAY
03

Sunday, 21st January 2024

BUSINESS SESSIONS

Novotel Visakhapatnam Varun Beach
9.00 am to 1.00 pm

Session 5	Panel discussion
Topic	Food concepts and food journey narratives as profitable revenue streams for hotels - can chef branding help in creating successful F&B solutions?
TEA BREAK	

Keynote	Cyber security in hospitality. Mr Rahul Alwal, IPS
Session 6	Panel discussion
Owners Perspective	Challenges of independent hotel owners and pros/cons of aligning with hotel brands for Visibility, Sales and marketing and Revenue optimisation opportunities.
LUNCH AND FAREWELL	



Chapala Pulusu
(Fish Curry)

Crab Masala

Pesarattu

Hospitality Exhibition

An exhibition featuring products and technologies for the Hospitality and Restaurant will run concurrently with the convention. As limited space is available, Exhibition space is available on a purely first come, first served basis.

Andhra Meals

Royyala Pulusu
(Prawns Curry)





SIHRA ANNUAL CONVENTION 2024

19 - 21 JANUARY 2024

at Novotel Visakhapatnam Varun Beach

SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION

Office No.3, 6th Floor, Seethakathi Business Centre, Anna Salai, Chennai 600 006.

Tel : +91 44 2829 7511 / 87545 49737 | www.sihra.in



REGISTRATION FORM (PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

Are you a SIHRA member? Yes No If yes, please enter membership number : _____

Name of Organisation : _____

Address : _____

City : _____ Pin : _____ State : _____ GSTIN : _____

Tel : _____ Mobile : _____ Email : _____

Hotel Accommodation : Required Not Required

Pick-up & drop : Required Not Required

DETAILS OF DELEGATES

Name	Designation	Mobile	Age	F / M	Relation

Meal Preference: Veg. Non Veg.

REGISTRATION FEE

Note : All prices are exclusive taxes | Applicable taxes are @ 18%

Member		Non - Member	
Individual	₹ 7,000.00	Individual	₹ 8,000.00
Spouse	₹ 2,500.00	Spouse	₹ 3,000.00
Children (6-14 Years)	₹ 3,000.00	Children (6-14 Years)	₹ 3,000.00

PAYMENT DETAILS

*Please Note: Registration will not be confirmed until payment is received and realized

Please make cheque / DD favouring 'SIHRA CONVENTION 2024' payable at Chennai

Amount:	DD / Cheque / NEFT / IMPS / RTGS UTR No.		
Dated:	Drawn on:	(Bank & Branch)	

NEFT / RTGS / IMPS / RTGS Details

CA Account No.	99923456782024	IFSC	HDFC0000082
Account Name	SIHRA CONVENTION 2024	Branch	Nungambakkam, Chennai
Bank Name	HDFC Bank Ltd.		

TARIFF FOR DELEGATES

LIST OF HOTEL ROOMS AND TARIFF (in₹) | Blocking Dates : 19th to 21st January 2024

Hotel Name	Room Type	Single Occupancy	Double Occupancy
Novotel Visakhapatnam Varun Beach		6000/- + Tax	6500/- + Tax
The Gateway, Hotel	Executive Room	4750/- + Tax	5250/- + Tax
Dolphin Hotel	Premium Room	4200/- + Tax	5200/- + Tax
	Suite Room	6500/- + Tax	6500/- + Tax
Daspalla Hotel	Club Room	3000/- + Tax	4000/- + Tax
The Park Hotels	Luxury Room	6300/- + Tax	6700/- + Tax
	Luxury Premium Room	7300/- + Tax	7700/- + Tax
	Executive Suite Room	13300/- + Tax	13300/- + Tax
ITC Hotel, Deves Grand Bay	Deluxe Room	5500/- + Tax	6000/- + Tax
	Superior Room	5800/- + Tax	6300/- + Tax
Fortune Inn Sree Kanya	Deluxe Room	3000/- + Tax	4000/- + Tax
	Fortune Club Room	3500/- + Tax	4500/- + Tax
Elegant Hotel		2999/- + Tax	3799/- + Tax
Best Western Ramachandra, Gajuwaka		4500/- + Tax	5500/- + Tax
Western Plus Tej Vivaan	Superior Room	3000/- + Tax	3000/- + Tax

(Note : If preferred choice of hotel accommodation is not available, the next available hotel will be allotted)

TRAVEL DETAILS

ARRIVAL		DEPARTURE	
AIR (Flight No.) :		AIR (Flight No.) :	
Rail (Train Name / No.) :		Rail (Train Name / No.) :	
Date:	Time:	Date:	Time:

Cancellation Fee:

50% of the delegate fee will be refunded upon cancellation received till 31 December 2023 upto 1600 Hrs. by means of letter or Email, to the Convention office, Chennai. No refund will be given after the above mentioned date and time.

Transport:

Courtesy: Transfers will be provided for the delegates, from the Airport / Railway station to their respective hotels on the 19 and 21 January 2024 as per our schedule. Delegates will also be provided transport by coach, from their hotels to the convention venue and vice-versa, as per the designated time schedule only.

Identification Badge:

Please collect the same from registration desk. Delegate badge must be worn at all times during the convention. It is mandatory to present the badge when availing lunch / dinner.

Spouse Activity:

Local sightseeing is planned for your spouse. Details will be available at the delegate registration desk at Novotel Visakhapatnam Varun Beach.

Declaration:

I/We will be settling all hotel bills including all extra room-night charges, extra services consumed, if any directly with the hotel. I/We also agree to pay for hotel retention charges in the event of a 'No Show' or any cancellation done as per the hotel's policy.

*All Correspondence to be addressed to Convention Office:

Office No. 3, 6th Floor, Seethakathi Business Centre, Anna Salai, Chennai 600 006.

Mobile : +91 87545 49737 | 99000 00574 Email : convention@sihra.in

Terms and Conditions:

- Registration fee is excluding taxes @18%
- Registration on first come first serve is to block rooms for particular hotels
- Children above 14 years will be treated as adults
- Delegate fee includes Dinner on 19th, lunch & dinner on 20th and Lunch on 21st.
- Cheque / DD of the requisite amount favouring 'SIHRA convention 2024' must be sent along with duly completed delegate registration form to the Convention Office at Chennai.
- Online Registration and payment can also be made
- Registration fee doesn't include hotel room charges, breakfast, any personal expenses such as spa, laundry, room service, personal transportation, etc
- Any correspondence to be addressed to Convention office, Chennai.
- Every delegate must fill the delegate registration form and send it to the convention office at Chennai, so as to enable us to issue Identification Badge. This is requested even from our guest and media persons.
- Acknowledgment letter will be given to all confirmed registrations. This letter will be required for obtaining Hotel accommodation at a special rate as well as for collecting Identification Badge from the delegate registration desk.
- This Registration Form may be photocopied for additional registration.
- Registration will not be confirmed until full delegate registration fee is received.

Signature : _____

Delegate Name : _____

SIHRA EXECUTIVE COMMITTEE MEMBERS

Shri. M.P. Purushothaman President of Honour	Shri. K. Syama Raju President	Shri. M. Balakrishna Reddy Chairman - Convention Committee
Shri. D Srinivasan Vice President	Shri. Suresh M. Pillai Vice President	Shri. K. Nagaraju Vice President
Shri. Suresh R Madhok E C Member	Shri. K. Murali Rao Hony. Treasurer	Shri. T. Nataraajan Hony. Secretary
Shri. R Srinivasan E C Member	Shri. K Ravi E C Member	Dr. M Venkadasubbu E C Member
Shri. S Basavaraj E C Member	Shri. P G Venkataramana Babu E C Member	Shri. S K Hari Arumugam E C Member
Shri. B D Prabhushankar E C Member	Shri. D V S Somaraju E C Member	Shri. Jose Pradeep E C Member
Dr. G Vasudevan E C Member	Shri. K Amarnath E C Member	Shri. Sundar Singaram Director Operations
Special invitee Shri. Manav Goyal	Special invitee Shri. R V Swamy	Special invitee Shri. K Venkat Reddy

CONVENTION ORGANISING COMMITTEE

Shri. K Syama Raju Karnataka	Shri. M Balakrishna Reddy Andhra Pradesh	Shri. T Nataraajan Tamilnadu	Shri. K Nagaraju Karnataka
Shri. S Basavaraj Karnataka	Shri. B D Prabhushankar Karnataka	Shri. K Ravi Karnataka	Shri. D V S Somaraju Telangana
Dr. M Venkadasubbu Tamilnadu	Shri. S K Hari Arumugam Tamilnadu	Shri. Jose Pradeep Kerala	Shri. K Amarnath Puducherry
Shri. K Venkat Reddy Telangana	Shri. R V Swamy Andhra Pradesh		

Saturday, 20th January 2024

Spouse Programme

09.00 am

Departure from Novotel Visakhapatnam, Varun Beach Simahachalam Temple, Kailasagiri Temple, Submarine Museum, Rushikonda Beach.

6.00 pm

Tour ends at Novotel Visakhapatnam, Varun Beach



Amaravathi



Sri Mallikarjuna Swamy Temple, Srisailem



Srisailem



Design-by : Logo Design & Brand Systems 9343217272



SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION

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