

# Assessment of the Indian Hotel Industry 2013

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## Abstracts

### Executive Summary

One of the most profitable industries of India is the tourism and hospitality industry. The sector contributes a noteworthy amount of foreign exchange to the country's economy. The hotel and tourism segment contributed foreign direct investments inflow worth USD 6,664 million in the period, April 2000 to April 2013. A key component of this industry are hotels which until recently had been posting a robust growth.

However, the hotel industry is becoming another victim of the recent slowdown in the global and Indian economy. In the fiscal 2012-2013, the average hotel occupancy in the country fell to the lowest in past ten years, by approximately 58%. Players are leveraging technology as well as resorting to innovative marketing tools to ward off the falling revenues.

### Why should the report be purchased?

The report 'Assessment of the Indian Hotel Industry 2013' analyses the hotel industry and highlights the initiatives being taken by the major players. The current market scenario and future prospects of the sector has also been examined. The report consists of latest research along with most current verbatim of industry experts.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis. The report is available as single-site single-user license. The delivery time for the electronic version

of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available.

### **About Smart Research Insights (SRI)**

SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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