

Fostering
growth
through
partnership



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Company History & Positioning

Incorporated on February 9, 1999, Vacation Club International (VCI) was launched for providing sales and marketing solutions for luxury vacation ownership properties in India. Within a short span of time, the company became a leading player in this segment.

In 2005, the company diversified its portfolio in the marketing, sales and reservation, revenue and yield management of Hotels, Resorts, Spas and MICE. This period was very exciting in the growing hospitality business but also a challenging one with heightened customer expectations, ever changing market dynamics and spiraling sales and marketing cost. Soon after the launch of our hotel sales & marketing division, VCIHOTELS received a tremendous response and was able to sign few of the best top notch hotels, resorts, clubs and spas.

In 2007, the company name was changed to VCI HOSPITALITY LIMITED with the purpose of providing complete gamut of services to the hospitality industry. VCI operates in the following areas of business namely:

VCIHOTELS: Sales, Marketing, Reservations, Revenue Management & e-Commerce services to hotels, resorts, spas and clubs.

VCIMICE: Meeting, Incentives, Conference, Events and Corporate Travel Management

VCIVACATIONS: Outbound Tourism and Domestic Holidays

Today we are the leading player and the first Indian hotel sales, marketing and reservation organization to introduce complete outsourcing of sales and marketing activities which has resulted in to optimum brand visibility, increased revenue, high average room rate & gross operating profit with decreased cost of sales for our partner hotels. Today our sales and marketing prowess and deliverables have made us the most preferred name in the leisure and hospitality business.

For almost a decade, VCIHOTELS has been synonymous with reliability, uniqueness and excellence. The company's aim is to further strengthen these assets, resources and capabilities while embarking on the next stage of the journey.

The company is consistently building on its success as one of the most significant players in the hospitality industry. By continuing to track changing trends in the global marketplace VCI HOTELS is able to convert these challenges into growth opportunities for all affiliated hotels.





Our Mission & Values

Our Mission

To become the most trusted and successful global hospitality company by designing and delivering products and services that offer our clients a huge competitive advantage and result in continuous clients delight.

Thereby, ensuring maximized return on investment to our stakeholders, employees and business partners.

Our Values

Maintain an ethical standard which epitomize the highest level of honesty, integrity and transparency in all our endeavors.

Take immense pride in the achievements of our employees.

Be a responsible corporate citizen and remain committed to the communities we serve.



Vijay K Singh
Chairman & Managing Director





Our Commitment

VCIHOTELS prides itself on addressing the needs and values of independent hotels. Our team consists of vibrant hospitality professionals who are passionate about the success of each hotel, backed by a track record of outstanding delivery and technological innovation. Our services cater to the complete needs of our partner hotels, Corporates, leisure travelers and hospitality professionals. Hoteliers value VCIHOTELS for following primary reasons:

Services: The extensive range of sales & reservations activities, marketing programmes and strategic partnerships are designed to create demand across the broadest range of markets and business segments for affiliate hotels worldwide.

People: Their success is driven not only by the energy, talent and passion of all team members around the world, but also by the customers they serve. Over 200 plus team members are always willing to go the extra mile to ensure customer satisfaction.

Accessibility: The sales and reservations offices, in over 9 locations in India, provide travelers and travel professionals with the help they need 24/7. Customers and clients always consider VCIHOTELS approachable, knowledgeable and ready to assist.

Quality: The portfolio stands for individuality and quality. Each of our distinctive hotels offers an abundance of local charm and adheres to the rigorous quality standards that VCIHOTELS requires in all of its three categories.





Sales & Marketing Network

VCIHOTELS are sold and marketed through VCI HOSPITALITY LIMITED sales & marketing offices located throughout the country in 9 locations employing a team of over 200 hospitality professionals. VCIHOTELS ensures that the hotels are represented across all revenue areas – corporates, consortia's, travel agents and frequent travelers.

VCIHOTELS sales network works closely with all hotels to offer them a broad range of strategic marketing services from road shows to sales blitzes to cost-effective participation in major trade fairs. VCIHOTELS is an acknowledged marketing leader in the hospitality sector, known for its visionary and creative marketing initiatives.

All sales professionals maintain close relationships with key corporate accounts and countless agencies in India and abroad, and provide convenient centralized contracting with travel consortia and multinational corporate accounts.

For hotels who wish to increase their meeting or group business VCIMICE has been developed to capitalize on the growing meeting & incentive market. VCIMICE is a powerful link between Corporates and the hotels. It provides a central contact point for all properties, offering seamless event planning via a specialized team. Our specialized division ensures that all group booking requests are responded to within 24 hours.





Sales & Marketing Solutions

VCIHOTELS [Exclusive Sales & Marketing](#) is our full representation service which provides exclusive sales, marketing and distribution solutions across India & the world through dedicated sales & marketing team and room inventory distribution via the GDS, Internet and also offers voice reservation services. This is backed by DEDICATED sales, marketing and reservation teams who work on a global, regional and local scale to support and promote your hotel.

As an [Exclusive Sales & Marketing Company](#) VCIHOTELS provide following services:

- Carry out a full critical appraisal on the current scenario of the hotel to ensure that the sales and marketing solutions we design meet the objectives.
- Develop sales and marketing programs to enhance revenue generation and brand development
- Prepare financial budgets keeping in mind the quality of product, its brand value and location
- Deploy a dedicated sales, marketing and reservation team across India to achieve the defined objectives
- Monitor day to day sales activities and revenue generation including central reservation
- At all times ensuring: optimum brand visibility, increased revenue, high ARR and GOP, decreased cost of sales

By providing member hotels with the most comprehensive, state-of-the-art sales, marketing and distribution services in India, VCIHOTELS ensures that they are professionally represented globally at all times and via all channels, thus helping to increase their market share in a highly competitive industry.

VCIHOTELS [Regional Representation & Electronic Distribution](#) services helps you reach and connect with major corporates, business and leisure travelers across major cities of India through our regional sales & marketing offices located at 9 strategic cities and distribute your room inventory through major global distribution channels. You choose which global distribution channel you want to utilize. If your hotel needs connection to the GDS, Internet distribution channels or maybe just an online booking engine, this is the solution for you.

Whichever solution you choose it will be supported by VCI state of the art technology and unrivalled global distribution networks. VCIHOTELS is the ideal partner if you want to broaden your hotel's exposure, generate incremental revenue and compete against the hotel chains for business

All Requests for Proposal (RFP) options – be it for consortia, corporate, MICE, leisure or marketing – are managed within one centralized system and with an automated integration to the Central Reservation System (CRS). This allows instant loading and connection to contracted rates through the various distribution channels. Our Total Sales Management solution also allows the handling of local hotel RFPs in line with global standard formats, making local contracting for hotels easy to manage and in line with international requirements.



Revenue & Yield Management

VCI Hotels would help effective control of all Distribution Channels, Develop People with consistent best practices, effective use of technology, outstanding customer care and sales & marketing programs.

VCI Hotels would provide regular day to day advice on your pricing, inventory control and distribution as well as discuss the overall strategy for various room products and rate types in the various demand periods.

Dedicated Revenue Manger to customize rate strategies and action plans based on relevant market trends

Customize training on our UNIVISIT – CDMS Rate manager and Yield management tools upon implementation.

Regular business review and analysis on hotel performance and recommendations on revenue generating actions

Help hotels to package and promote room products as per high and low demand periods.





State-of-the-art Technology & Distribution

VCIHOTELS' excellent technology suite offers integrated solutions for any type of hotel. From large meeting and convention properties to small boutique hotels – the solutions meet all requirements. Every day, VCIHOTELS works on growing its integrated technology solutions with the aim of optimizing and maximizing each hotel's global revenue opportunities through enhanced technology and new distribution markets.

VCIHOTELS are seamlessly connected via web based [Central Reservation System \(CRS\)](#) allowing easy, real time management of hotel rates and inventory so that you can optimize revenue generation for your hotel. Reservations are delivered through the central reservation system or alternatively through our [property management system \(PMS\)](#) interface connection options. Every VCI Hotel is treated on an individual basis. VCIHOTELS works in partnership with you to develop a distribution strategy that suits your hotel location and your business needs, with one clear objective - to make your hotel more successful.

In addition VCIHOTELS offers a toll free [voice reservation network](#). Based on state of the art technology, VCIconnect offers instant reservation facility via toll free numbers from important locations across India. Our CRS and Voice reservation Centre is functional from 9am to 9pm seven days a week.

Choosing hotel representation with VCIHOTELS gives your hotel an immediate global presence via the [Global Distribution Systems \(GDS\)](#). With VCIHOTELS you can access seamless worldwide GDS distribution to over half a million agents worldwide that use the Amadeus, Sabre, Galileo or Worldspan reservation systems. VCIHOTELS via UNIVISIT switch, maintains connections with the GDS and their related internet sites on your behalf so that you can focus on the important work related to your business needs. With experienced and expert teams looking after this segment of business, you can be rest assured that we will look after your hotel GDS distribution needs.

VCIHOTELS are connected to the world via the web and you can rest assured that VCIHOTEL is exploiting the latest web technology to ensure you maximise your revenue potential from this dynamic channel of [Internet Distribution](#). This can be achieved either through VCIHOTELS own websites or distribution to third party websites.

Your hotel web site is probably the most cost-effective and the fastest growing channel you have. You need an online [Internet Booking Engine](#) that is efficient and powerful to maximize web site bookings for your hotel. Our advanced online reservation system has been designed with the consumer in mind, and provides a simple and easy to use interface with innovative retailing opportunities to maximize the value of every reservation.



Revenue-Driving e-business

With the growing importance of the Internet as a distribution channel for hotels, e-commerce remains a key strategic focus for VCIHOTELS. Today, already aprox 15percent of VCIHOTELS' individual business is generated via the Internet, a trend that will continue to grow. As the business evolves, VCHOTELS broadens how it serves and targets this audience, through search engine optimization, sales force activities and social computing.

The dedicated e-commerce teams capture the best opportunities in e-business for each hotel through various options. The Team continuously drives preferred partnerships, which enable the portfolio to be featured within targeted sales opportunities, allowing revenue to grow for each and every channel whilst managing their inventory through centralized solutions in the most cost effective way.

VCIHOTELS' website targets the consumer market managing all of the different needs and requirements of today's traveler – from business to leisure, romantic breaks to spa or golf offers, a combination of corporate meetings and incentive bookings – all options are available to meet the booker's requirement, with a range of local sites being added throughout the year.

The VCIHOTELS website supports dynamic content including destination content, guest reviews, weather forecasts and city maps. The layout of the site is search engine friendly and incorporates some of the emerging trends in popular online behavior. The design is aimed at consumers and is a convenient place for customers to book their stay.

VCIHOTELS' booking engine is integrated into all hotels' own websites, thereby managing a range of different languages and providing a customized look and feel based on the hotel's individual corporate identity.



Managing Performance

Analyzing data and recognizing trends in terms of city specific competition set hotels are key factors for the success of any hotel. To help each property with assimilation and comparison of this data, VCI HOTELS compiles a data bank of essential management information and monthly production reports. VCI Revenue Management and optimization team conducts monthly review meeting with every member hotel and devises corrective measures Revenue and Yield management including improved forecasting and trend analysis.

The Performance & Revenue Optimization Team conducts regular individual checks, which allows them to advise each hotel how to increase RevPAR and profits through all distribution channels. The team advises hotel staff, devises activity plans and assists with account management. Individual statistics and reports are then created for all properties according to their needs.

VCI Hotels experienced specialists team always have their finger on the pulse of the partner hotels' business on daily basis whilst continuously advising on rates and inventory optimization, and sharing expertise across the portfolio.





Our Success Partners Speak

“ On behalf of Team Aamby Valley, it gives me great pleasure in conveying our heartiest appreciation to you and your team at VCI on the completion of four years of marketing Aamby Valley Hospitality. Your Team’s whole-hearted efforts, sincerity and dedication have made Aamby valley City- the most preferred integrated conference destination in India.

We sincerely appreciate your team’s role in this success and hope that your team will keep up the good work and continue to earn laurels in the future also. It has been our pleasure doing business with you and look forward to a greater market reach in coming years.”

Seemanto Roy
Head - Aamby Valley City

“ It has been a pleasure associating with VCI over the past four years. During this period we have watched with a great degree of satisfaction, the successful efforts your team has put in to ensure induction of quality membership in to the Woodrose Club.

We are looking forward to a further strengthening of our business relations with you in the days ahead.”

Vineet Verma
CEO, Brigade Hospitality Services Ltd., Bangalore

“ In the last five years VCI has contributed immensely to our hospitality project. It was able to enroll 2200 plus members for Club Nirvana and position it as one of the best luxury club in India. The enrollment of members helped fund the project while it was under construction. We look forward to more such association in future.”

Sukhvinder Singh
MD, Club Nirvana & Life Hotels, Ludhiana

“ VCI is associated with Sahara Hospitality Ltd. since 03 years as exclusive Sales & Marketing Company and have contributed very significantly in the making of brand Sahara Star and enhancing our revenues.

They have adopted aggressive sales and marketing strategies and have rapidly expanded their distribution network, correctly anticipated market needs and came with solution in the best interest of the business and the organization.

It’s Managing Director Sh. Vijay K. Singh is truly blessed with impeccable business sensibilities, entrepreneur acumen and is a master of his trade. With tremendous global exposure and deep-rooted understanding of hospitality business; is truly an asset to any organization.”

Vivek Kumar
CEO, Sahara Star, Mumbai

“ VCI was a good choice to start with it made us penetrate the internet market which has a great impact on the present market.

They have been delivering well as per there promises. There advices are good as there researches are very strong. They have a great team of expertise who are skilled. We from Seven Wishes them ‘Best of Luck’. We look forward to get much more promising relationship as the days pass by.”

Jean Yves Hardy
MD, Seven Hotel, Bangalore

“ We have watched the growth and marketing reach of VCIHOTELS over years and are happy to associate as our Exclusive Sales & Marketing company. We are looking forward to a great business relationship.”

Chand Khan
Director, Manali Resort



Become Our Success Partner

At VCIHOTELS, we guarantee success - [revenue being our key driving force](#).

Matching our commitment of returns with the assurance of enhanced revenues. Taking the entire burden off your hands, and leaving you to concentrate on the task of managing your property, while watching your revenues soar.

Our unwavering confidence in our abilities enables us to offer you what others would not even dream of doing.

As a VCIHOTELS client, you gain from:

- Increased revenues
- Reduced costs
- Enhanced profitability

[Atypical scenario:](#)

Say, you run a stand-alone hotel with an occupancy and ARR which is lower than the competition set of hotels in your city and your objective is to enhance the revenue in par with the competition set. After discussion with VCIHOTELS it has been mutually agreed that you hotel occupancy, ARR, f&b and banquets revenue would have x% of increase.

[Here's how we go about the task on hand:](#)

Step 1:

- You share your last years revenue figures with us
- We mutually agree on a Enhanced Revenue Projection for your hotel
- The sales & marketing agreement is signed

- The Enhanced revenue projection becomes a part of this agreement.

Step 2:

- A hand picked team from VCIHOTELS, is assigned on site at your property
- We assume complete responsibility and accountability of running the sales and marketing function including reservation, sales, emarketing, revenue & yield management
- We get full access to your entire MIS to enable us to ascertain, determine and track profitability, performance etc.

Step 3:

- VCIHOTELS Team Evaluates the near and future term business requirements and the market dynamics, based on past and future trends
- Incisive strategies, to meet the defined task, are developed

Step 4:

- A decision is arrived at . . . whether to increase occupancy though enhanced footfalls or increase revenues by increasing ARR or increasing the recency, frequency and monetary value of customers or a combination thereof.

Step 5:

- Sales and marketing activities are defined and budgeted

Step 6:

- Execution of strategies are put into action
- Periodic monitoring and mid-course corrections, if any are done
- Our Performance & Revenue Optimization team evaluates the hotel performance on monthly basis with the hotel management team and initiates strategies as per market dynamics.

So, while you enjoy the benefits of a highly experienced team enhancing your performance and profitability, we at VCIHOTELS are also in the process of building your brand equity and creating durable customer loyalty.



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