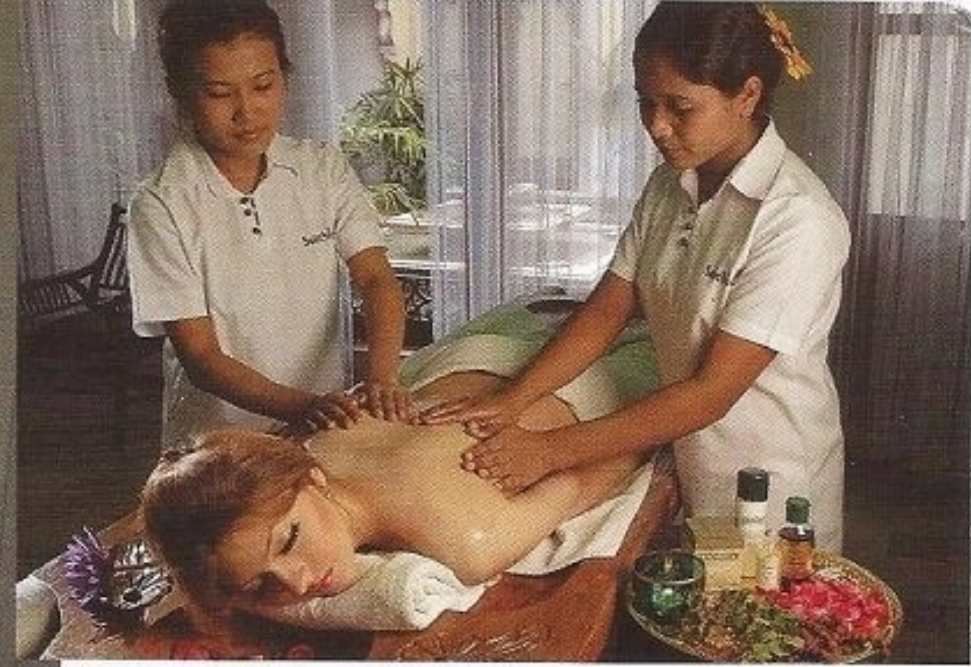


Royal 'touch'



What could be more relaxing than taking a spa in a royal set up?

By | Subani Saxena in Jodhpur

Deriving its name from the Rathore war cry, Ranbanka Palace was built for Maharajah Sir Ajit Singh Ji. The hotel provides a perfect amalgam of old world charm and contemporary style. The Palace recently became the first hotel in Jodhpur to be classified as a Classic Heritage hotel is truly a haven of royalty. This palace is place one should not miss to stay as there is a lot more than comfort that you experience here.

Located right next to the poolside, the exquisite, spa by the Baradari offers a complete bouquet of re-energising therapies which will soothe your body and soul. As soon as you enter the spa, the scent of kewara greets you and takes you to a journey of transformation as you indulge your mind, body and soul in a refreshing and nourishing experience. The treatments offered are their traditional royal treatments, ayurvedic massages and therapies. The products and ingredients used by the spa are 100 per cent natural sourced exclusively from Indian herbs, salt and pure essential oils to renew the senses and relax the mind.

The gentle and skilled therapists provide guests with a range of treatments to choose from including massages, scrubs, wraps and facials giving their personal touch to each offering. ■

Ranbanka Palace

305, Circuit House Road, Near Circuit House, Ajit Colony, Jodhpur, Rajasthan 342 006
Phone: 0291 251 2801

HC Verdict	
<i>(On a scale of 10)</i>	
Treatment	: 6
Product	: 6
Ambiance	: 7
★☆☆☆☆ Poor ★★☆☆☆ Average ★★★☆☆ Good ★★★★☆ Very Good ★★★★★ Excellent	

The V-DAY gold rush

Valentine's Day is celebration time not just for couples in love but for both the hospitality and F&B industries.

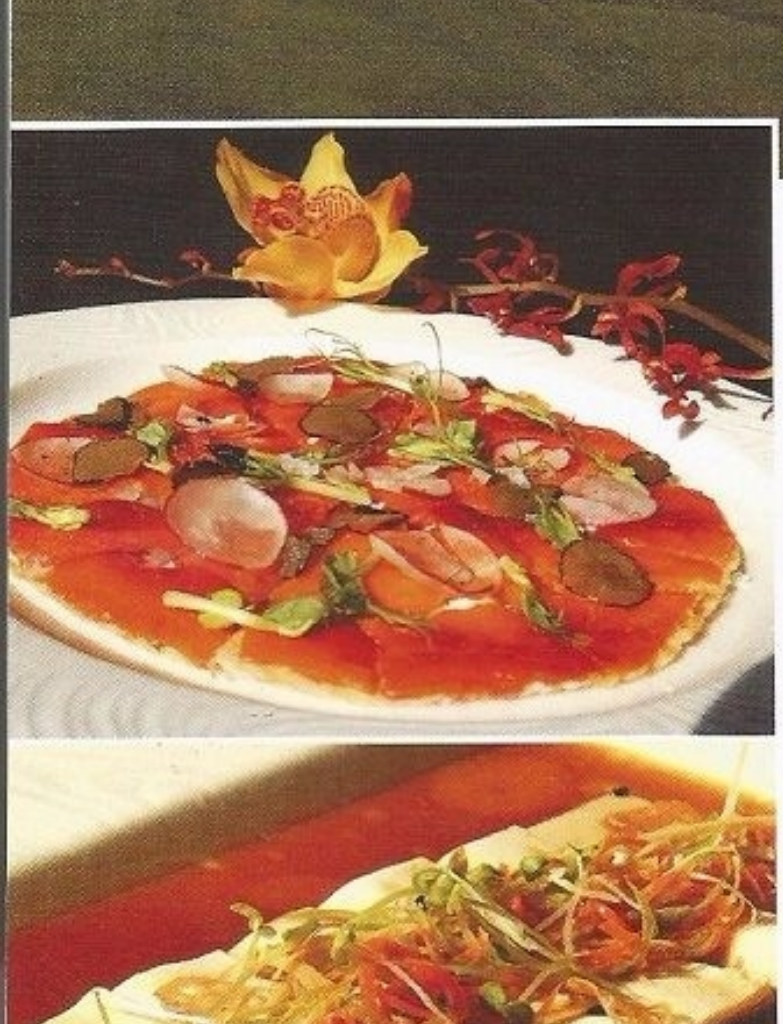
By | Oaindira Banerjee Chakravarty

The winter chill has abated; spring is in the air, and with it, the festival of love that we all now celebrate across the world—regardless of its Roman origins. Archies cards and Bollywood may have single-handedly been responsible for turning Valentine's

Day into a buying, commercial fest but every industry, including hospitality and F&B, has been reaping the benefits.

Valentine's Day is a potential goldmine, and not just for lovers! An industry body has valued the the Valentine's Day market in India at Rs.15 billion. The Associated Chambers of Commerce and Industry

of India (Assocham) says the size of the market is this large since V-Day is no longer a single-day fete. Instead, it is celebrated throughout the week, indeed all through February— what with designated "days" (Rose Day, Proposal Day, Chocolate Day, Teddy Day, Promise Day, Kiss Day, Hug Day...) believe it or



But the recently opened High Ultra Lounge at Bangalore is doing something unique: "Sassy Singles", is the name of the promo— calling single boys and girls to celebrate the never-done-before 'High-On Singledom' party. All one needs to do is to walk into Bangalore's latest uber stylish lounge bar, sip on eclectic drinks, succumb to the music and feel the love!

Meanwhile, a quick round up of tier II cities also reveals that this trend is catching on like never before and turning into a money spinner. Hotels and restaurants in these towns generally have two different profiles of clients to be served— the locals and those who are travelling from outstation. On the one hand, where local clientele adds to the revenue for a particular outlet, outstation clientele adds to the room revenue. The Ranbanka Palace, Jodhpur is offering a specially-crafted Royal Romance package for the latter, which is on for the entire month of February. This includes deluxe accommodation, candlelight dinner, complimentary cake and wine, full day sightseeing of Jodhpur as well as a complimentary massage for a couple.

There is a huge segment of people, especially in the age group of 30-45 who look forward to a peaceful break with

their loved ones, away from the hustle bustle of the city. Halli Berri, a boutique coffee plantation resort, offers the perfect setting for them. The team has used nature as an inspiration to weave their ideas around the special day. Nalima Kapoor, owner, Halli Berri, says: "More than sales, we want people to enjoy the estate experience. We bring about promotions to make the memorable. Our goal is to get repeat clientele and hence most of our through in complimentary services are provided to make the experience one to remember." One can also choose to sail with your loved one as the Royal Caribbean is offering a multiple cruising options from diverse international locations like Singapore and Bahamas specially crafted cruise package for Valentine's Day.

It is no more only about designing the best packages and offering the best experience, but also reaching out in an appropriate way to the customers which is a challenge since there is so much clutter in the market. Gaurav Shiva, Executive Assistant Manager, Grand Mercure Bangalore, says, "We use a multiple platform and various channels to promote our event. The online channels and social media are the front runners, followed by print media, listings and real time experiences." ■

with artichokes, asparagus, fennel and arugula as some of the key ingredients in their menu with commencement of spring.

Restaurants across the country such as Turquoise Cottage, New Delhi, Otto Infinito, Mumbai, Jugs, Bangalore, have decided to roll out their culinary expertise to receive maximum footfalls this season.