

HOTELS

Bird Group to look for more hotel acquisitions in the UK

Dusit D2 at Delhi Aerocity to become operational by June

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Bird Hospitality, the Hospitality division of Bird Group, will explore acquisition of more hotel properties in the UK market. The hotel group already owns a luxury boutique hotel, The Royal Park Hotel, in London. Speaking to Hospitality Biz, Ankur Bhatia, Executive Director, Bird Group, said that the Group is keen to expand through acquisitions in the UK market if the right products come by. "UK is closer to India and we know that market very well," Bhatia said. He added that acquisition is easier as it is easy to find right products that fit into the luxury lifestyle space where the Group is interested to penetrate into in that market.

Commenting on the India market expansion, Bhatia said that the 216-room Dusit D2 at Delhi Aerocity will get

operational in the next couple of months time. Dusit D2 will be the second hotel of the Bird – Dusit Joint Venture, after the Dusit Devarana opening last year. Unlike other Dusit D2 hotels, which largely positioned in upscale 4-star segment, the new Dusit D2 at Delhi Aerocity is designed as an upper upscale luxury hotel "with rich interiors" and art elements to appeal to "much younger" client base. "Dusit D2 will be the most luxurious hotel in the Aerocity. It has a new age design with extremely rich finishes and interiors. Art is an important element and the hotel is extremely design-oriented," Bhatia said. The hotel will have number of F&B outlets, theatre, spacious rooms and suites in various categories designed by world famous interior designer, Fendi Casa, Bhatia said.

When asked about the performance of Dusit Devarana, the flagship urban resort



Ankur Bhatia
Executive Director,
Bird Group

hotel, Bhatia said that the hotel has been able to command "highest ARR" in the city since it opened almost a year ago. The group has plans to add more rooms to the 50-key hotel, he said. The plan is to add 30 more rooms, convention facility, and Serviced Apartments to the existing inventory, he said. The hotel will add a new Chinese speciality restaurant this month, he said.

Bhatia informed that the Group will be focusing on Greenfield development in India market. The group has land available and also continue acquiring land for future development, he said. "It is a matter of time when and where to build hotels," he said. ■