

Della intends to carve a niche for itself

Started in 1991 Della has been operating at an award winning level for almost two decades. Jimmy Mistry, Chairman and MD, Della Group, is the driving force and inspiration behind the practice. To him it's all about providing unique designs that exceed the expectations of his customers at the same time keeping up with the international trends within all four business verticals. Read more to know their future and promotional plans.

Sudipta Saha

Q What is your growth plan for the year 2018?

A Della Adventure & Resorts currently has five business verticals with the sixth one launching in the coming year. So I would like to say we've got our plate pretty full for a while! DATA (Della Adventure Training Academy) being the latest addition has generated a great response especially to the idea of military style training with luxury amenities available for civilians. We will be looking at influx of international travellers that was never on the horizon for this unique concept. So with these variations in adventure and luxury tourism and constant innovation, Della intends to carve a niche for itself.

I believe there will be opportunities coming up very shortly to expand into other cities as well. Della stores will look at the launch of its flagship store in Lonavala along with the Online

store later in the coming New Year. We are also looking at expansion of resort rooms, once ready we're looking at 50 new high end resort rooms that are nearly at par in terms of design with the exclusive designer Della Suites!

Q What kind of travel trend evolution have you noticed over the years?

A Customers are always looking for more than just a stay; they are looking at an experience. This has led to see changes in the way travel, tourism and hospitality industry, the world over has been shaping up. There is a need to offer niche experiential travel but also any tourism destination should be able to cater to wider audiences as well as demographics. Over the years, the types of traveller has evolved including adventure seekers, travelling for wellness, super luxury and backpacker travellers,



Jimmy Mistry

music festival based trips, women solo and group travellers, food and local flavour based travel, road trips and much more. We ourselves have set the trends by introducing adventure and luxury together at Della Resorts and following it with the unique Glamping (Glamorous Camping) options. The Corporate

honchos who come here for official gatherings love the property and love to come back with their families.

Q What kind of promotional campaigns are you planning?

A We often introduce exciting offers during festive seasons for both the adventure park and the resort property. Recently for the festive season, we have provided interesting packages on room nights and also on adventure passes. Apart from the same, we have special tie-ups with our long standing corporate clients. We have recently hosted the first-of-its-kind Della Family Adventure Challenge where teams formed by family members competed against each other in various activities. It was a huge success and we look forward to replicating it soon with a unique spin to keep up the tempo.

The Leeu collection appoints 'Knack' Marketing as its representative in India

Set in and around picturesque Franschhoek in South Africa's Cape winelands and in the scenic Lake District in England, the Leeu Collection has appointed 'Knack' Marketing as its official representative in India. The appointment supports the Leeu Collection's strategy to develop the potential of the Indian outbound market.

Team TTJ

The Cape Winelands are considered one of the most precious jewels in the South African crown. An initiative has been taken to introduce this fabulous luxury portfolio of hotels to the India market. The Leeu Collection comprises three five-star properties in South Africa: Leeu Estates, a country house retreat and boutique winery in the Franschhoek valley; Leeu House, an equally exclusive boutique hotel in the heart of Franschhoek; and Le Quartier Français, a romantic boutique hotel and three-bedroom LQF Villa, also located in the village of Franschhoek.

Within the Leeu Collection portfolio is our Leeu Spa & Gym, a wellness sanctuary offering expert massages and holistic treatments; the award-winning Mullineux & Leeu Family Wines; Indaba – The Meeting Place, a well-appointed

event and meeting venue; Heritage Square, home to Marigold, an authentic Indian restaurant; Tuk Tuk Microbrewery, in collaboration with the Cape Brewing Company; and Everard Read Franschhoek, a contemporary art gallery with a unique sculpture herb and vegetable garden. The Franschhoek valley, with its Cape Dutch heritage and strong French influences, is renowned as one of the world's finest food and wine destinations.

The portfolio also comprises

luxury boutique hotel Linthwaite House, located in the heart of England's Lake District and set in established gardens and well-maintained private woodland grounds. Linthwaite House, which is on a hilltop overlooking Lake Windermere, is the perfect base from which to explore the scenic surroundings.

It all started as a personal journey for the Leeu Collection's founder Analjit Singh (aka BAS), an international investor of Indian

origin. He was first captivated by the Western Cape's exceptional beauty and vibrant energy during a trip to South Africa for the 2010 FIFA World Cup. Soon afterwards, his company acquired Klein Dassenberg farm in the Franschhoek valley, which he originally intended to be a family home. But then, the seeds were planted to transform it into a world-class hospitality and winemaking destination.

"It is in my DNA to build, to create, to develop. The Leeu Collection is the manifestation of my vision for sophisticated escapes and unique guest experiences steeped in passion and pleasure," says BAS.

The Cape winelands is a beautiful area where travellers can enjoy the stunning landscapes, but when that is combined with top-notch hospitality it creates a whole new dimension to the itinerary.

