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Budget Hotels- New Business Segment for Hospitality Giants by Edna Purviance

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Money pays a vital role in everybodyâ€™s life. We earn money hard way and do not wish to part with it until necessary. There are people who believe in living life king size even if their pocket doesnâ€™t allow them. On the other hand there are people who take good care of money and know as spendthrift for their unwillingness to waste it. If these people have to make a tour to some place their foremost preference would be place of some friend if their stay is a customary one. If they have some bigger work to do, they would go for a low budget hotel in the town that could save their pocket and provide a limited comfort of stay. Seeing this special need of Indians, there are giants of hospitality Industry that have come up with special segment of budget hotels India, best example of that would be Ginger.

The need of low budget hotels with enough comfort and hygiene was the untapped market of Indian touring customers mainly business class, who travel frequently for short durations. Project like Ginger suits them best, as they do not need someone behind them every time to take care of their every need. Self-service is the key behind this kind of business model. The lower the staff and maintenance cost, the better is the business, win-win for both customer and the hotelier. Many of the low budget hotels India do the same thing without a brand name associated with them and are in the business from a long time due to their business acumen.

People are generally in two categories. One is looking for best with no bound on money and the other is looking best in limited spending. The expectations of both kinds of people are different and it is not difficult to cater them. The one looking for best with no bounds on spending wants that he should be treated, as a celebrity should be. He would love to have services and man running for him. The other would not have expectations so high and look for a low budget hotel that could take care of basic need and supply basic provisions of the stay. General Indian mindset is served at budget hotels India.

Business have changes themselves in these days to provide what id needed and not charging for things not required. Such business models work fine with Budget Hotels and this segment, as picked up by MNCs, shows its potential. Budget Hotels India no more a no-profit and high maintenance job!

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