

The Leela

Parent Company

Hotel Leelaventure Ltd.

Category

Hotels and Resorts

Sector

Tourism and Hospitality

Tagline/ Slogan

The Essence Of India

USP

Hotels that really deliver

STP

Segment

Luxury Segment

Target Group

Leisure travelers, business travelers, corporate, honeymooners, wedding parties, foreigners who want

Positioning

Extending warm, gracious and anticipatory services in settings that capture the essence of India

SWOT Analysis

Strengths

- 1. High brand recall
- 2. One of the key players in the luxury hotel segment
- 3. More than 7 five star hotels, 2128 rooms in the country
- 4. Alliance with Kempinski Group of Hotels, ESPA, Global Hotel Alliance and the Preferred Hotel Group

5. All hotels are located in premium areas of the cities

Weaknesses

- 1. High interest expenses are hampering net income
- 2. Limited market share due to tough competition from international and domestic players

3. Overseas expansion will be difficult since Leela is known for ethnicity in offerings

Opportunities

- 1. Domestic and Foreign Travel Spending is growing
- 2. Indian hotels have a low occupancy rate as compared to other hotels
- 3. There is a shortage of 150000 rooms in India

Threats

- 1. Political turbulence due to the economic conditions
- 2. Due to shortage of rooms and increasing tourist influx, ARR is expected to rise by 25%. This will affect

Competition

Competitors

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|-----------------|
| 1. ITC Hotels |
| 2. Taj Hotels |
| 3. Oberoi Group |