

THE HINDU BUSINESS LINE

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Sujan Group to tap high-end tourists for growth

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A view of the Rajmahal palace in Jaipur. - Photo: SPECIAL ARRANGEMENT

NEW DELHI, MAY 11: Experiential travel company Sujan is interested only in the high-end segment and has pinned hopes on this category to fetch revenues. “The group has seen a 20-25 per cent increase in bookings across its properties in India in the past season,” said Jaisal Singh, Chief Operating Officer, Sujan.

The group’s maximum bookings come from Europe. The domestic segment for high-end travellers is still small, but growing, says Singh, adding that “the maximum number of travellers this year at its Serai Jaisalmer property was Indians.”

The Sujan group is a family-owned hospitality business with five properties — Sher Bagh, Ranthambore; The Serai, Jaisalmer; Jawai Leopard Camp, Pali (Rajasthan); Singinawa Jungle Lodge, Kanha; and Elephant Pepper Camp, Masai Mara, Kenya.

The group recently announced the addition of Rajmahal Palace, Jaipur, to its kitty. Originally built in 1729 by the Maharaja of Jaipur, the Palace is over 200 years old. The property was managed by the Taj Group after it was converted into a hotel in 1979 for several years, after which the royal family took charge of running the heritage property. It is being renovated and is set to open in November. The renovation costs are being borne entirely by the royal family.

Singh said, “The Sujan Rajmahal Palace will have 20 suites across three categories. While the Maharaja and Maharani apartments would cost ₹9 lakh a night, the entry level palace suites will cost ₹20,000 a night.” Bookings for the palace will open in a few weeks. Singh said, “Expansion is on the cards. We are looking at properties and want to create a wider circuit in North India. We also want a presence in Agra because it’s a big pull for travellers.”

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