

# Della Group to tap new cities for experiential hospitality

*Speaking to ETHospitalityWorld, Jimmy Mistry, CMD of the Della Group mentioned that while he has plans for expansion, the only option left is to restructure debts and await reopening.*

Sakshi Singh • ETHospitalityWorld • May 28, 2020, 14:18 IST

**D**esigner, Hotelier, Entrepreneur, Adventurer, Developer and Founder of Della Group, Jimmy Mistry wears multiple hats with elan. He spoke to ETHospitalityWorld about the current situation and how he plans to take forward experiential hospitality across Indore, Bangalore, Delhi, Gurgaon and Hyderabad. The Della Group, which recently finished and commissioned its 6th resort, Garden Villa of 80 rooms and added to the total inventory of 270 rooms, is also known for introducing military tourism in India. Excerpts from the interview:

**ETHospitalityWorld (ETHW):** Since hospitality and tourism have been majorly hit by the pandemic, how do you see the industry cope with the ongoing crisis?

**Jimmy Mistry:** The industry for once is united in understanding the gravity of the situation. All hotels have made ample arrangements to showcase their ability to deal with the issue of distancing, sanitisation and overall hygiene. They have also understood lowering rates and pricing shall be suicidal, and thus so far have stayed away from doing so. They are all closely watching the global trends of countries that are ahead of the cycle, for example in Europe or UAE, and hoping for a similar spike of travellers post lockdown.

**ETHW:** The industry is quite disappointed with not getting any stimulus from the government. What is your opinion?

**Jimmy Mistry:** Industry is not disappointed but livid at governments towards them and that too when they bring in 9% of the country's GDP and 10% of the jobs. It's a no brainer to understand that if the government doesn't support, nearly 50% of the restaurants and 30% of hotels shall shut down and the remaining balance will go in for debt restructuring. This will happen even after they have laid off about 60% of their staff. Almost all brands are talking of removing the fat and in the bargain don't know as to where these so-called fats (Senior management and Managers) are going to go. Overall, it's going to bear a direct impact on jobs and that too of the educated, qualified segment.



Jimmy Mistry, CMD, Della Group

**ETHW:** What were your expansion plans in hospitality and how Covid-19 has disrupted them?

**Jimmy Mistry:** In December we just finished and commissioned our 6th resort known as Garden Villa Resort of 80 rooms and added to our inventory, taking us to 270 rooms. We are badly hit in lieu of our cash flows disrupted and finished. The only option with us right now shall be to restructure our debts and await unlocking and reopening.

**ETHW:** When do you plan to open your doors? How do you plan to regain travellers' trust?

**Jimmy Mistry:** As soon as the government announces, we are ready to reopen. All SOPs and norms of disinfection are in place. We are hoping that since we come within driving distance not only from Mumbai and Pune, but also other states like Gujarat and Madhya Pradesh (Indore, Raipur etc.) we shall see a inflow of family travellers - business segment. Also, we have the additional advantage of being in the green zone. The biggest advantage of being an experiential hospitality company is adventure and DATA, which are the two largest drawn points.

**ETHW:** Which are the areas in the country you would like to penetrate next?

**Jimmy Mistry:** We are looking forward to taking experiential hospitality, of what we are pioneers, across to Indore, Bangalore, Delhi-Gurgaon and Hyderabad. Military tourism did not exist till we innovated it and neither did extreme adventure parks for the full family.