

SIGNATURE CLUB RESORT EYES TRANSIT STAYS IN BANGALORE

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The newly opened Signature Club Resort at Brigade Orchards aims to attract transit passengers in Bangalore, says Vineet Verma, Executive Director, Brigade Hospitality, at the property's launch.



The BCV Developers Pvt. Ltd., a joint venture of Brigade Enterprises with Classic Group and Valmark recently launched its Signature Club Resort at Brigade Orchards in Devanahalli. The resort offers 40 Executive and five Suite rooms.

"Located in the outskirts of the city, it is an ideal getaway for people

who do not have the time to travel anywhere; so we wanted to give them an experience of a resort right outside the city," said Vineet Verma, the Executive Director of Brigade Hospitality.

"This can be an ideal location for people within Bangalore and not only for residents in Brigade Orchards. We are in the category of affordable luxury. We want to give hospitality an angle that is high on experience."

Talking about the trends, he observes that the leisure segment is picking up with much shorter holidays. "The earlier trend of only business holidays has gone; now it is mix business with pleasure."

The property's unique features are the semi-covered heated swimming

pool. It has multi cuisine restaurants like Tamarind and Pavilion Bar, two badminton courts, lawn tennis court, billiards and pool tables, a Squash court and a six lane swimming pool. The Club Resort provides ultra-modern gymnasium which is equipped with almost all the latest fitness equipment.

The banquet facilities can accommodate up to 2000 guests; Jasmine can seat 30 guests, Silver Oak can seat 250 guests for big meetings and indoor events and the Silver Oaks Lawns can cater to a crowd of 1000 guests. "We want this location to be a destination venue for weddings and MICE events. Now there is a great demand for people planning their corporate getaways or off-site meetings, so they could look up this location for a wonderful

session," he said.

Expected occupancy

Vineet expects at least 65 % to 75% in the first year of its operations and projects about 75% to 80% in 2017. The property will target the transit passengers from the airport, cruise travellers, people passing through Bangalore, corporates, residential conferences, wedding groups and some sustained business from the airlines.

Marketing plans

The property is already present in the social media and will be promoted through hoardings and banners. "Our marketing plans are focused initially on distribution of news through online media. We have plans to have some aerial and media campaigns."