

# TRAVEL Scapes

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**Český Krumlov**

Czech Republic

**Odisha**

Sacred & Sublime

**Aviation Pioneers set focus  
on the potential Indian Market**



## RARE organizes press meet; unveils unique concepts

The event showcased RARE's current initiative and theme of 'creating shared value'

### TS News Desk

As part of its ongoing initiatives to introduce travel lovers to the core philosophy of RARE and its curated list of partner hotels, RARE organised a press meet on November 16th 2016 at the Egg Art Studio, Barakhamba; a studio dedicated to promoting young upcoming global artists. The studio promoted by Daleep Akoi from Jim's Jungle Retreat, also a RARE hotel partner provided the meet with the perfect venue and mood for the event, as the wide range of wildlife art and photographs resonated with RARE's theme of 'creating shared value' and more importantly with showcasing itself as collective of stand-alone properties owned by creative and lateral thinkers who have dared to think and venture out of the box in the travel and hospitality space.

Introducing RARE partner hotels as 'not just hotel' with unique concepts that each partner hotel is built around, RARE has emerged as the largest collection of individually owned boutique hotels with similar ethos, values and quality standard in India with a deep rooted philosophy that believes in community, conservation, culture while at the same time reflects itself as stylish, immersive and intimate.

The event also unveiled RARE's current initiative and theme that of 'creating shared value', a concept that goes beyond just CSR and sustainability in hospitality and recognises the RARE hotel partner, the traveler, the employees, the community and all other stake holders as a responsible partner in treading carefully, creating value & respect for local and their culture, conserving, learning, education and inspiring travel that goes beyond the cliché



Ajit Rana  
Overlander India

**“Overlander's main business is the day excursion product from Jodhpur known as Rural Drive which is quite an extensive drive. We've earned the reputation of being unique and authentic. We visit the real homes of the rural communities which only we have access to. We take people to the rural kitchen and serve them the rural lunch. You can be away from the city's hustle-bustle and enjoy the wilderness at its best.”**

tourist travel in India.

With participation from 14 prominent and enthusiastic travel writers, RARE had the opportunity to present 5 RARE hotel owners giving them an incredible platform to narrate their captivating stories and inspiring journey that are key to the experience that they extend in their hotel.

Partners Shoba Mohan and Sowmya Rao Vijaymohan spoke of individual and community stories that make up and define some of the experiences they have on board in the RARE community

RARE is a carefully curated list of intimate, stylish, immersive concept hotels in India, Nepal and Bhutan. RARE hotels stand for subtle



Shatrunjay Pratap  
Bera Safari Lodge

**“Our main USP is that we do the leopard safaris and this is, in fact, the only place in the world where leopards and humans thrive together without any conflict. Bera Safari is actually the people's conservation on the culture and wildlife offering a unique wilderness experience.”**



Nidhe Sood  
Shreyas Retreat

**“Everything at our retreat has the principle of Vedas in it and the philosophy that we are offering our guests. We have a Yoga retreat that is created for guests who would like to delve deeper into the ancient spiritual tradition of Yoga. When you enter Shreyas, you can feel a sense of calm and peacefulness.”**

luxury, elegant design and provide a great connect with the destination through myriad immersive activities, summing up to a truly RARE experience.

## Best Western announces partnership with roomsXML

Best Western® Hotels & Resorts recently announced partnership in India with roomsXML – an accommodations wholesaler that exclusively services travel agents. A supplier of more than 96,000 hotels around the world, roomsXML offers competitive net rates, 24/7 customer support, de-duplicated inventory, local currency banking and ready integration with leading travel technology companies around the globe.

“We're pleased to partner with roomsXML in India, providing them with ready access to our more than 4,100 hotels around the world,” said Tajinder Singh, Vice President, Sales and Marketing for Best Western Hotels & Resorts India, Bangladesh & Sri Lanka. “RoomsXML meets our business needs and aspirations



as we look to grow our footprint across the region, and we are confident they will help us be successful in our mission moving forward.”

“At roomsXML, product development and

innovation are key to keep us ahead in this highly competitive segment. We believe this focus has led Best Western Hotels & Resorts to choose us as a preferred direct distribution partner,” said Prakash Bang, managing director at roomsXML. “We are excited to formalize our relationship with Best Western. The association will bring incredible value to our travel agent partners, who will gain from seamless access to the company's global portfolio of 4,100 hotels.”

RoomsXML is a winner of numerous industry awards and accolades, including the World Travel Market Global Award – given annually to only twelve companies, who are honored for their outstanding contribution to the travel and tourism industry.