

# TRAVTALK



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## Te Aroha

# Promising more than just accommodation

With formal tie-ups expected soon, the property is hoping to create a niche in the Kumaon region while also offering spa + touring facilities.



JUSTIN THOMAS

Nestled in the Kumaon region, Te Aroha is a boutique hotel in Dhanachuli and is close to signing up three international operators to facilitate their business. "The representatives of these companies came over and ran a magnifying glass through the property. Once the contract is signed, I don't have to worry about the occupancy as a full



**Sumant Batra**

Owner  
Te Aroha

around ₹ 9,950 and ₹ 12,990. The company under which the property operates is Treepie Hospitality.

80 per cent of the staff is local and Batra informs that they have been trained for specific work as against multi-tasking and the managerial level has worked at five-star properties. One of the best offers of their services is food & beverage. "We feel pride in what we serve and though it's a fixed menu, the offering is sumptuous," says Batra.

There are plans to add a spa to the property while other than catering to guest requirements during their stay in the property, they also offer village and scenic tours in order to provide a complete package. Their tie-ups with travel agents are based on commission basis which ranges from 10 to 15 per cent.

## Te Aroha debuts

Te Aroha is close to signing up three international operators to facilitate their business

The property makes a debut this year and offers services at competitive prices

Respective tariff of around ₹ 9,950 and ₹ 12,990

house will be assured," says **Sumant Batra**, Owner, Te Aroha. The property makes a debut this year and offers services at competitive prices.

Placed in the luxury segment, the property was converted to a hospitality address and has an inventory of 10 rooms. It is further divided into deluxe and suites with a respective tariff of