

Madhubhan Resort & Spa to expand its room inventory

Madhubhan Resort & Spa will expand its room inventory in near future. It is adding new food & beverage outlets to accommodate its growing clientele.

by PREM KUMAR

Madhubhan Resort & Spa located in Anand district of Gujarat will add more rooms to the existing inventory. Taruna Patel, Director, Madhubhan Resort & Spa and CEO Emtici Engineering Ltd said, "We are working towards adding more rooms to the existing inventory. Since we are very aggressively promoting it as wedding destination, the present inventory at times seems too less. So we will add more rooms to combat such demands." Addition of new food & beverage outlets is already in progress to accommodate the constantly growing clientele. This will not only help us cater to more guests but also it will give more dining options to our dis-



Taruna Patel

- Madhubhan Resort & Spa offers both leisure and MICE services.
- The property was unveiled in 2009.
- It will expand its room's inventory.
- New food & beverage outlets to be added.

cerning guests that will result in higher guest satisfaction index," she added.

Launched in 2009, Madhubhan Resort & Spa is a complete holiday and MICE destination. It offers a choice of accommodation, such as, luxurious deluxe rooms, cottages, deluxe suites, and presidential suite. The property's wellness centre is equipped with the modern fitness equipments. The 'Sohum Spa' at Madhubhan integrates healing and wellness modalities from various streams to enrich the experience.

Madhubhan's MICE Centre has a spacious ball room which can accommodate more than 300 guests. Madhubhan has capacity of 500 persons for wedding events and up to 1500 persons

for day conferences and events.

Patel said, "MICE is one of the important segments which is keeping us occupied most of the time. We have a very targeted and focused approach towards this ever growing segment. Wedding is yet another forte of Madhubhan. Lots of Destination weddings are already lined-up for this season."

Speaking about the USP of the property, Patel said, "Our USP is 'luxury soaked in tradition'. Madhubhan Resort & Spa is an ethno-modern resort."

Elaborating her marketing strategy, Patel said, "We have a connect program with travel agents, MNCs, PSUs and corporate sector etc. We optimize every possible media vehicle to market and promote our property. However, 'The word-of-mouth publicity' has worked best for us. Once a guest visits Madhubhan Resort & Spa, we ensure that he becomes our ambassador."