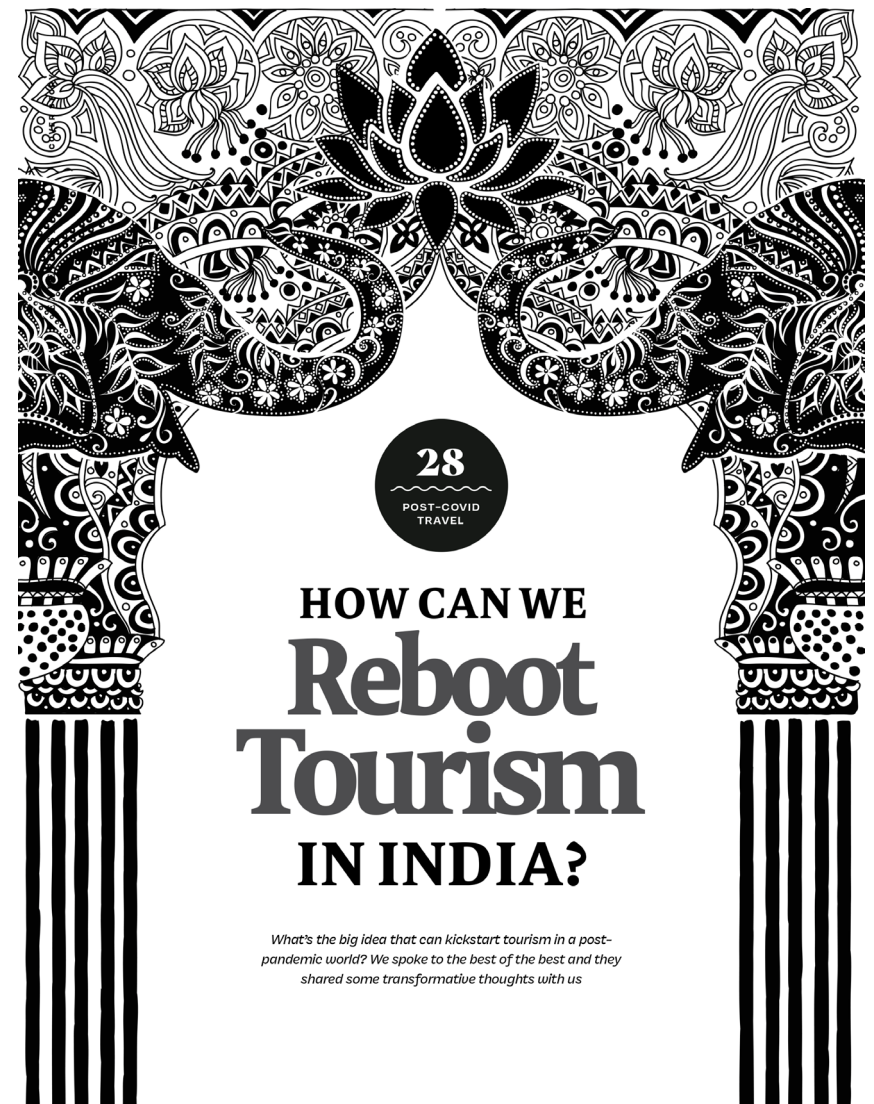


OUTLOOK TRAVELLER

November 2020



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COVER STORY

EXPERT SPEAK



Yeshwant Rao Holkar

✦ AHILYA EXPERIENCES

If 2020 has taught us anything, it is to **slow down**. To be in the moment. To connect with those around us. And to stay connected. In fact, I think that's also how I see the travel experience evolving. Going forward, apart from being socially and environmentally conscious, I believe discerning travellers will want to go beyond a hotel's walls and connect with, understand the local culture, history, people, and their traditions. At Ahilya, both in Maheshwar and in Goa, our aim has always been to ensure that we offer more than just a unique hospitality experience; one that leads to a lasting connection to each destination. At the Ahilya Fort Heritage Hotel, for instance, guests experience our family's ancestral rituals, which have continued unbroken for hundreds of years. They spend time with the traditional handloom weavers of REHWA Society, learning about the rich history of the craft and its artisans. Such experiences creating meaningful and lasting connections that go far beyond what remains on one's Instagram feed. The future then, to me, is in what I like to call '**Connected Travel**'.

Anjali Singh & Jaisal Singh

✦ SUJÁN GROUP

As the world continues to manoeuvre through these challenging times, travellers must also look for new ways of exploring. Now, more than ever, people need to travel with a purpose. Whilst SUJÁN was built as a responsible conservation tourism model, the time has come for other hotels to follow suit and travellers themselves need to support businesses that are honestly and transparently **using tourism to help make a positive impact**, not just for their guests, but for the regions where they are located. To travel is undoubtedly a luxury but we have always believed it should be seen as an investment in the wider world, in communities and ecosystems outside of our own bubble. It is not enough for hotels to do little gestures and simply talk the 'sustainability' talk; travellers should look for evidence of hotels rolling up their sleeves and visibly working towards measurable sustainable-impact goals. We hope that travellers will think more carefully about where they holiday and take time to research hotels that are operating responsibly and clearly making a positive impact. This could be visible through many different facets, for example through the way a hotel supports its local communities, or perhaps is promoting wildlife conservation or the local culture. SUJÁN is proof that travel, like all businesses, can become a **transformative force for good**, whilst still being spoiling, luxurious and unforgettable! We hope travel will be a more responsible decision, and that where people choose to spend their money and valuable holiday time going forward, is a decision they are proud of.



Syed Junaid Altaf

✦ EMPYREAN SKYVIEW PROJECTS

If the 1920s changed how the world travelled with the introduction of commercial aviation, the year 2020 was overtaken by the Covid pandemic and travel across the world came to a grinding halt. Everyone related to the industry had to shift gears and think anew. Fortunately for us, we at Empyrean were ahead of the curve as we have just launched Skyview Patnitop at Sanget Valley, a new mountain tourism and lifestyle destination for new-age travellers looking for serenity, unsurpassed hospitality, differentiated luxury, eclectic gastronomy, holistic living, culture, adventure sports and folk art against pristine and undiscovered surroundings. We believe that tourism will be led by developing **new destinations offering bespoke experiences**, much like those we offer for solo travellers or groups, curated specially by our local experts at a very attractive price. This is a destination that is safe for travellers, is environmentally conscious and responsible, and one that gives back to the community—all values that hold multi-fold importance in society today.