

quarter of 2015-16, the mid-market hotel segment has recorded a growth of 5.5-6 per cent, said Arpan Dutta, senior vice president (operations), Keys Hotels.

He was speaking to 'Express' on the sidelines of the launch of Keys Kochi. He added that Thiruvananthapuram Keys, which became operational in 2007, has a occupancy rate of 65-70 per cent.

Keys Hotels and Resorts has opened Keys Kochi, its 2nd hotel in Kerala and 16th across India. The first Keys Hotels in Kerala was opened in Thiruvananthapuram.

Keys Hotels sales head Shailesh Srivastava said that they are aggressively promoting the brand through online and have been receiving good response so far. Funded by Berggruen Holdings, a New York-headquartered proprietary fund, Berggruen Hotels, formed in 2006, has been establishing mid-market hotels in Keys Hotels brand. Besides Kerala, Keys Hotels has presence in Aurangabad, Bengaluru, Chennai, Goa, Jaipur, Ludhiana, Mahabaleshwar, Mumbai, Pune, Silvassa, Shirdi, and Tirupati. ENS

Keys Hotel Doing Brisk Biz

Kochi: Though the Hotel Industry as a whole grew by 4 per cent in the first