NISHANTAM MUSSOORIE

A CASE STUDY- OTA MANAGEMENT SERVICES

CCS Hospitality Marketing had two short stints with Nishantam Mussoorie. This heritage property was renovated and given on lease in 2021 by the owner. After the initial tenant moved out in August 2021, it was taken over by another tenant who ran it in the name of Nishantam by Tranquille Experiential Living.

HOMESTAY BACKGROUND

Nishantam by Tranquille Experiential Living is a 150-year old heritage property that was constructed during the British period. It was originally called the Westonal Cottage. Despite the renovations, the rooms still have some original structures like the ceiling or the stones on the walls and the fireplace. The original property has 5 rooms with an extension where the owners stay.

THE CHALLENGE

Since the new tenant was known to CCS Hospitality Marketing from another project, we were approached to help with the online marketing for this property. While the property had been listed on OTA's like Booking.com, MakeMyTrip and Agoda, the content had to be updated with the new details and photographs.

THE APPROACH

The first one month was spent on getting the OTA's updated with the new content as well as pricing and promotions. The first bookings were generated by the end of the month through MakeMyTrip.com and later Booking.com.

Being the off-season in Mussoorie, we received a few bookings each month till March 2022. However, this period gave us an opportunity to understand the market, the clientele and the pricing structure.

Bookings started picking up from April onwards with 17 bookings in May and June. We also received one offline booking in each month. Being the first year of operations, we did not expect that business will be very good. The tenant was also involved in generating offline bookings through his own contacts and with help from his hotelier friends. This helped the homestay cover their expenses in the first year.

From July to September was the monsoon period so business dropped back to just a few rooms a month. Due to the monsoons, the roof of the main building started leaking and the tenant requested the owner to get some repair work done. The owner refused as he wanted the tenant to take care of the expenses. This led to the tenant walking out of the contract in September. For the next two years, the property was closed down as the owner was unable to find another tenant. During this time, he also decided to expand the property by adding another wing with four more rooms.

In February 2024, the owner signed the lease agreement with another tenant who approached me to help with the online marketing since I was familiar with the property. The property was continued under the same name of Nishantam by the Vyom and I updated all the OTA's with the changes.

Since the property had been closed for two years, we had to work on creating visibility for the property on all OTA's once again. We started getting offline bookings from February and March. The first OTA booking was generated in March end.

April was a slow start with just 6 bookings but it picked up in May and June, closing at 31 bookings in June. Due to issues with the tenant, we stopped our services to Nishantam in July 2024.

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CONCLUSION

Our two stints with Nishantam Mussoorie showed that we could generate good bookings for the homestay despite the lack of continuity. Even while the property was closed for two years, we continued to receive calls for bookings. Since the homestay website was still active, Nishantam continued to receive visibility which helped once the property reopened.