

[\[PRINT\]](#) [\[CLOSE\]](#)

NEWSTRACK

By Anita Jain | Mumbai

VenueMirror.com keen to increase its hotel portfolio from select metros and Tier I cities

Plans to enter Singapore and UK market this year-end

Monday, May 18, 2009, 10:00 Hrs [IST]

Bangalore-based [VenueMirror.com](#), a MICE-focused web portal is now keen on entering the metro cities. Less than a year old, the website is working with over 200 hotels across India and is now aiming to increase its hotel portfolio by including more hotels from metro cities like Mumbai, New Delhi and Kolkata and Tier I cities like Pune, Chennai and Ahmedabad.

Talking about the concept of MICE-focused portal and its working, Zal Dastur, Head - Sales & Marketing, [Venuemirror.com](#) said, "With the improving infrastructure and aggressive participation of private sector, the Indian MICE market is growing rapidly. Our website simplifies the process of finding hotels (venue for business events), sourcing proposals, selecting a venue and providing the client with best possible deal. This reduces time, cost and hassle of finding hotels for a certain fixed budget event. On the other hand, we help hotel companies to fill their banquet halls and increase their F&B revenue."

The website works with an open tender service wherein the client has to fill in a form of requirements and arrangements. The form will be sent to all the partner hotels (over 200 hotels in India) and hotels interested in the deal have to get back to the company. Once the proposal is sent by the hotel to [VenueMirror.com](#), it sends out a report to the client with the reference number to make the bookings. Dastur said, "Deep discounting by hotels leads to price wars which in turn hampers the hotel brand and industry as a whole. Through [VenueMirror.com](#), hotels can protect their brand name as we don't disclose the special rate to the end consumer directly and also help the hotel to have high occupancy levels during the lean season." The site also has consultants available over the phone or email to provide additional expert advice to the clients.

Currently, [VenueMirror.com](#) has more hotel partners from Bangalore, but now it is focusing on other cities of India for increasing the hotel base. To further enhance the MICE industry of India, it is going to start its operations in Singapore by this month end and in UK by year end. "Singapore is one of the preferred short-haul destinations for Indian corporate sector, so we planned to start operations in the country. We are going to cater to the outbound business traffic to Singapore along with inbound Singapore business traffic to India. On the other hand, UK is one of the emerging long-haul destinations for Indian business segment. We are going to start our operations in the UK by this year end." Currently the company is talking to about 15-20 hoteliers in Singapore. Once the operation starts, it will slowly increase its portfolio in Singapore for better services and options.

[CLOSE](#)