



Monthly Coverage Report

July – August 2025

Prepared by

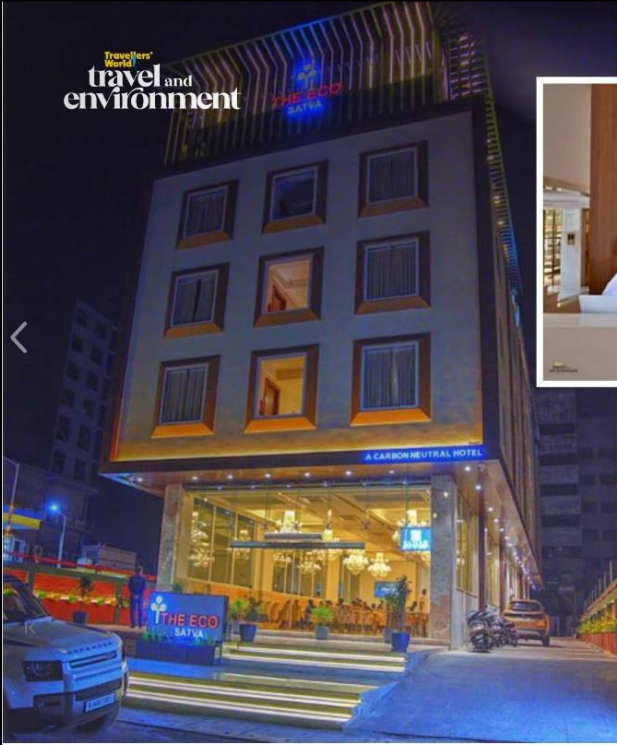
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Sr. No	Date	Publication	Edition	Headline	AVE
Exclusive interview					
1	July 2025	Travellers World Magazine	National	A Refreshing Oasis in Kota: My Experience at Eco Satva Hotel	129600
Authored article					
2	22-Aug-25	The Travel And Tourism Times	Online	TTT SPECIAL : THE DIWALI TRAVEL BOOM: HOW LONG WEEKENDS ARE BECOMING INDIA’S NEW TOURISM SEASON	200000
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Exclusive interview

Headline	A Refreshing Oasis in Kota: My Experience at Eco Satva Hotel
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Page No.	64 & 65




A Refreshing Oasis in Kota: My Experience at Eco Satva Hotel

by Anirban Dasgupta

Despite having clocked thousands of miles across India, Rajasthan always calls to me with a magnetism I can't resist. Yet this journey marked my very first foray into Kota—a city known more for its exam-hardened students and legendary coaching centres than for leisure travel. I arrived expecting little beyond a bustling educational metropolis, but Kota quietly confounded my assumptions with its striking blend of old-world charm, wide boulevards, and unexpected serenity.

Kota, I soon to learn, is a city with a soul stretching far beyond the branding of "Coaching Capital of India." It carries the flavour of Rajasthan, but with a distinct cadence—less hurried, more rooted. The traffic-light-free roads, the morning waft of kachuri frying at roadside vendors, the poetic expanse of the Chambal River, artful city architecture, and the slow, deliberate pace of life—all revealed themselves to me during my stay here.

WHERE HOSPITALITY MEETS SUSTAINABLE ASPIRATIONS

I'd chosen to stay at Eco Satva Hotel, one of Kota's newest properties. Tucked away from the city's coaching corridors yet conveniently accessible, this premium mid-segment hotel is an earnest attempt at redefining hospitality in Kota. What struck me upon arrival was the glistening newness of the property, still carrying the scent of fresh paint and promise.

From the outset, the experience was anchored not just by amenities, but by people. Mr. Arun Sharma, the General Manager, epitomises the understated warmth of true hospitality. Hailing from Banaras, Mr. Sharma is equal parts affable host and impromptu Kota guide—always ready with a local anecdote or an offbeat recommendation. Under his thoughtful leadership, the entire team at Eco Satva is striving to carve out a name in Kota's growing hospitality scene.

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ROOMS AND COMPACT COMFORT

The rooms at Eco Satva might be best described as thoughtfully small—never cramped, always functional. Immaculately maintained, each blend offers essential modern amenities for both business and leisure travellers. The soft, eco-friendly linens and clever use of space showcase the hotel's focus on guest comfort, while still giving a nod to sustainable choices.

While not sprawling, common areas have a welcoming energy. An added bar on the fourth floor offers a relaxing spot, while the true showstopper is the rooftop restaurant, easily among the best in the city.

VEGETARIAN GASTRONOMY, WITH SURPRISING TWISTS

A remarkable aspect of Eco Satva is its management's strong focus on sustainable living, right down to its all-vegetarian culinary philosophy. As a dyed-in-the-wool non-vegetarian, I approached meal times with a degree of scepticism. But thanks to the creativity and sincerity of the young chef from Himachal Pradesh and his eager team, I was consistently surprised. Be it a reinvented sushi or a Jagannath Dal of Puri, flavours were robust, ingredients fresh, and plating elegant.

Still, as I sampled the delightful offerings, I couldn't help but reflect on the considerable challenge ahead: carving

a niche among the city's youth and out-of-town diners for a "vegetarian-only" rooftop hotspot. The kitchen is off to a strong start, but continued innovation and community engagement will be key to sustaining momentum.

PEOPLE MAKE THE PLACE

If there's a secret ingredient at Eco Satva, it's the people.

The team embodies a blend of professionalism and the eager-to-please attitude only found in places where a dream is still taking root. Front Office Manager Aman Mr. Arun Sharma went far beyond the call of duty—organising an impromptu tour of Kota's lesser-known highlights. Together, we braved the summer heat to visit the ruggedly beautiful Chambal River landscapes, the tiger sanctuary, and the impressive Riverfront Tourism Centre. These simple gestures—showing off Kota's gems—transformed a routine work trip into a memorable adventure.

ROOM TO GROW, PROMISES TO KEEP

Overall, Eco Satva scores high on comfort, warmth, and value for money. For corporate travellers, young professionals, or families seeking a base for Kota's social events and quiet explorations, the property is poised to become a sought-after destination. There are, of course, inherent challenges: the hotel still needs further promotion and more strategic outreach to claim attention amid the city's established names. Carefully curated events, stronger digital presence, and local collaborations could accelerate its rise.

Yet sometimes, you can see from the very first days that the hotel is driven by heart, not just by numbers. The combination of approachable leadership, dedicated staff, and a vision for sustainable hospitality make Eco Satva

more than just another new hotel in Kota; it's a refreshing oasis poised for a bright future.

Seasoned travellers who crave comfort without the usual clichés should rally at this promising new address. And if your travels bring you to Kota—whether for work or wanderlust—Eco Sat welcomes you with open arms and slow, genuine Rajasthani smiles.

With Eco Satva in Kota, we are proud to introduce a hotel experience that blends mindful living with modern hospitality. Rooted in sattvic principles, the property offers clean, vegetarian cuisine prepared without onion or garlic, catering to guests seeking balance and wellness. The property features 63 rooms, located in Kota, Rajasthan, close to educational hubs and iconic locations. From the 'Grand Buffet' at the Sahar to GG's, our open-to-sky Pan-Asian restobar, and Kick in the Brick, our vibrant nightclub and lounge with a unique twist, every element is thoughtfully designed. As a carbon net-zero hotel, we've prioritised sustainability throughout. Hence, you can say that our Eco Satva is – conscious, contemporary, deeply connected to Indian values.

Mr. Rajiv Prashar, General Manager of Eco Hotels and Resorts Limited

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Authored Article

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BY RAJIV PARSAD, AVP, ECO HOTELS & RESORTS

NEW DELHI | 22 AUGUST 2025

In 2025, India's travel and tourism industry is on track to add over ₹22 lakh crore to the economy, supporting more than 48 million jobs as per a new report from the World Travel and Tourism Council (WTTC). Yet beyond this tremendous growth scale, the way Indians are traveling is undergoing a quiet transformation. Instead of waiting for long summer holidays or year-end breaks, people are embracing short, purposeful getaways around long weekends, with festivals like Diwali lighting the way. And what's even more striking is the shift in priorities as travelers are seeking stays that blend comfort with conscience, choosing destinations and hotels that reflect their values of sustainability, wellness, and mindful living.

The Rise of the Mini-Vacation Mindset:

A decade ago, travel calendars were predictable – summer family getaways, winter vacations for couples, and monsoon staycations. Today, however, Indians are increasingly choosing shorter, experience-driven trips around festivals. Diwali, with its cluster of public holidays and the growing culture of flexible leave, has emerged as a key driver.

This phenomenon is tied to two factors. First, the aspirations of a younger, urban population that prefers more frequent but shorter breaks. Second, the evolution of India's hospitality sector, which is rapidly adapting to the "weekend tourist" by offering everything from curated dining to compact yet luxurious stays. What once was a season dominated by sweets, shopping, and family gatherings is now becoming equally about wellness retreats, spiritual circuits, and cultural explorations.

What sets festival-led travel apart from traditional holiday seasons is its diversity. While some travelers head to spiritual destinations to combine festivities with pilgrimage, others are drawn to city hubs for food, nightlife, and shopping experiences. A growing number also see it as the perfect time to explore tier-2 and tier-3 cities, which are now more accessible owing to improved connectivity and latest hospitality offerings.

Interestingly, "environment-friendly" options are beginning to shape choices. Eco-conscious travelers are factoring in carbon footprints, preferring stays that balance comfort with responsible practices such as eating clean, renewable energy use, and local sourcing. The younger demographic, in particular, is rewarding hotels that are transparent about their environmental and social impact. This shift is pushing the travel industry to think beyond luxury and location and instead highlight values and experiences that resonate with modern India.

At the same time, Diwali's long weekends are helping redefine family travel. Instead of a single long trip in the year, families are breaking it down into multiple shorter journeys. This "micro-holiday" culture allows people to balance work schedules, school calendars, and festive rituals without missing out on the journey and its experiences.

What This Means for India's Tourism Landscape?

If long weekends continue to grow into a tourism season of their own, India's travel and hospitality industry will have to rethink its playbook. Hotels and resorts will need to reimagine how quickly and sustainably hotels can be built, experiment with new formats of mid-range and budget offerings and emphasize sustainable practices to stay competitive.

For travelers, this is good news. It means more options, better deals, and experiences tailored to the compact timeframes of festive getaways. For the industry, it signals a future where distribution of demand is more even across the calendar year, reducing the reliance on summer and winter peaks.

In many ways, the festival of lights has always symbolized new beginnings. Today, it is also reshaping the way India travels, ushering in a new season built not on climate or tradition, but on the modern desire for frequent, meaningful, and responsible escapes. And as long weekends multiply across the calendar, the sparkle of Diwali may just light the path to India's next great tourism wave.

Thank You!