



Hotel & Restaurant Association of Rajasthan

Who are we?

Hotel & Restaurant Association of Rajasthan (HRAR)

- The oldest association of hospitality industry in Rajasthan
- Established in 1991
- 175 + distinguished members from across the state
- HRAR includes some of the state's most respected hotels and restaurants, including several iconic properties.
- Member association of FHRAI and HRANI
- Assists Ministry of Tourism GOI in hotels classification
- Collaborates with FICCI for the Great Indian Travel Bazaar (GITB)
- Collaborates with FHTR for the Rajasthan Domestic Travel Mart (RDTM).
- Founding member of the Federation of Hospitality and Tourism of Rajasthan (FHTR)



Benefits of Membership

Unlocking Opportunities in Hospitality

Networking Opportunities

Connect with leading hospitality stakeholders across Rajasthan, enhancing collaboration and partnerships.

Statewide Discount Cards

Enjoy tangible financial benefits with discount cards honored at various locations across the state.

Proactive Government Interaction

Engage with government officials to ensure member concerns and interests are effectively addressed.

LEGAL ASSISTANCE

Connect with members for counselling & advise on industry related matters.

Marketing Events Access

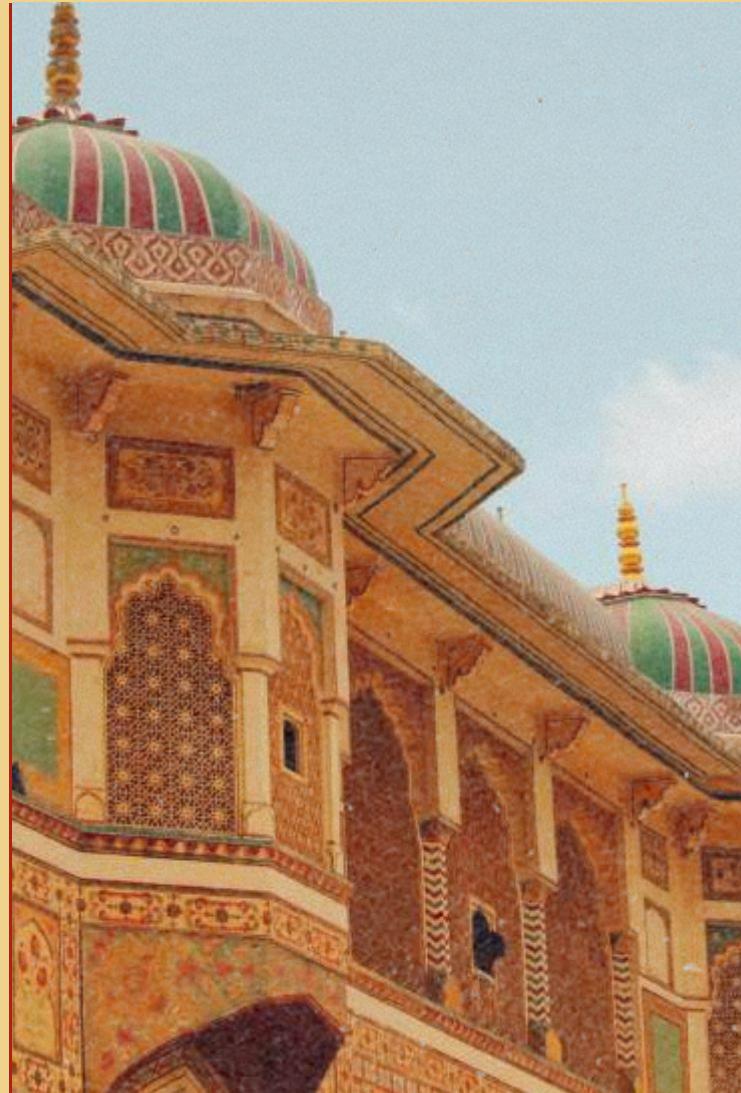
Gain visibility through exclusive access to marketing events and trade fairs, boosting your business profile.

Policy Formulation

Connect with government officials to ensure well researched advise reaches government on policies affecting tourism & hospitality industry.

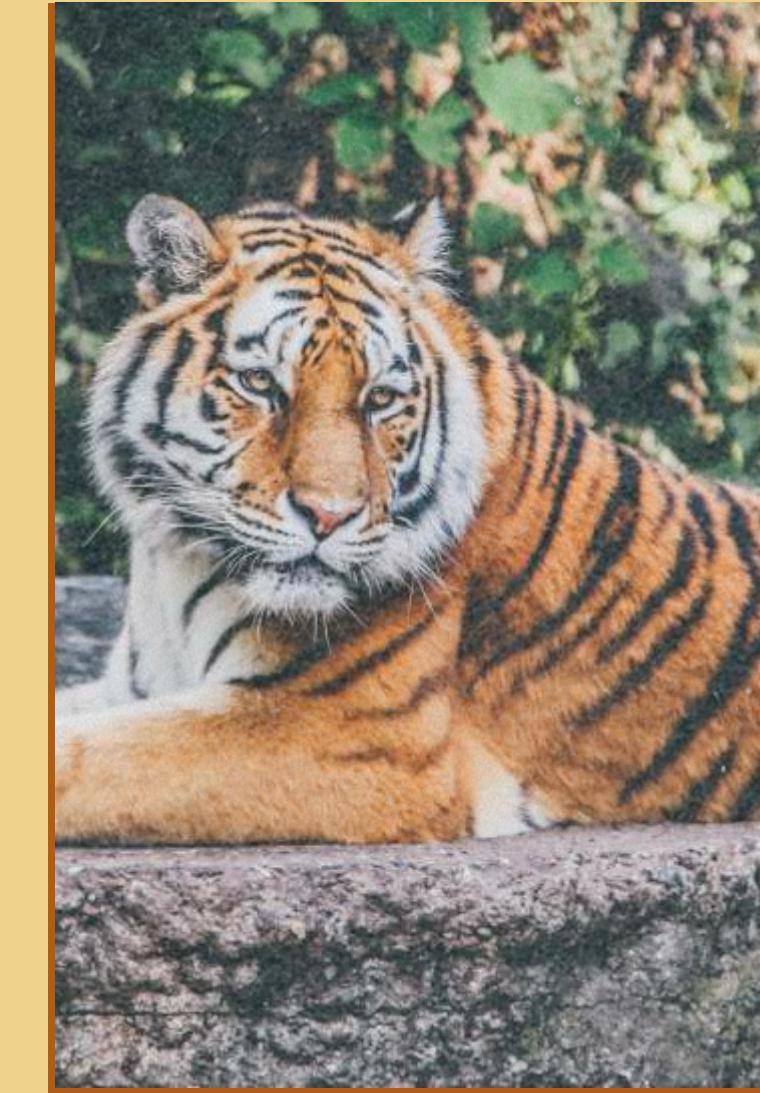
Impact of HRAR's Initiatives

Driving Local Tourism and Economic Growth



Restoration of Heritage Sites

The revival of Jagdish Temple at Udaipur.



Wildlife Tourism

Revitalization

Newly opened routes in Ranthambhore and Sariska Parks have boosted wildlife tourism post- COVID.



Government Collaboration

Partnerships with the government have resulted in increased funding for tourism projects.



Post Covid Recovery

Initiatives to revitalize the hospitality sector, focusing on safety protocols, business revival, and workforce support.

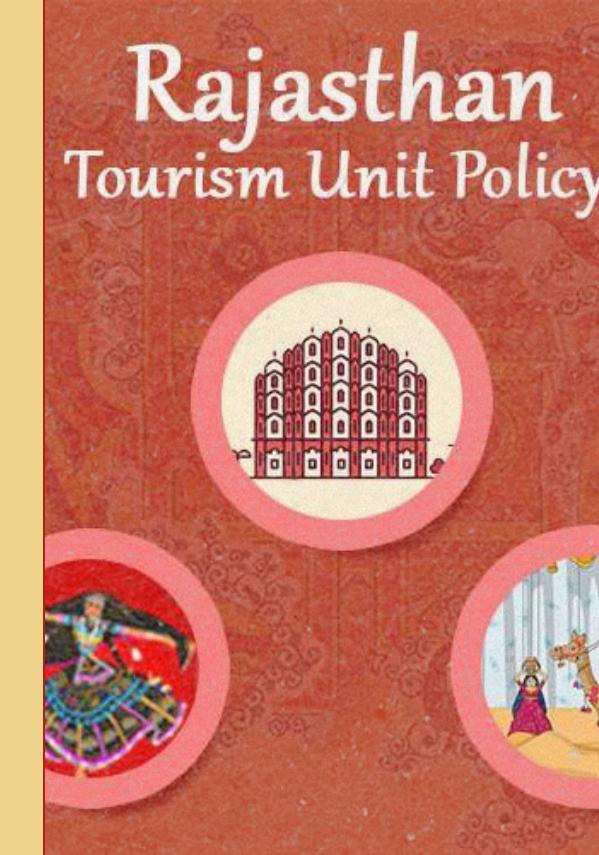
Achievements of HRAR

Milestones Transforming Rajasthan's Hospitality Sector



Industrial Status for Hotels

Secured industrial status, improving operational capacities for hotels in Rajasthan.



RIPS Benefits

Successfully campaigned for reducing threshold from 50 to 10 crore, easing financial access for members.



Bar License Fee Discounts

Implemented a 35% discount on bar license fees during COVID-19, aiding member sustainability.



Policies promoting Tourism

Successfully assisted government on:

- Rural Tourism Policy
- Guest House Policy
- RTUP 2024



SGST Refund

HRAR's initiative assisted members in recovering all their pending refunds efficiently.



Strengthening Partnerships

Enhancing collaborations with government and stakeholders to tackle industry challenges.



Changing Perceptions

Utilizing media engagement and community outreach to reshape the image of the hospitality sector.



Fostering a Learning Culture

Encouraging continuous learning among members to keep pace with emerging trends.

Sharing Business Opportunities

To expand business opportunities by sharing insights on upcoming projects and emerging prospects across the state.



Future Ready

Studying, discussing and preparing the industry for future challenges e.g. Sustainability, AI .



Future Vision for HRAR

Envisioning Collaboration and Growth in Hospitality



Strengthening partnerships

Collaboration as a Key to Future Success in Hospitality



Collaboration with Government Bodies

Working closely with government organizations to tackle emerging challenges in the tourism sector.



Networking among Members

Facilitating networking opportunities for members to share insights, solutions, and best practices.



Community Initiatives

Engaging in local initiatives to improve the tourism experience for both visitors and residents.

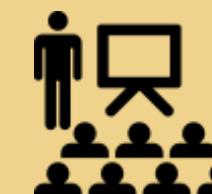
Representation in Policy formulation

Acting as a respected voice for the hospitality industry in government policy discussions.



Addressing industry Issues

Taking a positive approach to resolve industry-specific issues and challenges.



Learning from Peers

Encouraging members to learn from each other to tackle current and future issues effectively.

Membership Details

Membership:

- Membership by invitation only
- Individual members: Individual hotels / restaurants of repute
- Group / chain memberships: Hotel / restaurant groups can apply for combined memberships with monetary benefits
- Associations as members: City hotel associations can apply
- Associate members: Vendors, subject experts, individuals/companies that have their skin in the hospitality trade may apply.

Membership Form



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