



ITH Stays

Brochure 2021 | Premium Homes & Hostels for Travellers by ITH

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Est. 2013

Varanasi, India

Introduction

Welcome to ITH Stays! We appreciate your interest in our Homes & Hostels and are pleased to present our organisation to you.

ITH, standing for International Travellers' Homes & Hostels, is a unique brand targeting the budget segment of the hospitality industry. We pioneered the youth travel industry by setting up the first-ever travellers' hostel of its kind in all of northern India in January of 2013. ITH has since been committed to providing accommodation, food & drinks, and associated facilities & services.

ITH has consistently earned several awards, accolades and is frequently featured on online travel websites. With our unique, modern and well-tailored approach, we are proud to say that ITH has emerged and maintained as a leading choice for travellers. Our singular focus to provide the best possible hostel & bistro ambiance at a reasonable price, coupled with superior quality service, enables us to achieve the desired success.

In the years since our inception the concept of hostelling has become a trend, only to reinforce our vision.

Become a part of our journey – we look forward to hearing from you!

The ITH Team



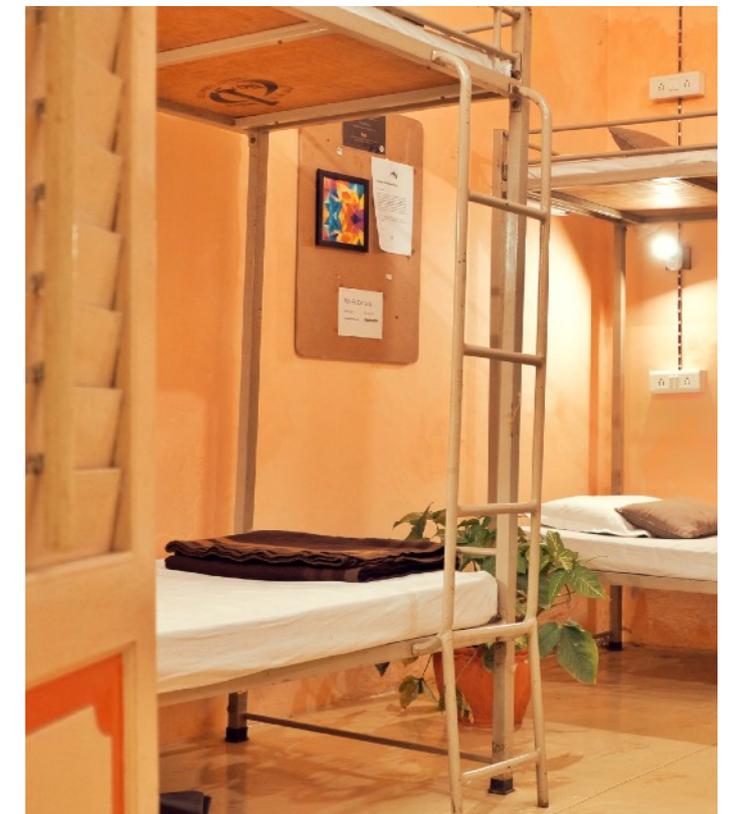
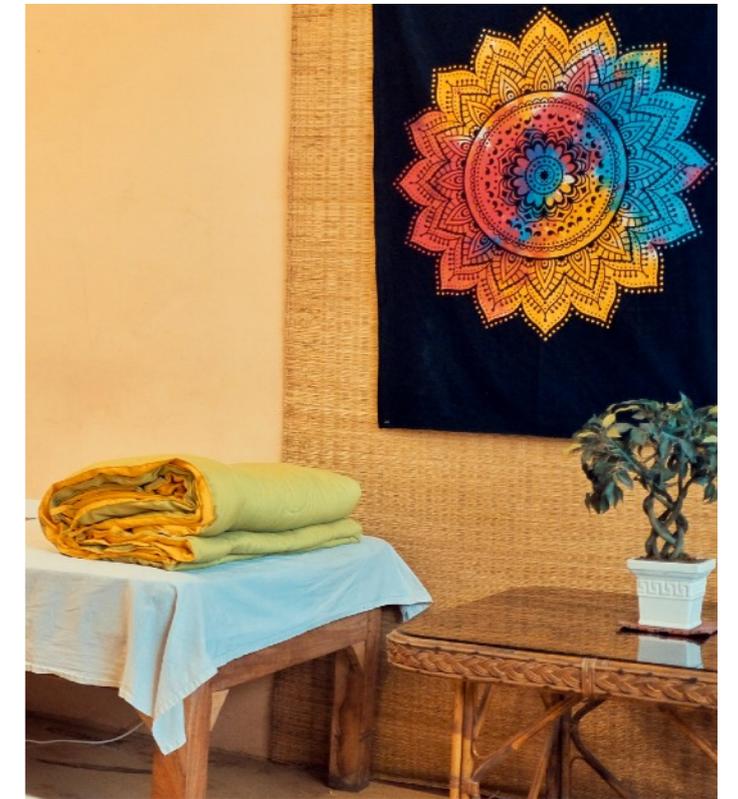
“It’s like your home away from home!”

Our motto from the start



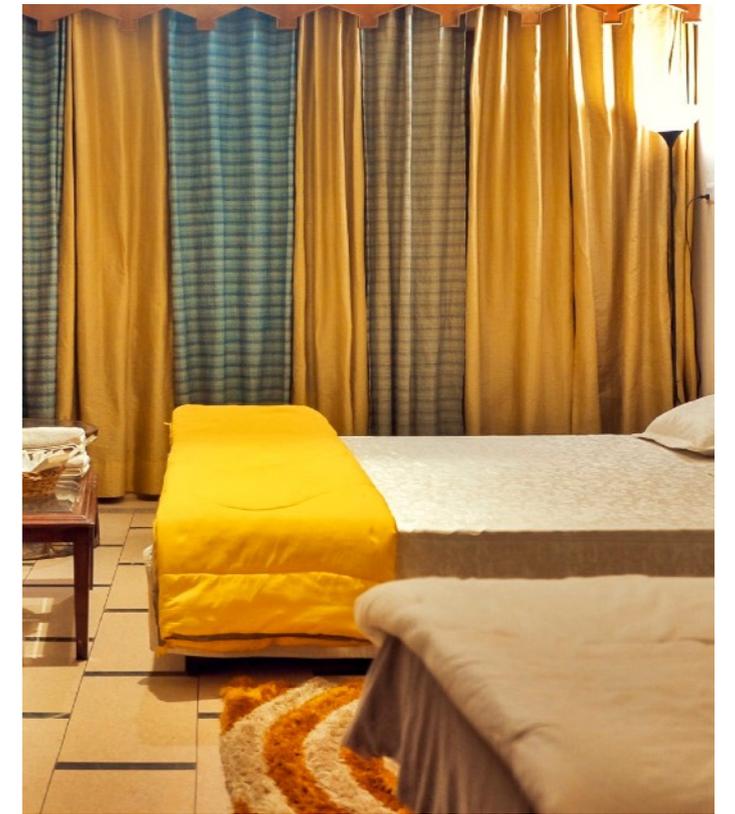
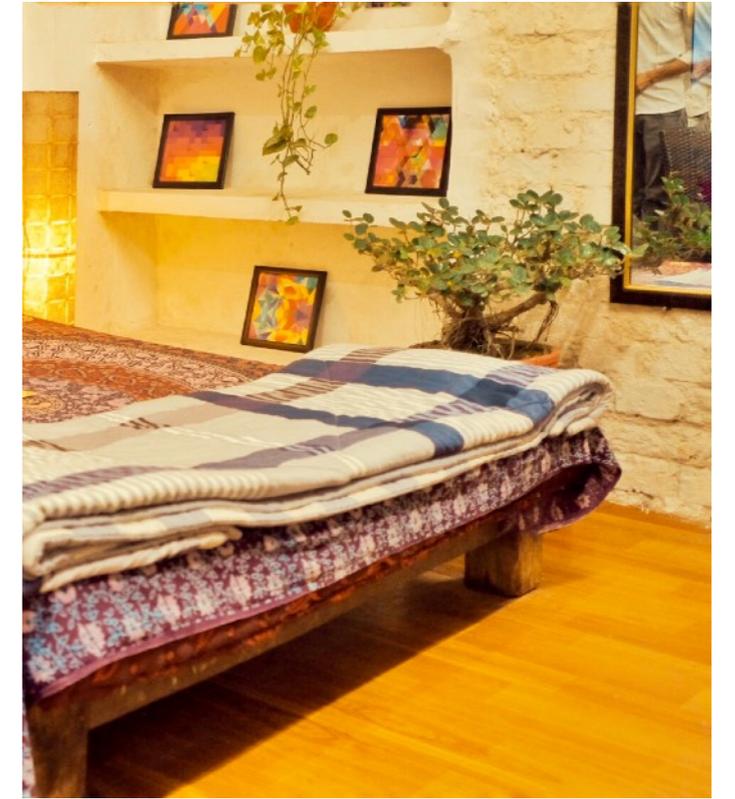
In 2021

The Original Hostel



Dorms

2021



Privates

2021



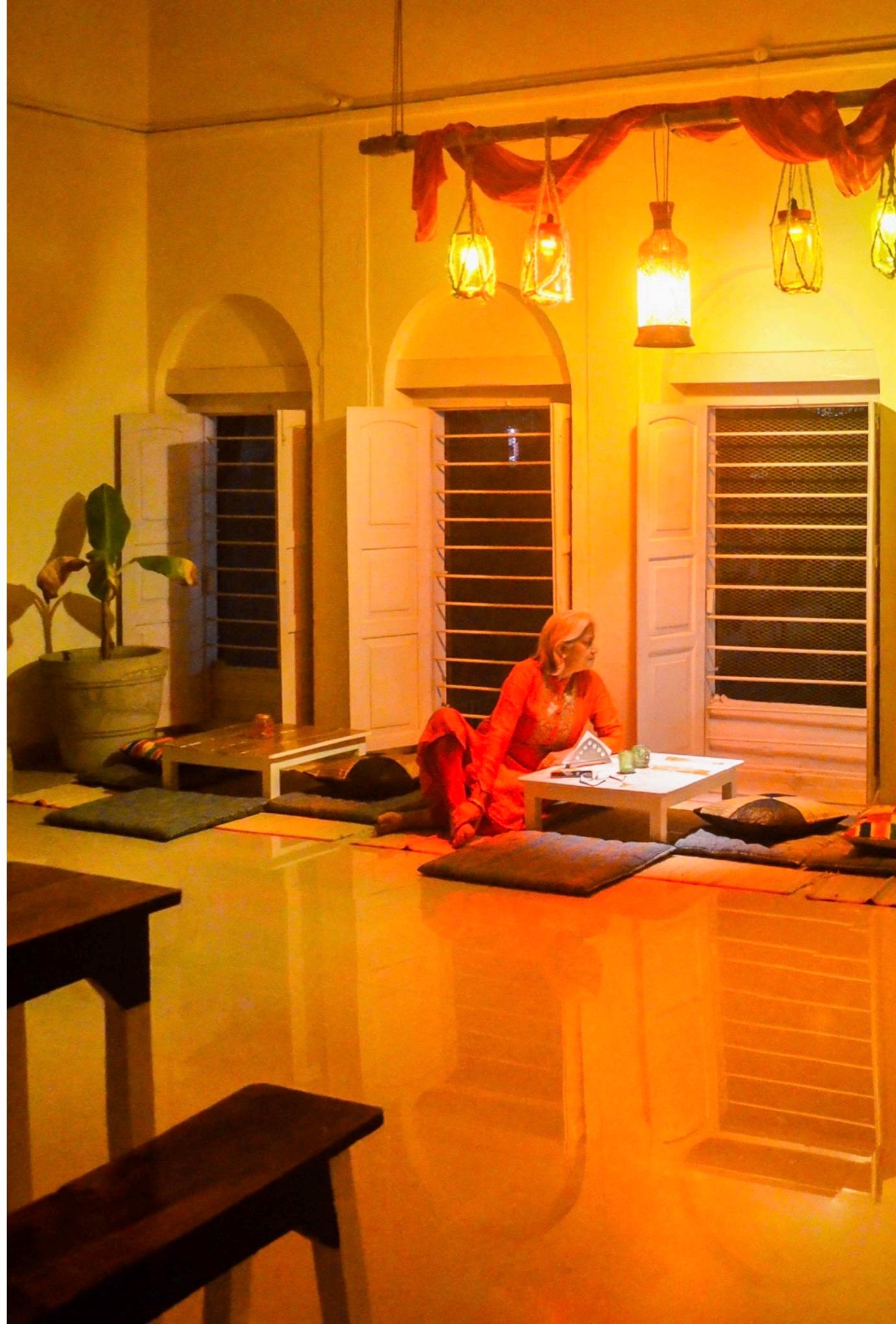
Holi Festival

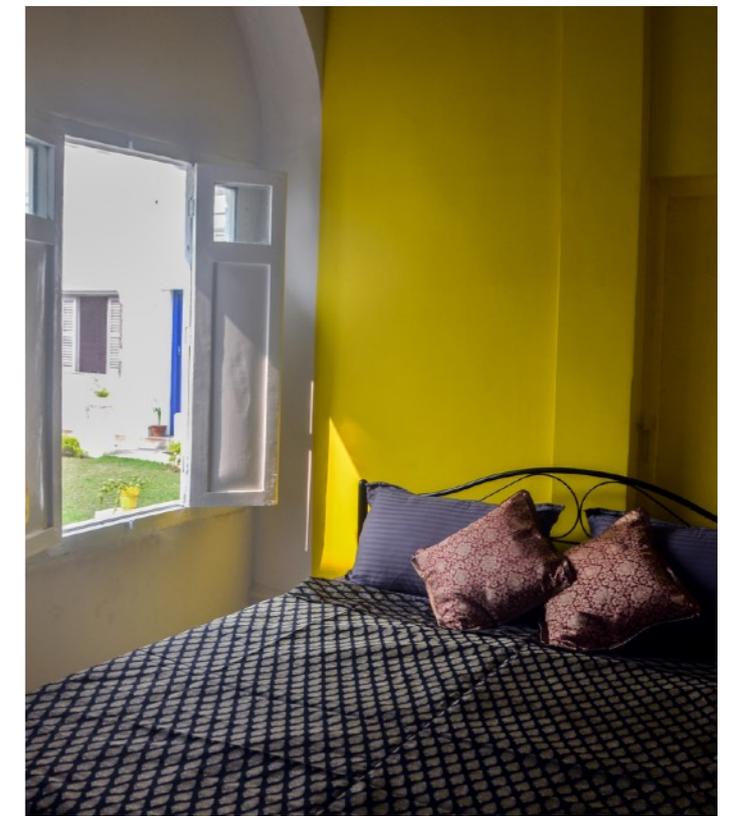
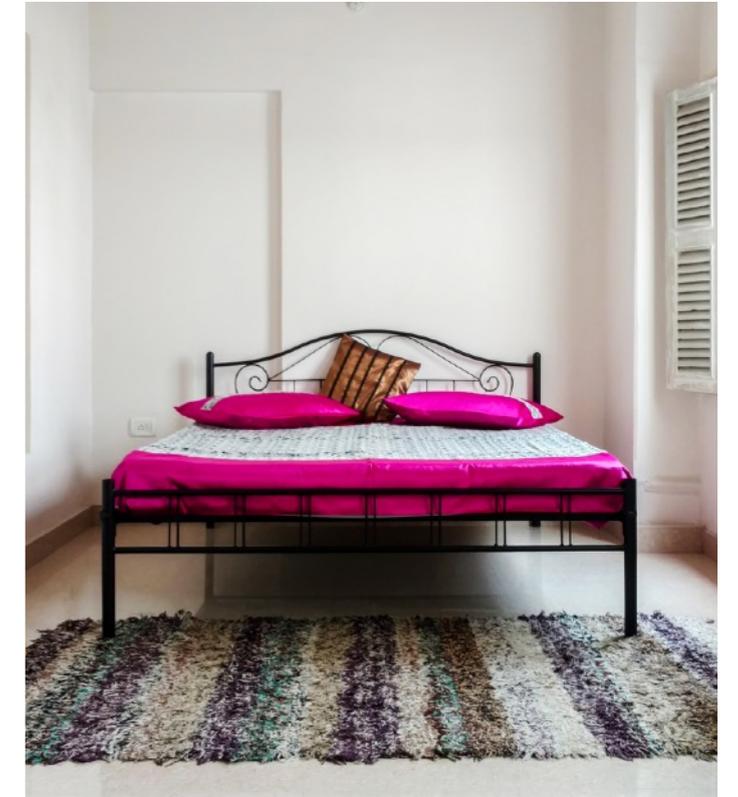
2018

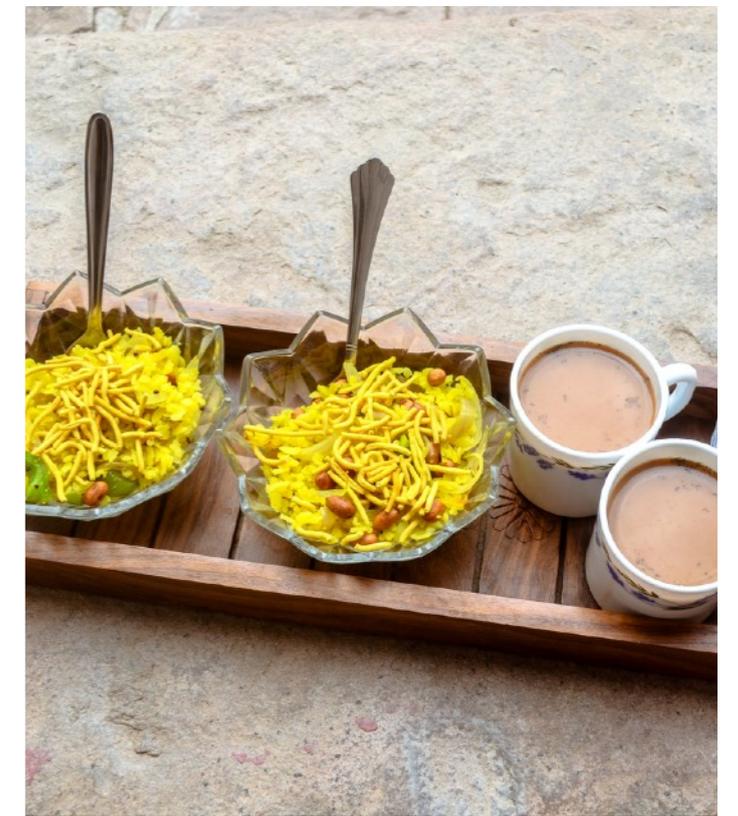


ITH Homes

Homestays are the next big thing in India, and we're on it.

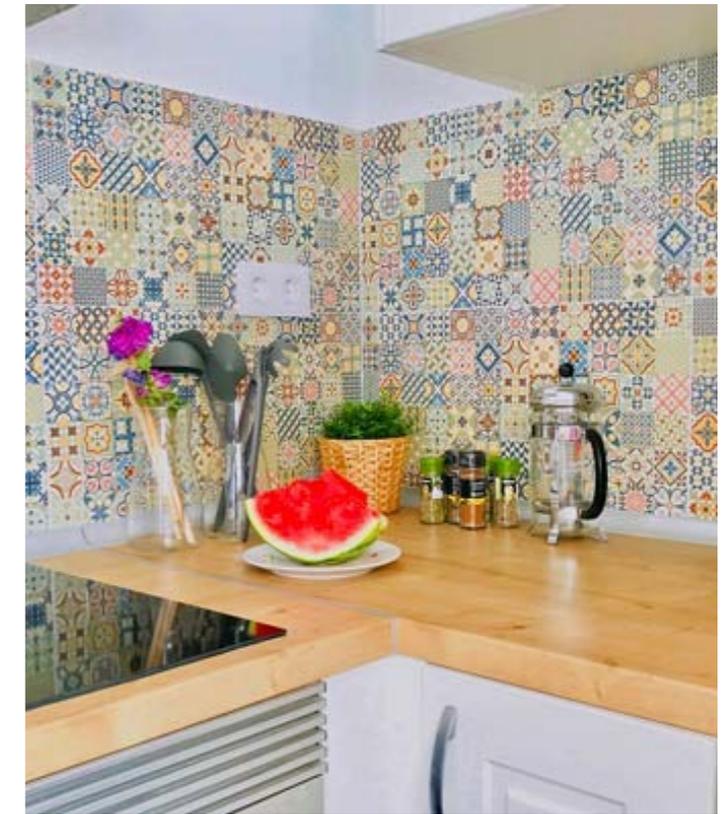






ITH Home in Varanasi, India

2019



ITH Home in Valencia, Spain

2021



Objective

Today ITH stands strong as a Premium Hostel & Homestay brand with ambitious expansion plans both within India and internationally and with the bone fide objective of providing world-class hospitality services to its guests





Our Vision

Stand out from the crowd with beautiful homes in beautiful places



Our Mission

Living up to the reputation of genial Indian hospitality

Food & Beverage

The concepts of our branded in-house vegetarian & vegan F&B outlets are designed to provide unrivalled guest experience but are also focused on keeping sharp control over the GOP. The menus feature fresh & healthy homemade food & drinks to cater to customers' needs, and the profitability of each menu item is closely monitored at all times.



Key Features

Cosy, Colourful, Happy & Pure

The entire ITH team pays utmost importance to providing a pleasant and lively atmosphere for our guests so that they can best enjoy their time with us. We ensure this by providing cosy communal spaces, aesthetically designed colourful interiors, and maintaining a happy & light-hearted ambiance through and through. We also maintain the highest standards of hygiene for our guests' peace of mind.





The Expansion Plan

ITH is known for its best-in-class premium services & facilities, unmatched hospitality and great-tasting healthy food & drinks, and that's what we aim to bring to our guests across India and internationally



Promoting Entrepreneurship

With the ITH Franchise Programme you get to be an entrepreneur yourself by realising your dream of starting a hospitality business of your own

Operating Systems

- At ITH, the properties take advantage of the full range of operating systems that bring the results in terms of guest satisfaction and financial profit
- The systems include but are not limited to distribution systems, channel managers, property management system and reputation management system

Support Mechanism

Commercial and Operational Business Support

The properties under ITH's umbrella benefit furthermore from a robust support mechanism which includes extensive Commercial and Operational Business Support Sessions

The business sessions are held on a quarterly basis with the objectives to:

- Measure the improvement of the Brand Performance Indicator
- Ensure that the property is taking full advantage of the ITH Brands & Concepts as well as the ITH Commercial Value Drivers in order to maximise its financial results
- Support the property to reduce operational costs and to augment the GOP (Gross Operating Profit)

ITH's Timeline

- In 2013 Ashish Verma launched ITH as the first modern backpackers' hostel in northern India
- An in-house vegetarian & vegan bistro was introduced later in the year
- By late 2014 Ashish moved to Germany, thereby halting the expansion plans in India; nevertheless continuing business operations as usual
- The next 3-4 years were spent establishing a system that would enable successfully operating a hospitality business in India remotely from Germany
- Come 2018, the business was ready to expand and subsequently our Franchise Programme was introduced
- In the summer of 2018 ITH franchised the first hostel
- By autumn 2018 the contract unfortunately had to be terminated due to a lack of upkeep by the franchisee
- In September 2019 we launched our first homestay franchise, which was a great success. It had to unfortunately be shut down in July 2020 due to Coronavirus-induced difficulties

Moving Forward...

- Inline with the expansion plans ITH has onboarded Vishal Singh as the Director of Operations and Avneesh Kabra as the Business Analyst
- Vishal is based between Delhi & Varanasi and also manages the Business Development within India
- Avneesh, based in Thailand, is working to expand in the SE Asia region

The Core Team



Ashish Verma

Co-Founder



Shubha Verma

Co-Founder



Avneesh Kabra

Business Head – Asia



Abhishu Kushwaha

Business Head – India

Awards & Accolades

- Booking.com Traveller Review Awards, 2016, '17, '18, '20, '21*
- Hostelworld Customer Ratings, 2019**
- TripAdvisor Certificate of Excellence 2015, '17 and '18
- Mentioned by NatGeo Traveller, India Today, TripSavvy, etc.
- Among the top-rated in Varanasi and in India

*[Booking.com](#) changed their awarding system in 2020 which in the previous system would reflect the year 2019

**Hostelworld introduced their awarding system in 2019 for the first time



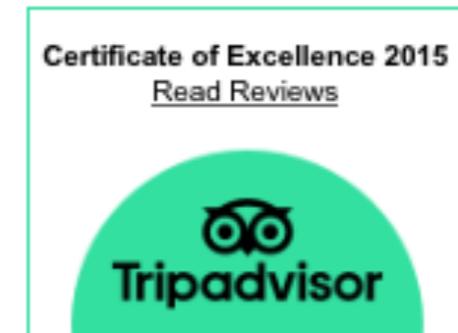
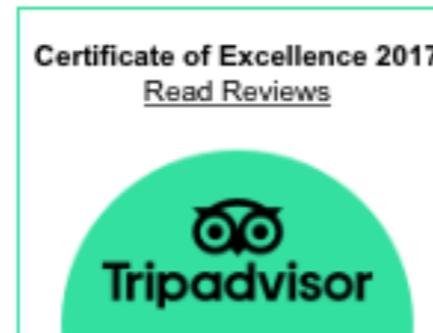
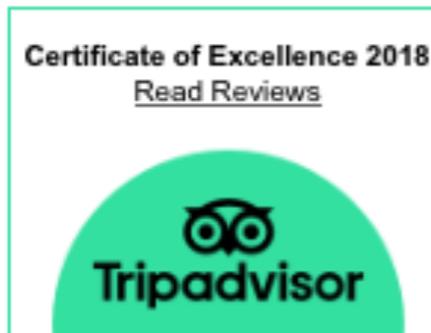
Booking.com Traveller Review Awards



Hostelworld Customer Ratings



TripAdvisor Certificate of Excellence







“Travel more, see more of the world!”

Thank you for your interest!

Avneesh Kabra

Business Head - Asia

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ITH Stays

www.ith-stays.com

