

Come unwind by lakeside at After Hours Residence

A Monitor Report

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Dhaka : The premium business boutique hotel After Hours Residence, as the name suggests, offers business travellers to unwind after a hard day of work at utmost comfort and luxury. Launched in September 2019, the 10-storeyed hotel standing tall in the heart of Banani by a beautiful lake, not only provides guests with the comfort they deserve but also a majestic unobstructed view of the city.

With 43 rooms: Deluxe, Premium Deluxe, Premium Deluxe Twin, Executive Premium and three Suites, ranging from USD 150 to USD 180, all equipped with top-notch international standard facilities, business travellers get to choose from varieties of options as per their preference at a pocket-friendly cost. But the Premium Deluxe and Executive Premium categories tend to be crowd favourites, mentioned the General Manager M Khorshed Alam.

It may be mentioned here, currently, the hotel is offering 50 per cent discount on accommodation, making it a great deal to grab.



M Khorshed Alam, General Manager, After Hours Residence

After Hours Residence has two world class standard restaurants - a fine dining buffet restaurant on the ground floor and a BBQ restaurant with a live kitchen, a garden and a private dining space on the rooftop. The restaurants can accommodate 32 and 40 people respectively, making them perfect for both casual business meetings as well as family dining for walk-in guests.

The buffet is priced at BDT 1500 but currently the hotel is offering Buy One Get One too for everyone to enjoy a scrumptious meal.

Also, the hotel just launched a new menu called Aladdin Party at its rooftop BBQ restaurant and banquet priced at BDT 45 thousand that offers a wide range of Arabian cuisine mouthwatering favourites. A minimum preorder of 20 persons is required to enjoy the delicious items the new Arabian menu offers. With this, they aim to turn the heads of those who would like to have iftar outside during the upcoming Holy month of Ramadan. And those who like to do iftar at home should not worry. They can also avail the hotel's tongue pleasing Iftar takeaway too at BDT 1000.

Speaking of banquet, the 100-capacity venue is picture-perfect for any sort of MICE and social event.

Besides, the hotel has a gym with ultramodern equipment to cater to fitness lovers. Soon they plan to launch a Thai spa at the hotel premise, said the General Manager. Prioritising safety of the guests, the General Manager mentioned, the hotel is fully equipped with all sorts of safety compliance including water sprinklers, smoke detection alarms, fire extinguishers etc.

During the corona crisis, the General Manager said, they were able to carry on operations due to some long staying business travellers. Foreign business travellers from Japan, China and India occupy the lion share of their occupancy.

Also, to help the community, during the corona pandemic, they provided accommodation to doctors of our country which in turn also helped them generate some revenue amid the crisis that plunged the hospitality industry, said Alam. However, to our luck, for the last three months, the business started recovering from the blow it witnessed following the pandemic, claimed Alam. Till now, in terms

of room sales, they have recovered 40 per cent already and targeted to reach 60 per cent by the end of this year. Yet, fears remain as a new wave of coronavirus is being witnessed in the country right now which is leading to some cancellations from foreign guests, sighed Rahman.

Also, to further mitigate the revenue crisis, the General Manager said, the hotel is also keeping UK arrivals at quarantine in their hotel premise at a reasonable cost.

But that is of no concern to the other guests, assured Alam, as they maintain disinfection and isolation guidelines for quarantine arrivals to the fullest.

Currently, of the 45 per cent occupancy at the hotel, 15 per cent is occupied by doctors and quarantine arrivals while the rest 30 per cent by foreign business travellers from different multinational companies and NGOs, mentioned Alam.

M Khorshed Alam, a competent hotelier, started his career in hospitality in 2011 with Hotel Swiss Park. He also worked at Hotel Swiss Garden in 2011, prior to joining After Hours Residence in 2017.