

Lemon Tree Vembanad Lake Resort, Muhamma-West of Kumarakom, Kerala wins CNBC AWAAZ Travel Awards 2012

India's largest chain of upscale hotels and resorts has added yet another feather to its cap. Lemon Tree Vembanad Lake Resort, the group's property in Kerala has been honoured by CNBC Awaaz Travel Awards 2012 as the 'Best Budget Hotel' in its category.

Unlike most hotels in the backwaters, Lemon Tree Vembanad Lake Resort guarantees a close-up view of the lake from all rooms. This visually stunning resort is located at the very edge of Lake Vembanad, on the Western shore of Kumarakom and with easy access to Cochin. The resort offers 27 luxury rooms and suites; and a premium two bedroom air-conditioned house boat with an upper deck jacuzzi (The Cruising Villa) anchored at the resort's private jetty. Guests can rejuvenate their spirits with time tested treatments at the Ayurveda spa or unwind in the infinity swimming pool while taking in spectacular close-up views of the lake.

The mid-market segment is growing exponentially as customer preference and travel appetite is changing in India. Lemon Tree Hotels is a pioneer in this sector with 19 hotels in 15 cities, pan India

Speaking on the occasion, Rahul Pandit, President and Executive Director on the Board of Lemon Tree Hotels said, "The CNBC Awaaz Travel Award 2012 for our Kerala property is a testament to the quality and value we offer at Lemon Tree Hotels. This award is also an acknowledgement of our growth in the mid market space to become a national chain and in fact the 4th largest hotel company by owned inventory. The midscale and upscale hotel market holds immense potential for tourism in India and we will continue to establish new benchmarks in this category as we have done with our Kerala resort."

The award ceremony which was held in Srinagar was presided over by Mr. Ghulam Nabi Azad, Minister for Health and Family Welfare, Mr. Chiranjeevi Konidala Minister of State for Tourism and Mr. Omar Abdullah, Chief Minister of Jammu and Kashmir.

Now in its sixth year, the CNBC Awaaz Travel Awards recognise and honour stellar organisations and individuals who are championing, driving and supporting tourism in India.

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