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Branded Hotels to Add 94k Rooms in India by 2029

IHCL, Marriott, Radisson lead expansion, targeting luxury and tier-2 markets

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New Delhi: India is seeing a raft of signups in the branded hotels segment, adding to the growing pipeline of rooms being developed by global hospitality chains.

Data shared by hospitality consultancy Hotelivate showed that at the start of November, about 94,000 branded hotel rooms across segments were to be added by 2028-29. The inventory of existing branded hotel rooms, as per Hotelivate, stands at 192,000.

"Since March and August, the branded inventory that opened is up by about 12,000 rooms, and the new supply pipeline is up by another 5,500 rooms, respectively," Manav Thadani, founder chairman of Hotelivate, told ET.

As per data gathered by ET from top hotel chains, Tata Group-backed Indian Hotels Company (IHCL) has the maximum number of rooms (17,354) set to open in the next three to four years.

On Tuesday, IHCL announced its new ACCELERATE 2030 strategy, under which it plans to increase its current portfolio of hotels to more than 700 by 2030, from 350 now, besides reaching an enterprise revenue mark of over ₹30,000 crore from the current ₹13,000 crore.

Kiran Andicot, regional vice president-South Asia for hotel develop-



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ment at Marriott International, said that in the next five years, the chain expects to open more than 40 hotels with over 6,500 rooms.

Marriott International has an inventory of more than 29,000 rooms across 153 hotels.

Radisson Hotel Group has 125 hotels across 13,948 keys. Nikhil Sharma, its managing director and area senior vice president for South Asia, said the group has a pipeline of 81 hotels spanning 7,985 keys.

"We are often the only international hotel brand in tier 2 and 3 cities, and many of our pipeline hotels will extend our reach in these markets," he said.

The current portfolio of ITC Hotels encompasses 140 hotels with over 13,000 keys across more than 90 destinations. By 2030, the company aims to expand its portfolio to 200 hotels with a total of around 18,000 keys, its spokesperson told ET.

People familiar with the matter said that the current portfolio of ITC Hotels and Marriott International includes about 5,000 rooms

under the luxury collection through a marketing agreement.

"Quality defines us. Quality has been at the epicentre of all experiences and initiatives at ITC Hotels. This growth aligns with our vision to cater to a wider range of travellers across various segments, from luxury to experiential and boutique," the spokesperson said.

Meanwhile, Lemon Tree Hotels is expected to open around 70 hotels in the next four to five years, adding 4,700 rooms to the inventory.

Chains such as Hilton and Accor said 2024 has been the "year of expansion" and a "transformative" year for India.

"There has been significant growth momentum led by brand launches, new market entries and marquee openings in key gateway cities," said Zubin Saxena, senior vice president and regional head-South Asia at Hilton. "Our recent landmark deal with Olive by Embassy to introduce 150 Spark by Hilton hotels across India represents a transformative step in our growth journey."