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Hotel chains line up 2 dozen projects for the North-East

The N-E drew ₹4.3 tn in investor interest at a govt summit, signalling rising tourism potential

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From Kaziranga and Cherrapunjee to Agartala and Gangtok, India's North-East is witnessing a surge of interest from major hotel chains betting on the region's long-term tourism potential. Backed by public-private partnerships in some cases and growing government support, Lemon Tree Hotels, Radisson Hotel Group, and Indian Hotels Co. are lapping up management contracts with hotel owners in India's north-eastern states.

Juniper Hotels and Hotel Polo Towers are also investing heavily across the region, with new properties planned in destinations such as Guwahati, Shillong, Itanagar, Dibrugarh and Jorhat.

Lemon Tree Hotels will open a five-star Aurika property in Gangtok under a public-private partnership, while its other upcoming hotels in the region include managed properties in Shillong, Guwahati, Chirang, Tezpur, Agartala, and Dibrugarh.

Across its north-east portfolio, Lemon Tree Hotels is adding an inventory of more than 560 rooms, up sharply from its current 80 rooms in the region. Radisson Hotel Group is in active talks with hotel owners in Sikkim and Tripura.

"Local governments have been strongly focused on creating road and rail infrastructure to improve access and that should go a long way to promote tourism in these states," said Nikhil Sharma, managing director and area senior vice president at Radisson Hotel. "Some of the growth will come in the form of ecotourism and village tourism in these states. We are keen to explore more opportunities there," he added.

Radisson Hotel's pipeline in the



Lemon Tree, Radisson, Indian Hotels, Juniper Hotels and Hotel Polo Towers are ramping up presence across Gangtok, Guwahati, Shillong and Agartala.

North-East includes two hotels with over 250 rooms. Hotel development activity in the North-East has gained momentum in recent years, but the region remains significantly underpenetrated in branded supply. As of

hotels, according to the consultancy. Sikkim and Assam lead the way, collectively accounting for over 65% of the region's branded hotel supply, with Sikkim's capital Gangtok and Assam's capital Guwahati contributing more

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SEVERAL hotel projects are being developed in collaboration with state governments.

ASSAM and Sikkim contribute over 65% of existing branded inventory; Gangtok and Guwahati lead.

LEMON Tree, Polo Towers and Radisson are planning to add over 1,600 rooms in the region.

LUXURY, boutique brands like Alivaa & Araiya to offer luxury stays via tie-ups on Assam plantations.

March, the north-eastern states accounted for about 3,400 branded hotel rooms, a mere 1.7% of India's branded hotel supply of about 200,000 rooms, show exclusive data received from hospitality consultancy HVS Anarock. However, the North-East is witnessing a clear upward momentum in branded

than half of that, HVS Anarock said.

The consultancy added that the region is expected to nearly double its branded hotels inventory by 2027-28, with nearly 3,000 new rooms in the pipeline across Assam, Arunachal Pradesh, Sikkim, and Tripura.

"Companies like IHCL (Indian

Hotels Co. Ltd), Marriott International, Lemon Tree, Hilton, Hyatt, IHG, ITC, The Leela, and Cygnet are actively expanding their footprint in these states. By FY28 (2027-28), we should see a doubling of hotel rooms there," said Mandeep S. Lamba, president and chief executive (South Asia), HVS Anarock. "(The North-East) is a growing market but the absolute count of tourist footfall is not very large. It will shape up quite well in the coming years," added Prashant Biyani, a market analyst at Elara Capital. As national hotel operators rush to India's North-East to gain an early-mover advantage, public-private partnerships have become a key enabler with state governments actively collaborating with them to boost tourism infrastructure.

Earlier this week, Indian Hotels, that operates the Taj, Vivanta and Ginger brands, signed a new hotel in Agartala in partnership with the Tripura government. IHCL currently runs nine hotels in the North-East—in Guwahati, Gangtok, Shillong, Tawang, Agartala and Pakyong—and has five more in the pipeline in Agartala, Itanagar, Guwahati, Jorhat and Dibrugarh.

Juniper Hotels signed a deal with Assam Tourism Development Corporation to develop a 5-star resort hotel in Kaziranga. Hotel Polo Towers Group, which operates nine hotels in Shillong, Cherrapunji, Tura, Agartala and Neermahal, is gearing up to add seven properties across the North-East.

At the recent Rising North-East Investors Summit in New Delhi, Jyotiraditya M. Scindia, Union minister of communications and development of North-Eastern region, said the North-East had emerged as a hub for global partnership, attracting ₹4.3 trillion in investment interest.

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