

# LeaderSpeak

AUG-SEP 2025



## PRESIDENT'S MESSAGE

Dear Friends

The industry continues to demonstrate resilience, with strong performance driven by domestic travel, a larger inflow of international visitors, and MICE. The sector is witnessing strong momentum, with global brands expanding their footprint. Hotels are increasingly adopting eco-conscious practices and digital innovations are reshaping guest experiences.

While we analyse the full impact of the reduction in the number of GST slabs on operations and finances of hotels across categories, we can expect additional buoyancy in demand for some. We will continue to engage with the government to ensure that our sector is accorded its due and deserved position in the nation's economy given its significant contribution to GDP, jobs and economic inclusion.

We also remain committed to fostering sustainable growth through knowledge sharing, working in areas of Hospitality Research & Education, and taking initiatives in the field of Social Inclusion while pursuing sectoral advocacy.

Warm regards,  
**KB Kachru**  
President

## HAI NEWS



**T**he 106th Meeting of the Executive Committee for the second quarter of FY 2025-2026 was held on 12th August 2025 at Taj Palace, New Delhi, and was chaired by the President, Mr. Kachru.

After welcoming the members, the President, in his opening remarks, mentioned that this meeting was special as it was being conducted on the sidelines of the FAITH Conclave – a first-of-its-kind, industry-wide event focusing on the future development of the tourism and hospitality sector based on the principles of Public-Private Partnership (PPP). He thanked the members for their support in making the event a success and ensuring that HAI's participation was both visible and impactful.

He updated the members on the CII Northern Regional Committee on Tourism and Hospitality

ty meeting held in Srinagar, where he had the opportunity to meet the Hon'ble Chief Minister Omar Abdullah. During this meeting, hotel-related issues were discussed at length, and he emphasized the need for hotels to be granted the benefits accorded to the industry.

Commenting on the performance of the branded hotel industry, he stated that June 2025 witnessed stable performance. Early monsoon getaways and travel along newly developed infrastructure corridors helped offset the impact of external disruptions, including the Ahmedabad crash, the Bengaluru crowd tragedy, and ongoing geopolitical tensions.

Average rates in June 2025 recorded robust year-on-year growth, with double-digit gains in several cities, led by Mumbai and Delhi. Occupancy trends for June 2025 showed a mixed performance across Indian markets, with an overall marginal year-on-year improvement at the national level, though regional disparities remained evident.

For the branded hotel segment, as per reports, YTD signings as of June 2025 were up 22% by keys and 7% by hotels, with nearly 50% of the growth coming from Tier 3 and Tier 4 cities.

Other notable highlights included the IPO announcement by Brigade Hotel Ventures Limited, the launch of Radisson Flights, the group's latest innovation, and IHCL's portfolio expansion, which crossed 390+ hotels in Q1 FY26.

The meeting proceeded as per the agenda, with discussions focusing on finalizing the date and details of the 7th HAI Hoteliers Conclave.

### HAI Welcomes Ambuja Neotia Hotels as a "Corporate" Member

M/s Ambuja Neotia Hotel Ventures Ltd. has joined HAI as a Corporate Member, which is the highest level of membership available in the apex body. The company will be represented by their CEO (Hospitality) in all interactions with the Association.

### NEW MEMBER HOTELS

- TAJ CITY CENTRE PATNA
- TAJ TAAL KUTIR, KOLKATA

## HAI launches an Industry Mentoring Programme for the Hotel Sector

The initiative was unveiled by Hon'ble Tourism Minister Shri Gajendra Singh Shekhawat, who hailed it as a game-changer for Indian tourism. He said, "This innovative program by the Hotel Association of India aims to position India as a global tourism powerhouse, targeting a USD 3 trillion tourism economy by 2047. It will nurture visionary leaders to shape the future of hospitality and set global benchmarks for excellence."



## Hotel Association of India Backs Strategic Tourism Revival in Jammu & Kashmir, Aligning with Government's Vision for Sustainable Growth

The Hotel Association of India (HAI), the apex industry body representing the Indian hospitality sector, has pledged its full support to the Government of Jammu & Kashmir in its ambitious effort to reposition the region as a premier, year-round global tourism destination.



## Domestic tourism anchoring India's travel and hospitality future

Domestic tourism is driving India's travel boom. Backed by government push, rising middle-class demand, and new infrastructure, Tier 2 and 3 cities are emerging as key destinations. With a target of 20 billion trips by 2047, growth must remain sustainable and inclusive.



## We need a revamped Incredible India campaign to lift tourism: HAI's MP Bezbaruah

India's tourism rebounded with 9.23 mn foreign arrivals in 2023, still below pre-Covid peaks, while domestic visits surged past 2.5 bn. HAI's MP Bezbaruah calls for a revamped "Incredible India" campaign to boost global appeal.

## HAI IN NEWS

### HAI raises concerns over ITC removal in recent GST reforms

The Hotel Association of India (HAI) expressed concern over recent GST reforms, highlighting the removal of ITC benefits as potentially harmful to the hospitality sector.



### Micro-Holidays Drive Hotel Booking Spikes for Independence Day Long Weekend

As Indians lean into micro-travel for long weekends, they are no longer limiting themselves to staycations but are exploring emerging trends ranging from cruise tourism to biking expeditions.



## STATE NEWS

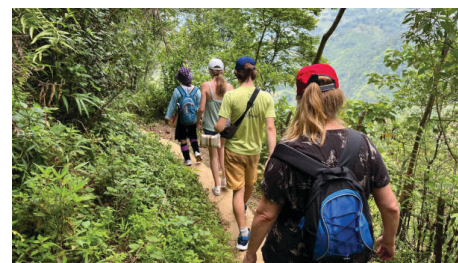
### Kerala launches drive to brand Munnar as 'Responsible Tourism Destination' by Dec.

Kerala is set to position Munnar as a "Responsible Tourism Destination" by December with ₹50 lakh for sustainable projects—village experiences, community training, women-friendly models, plastic-free initiatives, and a push toward net-zero, safe tourism.



### Parl panel reviews tourism & infra projects in Sikkim

A parliamentary panel reviewed Sikkim's tourism and infrastructure projects, focusing on homestay expansion and new attractions like glass skywalks, cultural villages, and wellness centres. The session also assessed road, aviation, and rail development plans, underscoring strategies to strengthen connectivity and position Sikkim as a key tourism destination.



### Meghalaya makes registered guides mandatory for trekkers

Meghalaya has made registered guides mandatory for treks in remote spots like Nongriat and the Living Root Bridge, following a tourist's murder in Sohra. The move aims to boost safety and create local jobs, with penalties for trekking without guides.



## Radisson Strengthens India Footprint with Hotels, Signings, and New Flight Booking Platform



*Radisson opens 91-key hotel in Gujarat*  
*Radisson Hotel Group announces signing of four new properties*  
*Radisson hotel group launches Radisson flights*

Radisson Hotel Group is expanding in India with a new 91-key Radisson Individuals hotel near the Statue of Unity in Kevadia and four upcoming Park Inn & Suites in Siliguri, Rajkot, Bhuj, and Darbhanga, in partnership with NILE Hospitality. They've also launched 'Radisson Flights' with Etraveli Group for combined hotel and flight bookings.

## Lemon Tree Hotels Expands Footprint with New Openings and Signings Across India



*Lemon Tree Hotels launches property in Banswara, Rajasthan*

*Lemon Tree Hotels signs new properties in Gujarat, Uttarakhand, Himachal Pradesh*

*Lemon Tree Hotels launches property in Chandausi, Uttar Pradesh*

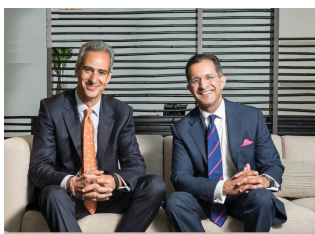
Lemon Tree Hotels Limited (LTHL) is expanding its presence in India with new hotel launches and signings. The group has opened a 61-room Lemon Tree Hotel in Chandausi, marking its eighth property in Uttar Pradesh. Additionally, LTHL has signed contracts for three upcoming hotels: one in Surat with 85 rooms, one in Rudrapur with 84 rooms, and another in Dalhousie with 75 rooms. The group also introduced Keys Lite by Lemon Tree Hotels in Banswara, which is its 11th property in Rajasthan.

## Sarovar Hotels launches new wedding campaign 'Write Your Own Story'

The campaign responds to a growing demand for celebrations, supported by a steady increase in banqueting and F&B revenues across Sarovar properties. With over 140 hotels across 85 destinations, Sarovar Hotels offers an extensive range of venues—spanning beaches, hill stations, heritage towns, and city hotels.



## Oberoi Group to add four hotel projects in India



EIH Limited, the flagship company of the Oberoi Group, on Wednesday said it will add four hotel projects in India, which will be operated under management contracts as part of its continued growth strategy. The announcement was made during the company's 75th Annual General Meeting in New Delhi.

## IHCL partners with Forest Essentials to unveil sustainability initiative

Forest Essentials has partnered with Indian Hotels Company Limited (IHCL) to unveil a pioneering sustainability initiative that is redefining eco-conscious hospitality. Marking a significant industry-first move towards reducing plastic waste, this collaboration introduces refillable, biodegradable ceramic dispensers and bulk liquid amenities across all Taj properties.



## IHCL signs a Taj in Naina Tikker, Himachal Pradesh

### IHCL, Ambuja Neotia group expand tie-up, sign 15 hotels

IHCL will open a 120-key Taj hotel in Naina Tikker, Himachal Pradesh, its 13th in the state. It has also expanded its partnership with Ambuja Neotia Group, signing 15 hotels across West Bengal, Sikkim, and Himachal over the next five years to boost growth in East and North-East India.



## Hyatt announces plans for new Goa property

Hyatt Hotels Corporation announced plans for Hyatt Centric Anjuna Goa, which will be a significant addition to Hyatt's Classics Portfolio in one of India's most vibrant leisure destinations. Slated to open in 2027, the property is currently under construction and will be managed by Nile Hospitality.



## Leela Hotels parent Schloss plans 8 new properties, returns to Mumbai with BKC project

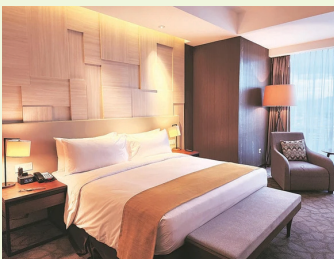
Schloss Bangalore, operator of The Leela hotels, has secured a 2.1-acre plot in Mumbai's Bandra-Kurla Complex (BKC) through an ₹1,302 crore, 80-year lease. The mixed-use project will feature a 250-key luxury hotel, a 700,000 sq ft office tower, and an exclusive Arq Club, bolstering the brand's presence in premium real estate.

## ITC Hotels opens Welcomhotel Prayagraj in Uttar Pradesh



ITC Hotels Ltd said it has opened a new property, 'Welcomhotel Prayagraj' in Uttar Pradesh, further expanding its presence across North India. With the launch of Welcomhotel Prayagraj, which has 60 rooms and suites, ITC Hotels Ltd now has a presence of seven properties in the state with 6 more hotels in the pipeline in Uttar Pradesh.

## Roseate Hotels looking to diversify portfolio with managed properties: CEO



Roseate Hotels and Resorts, which owns luxury properties in India and the UK, is eyeing new markets including Dubai, Italy, France and Switzerland and looking at diversifying its portfolio with a mix of owned as well as managed properties, the company's CEO Kush Kapoor said.

## Wyndham Hotels & Resorts signs property in Ayodhya

M/s Anuprit Solutions Private Limited, a prominent hospitality company in Ayodhya, announced a strategic partnership with Wyndham Hotels & Resorts, to develop a new upscale hotel, the Ramada Plaza by Wyndham Ayodhya Masodha.



## ITC Hotels plans to expand portfolio to over 220 units by 2030

ITC Hotels plans significant expansion. The company aims to have over 220 operational units with 20,000 keys by 2030. Growth will be driven by management contracts and franchise agreements. Seventy percent of keys will operate under this model.

## FAITH Conclave 2025 charts unified roadmap for \$3 trillion Indian tourism economy by 2047

FAITH Conclave 2025 unveiled Tourism Vision 2047, targeting a \$3 trillion tourism economy, 100 million foreign tourists, and 200 million jobs by India's centenary. The roadmap aims to double tourism's GDP share to 10%, push policy reforms, infrastructure status, and sustainability initiatives.



## Promotion of Tourism Under MDA Scheme

The Ministry of Tourism extends financial assistance to the approved tourism service provider (TSPs) across the country for undertaking promotion and marketing of tourism to the country from the overseas markets, under the Marketing Development Assistance (MDA) Scheme. The Scheme is under review to align with the evolving requirements of the industry.

## Promotion of MICE Industry at The Global Level

Development and promotion of tourist destinations and products, including MICE tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, as part of its on-going activities, the Ministry of Tourism regularly promotes India as a holistic tourism destination including MICE tourism through various mediums including social media and websites.

# GOVERNMENT/POLICY NEWS

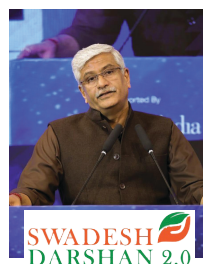
## Tourism policy on anvil to boost economic growth



Uttar Pradesh is set to launch a new tourism policy to attract private investment, create jobs, and boost growth. With Maha Kumbh 2025 and global circuits like Buddhist trails in focus, the state aims to position itself as a major tourism hub through public-private partnerships.

## Tourist Inflow in Jammu & Kashmir

The Ministry of Tourism, under the Swadesh Darshan Scheme, sanctioned a total of six (6) projects in the year 2016-17 for the Union Territory of Jammu and Kashmir, with a total sanctioned cost of ₹519.58 crore. All these projects have since been physically completed. The list of the projects sanctioned under Swadesh Darshan scheme in UT of Jammu & Kashmir is placed at the annexure.



## Inter-Cultural Tourism Between NER and Southern India

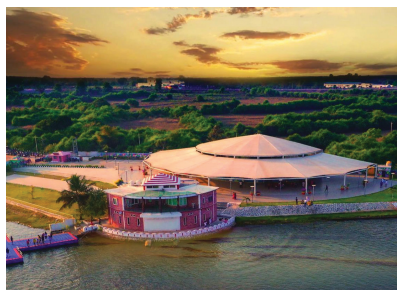
The Ministry of Civil Aviation launched the Regional Connectivity Scheme – UDAN on 21 October 2016 to enhance regional air connectivity and make air travel affordable. To boost tourism, 53 Tourism RCS routes, including those in the Northeast and Southern India, have been operationalized under Tourism-RCS (TRCS). These routes, funded with 100% Viability Gap Funding by the Ministry of Tourism, provide direct air links to key tourist destinations and cultural sites.



## Cultural Heritage Conservation and Sustainable Tourism



The development, promotion, management and maintenance of tourist sites, including cultural and natural heritage sites, is primarily the responsibility of the State Governments/Union Territory Administrations. Ministry of Tourism has formulated a National Strategy for Sustainable Tourism and initiated Travel for LiFE programme to promote sustainable tourism in the country and to encourage the tourists and tourism businesses to adopt sustainable tourism practices.



### Fund Allocation for Tourism Infrastructure Development and Promotion

Tourism development is primarily the responsibility of State Governments and Union Territories. The Ministry of Tourism complements these efforts by providing financial support under schemes such as Swadesh Darshan (and SD 2.0), Challenge Based Destination Development, PRASHAD, and Assistance to Central Agencies, subject to project proposals, scheme guidelines, and fund availability.

### Tourism Development in Odisha Under SDS 2.0

Development and promotion of tourist destinations and products is primarily undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry of Tourism through its central sector scheme of 'Swadesh Darshan (SD)' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the State Governments/UT Administrations including the State of Odisha.

### Promotion of Domestic Tourism

Ministry of Tourism promotes tourism destinations and products of India through various initiatives including promotional events, assistance to State Governments for organizing fairs and festivals, website and social media etc.



### Impacts on Tourist Employment and Livelihoods

Ministry of Tourism launched its 'Swadesh Darshan scheme (SDS)' in 2014-15 with the idea to develop tourism infrastructure under identified thematic tourism circuits in the country and sanctioned 76 projects for Rs.5290.33 Crore.



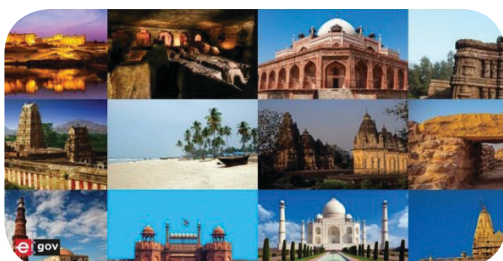
### Expansion of Tourism Infrastructure



Development of tourism infrastructure in the country including tribal and hilly areas is primarily the responsibility of concerned State Governments/UT Administrations. Further, the tourist material and signage in local and vernacular languages is also developed by the concerned State Governments/UT Administration.

### Medical Tourism in India

The total number of Foreign Tourist Arrivals (FTAs) for medical purposes in India during 2025 (up to April) is 1,31,856, which constitutes approximately 4.1% of the total FTAs during this period.



### Revenue from Domestic Tourists

The Ministry of Tourism promotes India's tourism through infrastructure development, thematic tourism, skill-building programs, and national & international campaigns like Dekho Apna Desh and Bharat Parv. It also emphasizes cleanliness via the Swachhta Action Plan and enhances tourist safety by advocating for dedicated Tourism Police across states.

Contact us - [www.hotelassociationofindia.com](http://www.hotelassociationofindia.com)

Hotel Association of India, B 212-214, Som Dutt Chamber-I, Bhikaji Cama Place. New Delhi-110 066, India  
Tel : +91-11-2617 1110/14, [info@hotelassociationofindia.com](mailto:info@hotelassociationofindia.com), [hai@hotelassociationofindia.com](mailto:hai@hotelassociationofindia.com),