

The IHCL brand that recorded 10X growth

The demand for experiential leisure is rapidly increasing, with ama Stays & Trails experiencing impressive growth in its portfolio. Deepika Rao, Executive Vice President of New Businesses and Hotel Openings at IHCL, shared, "Since its launch in 2019, ama Stays & Trails has seen a tenfold expansion. Over 40% of our properties are located in Maharashtra, Goa, and Kerala, catering to the rising demand for drivable leisure destinations from urban areas."

The brand's 2024 expansion focuses on greenfield projects, highlighting the long-term promise of this emerging hospitality segment. Rao also mentioned, "Our expansion into northern India, with new locations like Corbett, Bhimtal, Udaipur, Mussoorie, and Mukteshwar, marks an exciting milestone."

The distinctive collection of bungalows under ama Stays & Trails offers a seamless blend of heritage and modernity, featuring British colonial villas, Portuguese cottages, Kerala-inspired homes, and contemporary homestays. Each property is meticulously designed to showcase the local culture and heritage, providing guests with an immersive experience that reflects the region's unique charm.