

The Fern Hotels & Resorts strengthens Gujarat presence with strategic signings in Rajkot, Vadodara and Surat

Hospitality brand expands presence across Rajkot, Vadodara and Surat to tap growing demand in the state

The Fern Hotels & Resorts has announced a series of strategic hotel signings in Gujarat, further strengthening its presence in one of India's fastest-growing hospitality markets. The new properties across Rajkot, Vadodara and Surat are part of the group's expansion strategy aimed at catering to rising demand from both business and leisure travellers.

The additions will enhance The Fern's portfolio in key commercial and industrial hubs, reinforcing its position as one of the leading hotel operators in western India. The upcoming hotels are expected to offer modern accommodation, dining facilities and event spaces designed to serve corporate guests, tourists and social gatherings.

Commenting on the expansion, Suhail Kannampilly said Gujarat remains a priority growth market for the company due to its strong economic activity, improving infrastructure and increasing travel demand. The latest signings underscore the brand's commitment to expanding its footprint in high-potential destinations while delivering quality hospitality experiences across the region.

