

## **Marriott International and The Fern Hotels & Resorts celebrate 75 signings and 50 openings for Series by Marriott in India**

Partnership reaches 75 hotel signings and 50 openings, accelerating expansion across the country

Marriott International and The Fern Hotels & Resorts have announced a significant milestone for their Series by Marriott partnership in India, reaching 75 hotel signings and 50 operational properties across the country. The achievement highlights the rapid growth of the collection brand, which was launched to bring quality regional hotels under the global Marriott network.

The partnership continues to strengthen Marriott's presence in India's midscale and upscale hospitality segments while enabling independent hotel owners to benefit from Marriott's global distribution platform, loyalty programme and operational expertise. The expansion spans key business and leisure destinations, catering to the growing demand for branded accommodation across tier I, II and III cities.

Commenting on the milestone, company leaders noted that the strong growth reflects increasing owner confidence in the Series by Marriott model and the rising demand for trusted hospitality brands in India. With a robust pipeline in place, the partnership is expected to continue its expansion journey, further enhancing the country's branded hotel landscape and creating new opportunities for travellers and hotel owners alike.

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