

## **Marriott Signs 102 Hotel Deals in South Asia in 2025**

Marriott International achieved a record-breaking year in South Asia's hospitality market, signing 102 hotel agreements in 2025 representing more than 12,000 rooms. This marks a remarkable 143% increase in deal signings compared to the previous year.

The surge reflects strong investor confidence in the region's hospitality sector, particularly in India, which accounted for 99 of the total deals signed during the year.

The company also reported strong operational performance across the region. Revenue per available room (RevPAR) grew by 10% year-on-year, largely driven by higher average daily rates (ADR) and growing demand for premium hospitality experiences.

Rajeev Menon, President of Marriott Asia Pacific excluding China, noted that the region is entering a significant phase of long-term tourism expansion.

“India and South Asia are witnessing a structural shift in hospitality demand, fueled by strong domestic consumption, improved infrastructure, and rising investor confidence,” Menon said.

### **India at the Core of Marriott's South Asia Strategy**

India continues to play a pivotal role in Marriott's South Asia growth strategy, accounting for the majority of the company's development activity.

By the end of 2025, Marriott operated 219 properties across South Asia with more than 36,000 rooms. Of these, 204 hotels are located in India, underscoring the country's strategic importance in Marriott's global portfolio.

The company also maintains a robust development pipeline of 157 hotels comprising more than 27,000 rooms across South Asia, signaling sustained expansion in the region.

According to Menon, India has the potential to become Marriott's third-largest market globally within the next three to five years, supported by the rapid rise of domestic tourism and corporate travel.

Industry experts point out that factors such as India's expanding middle class, improved airport connectivity, and growing leisure travel demand are driving strong momentum in the hotel sector.

### Metro Cities and Leisure Destinations Drive Expansion

Marriott's expansion across South Asia is being powered by a combination of established metropolitan markets, emerging business centers, and rapidly growing leisure destinations.

Major gateway cities including Mumbai, Delhi, Bengaluru, Hyderabad, and Pune continue to anchor hotel performance and maintain strong occupancy levels.

At the same time, the company is strengthening its presence in emerging commercial hubs such as Ahmedabad, Chennai, Kolkata, Coimbatore, Indore, Dehradun, and Surat.

Leisure destinations are also witnessing accelerated development, with locations such as Goa, Jaipur, Udaipur, Rishikesh, and Shimla attracting significant investment.

This balanced geographic strategy enables Marriott to maintain stable revenue streams from large metropolitan markets while tapping into growth opportunities in emerging destinations.

### Diversified Growth Across Luxury and Midscale Segments

Marriott's development pipeline in South Asia reflects a well-diversified brand strategy across multiple hospitality segments.

Among the hotel deals signed in 2025:

- 13% of rooms fall under luxury brands
- 31% belong to premium brands
- 55% are in select-service and midscale categories

Nearly 38% of the signed rooms were located in Tier-I gateway cities, reinforcing strong demand in major urban markets.

Conversions also played a major role in the company's expansion. Almost half of the hotels signed during the year were conversion projects, allowing existing properties to adopt Marriott branding and benefit from the company's global distribution network.

Multi-property portfolio agreements accounted for 25% of total rooms signed, reflecting a growing preference among hotel owners to partner with established global hospitality platforms.

### Key Brand Launches and Milestone Openings

One of the year's major highlights was the opening of The Westin Jaipur Kant Kalwar Resort & Spa, which marked Marriott's 200th property in India.

Marriott also expanded its presence in neighboring markets.

In Nepal, The Soaltee Kathmandu joined the Autograph Collection, adding another premium offering to the region. Meanwhile, Moxy Kathmandu opened in December 2025, introducing Marriott's youthful lifestyle brand to Nepal's hospitality market.

The company also launched a new brand concept, Series by Marriott, through a multi-unit agreement in India. The deal converted 26 hotels in a single day, adding nearly 1,900 rooms to Marriott's regional portfolio.

### Marriott Bonvoy Strengthens Customer Engagement

A major factor supporting Marriott's growth in South Asia is the expanding reach of its loyalty program, Marriott Bonvoy.

The company has been building partnerships that integrate travel rewards into everyday consumer experiences.

In 2025, Marriott partnered with Flipkart, becoming the first global hospitality brand in India to collaborate with a major online retail marketplace. The partnership allows millions of consumers to access travel rewards and benefits through their shopping activities.

Additionally, Marriott signed a four-year partnership with the International Cricket Council (ICC) from 2026 to 2029 as its official accommodation partner.

The collaboration will offer Marriott Bonvoy members exclusive cricket-related experiences and events, strengthening the brand's connection with audiences across South Asia.

#### Outlook: Continued Growth in 2026 and Beyond

Looking ahead, Marriott plans to open more than 50 new hotels across South Asia in 2026, further expanding its presence across luxury, lifestyle, and premium segments.

Upcoming openings include:

- JW Marriott Ranthambore Resort & Spa
- Le Méridien Dehradun Resort & Spa
- New Delhi Marriott Marquis Aerocity
- The St. Regis New Delhi Aerocity

With 219 operational properties spanning 19 brands across five South Asian countries, Marriott continues to strengthen its leadership position in one of the world's fastest-growing hospitality markets.