

## **Hilton signs first 10 Spark hotels in India with Olive Hospitality**

Mid-market brand enters Asia Pacific, targeting rapid expansion across emerging business and leisure hubs

Hilton has announced the signing of its first 10 Spark by Hilton hotels in India in partnership with Olive Hospitality, marking the brand's entry into the Asia Pacific region. The move advances a broader strategic plan to develop 150 Spark by Hilton hotels across the country.

The upcoming properties will be located across key markets including Bengaluru, Goa, Jaipur, Nashik, Mathura, Pune, Rajkot and Hyderabad, reflecting Hilton's strategy to expand beyond metros into high-growth cities driven by rising travel demand and infrastructure development.

Positioned in the mid-market segment, Spark by Hilton will offer a model focused on thoughtful simplicity, reliable service and accessible pricing. Hotels will feature flexible public spaces, complimentary breakfast with local offerings and a 24/7 retail market, catering to the evolving needs of modern domestic travellers.

The partnership with Olive Hospitality underscores a scalable expansion approach, enabling efficient conversions and faster market entry for owners. The signings also build on Hilton's broader India growth strategy, including partnerships with NILE Hospitality and Royal Orchid Hotels, placing the company on track to exceed 400 operating hotels in the country in the coming years.

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