

Hospitality Industry Looks Ahead to a Promising 2026

The Indian hotel industry has much to celebrate as it looks toward a thriving 2026, buoyed by high-profile events and growing travel demand. From the Aero Show and the World Audio-Visual & Entertainment Summit in Bengaluru to the Maha Kumbh, the calendar is packed with events expected to boost occupancy and revenue. Additionally, premium room rates in India remain competitive globally, giving the industry a favorable edge, according to industry executives.

Hotels across the country are poised for high occupancy rates, though supply still lags behind growing demand. This imbalance, coupled with rising interest in domestic and international travel, is driving a steady increase in room rates.

Aditya Sanghi, Co-Founder & CEO of Hotelogix, noted a significant uptick in Bengaluru's hotel tariffs, which have risen by 25-30% as the city gears up to host Aero India 2025 and Invest Karnataka 2025. "We're seeing a strong surge in demand as events of this scale bring an influx of visitors," Sanghi said.

Shyam Kumar, General Manager of DoubleTree by Hilton Bengaluru Whitefield, echoed this optimism. "The hospitality sector is on a growth trajectory, with the shift to four-day workweeks encouraging more travel," he said. "We anticipate a 10-12% rise in hotel rates this year, with marquee events like the Aero Show pushing growth to as high as 20% during peak periods."

The post-COVID recovery has set the stage for sustained growth, as both domestic and international travelers return in greater numbers. While a premium room at Rs. 17,000 may still feel steep to some, industry insiders argue that India's hotel rates remain significantly lower than in many other parts of the world, offering exceptional value for money.

With robust demand, competitive pricing, and a packed event schedule, 2026 promises to be a landmark year for the Indian hospitality sector.