

ELIVAAS, Alivaa Forge Strategic Hospitality Alliance

Luxury villa platform ELIVAAS has entered into a strategic sales and marketing alliance with Alivaa Hotels & Resorts, marking a collaborative move to expand distribution reach and strengthen market presence across India's hospitality sector.

Announced in New Delhi, the partnership is designed to enhance visibility and access across leisure and corporate travel segments by combining the strengths of both organisations. The alliance reflects a growing trend in the hospitality industry where brands are leveraging partnerships to scale faster and improve market penetration without altering their core operational structures.

Expanding Distribution Networks Across Hospitality Segments

Under the agreement, ELIVAAS and Alivaa Hotels & Resorts will provide mutual sales, marketing, and representation support for each other's properties across India. This integrated approach is expected to unlock broader access to travel partners, corporate clients, and distribution channels.

As the travel landscape becomes increasingly segmented, hospitality brands are focusing on collaborative distribution strategies to reach diverse customer bases more effectively. This alliance allows both companies to amplify their outreach across key demand segments, including luxury leisure travel, group bookings, and corporate stays.

The partnership also highlights how cross-segment collaborations—between villa stays and traditional hotels—are becoming more relevant in today's evolving hospitality ecosystem.

Complementary Portfolios Drive Strategic Synergy

The collaboration brings together two brands with distinct yet complementary offerings. ELIVAAS has built a strong presence in the luxury villa and experiential stay segment, operating through its brands ELIVAAS and Alaya

Stays. Its portfolio focuses on curated private villas designed for group travel, celebrations, and destination-led experiences.

On the other hand, Alivaa Hotels & Resorts operates across the midscale to upscale hotel segment, with brands such as Alivaa, The Hoften, and Xenious catering to both business and leisure travellers.

By combining ELIVAAS's strength in premium leisure destinations with Alivaa's established hotel network, the alliance creates a multi-format hospitality offering that spans villas, boutique stays, and full-service hotels. Importantly, both organisations will continue to operate independently while leveraging shared market access.

Leadership Perspective on Hospitality Partnerships

Commenting on the development, Ritwik Khare, Founder and CEO of ELIVAAS, emphasised the growing importance of distribution partnerships in a rapidly diversifying travel market. He noted that as demand evolves across leisure, corporate, and experiential segments, strategic alliances enable brands to enhance reach while maintaining operational independence.

Similarly, Vikramjit Singh, Founder of Alivaa Hotels & Resorts, described the partnership as a significant milestone. He highlighted that combining the portfolios and expertise of both organisations would help achieve deeper market penetration and create a stronger competitive position for both brands.

Growing Importance of Villa Hospitality in India

The alliance also underscores the rising prominence of the villa hospitality segment in India. ELIVAAS currently operates over 650 villas and apartments across 42 locations, reflecting growing consumer interest in private, personalised, and experience-driven accommodations.

This shift is particularly evident among travellers seeking exclusive group stays, destination celebrations, and longer leisure vacations, where villas offer flexibility and privacy not typically found in traditional hotel formats.

By aligning with a hotel group like Alivaa, ELIVAAS is positioned to further strengthen its distribution capabilities while tapping into new customer segments, including corporate travellers and business networks.

Strategic Alliances Shaping Hospitality Growth

The ELIVAAS–Alivaa partnership highlights a broader industry shift toward collaborative growth models. Rather than expanding solely through asset development, hospitality brands are increasingly forming alliances to enhance scale, optimise distribution, and improve market responsiveness.

Such partnerships allow companies to remain agile while addressing changing traveller expectations and intensifying competition across segments.

As India's hospitality market continues to diversify, alliances like this are expected to play a key role in shaping how brands expand their reach and deliver integrated travel experiences across formats.