

Radisson Blu Ahmedabad aligns MICE strategy with city's next growth phase

Radisson Blu Hotel, Ahmedabad is strengthening its positioning for 2026 with a clear focus on rising MICE demand, enhanced guest experiences, and a more balanced domestic and international business mix, according to its General Manager, Saurabh Bhatnagar.

Preparing for growing MICE and corporate demand

Sharing insights on the hotel's MICE strategy, Bhatnagar said the property is well equipped to cater to mid-scale corporate and conference requirements. With multiple meeting and event venues accommodating up to 250 guests, including a dedicated boardroom for breakout sessions and executive meetings, the hotel is positioned to serve conferences, academic forums, and corporate gatherings—particularly given its proximity to major educational institutions.

All meeting spaces are supported by advanced audiovisual infrastructure and complimentary high-speed Wi-Fi, ensuring seamless presentations and conferences. He also highlighted the hotel's Hotel Sustainability Basics verification, which is becoming increasingly relevant for eco-conscious corporate groups. Features such as EV charging stations, wellness and fitness facilities, and sustainable dining initiatives further enhance the hotel's value proposition. Alignment with Radisson's India expansion plans and digital booking enhancements is also expected to support rising MICE demand in 2026.

Planned upgrades and service innovations

Looking ahead, Bhatnagar revealed that 2026 will see the introduction of immersive digital experiences, including an AI-powered virtual tour of the hotel and its event spaces. This initiative will allow planners and guests to explore venues and amenities interactively before confirming bookings.

In addition, the property is scheduled to undergo renovations across key touchpoints, including the spa, the all-day dining restaurant, and the hotel

façade with its main porch. These upgrades are designed to enhance both functionality and aesthetics, contributing to a more refined guest journey.

Strengthening domestic and international business

On the domestic front, the hotel plans to capitalise on Ahmedabad's growing importance as a business hub, supported by upcoming infrastructure developments. The strategy includes customised offerings for mid-sized conferences, trade exhibitions, and academic events, while also targeting nearby feeder markets such as Surat, Vadodara, and Rajkot with blended leisure-business packages.

Internationally, the focus will be on strengthening global distribution through GDS and OTAs, particularly for corporate travellers from Europe, the Middle East, and Southeast Asia. Leveraging Radisson Rewards and loyalty programmes to drive repeat visitation, along with promoting the hotel's sustainability credentials, will form a key part of attracting socially responsible global corporates.

Emerging sports-led demand

Bhatnagar also pointed to sports tourism as a growing driver for the city. During IPL 2025, hotel occupancies crossed 85%, with match-day rates rising by 7–10% and online search interest surging ahead of major games. With more global sporting events and new infrastructure on the horizon, he believes hotels must focus on dynamic pricing, event-led packages, and early market activation to fully capitalise on this segment.

Looking ahead to 2026

With its emphasis on MICE readiness, sustainability-led operations, infrastructure upgrades, and event-driven demand, Radisson Blu Ahmedabad is aligning its growth strategy with Ahmedabad's expanding business and sports tourism landscape as it prepares for the year ahead.