

# **Radisson Hotel to cross 150 properties in India by 2026**

Radisson Hotel Group (RHG) concluded 2025 on a defining and purpose-led note, achieving its highest-ever Global Review Index (GRI) score. The milestone reinforces RHG's position as one of India's most trusted and top-of-mind hospitality brands among guests, owners and team members, reflecting consistent excellence in guest satisfaction, owner confidence and workplace culture across South Asia.

The achievement underscores the Group's long-term vision to deliver consistent guest delight, strengthen owner partnerships and foster an inspiring, high-performance work environment.

## **Development Momentum Aligned with India's Hospitality Super Cycle**

During the year, RHG strengthened its standing as one of India's fastest-growing international hotel operators, recording 33 new signings and expanding into 11 new destinations. This robust momentum unfolded alongside India's hospitality super cycle, where demand continues to outpace supply across key business and leisure corridors. The Group's development pipeline spans metros, leisure hubs and emerging markets, positioning it strongly for sustained growth.

## **Balanced Performance Across Markets and Segments**

2025 delivered standout performance across RHG's core regions. Business hubs such as Hyderabad, Bengaluru and Delhi NCR recorded strong momentum, with Radisson Hotel Hyderabad Hitec City and Radisson Blu MBD Hotel Noida emerging as market leaders. Leisure destinations, notably Lonavala and Udaipur, continued to witness strong MICE and wedding demand, reinforcing RHG's leadership in experience-led travel.

## **Revenue Growth Driving Owner Returns**

RHG reported a 6 per cent increase in RevPAR and 7 per cent growth in ADR, supported by higher occupancies and disciplined rate strategies. These gains translated into improved GOP performance for owners, driven by a combination of revenue growth and operational efficiencies.

## Pan-India Expansion Strengthens the Portfolio

Growth remained well-balanced across regions.

- North India strengthened its metro and leisure mix with new entries in Delhi NCR, Ludhiana and Lucknow, alongside the launch of Radisson Resort Mount Abu.
- West India deepened its presence across high-demand destinations including Goa, Pawna Lake, Rajkot, Bhuj and Shirdi.
- East India expanded meaningfully with a three-hotel presence in Ranchi, Deoghar and Puri, along with new signings in Bhubaneswar and Howrah.
- South India continued its upward trajectory with strategic additions such as Radisson RED Bengaluru and multiple resort-led developments.

Seven successful hotel conversions further strengthened RHG's accelerated time-to-market strategy, delivering faster returns and enhanced asset value for owners.

## Brand, Experience and Digital Platforms Gain Momentum

2025 was also a strong year for RHG's brand and experience platforms. The Group scaled initiatives such as Literary Escapes, expanded the Art of Weddings portfolio, strengthened sports hospitality partnerships and advanced sustainability initiatives. A 35 per cent increase in direct room nights on RH.com highlighted growing digital engagement, deeper brand recall and stronger guest loyalty among India's evolving traveller base.

## Leadership Perspective on Purposeful Growth

“2025 has been a landmark year for Radisson Hotel Group in India. Our record GRI score reflects the trust our guests place in us, the confidence owners have in our partnerships, and the pride our teams bring to every interaction. Our growth has been purposeful—entering high-impact destinations, strengthening brand platforms and building experiences that resonate with how India is travelling today. As we move into 2026, our focus remains clear: to scale with intention, elevate experiences that matter and create a future-ready network that

delivers sustained value for guests, owners and communities,” said Nikhil Sharma, Managing Director & Chief Operating Officer, South Asia, Radisson Hotel Group.

### Development Strategy Shaping the Next Phase

“Our approach in 2025 was clear—grow in markets where our brands can add value quickly, strengthen owner relationships and deepen our presence in regions where domestic travel is accelerating faster than supply. What stood out was the strong interest from both new and long-standing partners across leisure destinations and fast-growing secondary cities. Expanding into 11 new destinations has sharpened our understanding of shifting demand patterns in India. Looking ahead to 2026, our priority is to grow in Tier I and leisure destinations through our luxury, upper-upscale and lifestyle brands,” said Davashish Srivastava, Senior Director – Development, South Asia, Radisson Hotel Group.

### Looking Ahead to 2026 and Beyond

RHG plans to cross 150 operating hotels in India by 2026, with continued expansion across Tier II and Tier III cities, leisure, religious, industrial and wellness destinations. Growth will be driven by balanced development, strategic conversions, flexible franchise models, rising MICE demand and destination-led government initiatives.

The Group remains committed to strengthening culinary and experiential offerings, advancing sustainability through renewable energy adoption and green building practices, and progressing towards its long-term ambition of adding 300 hotels over the next five years. With over 200 hotels in operation and development, a leading presence in Delhi NCR, and more than half its portfolio in Tier II and Tier III markets, Radisson Hotel Group continues to be one of India’s largest and most influential international hospitality players.