

Marriott International closes a stellar year in South Asia; over 100 deals signed, driving 143 per cent increase over previous year

Marriott International, Inc. reported a record-breaking year in South Asia in 2025, signing 102 deals representing more than 12,000 rooms. India led the region's expansion, accounting for 99 of the total signings. Year over year, deals increased 143 per cent, while rooms signed grew 76 per cent — marking Marriott's strongest development year ever in the region.

The company also recorded double-digit RevPAR growth alongside its highest annual deal signings in South Asia, reinforcing the region's strategic importance within Marriott's global growth story. The comparable portfolio's RevPAR increased 10 per cent year over year, driven by ADR growth, sustained pricing power, strong premium demand, and rising brand preference across segments.

Rajeev Menon, President, Asia Pacific (excluding China), Marriott International, noted that India is poised to become Marriott's third-largest market globally within the next three to five years. "India and South Asia are entering a structurally different phase of growth. This is not a cyclical upswing but a long-term demand transformation. Rising domestic consumption, rapid infrastructure expansion, and growing owner confidence are reshaping the hospitality landscape. Our record signings in 2025 reflect strong conviction in Marriott's brands, the Marriott Bonvoy platform, and our ability to scale with purpose across every segment."

Gateway Cities, Leisure Markets and Emerging Hubs Drive Expansion

By the end of 2025, Marriott operated 219 properties across South Asia with more than 36,000 rooms, including 204 hotels in India — underscoring the country's central role in the region's growth strategy.

Metro markets such as Mumbai, Delhi NCR, Bengaluru, Hyderabad, and Pune continued to anchor performance. Simultaneously, secondary cities including Ahmedabad, Chennai, Kolkata, Coimbatore, Kochi/Thiruvananthapuram, Indore, Dehradun, and Surat accelerated expansion. Leisure destinations such as

Goa, Jaipur, Udaipur, Rishikesh, and Shimla recorded strong gains, highlighting evolving travel patterns and diversified demand.

Marriott's regional pipeline remains robust, with 157 properties and over 27,000 rooms under development.

Disciplined Development and Balanced Brand Growth

Conversions and portfolio agreements were central to Marriott's growth strategy in 2025, complemented by new-build developments across both established and emerging markets. Approximately 38 per cent of rooms signed were in Tier I gateway cities, reinforcing strength in key urban hubs.

The brand mix reflected balanced expansion: 13 per cent of rooms were in the luxury segment, 31 per cent in premium, and 55 per cent across select-service and midscale brands — demonstrating broad-based market demand.

Large portfolio signings accounted for 25 per cent of rooms added, while conversion deals represented nearly half of all hotels signed — signalling strong momentum in brand transitions and platform-driven scale.

Among major portfolio deals signed in 2025 was the planned debut of The Ritz-Carlton Reserve in Sri Lanka, alongside projects under The Ritz-Carlton, JW Marriott, Marriott Hotels & Resorts, Moxy Hotels, Courtyard by Marriott, and Fairfield by Marriott. These agreements represent 2,488 rooms across markets including Chennai, Thiruvananthapuram, Bengaluru, Varanasi, Pune, Gujarat, and Navi Mumbai — reflecting increasing owner preference for single-platform partnerships.

Milestones and Strategic Brand Debuts

The opening of The Westin Jaipur Kant Kalwar Resort & Spa marked Marriott's 200th property in India — a major milestone in one of its fastest-growing global markets.

In Nepal, The Soaltee Kathmandu joined Autograph Collection, marking a significant premium debut in South Asia, while Moxy Kathmandu introduced the lifestyle brand to a younger, experience-focused traveller base.

Marriott also launched Series by Marriott™ in India through a landmark multi-unit agreement that converted 26 hotels in a single day, adding approximately 1,900 rooms overnight. By year-end, the brand had grown to 37 operational properties across 23 cities, operating as Fern Hotels & Resorts, Series by Marriott — representing its inaugural global debut and a scalable, locally resonant model integrated into the Marriott Bonvoy ecosystem.

2026: Luxury and Lifestyle Acceleration

Momentum is expected to continue into 2026 with plans to open more than 50 hotels, including:

- JW Marriott Ranthambore Resort & Spa
- Le Méridien Dehradun Resort & Spa
- New Delhi Marriott Marquis Aerocity
- The St. Regis New Delhi Aerocity
- Noor Mahal, Autograph Collection (brand debut in India)

These openings further strengthen Marriott's positioning across wildlife, luxury resorts, convention hotels, and premium urban developments.

Strengthening the Marriott Bonvoy Ecosystem

Marriott also deepened loyalty engagement in South Asia through strategic partnerships. In August 2025, it became the first global hospitality company in India to collaborate with Flipkart, enabling consumers to integrate Marriott Bonvoy rewards into everyday retail behaviour.

Additionally, Marriott secured a four-year partnership with the International Cricket Council (ICC) from 2026 to 2029 as its official accommodation partner. This collaboration provides exclusive access, curated experiences, and Marriott Bonvoy Moments for cricket fans — strengthening emotional engagement at scale across India and South Asia.