

Marriott launches new Series brand with Fern partnership

Marriott International has announced the global debut of its newest collection brand, Series by Marriott, with India becoming the first launch market through a strategic partnership with The Fern Hotels & Resorts. The first phase of openings brings over 1,900 rooms across 26 hotels, significantly strengthening Marriott's footprint in key domestic destinations.

Positioned within the Marriott Bonvoy portfolio, Series by Marriott is designed to bring regionally established hotel brands under the umbrella of Marriott's trusted service standards. Targeting what the company terms the "global domestic traveller," the brand focuses on reliable hospitality, comfortable stays, and immersive local experiences.

"We are delighted to introduce Series by Marriott in India through our strategic agreement with The Fern Hotels & Resorts," said Kiran Andicot, Senior Vice President, South Asia, Marriott International. "India's vibrant domestic travel market and the growing demand for dependable, affordable stays make it the ideal launchpad for this brand. Series by Marriott is about celebrating regional stories while delivering the consistency and care our guests expect from Marriott. These 26 openings mark the beginning of a broader rollout, with over 100 planned launches in the coming year."

With this launch, The Fern Hotels & Resorts becomes the first hotel group globally to open properties under Series by Marriott. Known for its eco-sensitive positioning, The Fern portfolio spans business hotels as well as nature-led leisure retreats. The initial rollout spans 23 cities, including Ahmedabad, Bengaluru, Jaipur, Kochi, Mumbai, Pune, Rajkot and Vadodara. The largest property is the Fern Sardar Sarovar Resort, Ekta Nagar (169 rooms), complemented by diverse offerings including tented accommodations in Daman and hill retreats in Mussoorie and Saputara.

"The response we've received for The Fern Hotels & Resorts, Series by Marriott has surpassed all expectations. It is heartening to see such alignment from our partner hotels," said Suhail Kannampilly, Managing Director, Concept

Hospitality. “With our commitment to sustainable hospitality, the industry’s growing appetite for development, and Marriott’s strong distribution and systems, we look forward to rapidly expanding the Series footprint across the country.”

Across all hotels under the brand, guest experience highlights include:

- Grab n Go breakfast for early travellers
- Amenities dedicated to single lady guests
- Evening delight offerings featuring chocolates or local treats
- A daily lamp-lighting ritual
- Nightly wellness turndown with soaked almonds and cumin-infused water

All properties are fully integrated with Marriott Bonvoy, enabling members to earn and redeem loyalty points.

The launch of Series by Marriott is supported by a founding partnership with Concept Hospitality Private Limited, majority-owned by CG Hospitality. With India as the maiden market and The Fern as the inaugural operating partner, Marriott signals a strategic focus on regional expansion through collaboration with established domestic hotel brands, bridging local identity with global standards.