

# 196+ roundtable

## 196+ roundtable indian subcontinent

bangladesh, bhutan, india,  
maldives, nepal, pakistan, sri  
lanka

online  
(13.04.2022)

10  
participants

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### NOTES

1) calculated as per PKF sample; includes all  
properties with at least 100 rooms; 2) as per 31  
December 2021; 3) as per the PKF contract  
database; 4) from the viewpoint of hotel groups

## supply

<b>955</b> properties	<b>169,483</b> rooms <sup>1</sup>
<b>84%</b> branded rooms	<b>87%</b> chain affiliated rooms

### group / brand profile

- › strongest brand: **Taj**
- › strongest group: **Marriott**
- › fastest growing brand: **Leela**
- › fastest growing group: **Jin Jiang**
- › strongest regional brand (global presence): **OYO**
- › fastest growing regional brand: **Leela**

## key takeaways

- › The Indian hospitality market offers significant advantages in terms of diverse attractions, low labour costs and an increasingly hospitable approach towards international investment in tourism; however, limitations are noted with respect to complex taxation structures, ambiguous regulations and high land costs.
- › New and promising opportunities are expected in diverse niches: medical tourism, student accommodation and the 'staycation' segment.
- › Increased propensity for digitalisation of the sector; exploitation of technology to minimise cost and maximise efficiency; high demand for customisation and tailored guest experiences.
- › The impact of the pandemic has been felt, particularly in the MICE and international leisure segments.
- › **The sector is expected to show resilience;** demand expected to grow by 8-8.5% (2022-23)
- › Notable trends: talent acquisition and management, technology, sustainability and energy conservation.

## pipeline

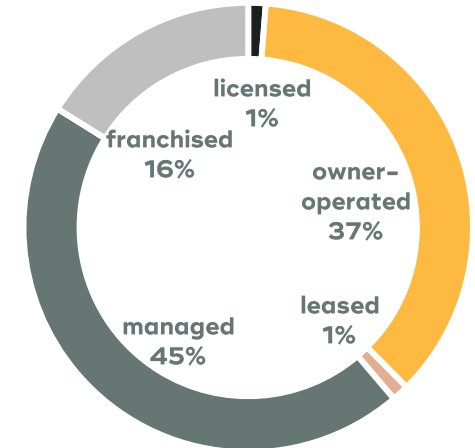
<b>239</b> properties	<b>43,983</b> rooms <sup>1,2</sup>
<b>171</b> hotels under construction	<b>68</b> planned hotels

### selected openings of 2021

- › Siyam World Maldives, Dhigurah, **472 rooms**
- › Araliya Beach Resort & Spa, Unawatuna, **331 rooms**
- › The Leela Gandhinagar Gujarat, Gandhinagar, **318 rooms**
- › The Leela Bhartiya City Bengaluru, Bangalore, **281 rooms**
- › Sheraton Dhaka, Dhaka, **259 rooms**

## contracts

<b>536</b> properties	<b>101,217</b> rooms under contract <sup>2,3,4</sup>
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