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Preferred Hotels Expands Partnership with Fortune Hotels

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Preferred Hotels & Resorts expands its partnership with Fortune Hotels (a member of ITC's hotel group) by announcing the addition of seven new properties to its portfolio within the first quarter of 2016, bringing its partnership with the group to nine total properties across key destinations in India, including Ahmedabad, Bengaluru, Chennai, Gurgaon, Navi Mumbai, and Noida.

Designed to support ITC's hotel group's strategic vision, the partnership enables Fortune Hotels to tap into Preferred Hotels & Resorts' unrivalled sales capabilities in the corporate and leisure travel sectors, expertise in the independent hotels space, innovative marketing and distribution platforms, and network of sales professionals located in 40 offices worldwide. The alliance is pivotal to Preferred Hotels & Resorts' growth campaign in the Indian market and further cements the brand's ties with Fortune Hotels.

Saurabh Rai, Executive Vice President, Preferred Hotels & Resorts said, "Throughout its history, ITC's hotel group has successfully established itself as one of the foremost hospitality brands in India. We are pleased to further strengthen our partnership with Fortune Hotels under the umbrella of the ITC's hotel group. The fusion of traditional Indian hospitality and contemporary international standards, along with the brand support from ITC's hotel group, makes Fortune Hotels an ideal fit in our India portfolio."



Suresh Kumar, Managing Director, Fortune Hotels said, “Fortune Hotels will benefit from Preferred Hotels & Resorts’ vast range of business solutions, including access to international business through global preferred partnerships and programmes with global TMCs (Travel Management Companies), online distributors and corporate customers. As hotel development continues to expand in India, our aim is to be at the forefront of the industry with effective distribution strategies. Our partnership with Preferred Hotels & Resorts is a key component and essential in enabling our hotels to access new business both locally as well as on the international level.”

With this association, Preferred Hotels & Resorts enhances its presence in India with a total of 32 member hotels across the country. These member properties are located in key leisure and business cities and constitute some of the finest luxury hotels in India.