

**India Hotel Market By Ownership (Independent, Chained), By Budget (Economy, Premium), By Services Offered (Accommodation, Dining, Meeting & Event Spaces, Others), By Target Audience (Business Travellers, Leisure Travellers, Couples, Families), By Booking Mode (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

Market Report | 2025-03-24 | 82 pages | TechSci Research

**AVAILABLE LICENSES:**

- Single User License \$3500.00
- Multi-User License \$4500.00
- Custom Research License \$7000.00

**Report description:**

India Hotel Market was valued at USD 15.67 Billion in 2024 and is expected to reach USD 22.41 Billion by 2030 with a CAGR of 9.32% during the forecast period. The India Hotel market is witnessing robust growth, due to several key drivers. A surge in domestic and international tourism has increased demand for diverse accommodation options. Rising disposable incomes and the growing middle class are fueling travel across various segments, from budget to luxury. Business travel is also on the rise, driven by India's growing economy and global business integration, particularly in sectors like IT, finance, and manufacturing. Also, government initiatives such as the "Incredible India" campaign and the easing of visa policies have further boosted tourism. The rapid development of infrastructure, including airports, highways, and metro networks, enhances connectivity, making travel more accessible. This combination of factors is propelling the growth of the hotel industry in India.

**Key Market Drivers**

**Booming Tourism Sector Across the Region**

The booming tourism sector is a significant driver of growth in the India hotel market. As a part of this, according to the Government of India, as of 2023, India registered 9.24 million foreign tourist arrivals (FTAs), marking a 43.5% increase from the 6.44 million recorded in 2022. With India becoming one of the world's most sought-after travel destinations, both domestic and international tourism have seen substantial growth. The country's rich cultural heritage, diverse landscapes, and vibrant cities attract millions of tourists each year. Popular regions like Rajasthan, Kerala, Goa, and the Himalayan states have become key tourist hubs, driving the demand for a wide range of accommodation options, from budget hotels to luxury resorts. The

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

government's efforts to promote tourism, such as the "Incredible India" campaign and improved visa facilities, have further bolstered the sector. Also, the development of new tourist destinations, coupled with better infrastructure such as improved airports, highways, and regional transport networks, has made travel more accessible. The rise in the middle class, increased disposable incomes, and evolving travel preferences have led to more Indians traveling both domestically and internationally, further fuelling hotel demand. Also, India's growing appeal as a business destination, particularly in cities like Mumbai, Delhi, and Bengaluru, has also led to higher demand for business hotels and event spaces. As tourism continues to thrive, the Indian hotel market is expected to experience continued growth, with new hotels and resorts opening in various regions, catering to the diverse needs of both leisure and business travelers.

#### Key Market Challenges

##### High Operational Cost

High operational costs are a significant challenge in the India hotel market. The hospitality industry is labour-intensive, and wages for skilled workers have been rising, contributing to increased operational expenses. Also, the cost of utilities, such as electricity, water, and gas, can be high, especially in energy-demanding operations like large hotels and resorts. These expenses are often further exacerbated by inflation and increasing prices for raw materials and supplies. Another key factor in operational costs is maintenance, as maintaining high standards of service and infrastructure requires constant investment. From the upkeep of luxury amenities to ensuring that rooms and common areas meet guest expectations, these costs add up quickly. Also, the need to comply with strict hygiene and safety regulations, particularly in the post-pandemic era, requires hotels to invest in cleaning equipment and technology, further increasing operational expenses. For smaller and mid-range hotels, managing these high costs while maintaining affordable pricing for guests can be especially challenging. Many hotels are also faced with the rising cost of technology integration, from providing high-speed internet to adopting advanced systems for booking and customer service. Balancing these rising costs with maintaining competitive pricing and quality service is a constant struggle for hotel operators in India, making efficient cost management a key factor for long-term success in the market.

#### Key Market Trends

##### Surging Domestic Travel Across the Region

Surging domestic travel is a key trend in the India hotel market, driving significant growth in both the leisure and business travel segments. As a part of this, as of 2023, the quantity of domestic tourists has seen a remarkable growth of 95.64%. It is worth mentioning that India recorded 2,509 million domestic tourist visits (DTV), with further growth expected. As disposable incomes rise, a growing middle class is increasingly exploring domestic tourism options, with more Indian travelers opting to visit regional destinations and iconic cultural sites within the country. This surge in domestic travel is particularly evident during festivals, long weekends, and holiday seasons, where both urban and rural areas see an influx of tourists. The convenience, affordability, and growing interest in exploring one's own country have fuelled the demand for a wide range of accommodations, from budget hotels to luxury resorts. Also, with improved road, rail, and air connectivity, traveling to previously less-accessible destinations have become easier, further supporting this trend. Domestic travel is also being influenced by evolving consumer preferences, as more Indians are opting for off-the-beaten-path experiences, eco-tourism, and wellness retreats. Hotels are responding by developing unique offerings, such as experiential stays and tailored services that cater to Indian travellers' growing interest in personalized experiences. Also, post-pandemic, many individuals and families are prioritizing domestic travel over international trips, leading to a greater focus on regional tourism. As a result, the domestic travel boom is not only boosting hotel occupancy rates but also encouraging further investment and expansion in the Indian hospitality sector.

#### Key Market Players

- [ ] The Indian Hotels Company Limited
- [ ] ITC Hotels Limited
- [ ] EIH Limited
- [ ] The Bharat Hotel
- [ ] Lemon Tree Hotels Limited
- [ ] The Leela Palaces, Hotels and Resorts
- [ ] Marriott International, Inc
- [ ] Hilton Worldwide Holdings Inc.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

-□Radisson Hotel Group

-□Accor SA

Report Scope:

In this report, the India Hotel Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

-□India Hotel Market, By Ownership:

- o Independent
- o Chain

-□India Hotel Market, By Budget:

- o Economy
- o Luxury

-□India Hotel Market, By Services Offered:

- o Accommodation
- o Dining
- o Meeting & Event Spaces
- o Others

-□India Hotel Market, By Target Audience:

- o Business Travellers
- o Leisure Travellers
- o Couples
- o Families

-□India Hotel Market, By Booking Mode:

- o Online
- o Offline

-□India Hotel Market, By Region:

- o North
- o South
- o East
- o West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Hotel Market.

Available Customizations:

India Hotel Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□Detailed analysis and profiling of additional market players (up to five).

## **Table of Contents:**

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered
2. Research Methodology
  - 2.1. Methodology Landscape
  - 2.2. Objective of the Study

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology
- 3. Executive Summary
  - 3.1. Market Overview
  - 3.2. Market Forecast
  - 3.3. Key Regions
  - 3.4. Key Segments
- 4. Voice of Customer
  - 4.1. Factors Influencing Purchase Decision
  - 4.2. Brand Awareness
  - 4.3. Source of Information
- 5. India Hotel Market Outlook
  - 5.1. Market Size & Forecast
    - 5.1.1. By Value
  - 5.2. Market Share & Forecast
    - 5.2.1. By Ownership Market Share Analysis (Independent, Chained)
    - 5.2.2. By Budget Market Share Analysis (Economy, Luxury)
    - 5.2.3. By Services Offered Market Share Analysis (Accommodation, Dining, Meeting & Event Spaces, Others)
    - 5.2.4. By Target Audience Market Share Analysis (Business Travellers, Leisure Travellers, Couples, Families)
    - 5.2.5. By Booking Mode Market Share Analysis (Online, Offline)
    - 5.2.6. By Regional Market Share Analysis
      - 5.2.6.1. North Market Share Analysis
      - 5.2.6.2. South Market Share Analysis
      - 5.2.6.3. East Market Share Analysis
      - 5.2.6.4. West Market Share Analysis
    - 5.2.7. By Top 5 Companies Market Share Analysis, Others (2024)
  - 5.3. India Hotel Market Mapping & Opportunity Assessment
    - 5.3.1. By Ownership Market Mapping & Opportunity Assessment
    - 5.3.2. By Budget Market Mapping & Opportunity Assessment
    - 5.3.3. By Services Offered Market Mapping & Opportunity Assessment
    - 5.3.4. By Target Audience Market Mapping & Opportunity Assessment
    - 5.3.5. By Booking Mode Market Mapping & Opportunity Assessment
    - 5.3.6. By Region Market Mapping & Opportunity Assessment
- 6. India Independent Hotel Market Outlook
  - 6.1. Market Size & Forecast
    - 6.1.1. By Value
  - 6.2. Market Share & Forecast
    - 6.2.1. By Budget Market Share Analysis
    - 6.2.2. By Booking Mode Market Share Analysis
- 7. India Chained Hotel Market Outlook
  - 7.1. Market Size & Forecast
    - 7.1.1. By Value

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 7.2. Market Share & Forecast
  - 7.2.1. By Budget Market Share Analysis
  - 7.2.2. By Booking Mode Market Share Analysis
- 8. Market Dynamics
  - 8.1. Drivers
  - 8.2. Challenges
- 9. Market Trends & Developments
- 10. SWOT Analysis
  - 10.1. Strength
  - 10.2. Weakness
  - 10.3. Opportunity
  - 10.4. Threat
- 11. Policy & Regulatory Landscape
- 12. India Economic Profile
- 13. Competitive Landscape
  - 13.1. Company Profiles
    - 13.1.1. The Indian Hotels Company Limited
      - 13.1.1.1. Company Details
      - 13.1.1.2. Products & Services
      - 13.1.1.3. Financials (As Per Availability)
      - 13.1.1.4. Key Market Focus & Geographical Presence
      - 13.1.1.5. Recent Developments
      - 13.1.1.6. Key Management Personnel
    - 13.1.2. ITC Hotels Limited
      - 13.1.2.1. Company Details
      - 13.1.2.2. Products & Services
      - 13.1.2.3. Financials (As Per Availability)
      - 13.1.2.4. Key Market Focus & Geographical Presence
      - 13.1.2.5. Recent Developments
      - 13.1.2.6. Key Management Personnel
    - 13.1.3. EIH Limited
      - 13.1.3.1. Company Details
      - 13.1.3.2. Products & Services
      - 13.1.3.3. Financials (As Per Availability)
      - 13.1.3.4. Key Market Focus & Geographical Presence
      - 13.1.3.5. Recent Developments
      - 13.1.3.6. Key Management Personnel
    - 13.1.4. The Bharat Hotel
      - 13.1.4.1. Company Details
      - 13.1.4.2. Products & Services
      - 13.1.4.3. Financials (As Per Availability)
      - 13.1.4.4. Key Market Focus & Geographical Presence
      - 13.1.4.5. Recent Developments
      - 13.1.4.6. Key Management Personnel
    - 13.1.5. Lemon Tree Hotels Limited
      - 13.1.5.1. Company Details
      - 13.1.5.2. Products & Services

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 13.1.5.3. Financials (As Per Availability)
- 13.1.5.4. Key Market Focus & Geographical Presence
- 13.1.5.5. Recent Developments
- 13.1.5.6. Key Management Personnel
- 13.1.6. The Leela Palaces, Hotels and Resorts
  - 13.1.6.1. Company Details
  - 13.1.6.2. Products & Services
  - 13.1.6.3. Financials (As Per Availability)
  - 13.1.6.4. Key Market Focus & Geographical Presence
  - 13.1.6.5. Recent Developments
  - 13.1.6.6. Key Management Personnel
- 13.1.7. Marriott International, Inc
  - 13.1.7.1. Company Details
  - 13.1.7.2. Products & Services
  - 13.1.7.3. Financials (As Per Availability)
  - 13.1.7.4. Key Market Focus & Geographical Presence
  - 13.1.7.5. Recent Developments
  - 13.1.7.6. Key Management Personnel
- 13.1.8. Hilton Worldwide Holdings Inc.
  - 13.1.8.1. Company Details
  - 13.1.8.2. Products & Services
  - 13.1.8.3. Financials (As Per Availability)
  - 13.1.8.4. Key Market Focus & Geographical Presence
  - 13.1.8.5. Recent Developments
  - 13.1.8.6. Key Management Personnel
- 13.1.9. Radisson Hotel Group
  - 13.1.9.1. Company Details
  - 13.1.9.2. Products & Services
  - 13.1.9.3. Financials (As Per Availability)
  - 13.1.9.4. Key Market Focus & Geographical Presence
  - 13.1.9.5. Recent Developments
  - 13.1.9.6. Key Management Personnel
- 13.1.10. Accor SA
  - 13.1.10.1. Company Details
  - 13.1.10.2. Products & Services
  - 13.1.10.3. Financials (As Per Availability)
  - 13.1.10.4. Key Market Focus & Geographical Presence
  - 13.1.10.5. Recent Developments
  - 13.1.10.6. Key Management Personnel
- 14. Strategic Recommendations
  - 14.1. Key Focus Areas
  - 14.2. Target Ownership
  - 14.3. Target Budget
- 15. About Us & Disclaimer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**India Hotel Market By Ownership (Independent, Chained), By Budget (Economy, Premium), By Services Offered (Accommodation, Dining, Meeting & Event Spaces, Others), By Target Audience (Business Travellers, Leisure Travellers, Couples, Families), By Booking Mode (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

Market Report | 2025-03-24 | 82 pages | TechSci Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$3500.00
	Multi-User License	\$4500.00
	Custom Research License	\$7000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>