

Fortune Hotels inks a new alliance in Palampur, Himachal Pradesh

This is the upscale hotel chain's 6th footprint in the state

New Delhi, 13 March 2024: [Fortune Hotels](#), a member of ITC's hotel group, announced the inking of its latest alliance – Fortune Park Palampur in Himachal Pradesh. Set in the picturesque landscape of Palampur, also known as the tea capital of northwest India, this brownfield project promises to redefine comfort in one of the most enchanting destinations in the country.

Aesthetically designed for the urbane traveller, Fortune Park Palampur is poised to offer a hospitality experience par excellence. Slated for a Summer 2024 launch, the hotel boasts tastefully designed rooms and stylish interiors that are elegantly appointed, offering guests a perfect blend of modern amenities and breathtaking views of the Dhauladhar mountain range.

Together with an all-day dining restaurant and bar, a terrace microbrewery, modern banquet halls, meeting rooms, fitness centre, swimming pool and a restful spa, the hotel is carefully crafted to offer a blissful stay and relaxation to its patrons.

Speaking on the occasion, **Mr Samir MC, Managing Director-Fortune Hotels** said *"Himachal Pradesh has always been a special state for us as it is home to spell binding locales and experiences. Some of our best performing leisure hotels are in this region. It is thus exciting to be adding our 6th hotel in this state to our portfolio. We have set foot in Palampur at a time when it is emerging as a potential market for branded hotels. With our diverse range of offerings and commitment to excellence, we are poised to address the evolving needs of travellers in this dynamic destination and make it another successful addition to the Hill hotels of Fortune."*

Palampur, renowned for its unique blend of colonial architecture, serene shrines, and expansive tea estates, provides an idyllic backdrop for travellers yearning for both tranquillity and adventure. With popular activities like trekking and hang-gliding adding an extra dimension to the city's allure, Palampur invites visitors to immerse themselves in its diverse offerings.