

Fortune Hotels signs a new retreat in Bhimtal

This magnificent lake-facing property is the upscale hotel chains 6th alliance in the state

New Delhi, 17 September 2024: [Fortune Hotels](#), a member of ITC's hotel group, has announced the signing of a new hotel in the picturesque town of Bhimtal, Uttarakhand. This is the premier hotel chains' 6th alliance in the state after Mussoorie, Haridwar, Haldwani, Dehradun and Rishikesh.

Expressing delight on the announcement, **Samir MC, Managing Director, Fortune Hotels, said,** *"Bhimtal marks an exciting chapter for Fortune Hotels as we prepare our entry into another popular leisure destination in India thereby increasing our #HillsOfFortune portfolio base as well. Bhimtal, with its peaceful allure and accessibility to other popular Uttarakhand hill stations, stands out as a premier tourist destination for the elite guest. We are thus, committed to providing an even more captivating stay experiences at the retreat one that blends comfort, personalization and natural beauty, making it truly unique destination for the immersive traveller."*

Poised to open in 2025, the premium hotel featuring stylish well-appointed rooms and elegant suites offers splendid views of the Bhimtal lake and the golden sunrise. A stunning swimming pool, a restful spa and a modern fitness centre amp up the recreation quotient at the hotel while its lavish banquet spaces make for a perfect setting for family socials and special celebrations. Food enthusiasts, can join on a soiree of epicurean flavours at the panoramic speciality rooftop restaurant overlooking the hills and the lake; sip and savour spirited beverages and finger food at the trendy bar, or enjoy popular world fare on a plate at the all day diner.

Bhimtal, a treasure trove of Uttarakhand, is well-known for its scenic beauty and tourist attractions. Camping, kayaking, paragliding, and trekking are among the many activities available in the town, catering to both adventurers and those looking to unwind. Bhimtal morphs into a bird-watching paradise throughout the winter season as migratory birds arrive and is a year-round place of choice for city dwellers looking to submerge into serenity and solitude. Bhimtal also serves as Nainital's mini-district headquarters, which adds to its strategic importance.