

## Fortune Hotels grows its footprint in Uttar Pradesh

*Signs an upscale hotel in Gorakhpur, its seventh alliance in the state*

**Gorakhpur, 20 August 2024:** [Fortune Hotels](#), a member of ITC's hotel group announced its latest signing in the state of Uttar Pradesh with the inking of an operating agreement for an upscale hotel in Gorakhpur; a strategic move to increasing its regional presence in the prosperous and one of the fastest growing states in India.

Commenting on the signing, Samir MC, Managing Director, Fortune Hotels, said "It was only prudent for us to further strengthen our presence in Uttar Pradesh given the state's brimming potential of promising returns. We already have six strategic alliances in UP and signing of this agreement further exudes our commitment to the state. Fortune Park Gorakhpur will enable us to cater to all kinds of transient travellers as well as city guests. This up-and-coming region presents a promising opportunity, making it the perfect timing for forging such alliances. With this new property, we emphasize our focus to deliver exceptional hospitality experiences in emerging markets across India."

Branded as Fortune Park Gorakhpur, the hotel, located in the heart of the city promises an unparalleled experience to city, pilgrim and business guests alike. Offering 74 contemporary well appointed rooms, multiple F&B outlets, modern meeting and banquet spaces and a blend of upmarket comfort, and state-of-the-art facilities, this hotel is poised to become a significant landmark in the area.

Expected to be launched by October 2026, the hotel is just a short walk from the railway station, 7.5 km away from the Gorakhpur International Airport and around 3 Kms from the ancient Gorakhnath Math, a temple of significance for the Nath monastic order group of the Nath tradition, which attracts numerous visitors and devotees throughout the year; making the hotels' location very strategic.

Besides being a religious centre, Gorakhpur has also emerged as one of the most preferred destinations for businesses and investors alike with the growing IT and support startup ecosystem in the city along with an upcoming IT Park, making it a pivotal metropolis of importance, situated on the banks of the Rapti River in the Purvanchal region of Uttar Pradesh.

A gateway to Eastern UP (Purvanchal), Bihar and Nepal, Gorakhpur is approximately 100 kms from the Nepal frontier, 193 kms from Varanasi, and 270 kms from the state capital of Lucknow, making it a very notable location in its region.