

Fortune Hotels adds to its pilgrimage portfolio

Inks an operating agreement for a Fortune Select hotel in Ayodhya

This is the upscale hotel chain's 6th alliance in Uttar Pradesh

New Delhi, 9 July 2024: [Fortune Hotels](#), a member of ITC's hotel group, is pleased to announce the signing of Fortune Select Airport Road, Ayodhya, Uttar Pradesh. This significant step marks the brand's commitment to addressing mid to upscale hospitality needs at pilgrimage destinations by the way of its exceptional services.

Pegged to open doors to guests in FY 27-28, Fortune Select Airport Road, Ayodhya is strategically located within comfortable driving distance from the upcoming Ayodhya International Airport and the glorious temple. The hotel will be home to 123 well-appointed rooms, an all-day dining restaurant, a banquet hall, and other allied facilities. It is poised to cater to the increasing influx of tourists to Ayodhya and near-by destinations of worship.

Speaking on the occasion, **Samir MC, Managing Director, Fortune Hotels** said, *"Needless to say, this is an important milestone in our expansion strategy. Pilgrimage destinations have been a conscious choice in our growth journey that includes high-potential tier-two and three markets, with our existing presence in key pilgrimage locations, to name a few like Tirupati, Katra, Amritsar. Ayodhya's transformation into a leading tourist destination is a unique opportunity to enhance hospitality infrastructure, and we look forward to creating exceptional guest experiences capturing Ayodhya's rich cultural heritage and spiritual essence. Additionally, Ayodhya's proximity to the spiritual capital of India, Varanasi and Lucknow the culturally rich state capital, gives travellers an additional reason to extend their visit and enjoy a memorable travel circuit".*

Ayodhya, known for its deep cultural and spiritual significance, is the birthplace of Lord Ram and was the capital of the ancient Kosala Kingdom as described in the Ramayana. The city is renowned for its numerous temples, shrines, and sites associated with the epic, making it a vital destination for Hindu devotees and a prominent tourist attraction in India.

The hotel will be flagged under the Fortune Select brand, known for its upscale services and world-class amenities, ensuring guests a memorable stay in the heart of Ayodhya.