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BWH Hotels India Announces Strategic Partnership with Headway Hospitality for Hotel Development and Management Across India

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BWH Hotels, a leading global hospitality company with a network of hotels under World Hotels, Best Western Hotels & Resorts, and SureStay by Best Western brands, has entered into a strategic partnership with **Headway Hospitality**, a specialized hotel development and management firm, to accelerate its growth across India and South Asia.

Under this collaboration, **Headway Hospitality** will support **BWH Hotels** India & South Asia in identifying strategic development opportunities, offering pre-opening assistance, and providing end-to-end management services for BWH branded hotels in the territory. The partnership aims to enhance operational excellence, ensure brand consistency, and create sustainable value for hotel owners and stakeholders.

“Our partnership with Headway Hospitality is a significant milestone in BWH Hotels India’s growth strategy,” said **Atul Jain**, Chief Operating Officer of BWH Hotels India & South Asia. *“Their deep understanding of hotel operations, combined with our global legacy of trusted hospitality, will help us scale faster while ensuring quality and consistency across every new hotel we open.”*

Headway Hospitality, known for its agile and owner-centric approach, will act as a key operational partner to deliver seamless hotel openings and efficient day-to-day operations in alignment with Best Western's global standards.

Vikas Ray, Founder & CEO of Headway Hospitality, added, *“We are excited to join hands with BWH Hotels India & South Asia to bring their iconic brands to more destinations across the country. Our goal is to offer tailored development and management solutions that create value for owners and elevate the guest experience.”*

This strategic partnership comes at a time when the Indian hospitality sector is witnessing robust growth, driven by strong domestic travel demand and international tourism interest. The collaboration between BWH Hotels India & South Asia and Headway Hospitality is expected to fast-track the brand’s expansion into key leisure and business destinations across the country.



About BWH Hotels

BWH Hotels is a global hospitality network comprising three global hotel companies: WorldHotels™, Best Western® Hotels & Resorts, and SureStay® Hotels. With a presence in over 100 countries and territories worldwide, BWH Hotels offers accommodations that cater to every traveler's needs.

About Headway Hospitality

Headway Hospitality is a hotel development and management company focused on delivering innovative, efficient, and tailored hospitality solutions. With a growing portfolio of hotel assets and a deep understanding of market dynamics, Headway Hospitality partners with global brands to enhance operational performance and deliver memorable guest experiences.