



SureStay by Best Western Hits Double Digits in India with 10th SureStay Hotel Signing in Ayodhya

The hotel is scheduled to commence operations in 2027

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BWH Hotels proudly announces the signing of SureStay by Best Western Ayodhya, marking the brand's second hotel in Ayodhya and the 10th SureStay by Best Western in India. Strategically located just off NH 27 and approx. 5 kilometers from the sacred Shri Ram Janmabhoomi Temple, this upcoming property promises comfort and convenience for guests.

SureStay by Best Western Ayodhya will feature well-appointed guestrooms, a restaurant, and a multi-purpose hall – catering to the growing demand for quality midscale accommodation in the city. This signing reinforces BWH Hotels' commitment to expanding its presence across India, offering reliable hospitality backed by international standards.

As Ayodhya continues to witness rapid infrastructural growth and increasing tourist footfall, this addition aligns perfectly with the city's evolving hospitality landscape and BWH Hotels' vision for long-term development in the region.

With a global portfolio exceeding 400 hotels, the SureStay Hotel Group has firmly established itself as a trusted name in the midscale to midscale-lite segment. Its rapid growth underscores the brand's strong market traction and rising demand among today's travelers and developers.

About BWH™ Hotels

BWH Hotels is a leading, global hospitality enterprise comprised of three hotel companies, including WorldHotels™, Best Western® Hotels & Resorts and SureStay® Hotels. The global enterprise boasts approximately 4,300 hotels in over 100 countries and territories worldwide*. With 18 brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of developers and guests in every market.

*Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

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