

**FOR IMMEDIATE RELEASE**

## **Best Western Adds Mathura to Its India Portfolio**

Expands Religious Tourism Presence with 72-Room Hotel

### **New Delhi, India — (March 16, 2026)**

We are delighted to announce the signing of **Best Western** in the sacred city of Mathura, Uttar Pradesh. The hotel is scheduled to launch in fourth quarter of **2027**. This development marks another significant milestone in our strategic expansion across India's leading pilgrimage hubs and further strengthens our presence in prominent spiritual destinations such as Vrindavan, Katra, Amritsar, Ayodhya, Tirupati and Prayagraj.

Driven by year-round religious tourism, deep-rooted cultural heritage, and ongoing infrastructure improvements, Mathura continues to present strong hospitality potential. The city's growing connectivity and increasing visitor volumes make it an ideal destination for quality branded accommodation.

The upcoming **Best Western** in **Mathura** will feature 72 well-appointed and spacious guestrooms, thoughtfully designed to provide comfort and convenience for travelers visiting the city. The hotel will also offer an all-day dining restaurant and bar, banqueting and meeting facilities, and a swimming pool, creating a well-rounded hospitality experience for both leisure and group travelers.

Commenting on the signing, **Atul Jain, Chief Operating Officer, BWH Hotels South Asia**, said, "Mathura holds immense spiritual and cultural importance, attracting millions of visitors annually. This signing reinforces our commitment to expand in high-growth spiritual destinations across India. With a phased development approach, we are ensuring a strong market entry while delivering the trusted standards and comfort that guests associate with the Best Western brand."

**Rahul Agrawal, the Owner**, added,

"We are proud to partner with Best Western to introduce an internationally recognized brand to Mathura. This project is envisioned to elevate the hospitality landscape of the city by offering modern amenities, professional service standards, and facilities that meet the expectations of today's discerning pilgrims and travelers."

### **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 plus hotels in over 100 countries and territories worldwide\*. With 18 brands across every chain scale segment, from economy to luxury, BWH Hotels suit 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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