

## **BWH Hotels Expands Uttarakhand Portfolio with Third Strategic Signing: Best Western Haridwar**

### **FOR IMMEDIATE RELEASE**

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BWH Hotels has announced the signing of a new Best Western hotel in Haridwar, marking the brand's debut in one of India's most important pilgrimage destinations, rich in spiritual and cultural heritage. This milestone marks a threefold strategic expansion for BWH Hotels in Uttarakhand, building on its recent momentum with developments in Jim Corbett National Park and Mussoorie, and further strengthening its presence across the state. Together, these signings reflect a focused strategy to build a well-balanced portfolio across Uttarakhand's travel ecosystem -spanning wildlife, hill retreat, and spiritually significant destination.

Strategically located near Ram Ghat, one of the well-known Ganga ghats in Haridwar, the hotel is close to a site that is visited by devotees throughout the year and holds deep religious importance. The upcoming property will offer easy access to the Ganges riverfront and key landmarks such as Har Ki Pauri, Saptrishi Ashram, and Daksha Mahadev Temple, as well as major Shakti Peeths like Mansa Devi, Chandi Devi, and Maya Devi and Haridwar Railway Station. Guests can also explore Haridwar's lively local markets, experiencing the city's culture and enjoying its traditional cuisine.

Best Western Haridwar is scheduled to open in 2027, the property will feature well-appointed rooms, an all-day dining restaurant, and flexible meeting spaces, designed to serve both pilgrims and leisure travelers.

Commenting on the signing, Atul Jain, Chief Operating Officer, BWH Hotels for India, Bangladesh & Sri Lanka, said, "We see Uttarakhand as a multi-dimensional market with enduring demand across segments. This latest signing marks an important milestone in our regional growth journey, as we continue to expand thoughtfully focusing not just on presence, but on relevance in each destination we enter."

Ajay Kumar Paliwal, Owner, Best Western Haridwar, added, "Haridwar continues to welcome a growing number of visitors seeking both spiritual and cultural experiences. Partnering with BWH Hotels allows us to bring a trusted global brand to the city, with a strong emphasis on quality, comfort, and consistency."

With this addition, BWH Hotels continues to strengthen its development pipeline in India, aligning with its long-term vision of expanding in high-potential destinations through carefully selected hotel developments.

### **About BWH Hotels**

BWH Hotels is a global hospitality network that includes WorldHotels™, Best Western® Hotels & Resorts and SureStay® Hotels. The group has over 4,300 hotels in more than 100 countries and territories. With 18 brands across different segments, from economy to luxury, BWH Hotels serves a wide range of guests and developers.

\*Numbers are approximate and include hotels in the development pipeline.

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