



Perfect match

WEDDINGS AT HOTELS ARE PICKING UP AS THEY OFFER A SEAMLESS EXPERIENCE WITH BREATHTAKING VENUES, CUSTOMISED DÉCOR, GOURMET CATERING AND TAILORED ACCOMMODATION

BY BINDU GOPAL RAO



Hotel weddings are on the rise as couples seek all-in-one venues that offer convenience, luxury, and seamless planning. From intimate gatherings to grand celebrations, hotels ensure every wedding is a masterpiece.

Take Taj Palace, New Delhi, for instance. It has been hosting the most celebrated weddings in the capital city since 1983.

“This season, we have expanded our Raja Bagh and Rani Bagh lawns, offering increased capacity and flexibility to accommodate larger gatherings while maintaining the exclusivity and elegance we are known for. Additionally, our culinary team has developed new, bespoke wedding menus, incorporating gourmet innovations alongside timeless classics to cater to evolving preferences,” says Praydhumna Singh Rathore, General Manager, Taj Palace, New Delhi.

He adds: “With a dedicated team of wedding specialists, seamless event execution, and Taj’s signature hospitality, we ensure that every wedding is a flawlessly orchestrated affair.”

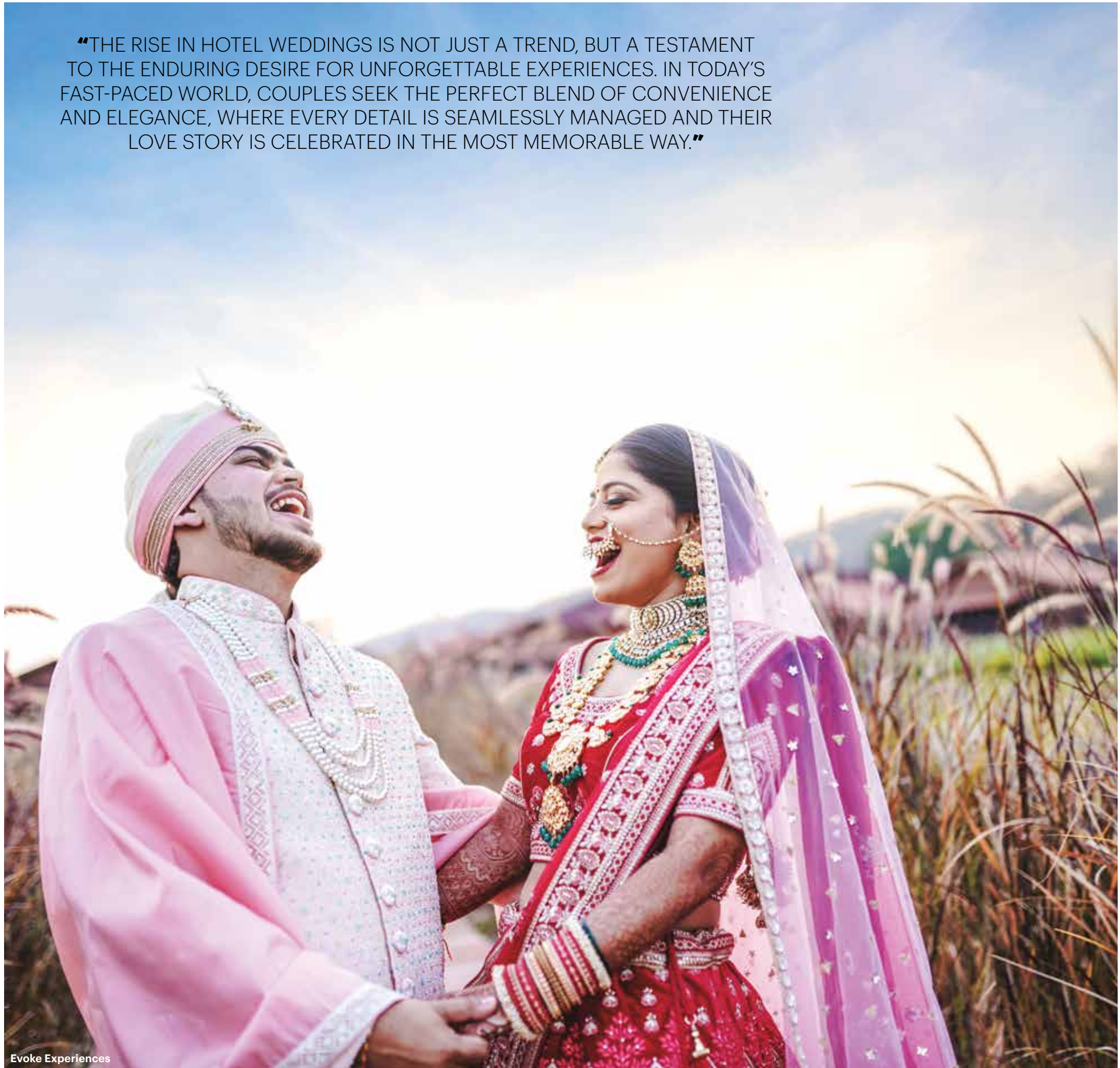
UNFORGETTABLE EXPERIENCES

The rise in hotel weddings is not just a trend, but a testament to the enduring desire for unforgettable experiences. In today’s fast-paced world, couples seek the perfect blend of convenience and elegance, where every detail is seamlessly managed and their love story is celebrated in the most memorable way.

“At The Ritz-Carlton, Pune, we understand that a wedding is more than just a ceremony; it’s a profound expression of love, a celebration of two lives coming together. Our couples cherish the peace of mind that comes with knowing their special day is in the hands of dedicated professionals who care deeply about bringing their vision to life. The comprehensive services and luxurious ambience of our hotel provide a sanctuary where dreams are transformed into reality,” says Etee Dutt, Associate Director of Sales, The Ritz-Carlton, Pune.



“THE RISE IN HOTEL WEDDINGS IS NOT JUST A TREND, BUT A TESTAMENT TO THE ENDURING DESIRE FOR UNFORGETTABLE EXPERIENCES. IN TODAY’S FAST-PACED WORLD, COUPLES SEEK THE PERFECT BLEND OF CONVENIENCE AND ELEGANCE, WHERE EVERY DETAIL IS SEAMLESSLY MANAGED AND THEIR LOVE STORY IS CELEBRATED IN THE MOST MEMORABLE WAY.”



Evoke Experiences



Saraca Hotel & Resort, Lucknow

DO THE NEW

Numerous auspicious dates are available for weddings, which hold great significance in the belief system of Gujaratis when finalising wedding schedules.

“With 19-20 favourable dates this season, we have curated special wedding packages tailored specifically for these occasions,” says Bhavik Sheth, Chief Operating Officer of Evoke Experiences. “So far, we have successfully hosted 60 weddings at our property. Our dedicated team focuses on attracting the wedding market to our venue. The average stay at Statue of Unity Tent City is two nights, with wedding packages starting at Rs11 lakhs for a two-night stay, which includes 55 rooms under the CP plan.”

He adds: “Post-pandemic, travellers’ preferences have evolved, especially when it comes to hosting weddings. Couples now seek unique experiences and are open to exploring unconventional venues, even those that are not traditionally established to offer their guests something different. A great example is the Rann of Kutch, where we have hosted nearly six weddings in the past two years. During these celebrations, hosts often organise a high tea at sunset amidst the breathtaking white desert, creating unforgettable moments. Such immersive experiences add a special touch to their wedding festivities, making them even more memorable.” ➔



“THE DESIRE FOR A SEAMLESS, LUXURIOUS, AND ALL-INCLUSIVE EXPERIENCE DRIVES THE SURGE IN HOTEL WEDDINGS. COUPLES TODAY SEEK VENUES THAT OFFER COMPREHENSIVE WEDDING SOLUTIONS, ELIMINATING THE STRESS OF DEALING WITH MULTIPLE VENDORS.”

TREND CHECK

The burgeoning middle-class with increasing discretionary spending capability coupled with more exposure through social media is looking for ways and means to make their special day truly memorable.

“The rise in hotel weddings in India is driven by couples seeking convenience, luxury, and unique experiences. With India’s appeal as a destination wedding location, hotels offer picturesque settings and all-inclusive packages for ceremonies, receptions, and accommodations. From heritage properties to beach resorts, hotels blend luxury, beauty, and history. Customisable packages allow couples to personalise their weddings, while hotels accommodate large guest lists and provide comfortable stays,” says Harinath M, Senior Vice President, Marketing, Sterling Holiday Resorts.

He adds: “Post-pandemic, hotels offer safety protocols, and micro weddings in private, luxurious settings are gaining popularity. With global influences, hotels cater to modern couples with world-class services, making them the perfect choice for a memorable wedding.” ➔



(Clockwise from top)
Saraca Hotel & Resort, Lucknow



WED IN STYLE

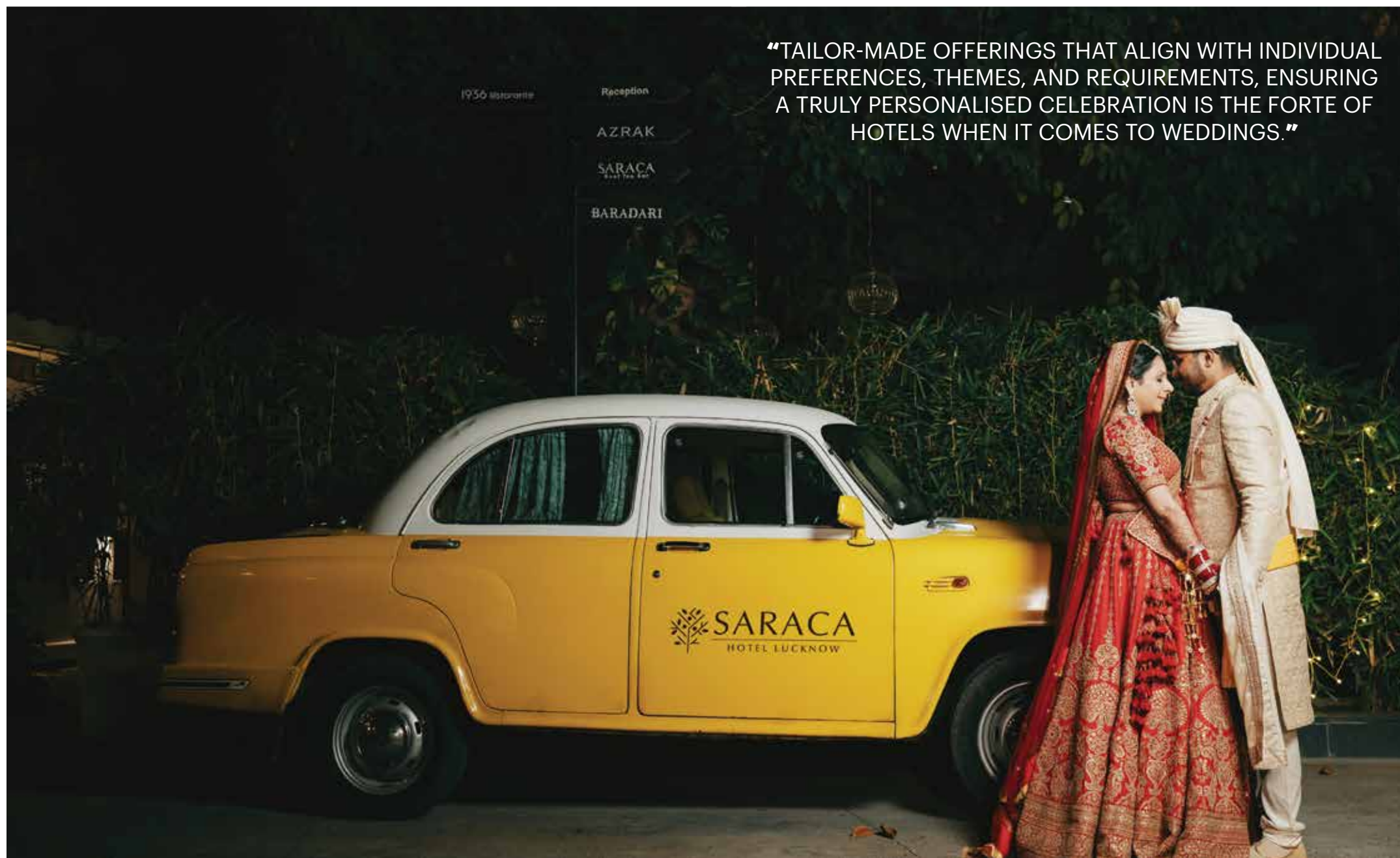
With versatile venues, award-winning chefs, and dedicated wedding specialists, hotels are committed to transforming wedding dreams into reality.

Jyotsna Kanwar, Director of Sales and Marketing, The Ritz-Carlton, Bangalore, says, “Hotel weddings have surged in popularity due to the convenience, luxury, and all-in-one services they offer. Bengaluru, being a cosmopolitan hub, attracts travellers from around the globe who seek the city’s pleasant weather, vibrant nightlife, and thriving brewery culture. The city’s easy accessibility, coupled with our world-class hospitality, makes The Ritz-Carlton, Bangalore a preferred destination for couples looking for an effortless yet extravagant wedding experience.”

The trend of destination weddings has grown significantly, rising from 18 per cent in 2022 to 21 per cent in 2023 and 26 per cent in 2024. Several factors have contributed to this trend, starting from social media content and reach, disposable incomes, personalised offers, experiences continue to count and overall better connectivity and infrastructure.

“Hotels and resorts are offering several backdrops – heritage, religious, beaches and mountains with convenience for a one-stop-shop experience offering traditional ceremony, personalised stays, catering, décor, entertainment in one location. Hospitality industry across the locations is offering world class services and bundled offers which help in reducing time to coordinate between multiple vendors and other arrangements. With excellent service, luxury amenities, and a focus on creating memorable experiences, hotels have become the go-to choice for many couples looking for a seamless and stylish wedding day,” adds Amit Razdan, Chief Operating Officer, Saraca Hotels & Resorts. ➔

“TAILOR-MADE OFFERINGS THAT ALIGN WITH INDIVIDUAL PREFERENCES, THEMES, AND REQUIREMENTS, ENSURING A TRULY PERSONALISED CELEBRATION IS THE FORTE OF HOTELS WHEN IT COMES TO WEDDINGS.”





COMPREHENSIVE PACKAGES

Hotels offer dedicated wedding packages that are all-inclusive and simplify the planning process for couples and families, by providing everything from ceremony space and reception areas to catering and accommodation for guests.

Ashutosh Chhibba, CEO, WelcomHeritage Hotels, says: “To showcase our beautiful wedding venues, we utilise high-quality photos and videos on our website and social media, and we participate in prominent wedding expos throughout the year to connect with potential clients.

Additionally, we have built strong partnerships with leading wedding planners, ensuring that we are featured on their preferred vendor lists, which increases our visibility among couples seeking recommendations. Lastly, our diverse range of unique venues – including palaces, forts, nature resorts, and wildlife retreats – provides couples with a plethora of options to choose from, allowing them to tailor their wedding experience to their dreams, whether it be a regal celebration or a serene nature-themed ceremony.”



The Ritz-Carlton, Pune

BESPOKE VIBES

Tailor-made offerings that align with individual preferences, themes, and requirements, ensuring a truly personalised celebration is the forte of hotels when it comes to weddings. Ramee properties offer bespoke wedding packages that include venue décor, luxury accommodation, gourmet catering and entertainment arrangements.

“Udaipur, being an all-vegetarian resort offers garden, and banquet spaces for intimate and grand weddings. Its exquisite décor mimicking the architectural beauty of Santorini is what makes it a preference amongst most wedding guests,” says Saurabh Gahoi, Senior Vice President, Ramee Group of Hotels.

He adds: “Bengaluru and Tirupati also remain preferred destinations for guests wanting more of cultural setups. From pre-wedding shoots to mehndi and sangeet setups and bridal suites, we ensure a stress-free celebration. With expert planners and signature wedding menus, The Ramee Group is prepared to create unforgettable weddings, blending grandeur, comfort, and exceptional hospitality for every couple.” ➔





“HOTEL WEDDINGS ARE ON THE RISE AS COUPLES SEEK ALL-IN-ONE VENUES THAT OFFER CONVENIENCE, LUXURY, AND SEAMLESS PLANNING. FROM INTIMATE GATHERINGS TO GRAND CELEBRATIONS, HOTELS ENSURE EVERY WEDDING IS A MASTERPIECE.”

GOING ECO-FRIENDLY

Micro-weddings, themed or customised décor and sustainability is a major focus, with couples choosing eco-friendly options such as locally sourced food, reusable décor, and digital invitations, which many hotels are happy to accommodate.

“The wedding landscape is evolving, and we have observed several key trends. Micro weddings and intimate gatherings are gaining traction, allowing for more personalised and meaningful celebrations. Experiential weddings, where couples create unique, themed experiences for their guests, are also becoming popular. Many couples are incorporating local cultural elements into their weddings, blending traditions with contemporary elegance,” says Rahul Janve, General Manager, Courtyard by Marriott Mahabaleshwar.

He adds: “Tech-enabled weddings, featuring live streaming, drone photography, and digital invitations, are making weddings more engaging. Additionally, there is a growing demand for sustainable and eco-friendly weddings, with an emphasis on green décor, waste management, and locally sourced catering.” ➔



Courtyard by Marriott Mahabaleshwar Wedding



Bridal entry option for Alleppey



“THE TREND OF DESTINATION WEDDINGS HAS GROWN SIGNIFICANTLY, RISING FROM 18 PER CENT IN 2022 TO 21 PER CENT IN 2023 AND 26 PER CENT IN 2024. SEVERAL FACTORS HAVE CONTRIBUTED TO THIS TREND, INCLUDING SOCIAL MEDIA CONTENT AND REACH, DISPOSABLE INCOMES, AND PERSONALISED OFFERS.”

Saraca Hotels & Resorts - Corbett



DESTINATION CUES

Weddings in exotic locales are also seeing an uptick even as people are looking to celebrate in style. “Our focus is on creating deeply personalised weddings where couples can cherish time with their loved ones while we take care of every detail. From curating unique cultural experiences to ensuring seamless hospitality, we gear up for the season by working closely with families to bring their dream weddings to life. With our lush 13.5-acre luxury forest setting, we offer breathtaking venues, handcrafted decor concepts, and a dedicated team that makes each wedding a bespoke experience,” Ayu Tripathi, Director, Aahana Resort, avers.

He adds: “More couples are choosing destination weddings because they offer a seamless, all-in-one experience. Hotel weddings are becoming increasingly popular for several compelling reasons. They provide a more intimate and personal setting, allowing guests to spend quality time together throughout the celebration. The hassle-free nature of having everything from accommodation to catering, décor, and entertainment managed in one place reduces stress for the couple and their families. These venues strike the perfect balance between luxury and relaxation, offering a mix of indulgence and comfort that today’s couples seek.” ➔





Sterling Palavelli Godavari

DEMAND DRIVERS

The rise in hotel weddings can be attributed to several key factors. Firstly, hotels offer a seamless, all-in-one experience with stunning venues, catering, accommodations, and event planning services all under one roof. This convenience reduces the stress of coordinating multiple vendors and locations.

Meena Rewari, Director Sales and Marketing, JW Marriott Mumbai Sahar, says, “A major draw for couples is the exceptional F&B offerings that hotels provide. From especially curated wedding menus to interactive food stations, hotels cater to diverse palates with a melting pot of global and regional cuisines. Customised dining experiences, including gourmet plated dinners,

lavish buffets, and artisanal cocktail pairings, elevate the wedding celebration, ensuring a memorable culinary journey for guests. Additionally, hotels provide luxurious amenities, banquet halls, and scenic outdoor spaces, making them ideal for both intimate and grand celebrations.”

She adds: “Many couples are also drawn to customised wedding packages, which ensure a tailored experience while managing costs effectively. Lastly, with the rise of destination weddings, hotels provide the perfect setting for a wedding and mini vacation combined, making them an increasingly sought option for couples.”



Sayaji Kolhapur

“WITH VERSATILE VENUES, AWARD-WINNING CHEFS, AND DEDICATED WEDDING SPECIALISTS, HOTELS ARE COMMITTED TO TRANSFORMING WEDDING DREAMS INTO REALITY.”



VENUES GALORE

Pullman New Delhi Aerocity is preparing for the wedding season by enhancing its event spaces, refining its décor, and curating bespoke packages for couples looking to celebrate their special day in style. The hotel is investing in an upgraded wedding experience in terms of culinary experiences, layouts, and setups during various functions, ensuring that every event is a picture-perfect affair.

“The Peacock Ballroom, with its sophisticated charm and grand ambience, remains a prime choice for extravagant celebrations, providing couples with an opulent setting that transforms their wedding vision into reality. However, for smaller events, the hotel has 13 breakout event spaces which can easily accommodate intimate events. Guests can also choose Courtyard, an outdoor area which is the perfect location for vedis, dinners and more with the verdant greenery all around,” says Sonam Phogat, Director of Sales, Pullman and Novotel New Delhi Aerocity. ➔

“HOTELS OFFER A SEAMLESS, ALL-IN-ONE EXPERIENCE WITH STUNNING VENUES, CATERING, ACCOMMODATIONS, AND EVENT PLANNING SERVICES ALL UNDER ONE ROOF. THIS CONVENIENCE REDUCES THE STRESS OF COORDINATING MULTIPLE VENDORS AND LOCATIONS.”



FOCUS ON FOOD

For premium hotels, culinary excellence is a priority, with bespoke menus featuring Indian delicacies and global cuisines. With multi-cuisine gourmet menus and interactive food stations, hotels elevate the dining experience.

Guests also enjoy multi-day celebrations with all events – mehendi, sangeet, cocktails, and post-wedding brunches under one roof. Post-pandemic, safety and hygiene remain a priority, making hotels a preferred choice.

“Food trends include global and fusion cuisines, with live cooking stations, artisanal desserts, and themed food experiences such as a ‘Pahadi Night’ featuring local Uttarakhandi delicacies. Sustainability is key, with couples opting for zero-waste setups, organic catering, and carbon-neutral venues. Additionally, Instagram-worthy décor and scenic setups appeal to couples looking for picture-perfect moments,” says Piiyush Kapoor, General Manager, Jaypee Residency Manor. ➔



“FOR PREMIUM HOTELS, CULINARY EXCELLENCE IS A PRIORITY, WITH BESPOKE MENUS FEATURING INDIAN DELICACIES AND GLOBAL CUISINES. WITH MULTI-CUISINE GOURMET MENUS AND INTERACTIVE FOOD STATIONS, HOTELS ELEVATE THE DINING EXPERIENCE.”

Ramee Royal Resort, Udaipur



CHERISHED MEMORIES

Hotels offer more than just a beautiful venue – they curate unique experiences that enhance the wedding celebration.

“We utilise our amenities to create opportunities for guest interaction, such as indulgent group spa sessions, elegant afternoon high tea gatherings, and pre-wedding wellness experiences that allow couples and their families to unwind before the big day. We also understand the importance of details in creating an unforgettable event. Every element, from table setup and

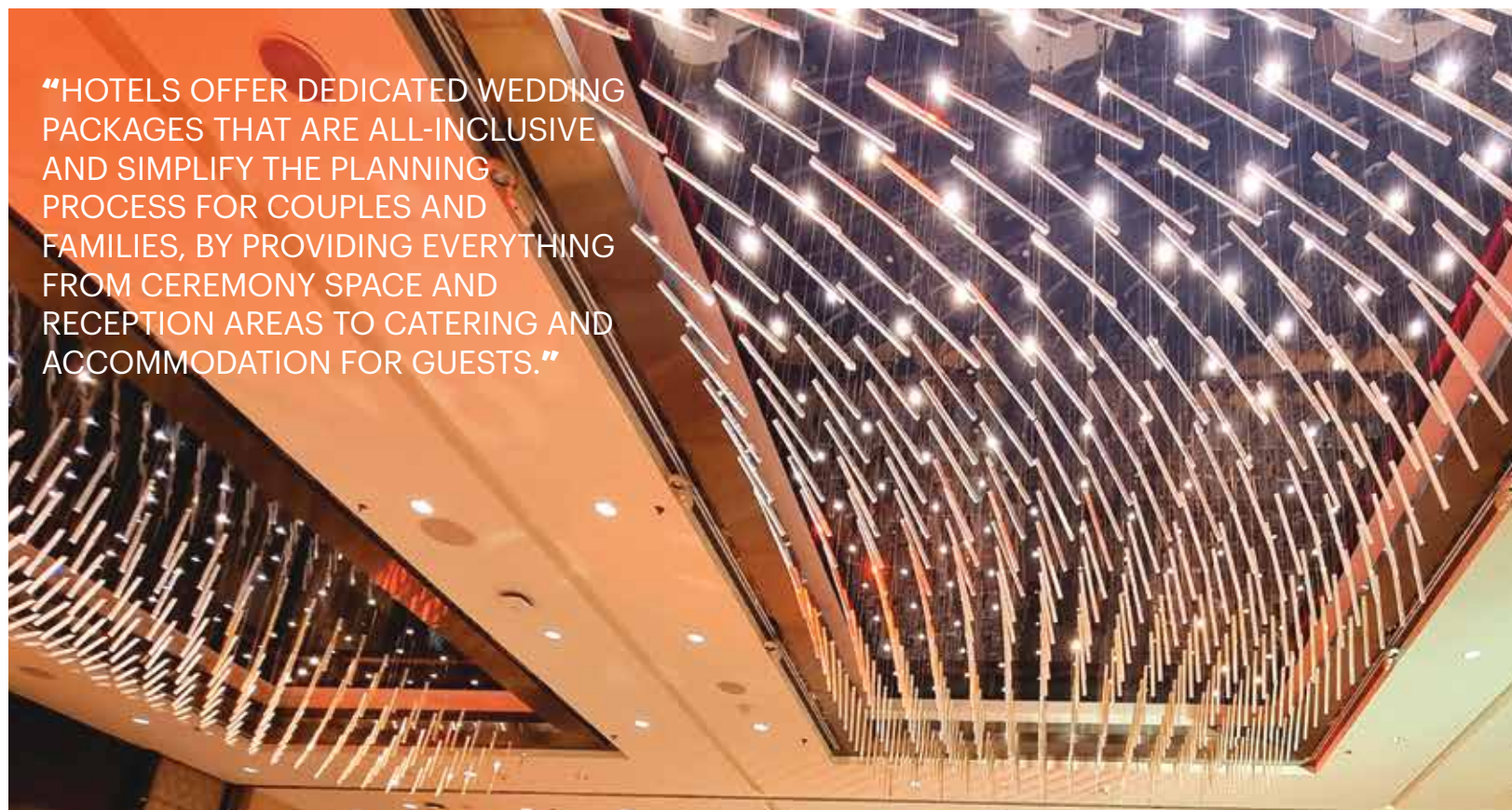
napkin folds to floral arrangements and décor, is meticulously curated to match the couple’s theme and aesthetic. Additionally, our dining experience goes beyond the traditional reception setup, offering customised menu options that provide a restaurant-style ambiance with intimate table settings, creative plating, and an extensive selection of gourmet dishes,” says Abhishek Kumar, Cluster Director of Sales, DoubleTree by Hilton Gurugram Baani Square & Hilton Gurugram Baani City Centre. ➔

“WHETHER IT IS A TRADITIONAL FORMAL WEDDING, A RELAXED OUTDOOR CEREMONY, OR EVEN A THEMED CELEBRATION, HOTELS CAN OFFER A VARIETY OF SETTINGS AND ACCOMMODATIONS THAT MATCH ANY VISION.”



Ramee Royal Resort & Spa, Udaipur

“HOTELS OFFER DEDICATED WEDDING PACKAGES THAT ARE ALL-INCLUSIVE AND SIMPLIFY THE PLANNING PROCESS FOR COUPLES AND FAMILIES, BY PROVIDING EVERYTHING FROM CEREMONY SPACE AND RECEPTION AREAS TO CATERING AND ACCOMMODATION FOR GUESTS.”



DoubleTree by Hilton Gurugram Baani Square



JW Marriott Mumbai Sahar

SUSTAINABILITY MATTERS

Weddings are also going green as couples are looking at ecologically sensitive events as they aim to reduce their carbon footprint.

“To make each wedding truly special, we have curated exclusive wedding packages that cater to the unique desires of every couple. These packages incorporate remarkable sustainable initiatives, ensuring a memorable yet eco-friendly celebration,” says Mukesh Rakshit, General Manager, Sayaji Kolhapur.

He adds: “We have also expanded our online presence on platforms like Meta and Google, targeting younger couples and offering them easy access to our services. Additionally, we have enhanced the guest experience with live food stations featuring regional cuisines, providing a dynamic dining experience. To make sure that distant relatives can still be a part of the event, we also offer virtual live streaming options for remote participation. ➔

SIGNATURE EXPERIENCES

The desire for a seamless, luxurious, and all-inclusive experience drives the surge in hotel weddings. Couples today seek venues that offer comprehensive wedding solutions, eliminating the stress of dealing with multiple vendors.

“At Novotel Vijayawada Varun, we are fully geared to make this wedding season extraordinary for couples and their guests. Our signature wedding experience, Pelli Sandadi, offers a seamless blend of luxury, tradition, and personalised services, ensuring that every

wedding is a grand yet intimate affair,” says Akhil Mohammed, Director of Sales, Novotel Vijayawada Varun. He adds: “We understand that every couple envisions a unique celebration, and our customised wedding packages cater to various budgets and preferences. From intricately designed venue décor and handcrafted gourmet menus to comfortable guest accommodations, we take care of every detail so the couple and their families can enjoy a stress-free and joyous celebration.”



Sayaji Kolhapur



JW Marriott Mumbai Sahar

ADVANTAGE HOTELS

Another noteworthy aspect is the ability for hotels to adapt to diverse wedding styles. Whether it is a traditional formal wedding, a relaxed outdoor ceremony, or even a themed celebration, hotels can offer a variety of settings and accommodations that match any vision. Many hotels also have partnerships with local vendors and experts, making it easier for couples to access top-tier services without having to search for them. Lastly, the expertise and experience of hotel wedding planners is invaluable. With years of experience, they can guide couples through every detail, ensuring that even the most complex wedding plans run smoothly. The result is peace of mind for the couple, knowing they have a trusted team handling the logistics while they focus on enjoying their special day. ^h