

Press Release

## Fortune Hotels launches Fortune Park Katra

- *A fantastic new addition to Fortune's pilgrim portfolio and the second hotel in Jammu & Kashmir after Srinagar*
- *Fortune also unveils the all-refreshed Rainbow, an exclusive vegetarian restaurant to be housed at all pilgrim destinations*

**Katra, 19 October 2022:** Fortune Hotels, a member of ITC's hotel group today announced the opening of Fortune Park Katra, its second property in the state of Jammu & Kashmir. Nestled in the mighty slopes of the Trikuta mountains, the hotel offers lush green open spaces and an aesthetic design sentiment, on the path to the holy shrine of Mata Vaishno Devi.

Perfectly located at a distance of a mere 850 meters from Shri Mata Vaishno Devi Katra Railway Station and just one kilometer from the Katra Bus Stand, the well-appointed rooms of this hotel, the elegant atrium lobby and the sprawling open greens promise an ethereal experience to all guests. The aesthetically adorned, spacious rooms equipped with all modern amenities are meant to offer a relaxed and hassle-free experience to guests and devotees who come seeking the blessings of Mata Vaishno Devi. The scenic beauty and spiritual air make this property an ideal place for a journey to the divine and a tranquil stay to reconnect with one's inner-self.

Speaking about the launch, **Samir MC, Managing Director, Fortune Hotels**, said, *"Katra is one of the most popular religious destinations in India, with an estimated 8 million pilgrims visiting the Mata Vaishno Devi temple annually. Strategically aligned to our goal of expanding presence across pilgrimage destinations, The Fortune Park Katra has curated services and experiences with the needs of the devotees at the core. It is exciting to introduce another hotel in the Jammu & Kashmir region and to be able to play a small part in the spiritual journey of our guests. With the advantage of a perfect location, this property is a fine combination of pilgrimage and leisure experiences."*

With the new Fortune Park Katra, Fortune Hotels also features Rainbow, a fully vegetarian all-day diner. Inspired by the seven colours of the rainbow, the multi-cuisine restaurant features exclusive vegetarian dishes from seven distinct cuisines around the world. Guests can also indulge in the eclectic mix of delectable delights with loads of options for finger food in a contemporary setting at the Deli.

To stay connected, guests and pilgrims staying at the hotel can make use of high-speed Wi-Fi, 24-hour room service, valet parking, travel assistance, and more for a comfortable stay. The hotel also features facilities like multiple meeting rooms for social celebrations or corporate gatherings paired with tailor-made services of a dedicated team that aims to make every event memorable and successful.

Additionally, the hotel houses a fully equipped gymnasium and kids' play zone and a soon-to-open wellness spa offering a broad selection of soothing massages and beauty therapies by qualified professionals. All this combined with Fortune's signature style hospitality, superior services, and smooth experience, Fortune Park Katra is a fantastic place to unwind.

Katra is much more than just a base camp for devotees going to Mata Vaishno Devi temple. It offers you a chance to explore many nearby tourist attractions and sightseeing options including Patnitop, Sanasar, Mansar Lake, Dhansar, Dera Baba Banda and so much more, all within close proximity of the hotel.

### **About Fortune Park Hotels Ltd**

Fortune Park Hotels Ltd is a wholly owned subsidiary of ITC Ltd. and is India's leading chain of First-class, full-service business and leisure hotels, with 54 signed alliances and over 4112 rooms, across 45 cities in the country.

Fortune Hotels' brand philosophy is driven by its objective to provide contemporary accommodation to business and leisure travellers through its wide range of accommodation in pertinent destinations, with emphasis on personalized service at great value.

Convenient locations, excellence of cuisine, efficient service and competitive pricing have made the Fortune Hotels chain popular amongst discerning travelers.

Fortune, a member of ITC's hotel group has a number of clearly defined sub-brands bringing instant recall, so that guests can easily match their requirements with the chain's offers. The sub-brands under which the hotels are being operated by the chain are Fortune Select, Fortune Park, Fortune Inn, and Fortune Resort.

For more information, visit: [www.fortunehotels.in](http://www.fortunehotels.in)