

HOTEL RATES ARE RISING, BUT THE REAL STORY IS WHERE THEY ARE RISING

The HRS Corporate Hotel Rate Index – May 2026 shows global negotiated hotel rates rose **5.2%** in 2025.

**BUT ASIA-PACIFIC SAW A SHARPER
14% INCREASE.**

This regional divergence is reshaping how corporate travel programmes should be designed and managed.

KEY TAKEAWAYS



GLOBAL VS. ASIA-PACIFIC GAP

Global negotiated rates up 5.2%, while Asia-Pacific rates jumped 14% in 2025.



REGIONAL DIVERGENCE

Markets, cities and even business districts are experiencing very different demand and pricing cycles.



HOTELS ARE STRONGER

High demand, limited supply and major events are giving hotels more pricing power and negotiating confidence.



OLD MODELS NO LONGER WORK

Annual RFPs and regional averages can't protect budgets in today's volatile market.



GRANULAR SOURCING IS ESSENTIAL

Source at city, district and property level. Identify where leverage exists and where alternatives are needed.

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NEGOTIATED HOTEL RATE INCREASE IN 2025

GLOBAL



5.2%

ASIA-PACIFIC



14%

WHY GRANULAR SOURCING MATTERS



CITY LEVEL REALITIES

Bengaluru is not Mumbai.
Singapore is not Jakarta.
Within India, every city tells a different story.



PROTECT BUDGETS

Understand demand hotspots, pricing pressure, and alternate inventory to avoid rate shocks.



BETTER TRAVEL PROGRAMMES

Flexible hotel mix, wider options and data-driven strategies improve savings, compliance and satisfaction.

WHAT THIS MEANS FOR B2B TRAVEL STAKEHOLDERS



FOR BUYERS

Move beyond averages. Focus on patterns, hotspots and property-level strategy.



FOR HOTELS

Rates alone won't win. Consistency, availability and value keep you preferred.



FOR TMCS

Deliver market intelligence, transparent content and flexible solutions.



FOR TRAVELLERS

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India Leads Asia's Spiritual Travel Trend

Agoda's 2026 Travel Outlook reveals India as Asia's strongest market for spiritually motivated travel, driven by deep-rooted faith, iconic destinations and landmark cultural events.



19% FAITH-LED TRAVEL

Nearly 19% of Indian travellers will take faith-based journeys in 2026 – the highest among Asian countries.



TOP SPIRITUAL DESTINATIONS

Varanasi, Ayodhya, Prayagraj, Mathura, Vrindavan, Pushkar, Tirupati, Madurai and Rameswaram.



EVENTS IGNITE DEMAND

Maha Kumbh and Holi have significantly boosted travel demand for spiritual experiences across India.



AGODA 2026 OUTLOOK

India leads Asia in spiritually motivated travel, driven by purpose-led journeys and cultural depth.



GROWING OPPORTUNITY

A powerful opportunity for hotels, tour operators, transport providers, guides and local businesses.

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Explore the Spiritual Heart of India

Sacred journeys. Timeless traditions. Soulful experiences.



Varanasi



Rishikesh



Tirupati



Puri



Amritsar



Bodh Gaya



Ujjain



Rameswaram



Curated pilgrimage experiences



Seamless travel planning



Authentic spiritual encounters



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UPCOMING EVENTS

This issue covers events from
15 JUNE – 1 AUGUST 2026



NATIONAL EVENTS

 10–12 July 2026



TTF Kolkata

 Kolkata, India

India's major travel trade show network opens its Kolkata edition for tourism business, networking and destination marketing.

 16–18 July 2026



IITM Chennai

 Chennai Trade Centre, Chennai

A leading B2B travel exhibition bringing together tourism boards, hotels, airlines and travel professionals.

 23–25 July 2026



IITM Bengaluru

 Tripura Vasini, Palace Ground, Bengaluru

A key South India travel and tourism exhibition focused on trade connections and market outreach.



INTERNATIONAL EVENTS

 21–23 July 2026



Destinations International Annual Convention

 Portland, USA

The flagship global gathering of destination organisations and tourism leaders.

 28–29 July 2026



Tasmanian Tourism Conference

 Launceston, Australia

Tasmania's premier tourism conference focusing on growth, collaboration and sustainable destination development.

 29–31 July 2026



Destination East

 Ossining, New York, USA

A leading event for destination marketing professionals across the Eastern United States and beyond.



IN NEWS



Top travel and tourism developments



IRCTC Launches Bharat Gaurav Tourist Trains for Pilgrimage Season

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Air India Express Restores Full West Asia Network

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Etihad Rail: The 50-Minute Revolution Reshaping UAE Travel and Tourism

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Amarnath Yatra Begins Under Unprecedented Security Shield

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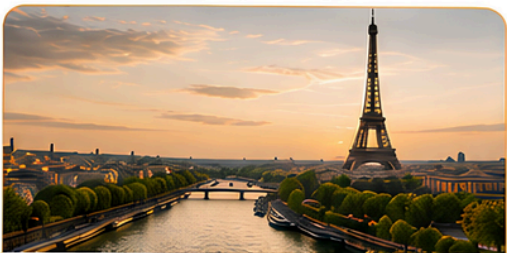
Asia's Travel Demand Shifts Towards Emerging Destinations

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Shanghai Trade Fair Flags Demand Rebound

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France Puts Paris Back in Trade Spotlight

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Dubai Summer Surprises Opens Today

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India's Helicopter Connectivity Gets a Boost

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Japan's India Story Moves Beyond Sakura

A Year-Round Opportunity for Outbound Travel

Japan is no longer India's seasonal fling. It has become a year-round commitment—and the numbers are rewriting the narrative.



315,100

Indian arrivals in 2025

▲ 35.2% over 2024

Nearly 80% above pre-COVID levels



¥78.4 BILLION

Travel consumption in 2025

▲ 39.6% over 2024



¥276,718

Per-person expenditure

23% higher than global average (¥224,806)

May 2025 recorded 43,040 Indian arrivals—the highest single-month figure ever. Momentum continued in 2026 with May delivering 56,500 visitors, up 31.3% YoY, even as Japan's overall foreign arrivals contracted.

Indian travellers spend more and spend well—on stays (43.8%), F&B (18.7%) and shopping (17.7%). It's premium consumption, not discount hunting.

EXPANDING DESTINATION MAP

➤ READ MORE



HOKKAIDO

Winter's white canvas—skiing, onsens, and honeymoon-worthy snowscapes from December to February.



TOHOKU

Summer's festival heartbeat—Nebuta, Kanto, and Tanabata celebrations weaving a 3–5 day cultural immersion.



OKINAWA

Beaches, coral reefs, and Ryukyu heritage for families and leisure travellers seeking Japan's softer side.

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The traveller who explores beyond the cherry blossoms, beyond the Golden Route—returns, spends more, and stays longer.



The shinkansen is at the platform. The doors are open.

Board now. Or watch your competitors claim the window seat.



Grand Wonders of

Japan

10 DAYS
FIXED
DEPARTURE

OSAKA | HIROSHIMA | KYOTO | NARA |
TOYAMA | NAGANO | HAKONE | TOKYO



TRAVELLING

21st OCTOBER,
2026

COSTING

INR 2,89,000
+ GST



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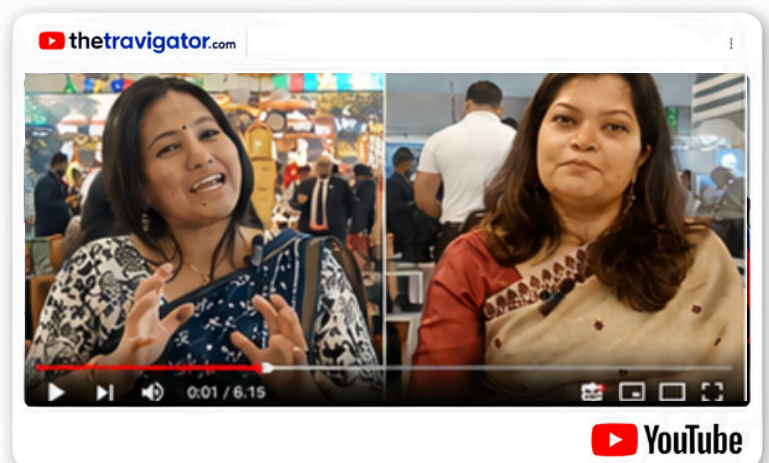
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