Developing Destinations
“We develop destinations and not just hotels”- Dr. Jyotsna Suri

The Group's successful intervention in Kashmir, Khajuraho, Bekal, Udaipur, Bangalore, Delhi, Mumbai, Goa, Jaipur and Chandigarh has created an awakening of the cultural richness of these destinations amongst the local population. It is the people at the destinations that account for the success of the Group's hotels and therefore the initiatives involve the local population, their handicrafts, culture, food, thereby giving them training and employment to boost the economic environment. The people of these regions have come forward with great enthusiasm and The Lalit is now a successful catalyst for cultural rejuvenation and energy in those regions. The Group has been able to revive interest in these destinations in the Domestic Tourism Markets. It is believed that economic benefits of tourism will bring peace and prosperity to the region as it acts as an economic multiplier; giving jobs and livelihood to many.
THE LALIT SURI SHIKARATHON

Srinagar
THE LALIT SURI WALK-A-THON

Mumbai
THE LALIT SURI DRASS POLO

Kashmir
THE LALIT ICE HOCKEY
Ladakh
THE LALIT NATIONAL CADDIES TOURNAMENT

Delhi, Srinagar, Goa, Nainital and Bangalore
THE LALIT CYCLE-ON

THE LALIT KABADDI CHAMPIONSHIP

Bekal
HOLI PARV
Udaipur