

Sterling Holidays acquires Nature Trails

Company forays into adventure tourism through this acquisition

Sterling Holiday Resorts Limited has forayed into adventure tourism by acquiring Nature Trails. Value of the deal was not disclosed.

Ramesh Ramanathan, MD, Sterling Holiday Resorts said that this acquisition fits in Sterling's overall strategy and it is a natural expansion and would help for future growth and will straighten Sterling in the western region.

While declining to share the investment numbers he said, this acquisition also brings in new set of customer segments, including younger people and school students. "By offering good service to them, we can also make them to become Sterling Holidays customers as they grow," said Ramanathan

He said, the Nature Trials will continue operating in own brand since it is well established. Currently Nature Trials resorts are spread over 103 acres across four destinations in Maharashtra. The company has been operating since 1989 around Mumbai and Pune.

"This acquisition gives Sterling Holidays access to Nature Trials land bank within drivable distance from Mumbai, Pune, Surat and Nashik."

He added, the existing promoters will continue in the company as the Chief Operating Officer of Nature Trails, which will become a subsidiary of Sterling Holidays.

Sterling has an inventory of 1,767 rooms spread over 24 resorts in the country. The company also has 15 additional sites where it plans to add new resorts in the coming years.

Sterling is now a 100 per cent independently managed subsidiary of Thomas Cook (India) Ltd.