



## **STERLING LAUNCHES RESORT WITHIN GUJARAT'S LARGEST THEME PARK AT VADODARA**

- *Marks foray into Resort Management within Theme Parks*
- *63-room resort in largest Theme Park in Gujarat with 40+ rides and Water Park*

**Chennai, 13.09.2023** – Sterling Holiday Resorts, India's leading leisure hospitality brand, announced the opening of its new resort Sterling Aatapi Wonderland, Vadodara located within Gujarat's largest theme park.

The resort is located within the expansive 70-acre theme park: Aatapi Wonderland Vadodara, with 40+ exciting thrills and rides, ranging from roller coaster, zip line, go-karts to an indoor AC park for kids with trampolines and soft play areas. Aatapi also boasts of an exhilarating water park with slides and various rides.

The 63-room resort offers a choice of comfortable stay experiences in 35 Premium and Super Premium rooms that are spacious and with plush amenities and 28 upscale tents with private sit-outs. 'Tapisco' – the in-house pure vegetarian dining venue, serves original Gujarati specials along with popular global favourites.

With a versatile indoor banqueting facility and sprawling lawns that can take multiple events, Sterling Aatapi Wonderland is ideally suited for corporates to have conferences, offsites and product launches and can cater to the companies in the nearby Industrial Park, to corporates in Vadodara, Ahmedabad, Mumbai and beyond.

Vrindavan Gardens within the park, offers perfectly manicured and ornate lawns for multiple social gatherings. Sterling can organize curated thematic decor, sumptuous vegetarian feasts and all the services required for Grand Weddings. A huge parking lot is an added convenience.

Within a 2.5-hour drive from Ahmedabad and 25 kilometres from the Cultural City of Vadodara, Sterling Aatapi Wonderland Vadodara is ideally suited for families seeking a relaxed holiday or a vacation filled with thrills and excitement. The resort can be a base to enjoy the sights of Vadodara, like the Lakshmi Vilas Palace and to visit the Statue of Unity, the tallest statue in the world.

Speaking on the launch of the resort, **Mr. Vikram Lalvani, MD and CEO of Sterling Holiday Resorts** said, "Sterling Aatapi Wonderland is a welcome addition to our bouquet of resorts and is a significant addition to our Leisure Portfolio. We look forward to expanding our presence in the theme park segment."

On the occasion, **Mrs. Bindiya Shah, Director CCEL** said, "We are extremely pleased with our association with Sterling providing top-notch accommodation and food options within the theme park. With Sterling we are assured of world-class hospitality and with its widespread network and distribution system across the country, we are sure to increase the popularity of Aatapi Wonderland across different travel segments."

Sterling Aatapi Wonderland Vadodara is currently open for bookings on – **[www.sterlingholidays.com](http://www.sterlingholidays.com)**



### **ABOUT STERLING HOLIDAY RESORTS LTD.**

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India offering a choice of resorts, hotels and retreats. Sterling has a unique hybrid model of business aimed at varied customer segments: with a FIT or hotel vertical and a membership vertical. It also caters to Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. The company caters to various holiday needs with a resort network across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Currently, Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Corbett, Dabhosa, Darjeeling, Durshet, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Panchgani, Pench, Puri, Rishikesh, Sajan, Shimla, Srinagar, Thekkady, Tiruvannamalai, Vythiri, Wayanad, Yelagiri and Yercaud. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' – an adventure holiday company that operates eco-retreats at four unique destinations in Maharashtra.

Sterling Holiday Resorts Limited is a 100% independently managed wholly owned subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel related financial services.

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