

2026
Future of Food
Asia Pacific

India

The culinary scene in India is being redefined by diners who expect more than a meal; they seek an experience and connection to culinary heritage. 65% of guests across Marriott International properties seek experience-based dining such as live entertainment and themed nights compared to 52% in the Asia Pacific region. A further 61% look for interactive elements such as an open kitchen counter, tableside theatre or chef interaction, compared to 48% across the region.

“We have seen a growing preference for regional Indian specialties. There is a strong sense of nostalgia and pride attached to local food, and it often sparks deeper conversations about heritage, sustainability, and authenticity.”

- Neeraj Rawoot, Director of Culinary at JW Marriott Bengaluru Prestige Golfshire Resort and Spa

Local chefs are encouraged to challenge norms, with restaurants like Masque, Papa's and Bandra Born breaking boundaries and cooking in ways that feel fresh, personal and unapologetically individual.

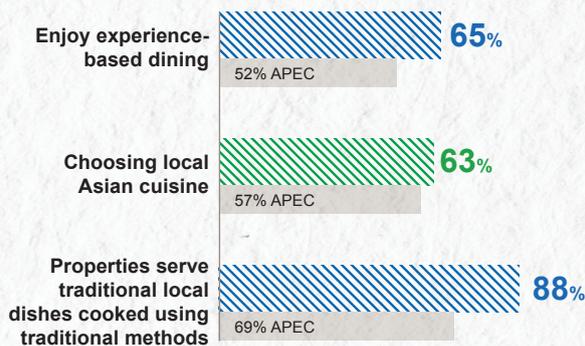
Across India there is a strengthening appreciation for local culinary connection. The number one cuisine for 96% diners and guests across

Marriott International properties is indeed Indian. 88% of Marriott's properties are serving local dishes cooked with traditional cooking methods, and 45% are collaborating with local chefs to celebrate regional flavors, compared to the regional average of 31%. Regardless of cuisine, diners look for accessibility and speed, with 63% preferring quick casual dining to formal dining.

Sustainability is central to the dining experience, with 82% of outlets receiving questions about ingredient sourcing, compared to 69% across the region, and 73% receiving inquiries about the sustainability of F&B operations.

In India, the discovery of restaurants is driven by digital and personal networks, with 84% of guests relying on social media and 86% on word-of-mouth recommendations.

The Indian hospitality industry is adopting technology to enhance creativity and efficiency at a higher rate than the rest of the Asia Pacific region. 71% of Marriott International properties are using inventory management systems, versus the regional average of 47%, and 41% are implementing recipe development tools, versus the regional average of 28%.

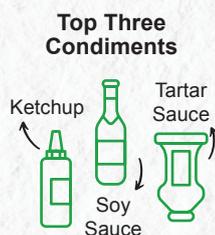


63%
prefer quick, casual dining to formal dining

75%
looking for more vegan options

55%
ordering a la carte menu instead of set menu

84%
seek recommendations on social media when selecting an F&B outlet



Social media made famous



Flying Ramen
@jwmarriottblrgolfshire



Taxi Queen
@jwkkolkata



Gharwali Thali
@jwmussoorie