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## Lohono Stays Launches Lohono Luma Villas in Goa to Expand Affordable Luxury Offerings

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Lohono Stays, a subsidiary of the Isprava Group, has introduced Lohono Luma, a new range of villas in Moira, Goa, marking its foray into the affordable luxury segment. This launch is aimed at making high-end vacation experiences more accessible to a broader group of travelers without compromising on comfort or aesthetics.

Located in the serene village of Moira, the first set of Lohono Luma villas is nestled in a region known for its Portuguese architecture, greenery, and tranquil surroundings. Despite the peaceful setting, the villas remain close to popular beaches, eateries, and local markets, offering the ideal balance between relaxation and convenience.

Each Lohono Luma villa is equipped with private pools and provides access to shared amenities including a gym, coffee bar, pickleball court, children's play area, garden spaces, and dedicated office pods. These features are designed to cater to modern travelers, including families and remote professionals, seeking both leisure and functionality during extended stays.

Dhimaan Shah, Executive Director and Co-CEO of Isprava Group, stated that the Lohono Luma line is a response to changing traveler expectations. He emphasized that millennials and Gen Z travelers now prioritize thoughtful design and community features over traditional luxury, and that Lohono Luma is positioned to meet this emerging demand.

Nibhrant Shah, Managing Director and Co-CEO, added that Lohono Luma villas reflect the brand's signature experience while offering a more affordable price point. He noted that the properties deliver curated hospitality and style tailored to evolving consumer needs.

The launch of Lohono Luma is part of a larger growth strategy by Lohono Stays, which includes plans to add 100 new villas under the affordable luxury segment. The initiative aligns with the rising trend of travelers seeking well-curated, comfortable accommodations that offer value and flexibility.

With Lohono Luma, the brand aims to expand its footprint while maintaining the essence of its premium hospitality experience. The move is expected to open up new markets and attract a wider range of guests looking for quality vacations in scenic destinations like Goa.