

Ayodhya: India's New Investment Frontier

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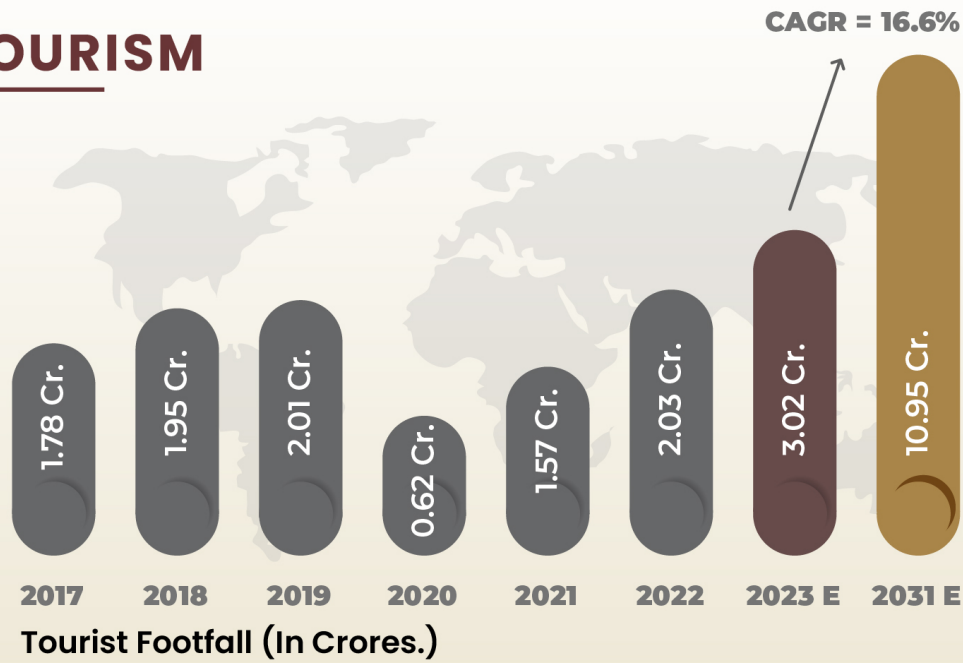
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Ayodhya, one of India's most sacred cities, is undergoing a massive infrastructure and economic transformation, catalyzed by the construction of the Ram Mandir and the government's Rs.85,000 crore+ Master Plan 2031. The city is witnessing an unprecedented rise in tourism, hospitality demand, and real estate interest. This report by Ayana Proptech summarizes the investment potential and growth trajectory for this spiritual megacity.

Tourism Growth

TOURISM



Tourist footfall is projected to grow from 3.02 Cr in 2023 to 10.95 Cr by 2031, with a compound annual growth rate (CAGR) of 16.6%. This explosive rise puts Ayodhya among the most visited spiritual destinations globally.

Source:

Hotelivate

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<https://www.hotelivate.com/hotel-development/ayodhyas-gold-rush-hospitality-boom-in-the-offing/>

Hospitality Infrastructure Requirements

PROJECTIONS

	Conservative Scenario	Government Projections	Optimistic Scenario
Global Hindu Population (2020)	1,20,00,00,000	1,20,00,00,000	1,20,00,00,000
% of Expected Footfall	7.500%	9.125%	10.750%
Expected Footfall	9,00,00,000	10,95,00,000	12,90,00,000
Footfal per Day	2,46,575	3,00,000	3,53,425
% Requiring Branded Accomodation	5.00%	5.00%	5.00%
Hotel Demand	45,00,000	54,75,000	64,50,000
Guest Density	2.20	2.20	2.20
Length of Stay	1.00	1.00	1.00
Roomnights Required	20,45,455	24,88,636	29,31,818
Daily Roomnights Required	5,604	6,818	8,032
Marketwide Occupancy	65%	65%	65%
Required Inventory	8,622	10,490	12,358

Based on various footfall scenarios, Ayodhya will require between 8,622 and 12,358 branded hotel rooms to serve tourists by 2031. This opens the door to large-scale hotel investments across mid-scale and luxury segments.

Source: Hotelivate

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Strategic Highlights

- Rs.85,000 Cr infrastructure master plan
- New Ayodhya International Airport & Ram Mandir railway station
- Footfall growth from 3 Cr to 11 Cr by 2031
- Real estate, hospitality and retail booming
- Opportunity for early investors to capitalize on demand surge

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