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Religious tourism turns key revenue stream for travel, hospitality firms

Religious and spiritual tourism has been the fastest growing segment for us across the portfolio, says Jatin Khanna

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For travel major MakeMyTrip, spiritual tourism is emerging as a significant growth driver within India's domestic travel landscape.

India's religious and spiritual tourism is not just about people but is also raking in the moolah. The myriad temples, religious sites and spiritual locations — which have long provided salvation to people — are also turning out to be key revenue-generating streams for these firms.

“Religious and spiritual tourism has been the fastest-growing segment for us across the portfolio, with its share at 20 per cent in terms of revenue. The potential for growth is very high. We’ve just signed a 129-key Sarovar Premiere in Ayodhya, and are coming up with a 70-key Sarovar Portico in Mathura,” Jatin Khanna, chief executive officer (CEO) at Sarovar Hotels, told *Business Standard*.

“We are constantly evaluating new locations as more destinations keep emerging,” he said, noting that locations of Ujjain, Dwarkadish (Gujarat) and Puri (Odisha) will

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