

# RISE OF SPIRITUAL TOURISM

## AYODHYA GLOBAL SPIRITUAL CAPITAL

A timeless beacon of faith, culture,  
and heritage -Ayodhya welcomes  
the world to its sacred embrace

### RELIGIOUS TOURISTS BETWEEN JAN-DEC 2024

**AYODHYA: 16 CRORE**

VARANASI: 6.3 CRORE+

MATHURA: 6.8 CRORE+

PRAYAGRAJ: 4.8 CRORE+

MECCA: 1.4 CRORE+

VATICAN CITY: 80 LAKH+

## 25 Lakh+

DIYAS LIT UP SARAYU GHATS  
DURING DEEPOTSAV, SETTING  
A GUINNESS WORLD RECORD.

IMAGE FOR REPRESENTATIVE PURPOSE ONLY

SOURCE: BUSINESS STANDARD AND HINDUSTAN TIMES

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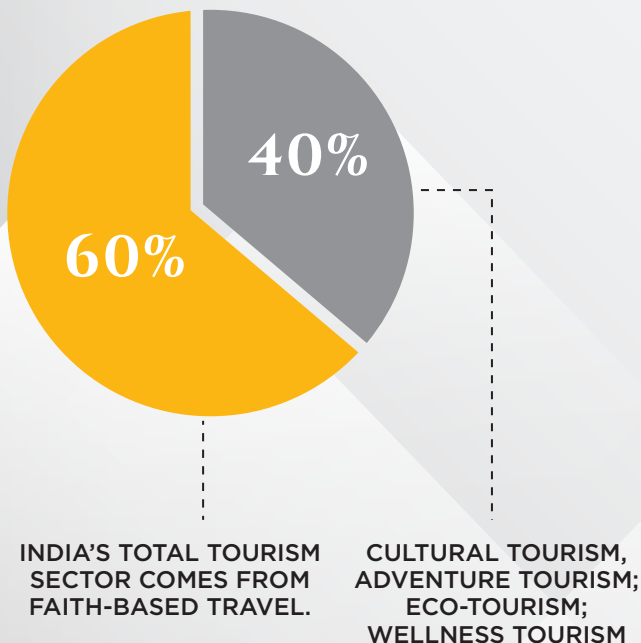


# SACRED AWAKENINGS

## INDIA'S FAITH-DRIVEN TOURISM THRIVES

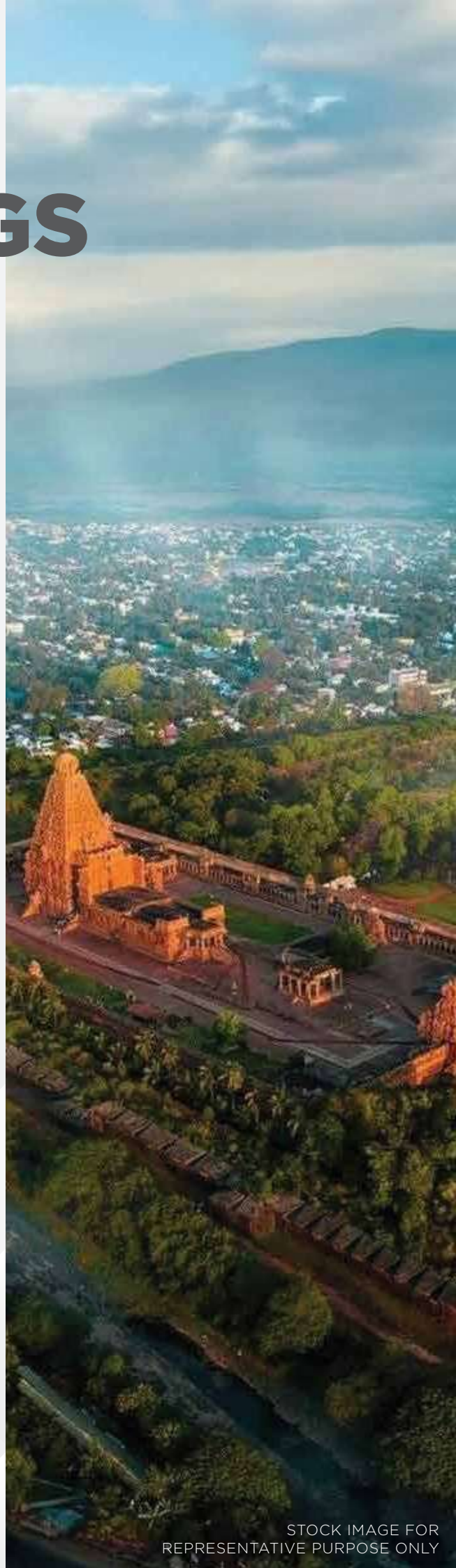
India has long been a hub for religious tourism, drawing millions of pilgrims and spiritual seekers. Home to a vast array of temples, mosques, churches, gurudwaras, and sacred rivers, it offers an enriching experience steeped in faith, tradition, and culture. Beyond its spiritual significance, religious tourism plays a vital role in economic growth by generating employment, supporting local businesses, and driving infrastructure development.

## SPIRITUAL TOURISM BOOM



**30 MILLION INTERNATIONAL TOURISTS**

**BY 2030, INDIA WILL BE A GLOBAL HUB FOR SPIRITUAL EXPERIENCES.**



# YOUNG SEEKERS REDEFINING SPIRITUALITY

Young seekers embrace spirituality as an inward journey, prioritizing mindfulness and self-awareness for deeper connection and purpose. Beyond rituals, they seek direct experience over blind belief. Blending devotion with technology, they engage in virtual darshans, meditation apps, and immersive experiences, fostering a modern yet rooted faith.



STOCK IMAGE FOR REPRESENTATIVE PURPOSE ONLY

**66 Crore+**  
ATTENDED MAHA  
KUMBH 2025

**OVER 50% UNDER  
30 YEARS**

**OVER 70% OF GEN Z  
FEEL MORE CONFIDENT  
AFTER PRAYER**



Spiritual influencers and podcasts are driving a social media boom.



Faith-based travel is growing as people prioritize experiences over rituals.



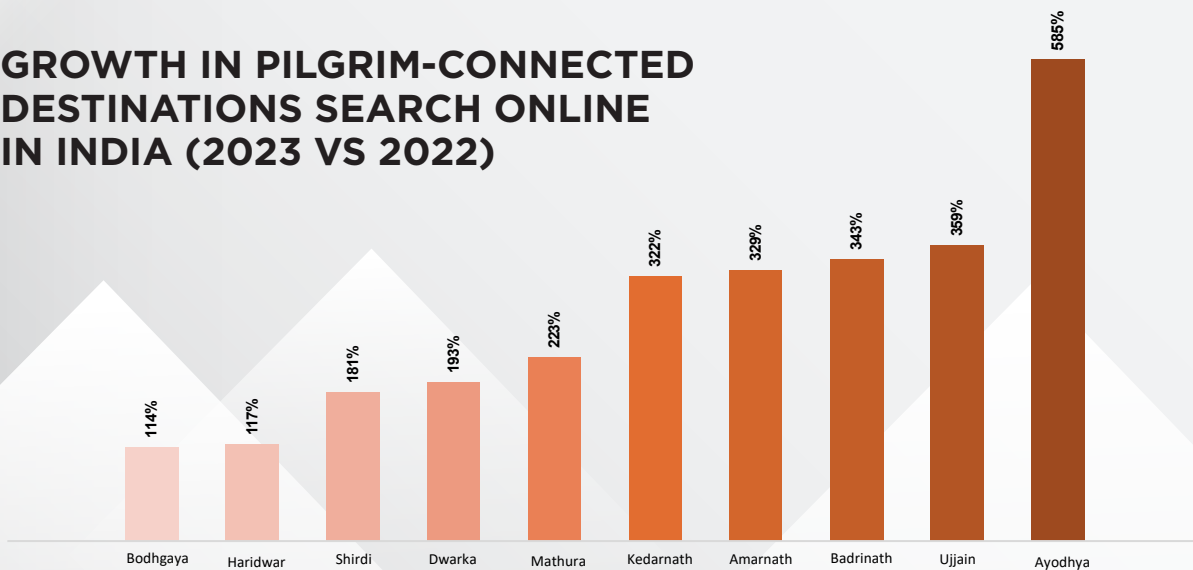
Over 1,000 tech startups are transforming spirituality with online rituals, guided meditations, and faith-based apps

# RELIGIOUS TOURISM WORTH \$59 BILLION IN NEXT 3 YEARS

The pandemic made people introspect about the larger meaning of life, beyond materialism towards experiences.

	BEFORE PANDEMIC PER DAY FOOTFALL	AFTER PANDEMIC PER DAY FOOTFALL
VAISHNO DEVI TEMPLE	10,000	40,000
GURUVAYUR TEMPLE KERALA	4,000	7,000

## GROWTH IN PILGRIM-CONNECTED DESTINATIONS SEARCH ONLINE IN INDIA (2023 VS 2022)



Source: MakeMyTrip Annual travel Trends report 2023-2024

## IMPACT OF GROWTH IN SPIRITUAL TOURISM:



AIRPORT  
EXPANSIONS



MORE HIGHWAYS  
& ROAD EXPANSIONS



HOSPITALITY  
INVESTMENTS



INDUSTRIAL  
DEVELOPMENT



RISE IN EMPLOYMENT  
& MONETARY GROWTH



BOOSTING STATE  
ECONOMY



# CASE IN POINT: MAHAKUMBH 2025

The Mahakumbh Mela 2025 was nothing short of historic, drawing 66 Crore pilgrims and generating a staggering ₹3 lakh Crore, nearly 1% of India's GDP. This unprecedented gathering not only reaffirmed India's deep spiritual roots but also highlighted the booming spiritual tourism economy, fuelling growth across hospitality, transport, retail, and real estate. Now, all eyes are on Ayodhya, Global Spiritual Capital, as it gears up for Maha Ram Navami 2025, the biggest in 500 years set to draw millions and further cement its status as a global religious and investment destination.

## MAHA ATTENDANCE

**140** CRORE  
INDIA'S POPULATION

**~66** CRORE  
PEOPLE ATTENDED MAHAKUMBH

**>50%**  
ESTIMATED TO BE UNDER 30 YEARS OLD

## MAHA SPIRITUAL TOURISM:



Delegates from more than  
**76 COUNTRIES**



**50 LAKH**  
devotees from Nepal



Over **2 LAKH** devotees  
from **27 COUNTRIES**

### THE SPILL-OVER EFFECT:

Mahakumbh led to a rise in tourist influx in

**LUCKNOW • VARANASI • VRINDAVAN • AYODHYA**

**13** CRORE DEVOTEES VISITED **AYODHYA RAM MANDIR**  
AFTER TAKING A HOLY DIP AT THE MAHAKUMBH

# AYODHYA: THE GLOBAL SPIRITUAL CAPITAL

## BEACON OF INDIA'S SPIRITUAL BOOM

Ayodhya stands at the crossroads of tradition and transformation, reimagining itself as the epicentre of global spiritual tourism. With deep-rooted heritage, vibrant cultural festivities, and world-class infrastructure, the city is poised to become an international beacon of faith, unity, and sustainable progress.

### CULTURAL AYODHYA

Set to be India's top cultural hub, the city will feature grand temples, monasteries, ashrams, majestic city gates, and temple museums

#### HEALTHY AYODHYA

Enhanced healthcare infrastructure ensures accessible, high-quality medical facilities for all



#### CAPABLE AYODHYA

The development strategy boosts employment through tourism, job initiatives, and cultural promotion



#### PICTURESQUE AYODHYA

From restoring ponds and lakes to revitalizing historic gardens and creating new ones, the city enchants with its natural beauty



#### MODERN AYODHYA

Transforming into a Smart City with a focus on safety, sustainability, and a vibrant township



#### SPIRITUAL AYODHYA

Every aspect of the city's development reflects deep reverence for its spiritual legacy, honouring its connection to Shri Ram



#### ACCESSIBLE AYODHYA

Enhanced air, road, and rail connectivity for seamless access to the city



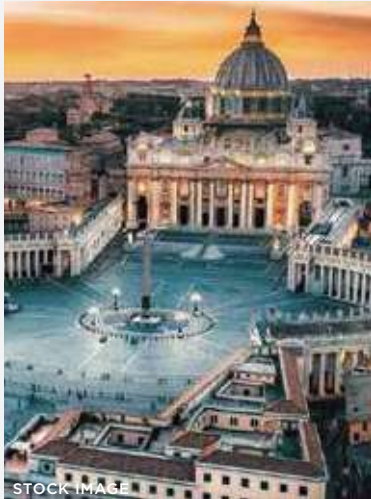
### CLEAN AYODHYA

Focused on sanitation campaigns and robust drainage systems, the city ensures a clean, hygienic environment for all



# SHAPING A SPIRITUAL LEGACY WITH GLOBAL INSPIRATION.

Ayodhya is evolving into a world-class spiritual destination, inspired by renowned sacred cities:



## VATICAN CITY

River rides & a blend of modernity with heritage conservation.



## ANGKOR WAT

Visitor-centric experiences with a focus on sustainable tourism.



## JERUSALEM

A dedicated tourism zone for art, music & culinary experiences.

## KATHMANDU

Sustainable water & waste management for environmental harmony.



## UJJAIN

Digital tools & eco-friendly transport like e-rickshaws for better accessibility.



## TIRUMALA-TIRUPATI

Smoother pilgrimages with enhanced paths, crowd management & public spaces.



## AMRITSAR

Heritage restoration, beautification & solar energy integration.



# AYODHYANOMICS

## A SPIRITUAL LEGACY DRIVING ECONOMIC TRANSFORMATION

Transforming into a global spiritual and economic hub, this sacred city is attracting massive investments and redefining pilgrimage-driven development. Its significance, akin to Vatican City and Mecca, ensures perpetual demand, making it a resilient investment destination. With rapid infrastructure growth and rising global prominence, its land is not just an asset but a timeless stake in history, driven by faith, scarcity, and enduring value.





# TOURISM IS DRIVING AYODHYA'S ECONOMIC TRANSFORMATION

**Shri Ram Janmabhoomi Impact –**  
Generating

**₹25,000 crore**

annually in tourism revenue.

**₹5,000 crore**

impact on regional GDP from  
record-breaking footfall.

**₹650 crore**

investment in the Indian Temple  
Museum will enhance Ayodhya's  
cultural and spiritual tourism

Deepotsav, Ram Navami  
and Parikramas generating

**₹1,500 crore**

annually.



# INFRASTRUCTURE BOOM

## A VISION FOR MODERN METROPOLIS



### MAHARSHI VALMIKI INTERNATIONAL AIRPORT

- Completed in a record 20 months
- A testament to Ayodhya's rapid development
- Expansion from Currently 10 lakh passengers annually, to 60 lakhs underway.



### AYODHYA DHAM RAILWAY STATION

- 2 new platforms, a modern terminal and increased rail network set to significantly boost connectivity
- Capacity expanded from 10,000 to 60,000 daily with 80+ trains operational.



### NHA'S INVESTMENT OF ₹12,000 CR

- ₹3,935 Crore Ayodhya Ring Road project
- ₹5,000 Crore Ayodhya - Prayagraj 6 lane Expressway - travel time to reduce by 1.5 hour
- Chaurasi Kosi Parikrama route's upgrade to a National Highway will ease pilgrimage travel



# AYODHYA'S LANDMARK PROGRESS IN THE LAST TWO YEARS

Ayodhya is undergoing a major infrastructure transformation to enhance connectivity, urban development, and tourism. With a total investment of ₹22,875 Cr, the projects focus on roadways, bridges, public amenities, and beautification efforts, positioning Ayodhya as a global spiritual and cultural destination.

**P**ILGRIMAGE  
& TOURISM

**A**MENITIES &  
URBANIZATION

**T**RANSPORT &  
CONNECTIVITY

**H**IGH-TECH  
SMART CITIES

----- PAVING THE PATH TO PROGRESS! -----



## HIGHWAYS & PILGRIMAGE ROUTES

### PANCHKOSI PARIKRAMA MARG

STARTED OCT 2023,  
9 KM, 60% COMPLETED, ₹473 CRORE

### CHAUDAH KOSI PARIKRAMA MARG

STARTED OCT 2023,  
23 KM, 45% COMPLETED, ₹1506 CRORE

### CHAURASIKOSHI PILGRIMAGE ROUTE

231 KM, ₹7413 CRORE

### SOHAWAL-NAWABGANJ RING ROAD

67 KM, ₹3935 CRORE



## RAIL OVER BRIDGES & URBAN CONNECTIVITY

### NH 27 ROAD OVER BRIDGE

STARTED APR 2022,  
100% COMPLETED, ₹159 CRORE

### FATEHGANJ ROB

STARTED JAN 2023,  
100% COMPLETED, ₹80 CRORE

### SURYAKUND ROB

100% COMPLETED, ₹115 CRORE

### AYODHYA-DARSHAN NAGAR ROB

98% COMPLETED, ₹104 CRORE

# URBAN DEVELOPMENT & BEAUTIFICATION

## TOWNSHIP & PUBLIC SPACES

### GREENFIELD TOWNSHIP

STARTED MAR 2024,  
1407 ACRES, 30% COMPLETED, ₹7000 CRORE

### VASHISHT KUNJ TOWNSHIP

STARTED MAR 2024,  
80% COMPLETED, ₹58.70 CRORE

### MACCHAR HATTA PARKING & COMMERCIAL COMPLEX

STARTED JAN 2025,  
4% COMPLETED, ₹44.26 CRORE

## RIVERFRONT & BEAUTIFICATION

### SARAYU RIVERFRONT

STARTED JUN 2024,  
61% COMPLETED, ₹23.46 CRORE

### GUPTAR GHAT BEAUTIFICATION

STARTED SEP 2023,  
58% COMPLETED, ₹16.57 CRORE

### RAM KI PAIDI AUDIENCE GALLERY

STARTED OCT 2023,  
98% COMPLETED, ₹23.24 CRORE

## SMART CITY INITIATIVES

**HEALTH ATMS** - STARTED JAN 2024, 100% COMPLETED, ₹2 CRORE

**STATE SMART CITY PARKING** - STARTED MAR 2024, 90% COMPLETED, ₹8 CRORE

**CITIZEN FACILITATION CENTRES** - STARTED NOV 2023, 85% COMPLETED, ₹10 CRORE





# SUSTAINABLE INVESTMENT HOTSPOT

## ADVANCED WATER MANAGEMENT:

- **₹1,500 Crore** for sewage treatment & river conservation
- **₹800 Crore** for rainwater harvesting

## GREEN ENERGY EXPANSION:

- Allocation of **₹3,000 Crore** for 100MW solar park
- **₹1,800 Crore** for clean and renewable energy solutions.

## ECO-FRIENDLY TRANSPORTATION

- **₹2,500 Crore** dedicated to EV adoption and public transit.
- Development of dedicated cycling lanes and pedestrian zones.



## TRANSFORMATION OF AYODHYA INTO A SOLAR CITY

- 40 MW solar power project by NTPC
- Meets 40% of the city's electricity needs
- 50,000 houses to have solar rooftop connections

## NAVYA AYODHYA SMART CITY PROJECT

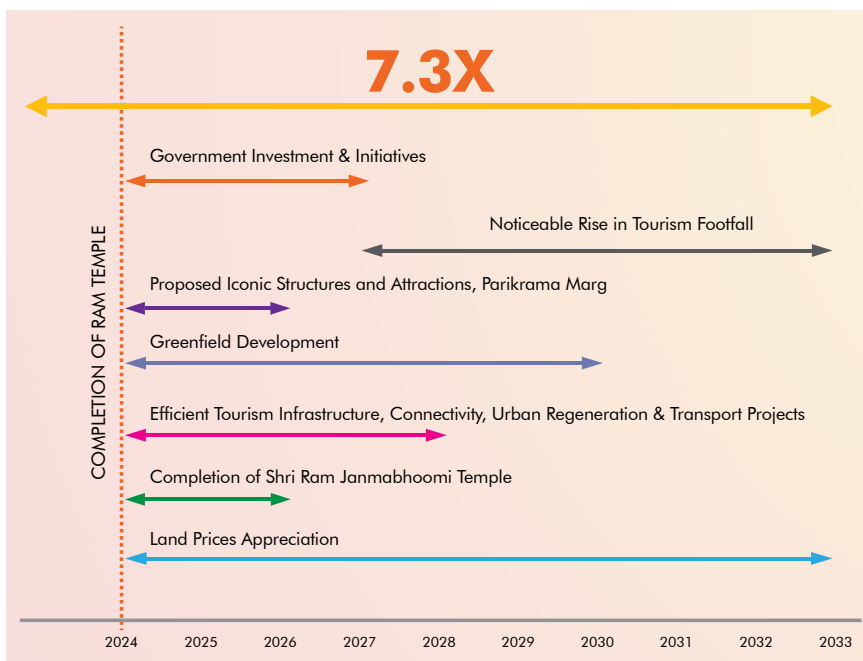
A 202-hectare government backed tourist hub with luxury hotels, riverside resorts, commercial spaces, and modern residences

Smart infrastructure includes integrated traffic management, smart toilets, Wi-Fi, ample parking, and sustainable sewage treatment for a seamless visitor experience



# AYODHYA'S LAND RENAISSANCE:

## 7.3X PROJECTED GROWTH IN THE NEXT DECADE



Some of these key milestones have already started taking shape, solidifying Ayodhya's position as India's Spiritual Capital:



**Ram Janmabhoomi Temple is Nearing Completion**



**₹22,875 Crore Govt. Initiatives Underway**



**Tourist Footfalls have already grown 3-4X of Projections**



THE GRANDEST CELEBRATION IN 500 YEARS

# MAHA RAM NAVAMI

6<sup>TH</sup> APRIL, 2025

The land of Ayodhya, the golden kingdom of India, is opening its gates to welcome the faith of a billion devotees. For a once-in-lifetime celebration in 500 years - the Maha Ram Navami. Witness the historic Surya Tilak, immerse yourself in the holy Sarayu river and seek divine blessings. This once-in-a-lifetime event promises to be a momentous occasion, offering a rare opportunity to immerse yourself in the vibrant spiritual and cultural essence of Ayodhya like never before


“CHALO AYODHYAJI”



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