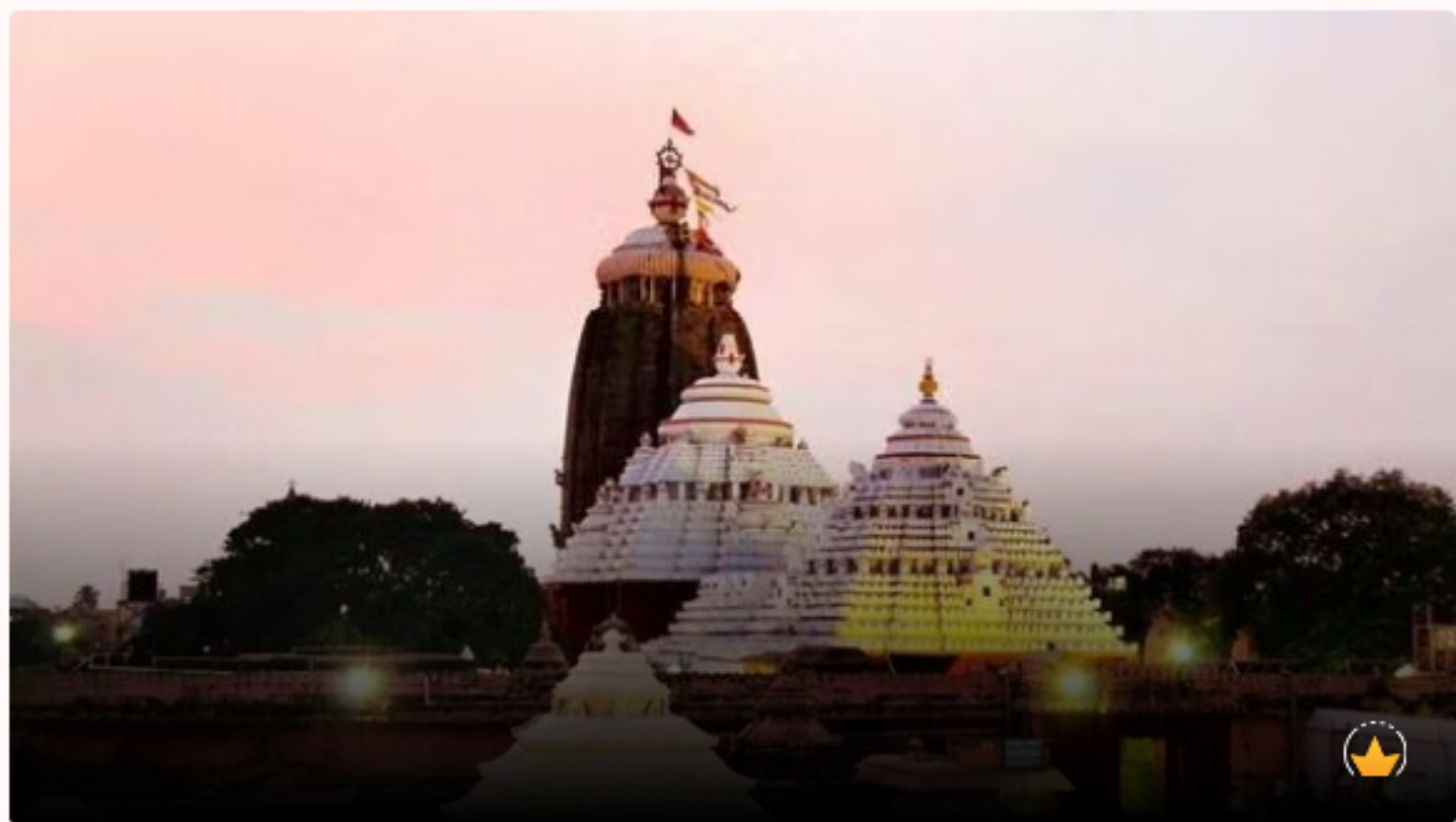


Travel firms, hotels see a demand surge on pilgrimage circuit

Varuni Khosla | 5 min read | 26 May 2024, 03:51 PM IST



Spiritual tourism is on a rise.

SUMMARY

Pilgrimage travel in India is thriving with a surge in demand for destinations like Ayodhya, Varanasi, and Char Dham circuit. Thomas Cook reports a 100% increase in bookings, while Sarovar Hotels sees significant revenue contribution from religious locations like Badrinath, Haridwar, and Tirupati.

New Delhi: Traffic gridlocks notwithstanding, travellers have been visiting popular pilgrimage destinations across the country this year, with travel companies seeing a rise in demand ranging from 30% to 100% compared to the last summer season.

Despite the heat, this year's pilgrimage season has started strongly, with travellers heading to Ayodhya, Varanasi, Prayagraj, Uttarakhand, the Char Dham circuit, and Tirupati.