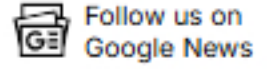


Mahakumbh 2025: Where Faith Meets Business, Boosting India's Spiritual Tourism Industry

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Beyond its spiritual importance, the Mahakumbh has evolved India's spiritual tourism industry, transforming Prayagraj into a global spiritual and cultural hub



The RWA of Sector 122 will clean the Chhath Ghat and fill it with water brought from the Sangam in Prayagraj. (PTI Image)

The Maha Kumbh Mela 2025, currently being held in Prayagraj, Uttar Pradesh, is the world's largest and biggest spiritual congregation. Held after 144 years, this event is deeply rooted in quest for spiritual purification and eternal salvation. Beyond its spiritual importance, the Mahakumbh has evolved India's spiritual tourism industry, transforming Prayagraj into a

global spiritual and cultural hub. It showcases India's rich heritage and serves as a platform to merge faith, culture, and commerce, offering immense opportunities for economic growth, regional development, and cultural exchange.

Authorities state that Maha Kumbh 2025 is projected to experience over 400 million pilgrims, including international tourists, surpassing the previous records. Uttar Pradesh government data shows that till January 19, 2025, Mahakumbh recorded a footfall of more than 73 million pilgrims. Besides, the UP government has allocated ₹7,500 crore for infrastructure development, compared to ₹4,200 crore spent during the 2019 Maha Kumbh, reflecting the larger scale of the 2025 event. The event is expected to generate ₹2 lakh crore in revenue and is anticipated to generate ₹2–4 lakh crore in transactions, contributing over 1% to India's GDP.

Besides, Maha Kumbh is generating significant economic ripple effects across multiple sectors. The travel and transportation industry is seeing a surge in domestic and international bookings, pilgrim tours, and local transport services, creating revenue opportunities for airlines, railways, and private operators.

Gopal Krishna Agarwal, National Spokesperson of BJP for Economic Affairs, says, "Maha Kumbh's spiritual significance is attracting global attention, fostering greater interest in India as a travel destination. Besides its religious importance, Maha Kumbh serves as an economic catalyst, transforming various sectors of India. It's a massive economic and cultural phenomenon, generating multi-billion rupees worth of economic activity and empowering local businesses. In addition, the government's tireless efforts ensure Maha Kumbh creates a ripple effect on global interest in India's spiritual tourism potential. Further, initiatives like the Maitri Bodh Cultural Economic Summit align with this phenomenon, fostering collaboration between culture and economy, showcasing India's economic strength rooted in our heritage."

Moreover, international tourists significantly contribute to India's global tourism revenue, further impacting the hospitality sector. As the surge in tourist footfall extends benefits beyond Prayagraj, neighboring cities like Varanasi, Lucknow, and Kanpur witness increased demand for hospitality services. Tourists are extending their stays to explore nearby cultural and historical sites, leading to a significant increase in bookings.

Ambika Saxena, CEO, TWH Hospitality, says, "Maha Kumbh is not just a spiritual gathering but a transformative economic force reshaping India's hospitality and tourism landscape. The unprecedented influx of domestic and international visitors is driving an unparalleled demand for accommodations, transport, and hospitality services, creating immense opportunities for innovation and investment. This event exemplifies how cultural heritage can be a powerful engine of economic growth, reinforcing India's position as a global tourism powerhouse. We see this as more than just an opportunity. It is a responsibility to elevate India's global standing and redefine the future of spiritual tourism."

Thus, Maha Kumbh stands as a unifying force, seamlessly bridging faith and commerce while strengthening India's economy. Its unparalleled scale and cultural significance position India as a global leader in spiritual and cultural tourism, attracting millions of domestic and international visitors.