



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM

अतुल्य! भारत  
Incredible India



# 2<sup>nd</sup> Global Spiritual Tourism Conclave



27 August 2025 | Ujjain, Madhya Pradesh

Time: 9:30 AM to 5:00 PM





# BACKGROUND

Spiritual tourism is a rapidly growing segment within the global travel industry, attracting travellers seeking personal transformation, cultural immersion and faith-based journeys. India, with its unparalleled spiritual heritage, is at the heart of this expanding sector. Home to over 450,000 religious and cultural heritage sites, India draws millions of domestic and international tourists annually. Post-pandemic, the surge in faith-based travel has solidified the country's position as a global hub for spiritual exploration.

Recent reports suggest that religious tourism accounts for over 60% of domestic travel in India. Notably, the Maha Kumbh Mela 2025, the largest religious gathering in the world, attracted over 660 million pilgrims to Prayagraj, reinforcing the scale and economic impact of spiritual tourism. Such mega-events contribute significantly to local economies, infrastructure development and cultural preservation.

1

## > India's leading role

*Spiritual tourism forms over 60% of domestic travel in India, with 1,433 million domestic visitors exploring pilgrimage sites in 2022.*

2

## > Global growth

*The worldwide religious tourism market is projected to reach \$2.22 billion by 2032 with a CAGR of 6.25%.*

3

## > Economic impact

*India's spiritual tourism sector is estimated to touch \$59 billion by 2028, with over 100 million jobs expected to emerge by 2030.*

India's global reputation as a spiritual tourism destination is further strengthened by the 21.4% rise in inbound spiritual tourism, fuelled by major festivals and pilgrimages. Group travel for spiritual purposes has also increased by 35%, with a growing number of younger travellers and women seeking profound, soul-enriching experiences. Enhanced infrastructure, digital outreach and innovative pilgrimage packages continue to drive the sector's expansion.

**PHDCCI's 2nd Global Spiritual Tourism Conclave** aims to promote spiritual tourism as a catalyst for cultural exchange, economic growth and enhanced pilgrimage experiences.

With India's spiritual tourism sector witnessing unprecedented growth, this conclave serves as a catalyst for meaningful discussions, transformative collaborations and innovative strategies to elevate faith-based travel.





# OBJECTIVES

- ✧ Highlight the economic, cultural and social dimensions of spiritual tourism.
- ✧ Explore sustainable tourism practices that enhance pilgrimage experiences.
- ✧ Identify opportunities and challenges in promoting responsible spiritual tourism.
- ✧ Foster partnerships and collaborations within the tourism industry.
- ✧ Showcase Madhya Pradesh as a premier spiritual tourism destination.
- ✧ Encourage cross-cultural understanding through shared spiritual experiences.

## STAKEHOLDERS

- ✧ Ministry of Tourism, Culture, Civil Aviation
- ✧ State and National Tourism Organizations
- ✧ Embassies and High Commissions
- ✧ Hospitality Professionals
- ✧ Airline and Charter Companies
- ✧ Travel Agents and Tour Operators
- ✧ Academics & Researchers
- ✧ Spiritual Leaders & Cultural Influencers
- ✧ Local Communities
- ✧ Media Professionals

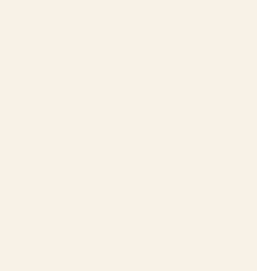
## WHY PARTICIPATE

- ✧ Gain insights into the economic potential of spiritual tourism.
- ✧ Network with industry leaders, policymakers and spiritual practitioners.
- ✧ Experience Ujjain's rich spiritual heritage and its significance in faith-based tourism.
- ✧ Enhance offerings with practical knowledge and sustainable strategies.
- ✧ Contribute to a global dialogue on cultural harmony and mutual understanding.





# GLIMPSES OF 1<sup>ST</sup> GSTC 2024



**PARTNERSHIP OPTIONS AVAILABLE**

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