

## **Radisson expands in four major spiritual travel destinations in India, announces new launches in 2026**

Radisson Hotel Group is accelerating its expansion in India's fast-growing spiritual tourism segment, with recent hotel openings in Shirdi, Puri and Indore, and a new property slated to open in Ujjain later this year. The move strengthens the Group's presence across faith-led travel destinations—one of the most resilient and rapidly expanding segments of domestic tourism.

The Group has consistently demonstrated early-mover advantage in culturally significant markets, having entered pilgrimage centres such as Ayodhya and Prayagraj at an early stage of their development. Its current focus on Shirdi, Puri, Indore and Ujjain reflects a deliberate strategy to scale responsibly in emerging spiritual hubs, aligned with the government's push for sustainable, inclusive tourism development.

Religious tourism continues to be a powerful driver of domestic travel. Ministry of Tourism data indicates that India recorded over 1,439 million religious visits in 2022, generating an estimated ₹1.34 trillion in revenue. Industry projections point to sustained growth, supporting infrastructure creation, improved connectivity and employment generation across pilgrimage destinations.

High-traffic centres such as Ujjain welcomed over 52.8 million visitors in 2023, while destinations including Shirdi, Puri and Indore continue to report steady footfalls, aided by government-led initiatives and enhanced transport networks. These trends are fuelling demand for organised, high-quality hospitality—an opportunity Radisson Hotel Group is actively addressing.

Commenting on the expansion, Nikhil Sharma, Managing Director and Chief Operating Officer, South Asia, Radisson Hotel Group, said,

“India's spiritual destinations are witnessing unprecedented growth, and Radisson Hotel Group is proud to bring internationally branded hospitality to these culturally significant cities. Our long-standing market foresight and first-mover approach allow us to deliver globally recognised service standards while preserving the heritage and character of each destination. With our expansion into Shirdi, Puri, Indore and Ujjain, we are not just opening hotels—we are

enabling destination development that aligns with the government's vision for infrastructure-led, sustainable and inclusive tourism growth.”

Recent additions to the portfolio include Temple Tree Hotel Shirdi, Radisson RED Indore, and Park Inn & Suites by Radisson Puri, with Radisson Hotel Ujjain expected to open shortly. The properties cater to a diverse mix of business, leisure and pilgrimage travellers, offering facilities such as all-day dining, event spaces, wellness amenities and recreational offerings.

Radisson Hotel Group currently operates more than 200 hotels across India under multiple brands, with over half of its portfolio located in Tier II and Tier III markets—underscoring its long-term commitment to decentralised and demand-driven growth.