Religious Tourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-religious-tourism-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 257.82 billion
Projected Forecast (2031)	USD 257.82 billion
Growth Rate (CAGR)	6.45 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Religious Tourism industry](images/chart_2.png)

![Religious Tourism Market Size](images/chart_3.png)

![Religious Tourism Market Share by Religion Type, 2025](images/chart_4.png)

![Religious Tourism Market Share by Expenditure Type, 2025](images/chart_5.png)

![Religious Tourism Market Growth Rate by Region](images/chart_6.png)

![Religious Tourism Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2022 - 2031 |
Market Size (2026) | USD 257.82 Billion |
Market Size (2031) | USD 352.45 Billion |
Growth Rate (2026 - 2031) | 6.45 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Religious Tourism Market Analysis by Mordor IntelligenceThe Religious Tourism Market size is projected to be USD 238.34 billion in 2025, USD 257.82 billion in 2026, and reach USD 352.45 billion by 2031, growing at a CAGR of 6.45% from 2026 to 2031.

The religious tourism market continues to rest on a broad volume base because most pilgrims' travel is still domestic, short-haul, and organized through local religious or community networks rather than through fully international leisure channels. Public investment in access roads, rail links, temple corridors, and pilgrim amenities is widening the usable catchment for sacred destinations, especially in India and Saudi Arabia, and that is improving throughput as well as spend per traveler Digital platforms are also reshaping the religious tourism market because booking, permits, health monitoring, and pilgrim guidance are moving onto integrated systems, which makes distribution faster but also raises the bar for private intermediaries. Large festival cycles and Holy Year events keep demand elevated across the religious tourism market, while premium services such as aerial darshan access, curated itineraries, and higher-end stays are creating more pricing headroom for operators. The main drag on growth remains uneven site resilience, because climate disruption, stricter pilgrimage quotas, and tighter access controls can quickly interrupt volume even when underlying demand remains strong.[1]Ministry of Tourism Staff, “A Decade of Tourism-Led Growth: A Sector Reimagined,” Press Information Bureau, pib.gov.in

Key Report Takeaways* By religion type, Christianity held 33.1% of the religious tourism market share in 2025, while Islam recorded the fastest projected growth at a 7.2% CAGR through 2031.
* By booking channel, direct booking accounted for 42.2% of the religious tourism market size in 2025, while online travel platforms are forecast to expand at a 7.6% CAGR through 2031.
* By expenditure type, accommodation captured 31.4% of the religious tourism market share in 2025, while transportation is advancing at an 8.8% CAGR through 2031.
* By tourist type, domestic travelers held 73.5% of the religious tourism market size in 2025, while international travelers are projected to grow at an 8.1% CAGR through 2031.
* By geography, Europe led with 32.2% of the religious tourism market share in 2025, while Asia-Pacific is projected to expand at an 8% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Religious Tourism Market*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising Demand for Spiritual Well-being Travel	+1.8%	Global, with early concentration in India, Southeast Asia, and Europe	Medium term (2-4 years)
Expansion of Domestic Pilgrimage Corridors	+1.4%	India, Saudi Arabia, Spain, Italy	Short term (≤ 2 years)
Government-Led Pilgrimage Infrastructure and Visa Facilitation	+1.1%	India, Saudi Arabia, ASEAN core, spill-over to the Middle East and Africa	Medium term (2-4 years)
Digital Booking and Pilgrim Management Platforms	+0.9%	Global, the highest adoption in the Asia-Pacific and Middle East	Short term (≤ 2 years)
Festival-Linked Travel Demand	+0.7%	India, Italy, Spain, Indonesia	Short term (≤ 2 years)
Group-Based and Family Pilgrimage Travel	+0.5%	India, Southeast Asia, North Africa	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The religious tourism market remains highly fragmented, with no single operator controlling a dominant cross-segment position across faiths, geographies, and booking channels. Specialist firms built around Catholic pilgrimages, Hajj and Umrah services, and Hindu tirth yatra packages still hold the strongest trust advantage because they understand ritual requirements, group behavior, and destination-specific operating norms. Larger travel brands are responding by creating dedicated spiritual portfolios rather than relying on generic leisure packaging. Thomas Cook India and SOTC Travel expanded spiritual journeys in August 2025 with aerial darshans, VIP access, and premium support layers across major Indian circuits, which shows how branded operators are trying to lift yield per pilgrim instead of only chasing volume. The April 2026 partnership between Eco Hotels and Kesari Tours to expand into Varanasi and Ayodhya points to the same logic, because operators are using shared infrastructure and local demand strength to scale faster in high-footfall sacred cities.

Government-backed digital infrastructure is the most disruptive competitive force in the religious tourism market because it changes both access and distribution at once. Saudi Arabia’s Nusuk platform had reached 51 million users globally by April 2026 and had already absorbed all domestic Hajj package bookings for Hajj 2025, which effectively turned it into both a booking layer and a compliance layer. That makes life harder for private operators whose earlier value rested on documentation support, access coordination, and basic itinerary assembly. To defend their position, operators are moving closer to regulated service niches, charter partnerships, and premium handling capabilities. Akbar Travels’ 2026 memorandum of understanding with Mayfair Jets to co-develop Saudi charter operations is a good example, because it adds controlled air access and a compliance-adjacent capability that is harder to replicate quickly.

The next phase of competition in the religious tourism market is likely to favor players that combine destination access, comfort upgrades, and community trust in one offer. White-space opportunities still exist in faith-based wellness retreats, restoration-linked heritage packages, and multi-faith itineraries, but those formats will need careful curation to avoid diluting religious authenticity. Premiumization is becoming more visible, yet it is not replacing volume travel, because mass domestic pilgrimages still shape the underlying economics of the category. This means the competitive center of gravity remains broad rather than concentrated, with room for both specialist operators and scaled travel platforms. The religious tourism market therefore rewards local partnerships, operational discipline, and route-specific expertise more than simple brand size.

Religious Tourism Industry Leaders* Kesari Tours Pvt Ltd.

* Globus Journeys

* Catholic Travel Centre

* 206 Tours

* Thomas Cook

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Religious Tourism Market Report ScopeBy Religion TypeHinduism |
Christianity |

Islam |
Buddhism |
Other Religion Types |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, and Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| Russia |
| Rest of Europe |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is the size of the religious tourism sector in 2026?

The religious tourism market size stands at USD 257.82 billion in 2026 and is forecast to reach USD 352.45 billion by 2031 at a 6.45% CAGR.

Which religion segment leads religious tourism revenue?

Christianity led with 33.1% share in 2025, supported by strong pilgrimage traffic across Rome, Lourdes, and wider European Christian heritage routes.

Which booking channel is expanding the fastest in religious travel?

Online travel platforms are growing the fastest, with a projected 7.6% CAGR through 2031, helped by mobile adoption and pilgrimage-focused digital tools.

Why is India important in the growth of religious travel?

India is a major growth driver because it combines very large domestic pilgrimage volumes, corridor spending, major festival demand, and rising digital bookings across sacred destinations.

What is driving transportation spending in pilgrimage trips?

Transportation is projected to grow at an 8.8% CAGR through 2031, mainly because corridor roads, elevated highways, and rail links are improving access to high-footfall sacred sites.

What are the biggest risks to future pilgrimage growth?

The main risks are climate disruption, site overcrowding, tighter pilgrimage quotas, and access controls that can limit traveler throughput even when demand stays strong.