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WELLNESS DESTINATIONS

In India

THE INDIAN
WELLNESS REPORT

YEAR
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A report by

AXON
DEVELOPERS

Abstract



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The Indian wellness industry is on an upswing with increased visible demand. The industry has come from strength to strength in recent years. The pandemic has also been instrumental in putting the industry on a high-growth pedestal and enabling a more conducive environment for wellness resorts, healing retreats, meditation and yoga courses, eco hotels, etc.

As per the government, data revealed, the market is growing at a CAGR of 30% and is set to reach USD 150 billion by 2030.

In addition to the demand for holistic wellness and the growing quest for long-lasting solutions for diseases rather than a quick fix, what is further driving growth in the segment is India's vast and rich landscapes. India's diversity is also reflected in its myriad topographies. The country is home to numerous spellbinding mountains and valleys including the mighty peaks of the Himalayas alongside picturesque Sahyadri and Aravalli. It has vast coastlines across the east and west comprising not just spectacular beaches but also pristine coves, mangroves, lagoons, backwaters, and much more. The country has hundreds of natural trails and forest walks acclaimed for its undiluted natural beauty.

Having such an innumerable number of tourist spots further makes India a perfect ground for successfully running a wellness tourism business by integrating holistic health, vacation, and hospitality. As the traditional boundaries between hospitality, real estate, wellness, and tourism are blurring, the Indian wellness industry is set to go over the roof.

The government is also playing a pivotal role by introducing a separate ministry namely Ayush in India, dedicated to Ayurveda, Yoga, Unani, Siddha, and Homeopathy. This is the first time in the history of this world that a government has started a separate ministry for alternate healthcare and healing system. The presence of active participation by the government will help the sector with powerful infrastructure, much-needed awareness & promotion, research & development, and an overall institutional framework to flourish.

As the sector is set to grow at a staggering pace and the value chain will continue to evolve, it is essential to offer valuable knowledge, insights, and unbiased perspectives on the sector, backed by rigorous research. This will help all the stakeholders involved including governing agencies, investors, developers, and hotel operators.

Hence at Axon, we have compiled the top-10 wellness destinations in India report. Through the length and breadth of India, we have identified top destinations for wellness tourism, hotels & spa, Ayurveda, and other alternate healing business venture. The locations have been

identified based on a wide range of parameters such as tourism, the richness of natural beauties, growth in infrastructure, underlying future potential, and availability of capable human resources to run a wellness business.

We earnestly hope that this report will play a pivotal role in offering powerful perspectives and information on India's growing wellness business and spreading value-driven knowledge. Pls feel free to revert in case of any relevant feedback!

Top 10 Wellness Destinations in India



India's Wellness Industry: A New Frontier to be Explored

India is a country that has a long tradition of alternative healing & wellness. It's a place where Yoga and Ayurveda have originated. Today the entire world is recognizing the significance of such practices and healing therapies. In a time, which is marked by a rise in stress, hypertension, diabetes, and numerous other lifestyle ailments, alternative healing, and wellness are becoming popular alternatives

Increasingly they are no more just believed to be peripheral treatment therapies but complementary to conventional medicines and diagnostic systems.

The importance has further risen in the wake of the pandemic when the world greatly realized the importance of holistic health and delimit the use of chemicals. While the clarions of going natural and herbal have existed for quite some time, in the past 2 years there has been a notable change in the perception of individuals towards alternative healing & treatment systems. The government has also realized how effective alternative healing

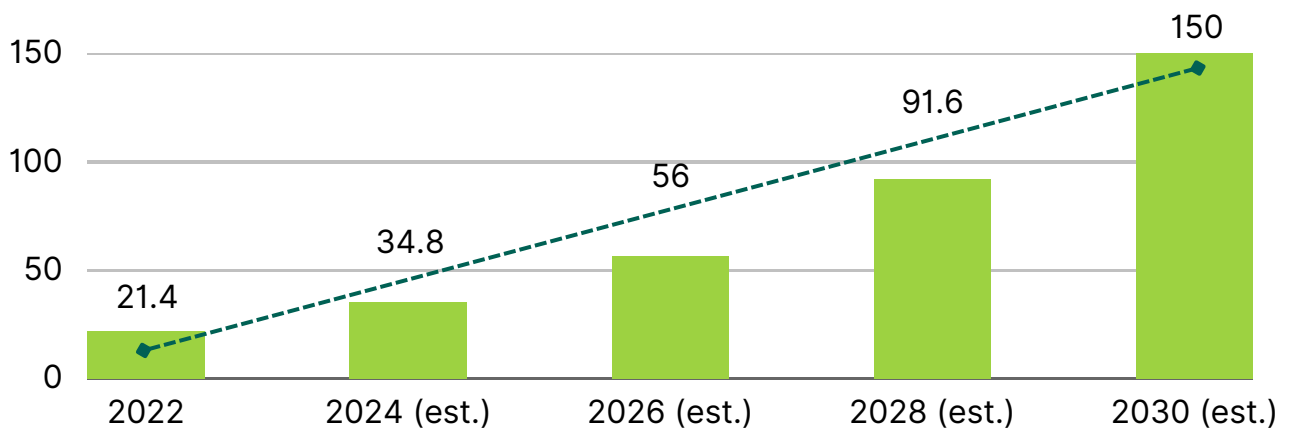
can be in supplementing universal healthcare objectives, as outlined in the past.

A critical step in this regard has been the setting up of the Ayush Ministry, which stands for Ayurveda, Yoga, Unani, Siddha, and Homeopathy. Under the flagship of Ayush, big hospitals have been planned all over India. Already a new Ayush hospital has been opened in Pernem in North Goa, near the newly built MOPA airport. Another Ayush hospital has been announced in Guwahati, at a cost of INR 70 crores.

The present market is sized at around USD 21.4 billion and is set to cross USD 150 billion by 2030, growing at a CAGR of 28-30%. India's growing wellness industry will unlock new opportunities in a wide range of spaces such as wellness resorts & hotels, naturopathy cottages, diagnostic centers, Yoga & reiki studios, etc. This will also create new business opportunities in other ancillary businesses such as healthy food centers, herb plantations, medical tourism, etc.



The size of the wellness industry in India (USD B)



1. Rishikesh and Haridwar

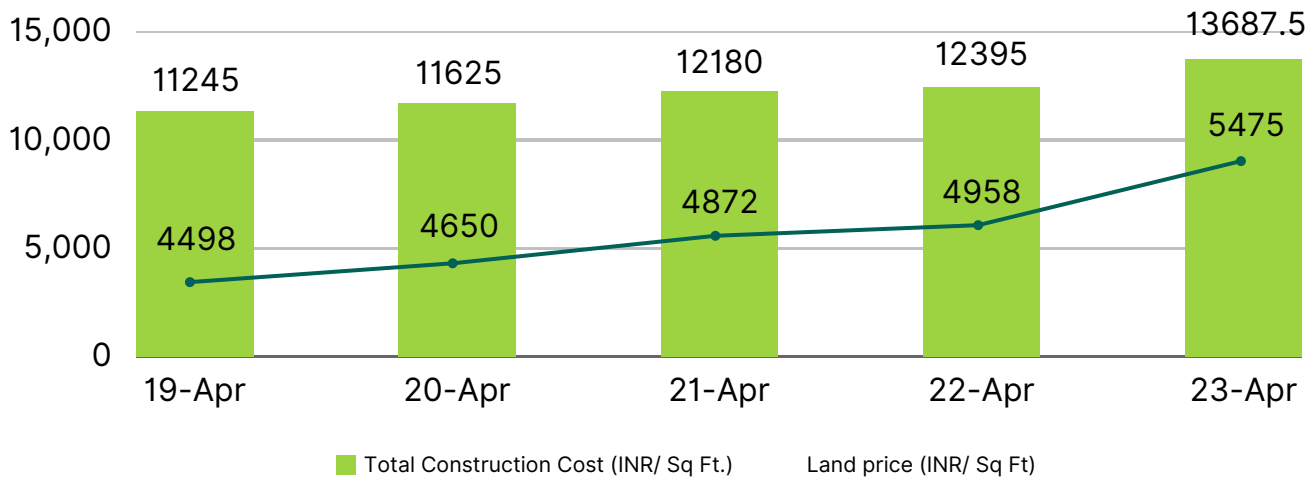
Rishikesh and Haridwar located at the foothill of the Himalayas, are among the most sought-after tourist destinations, not just in North India but also for foreign nationals. While Rishikesh is called the Yoga capital of the world, Haridwar is on the list of India's most famous religious tourist destinations.

Rishikesh has undiluted natural beauty. The cascading Ganges, old-pine forests in

the vicinity, pleasant weather throughout the year, and green-capped hilly terrains, make Rishikesh a natural favorite in India's growing wellness and tourism complex. Further to this, the hill station has a slew of globally renowned ashrams, yoga centers, and spiritual organizations. Close to ~ 12,000 foreign tourists visit Rishikesh each year. This further makes the destination, a hot hub for wellness and tourism in the country.



Hotel land rate trends in Rishikesh



Rishikesh is also close to New Delhi (~ 4 hours) and already is a popular weekend gateway in North India. It is conveniently linked to a host of other popular hill stations in Uttarakhand such as Dehradun, Dhanaulti, Mussoorie, Chakrata, and much more. The nearest major railway station is at Haridwar, besides a small railway station at Rishikesh itself. The nearest airport is Dehradun.

While 4 & 5-star Ayurveda resorts,

massage, and spa centers are thriving in Rishikesh, the beautiful destination situated near the Shivalik mountain is also home to vacationhome-cum-resorts business. The segment is thriving in quaint nearby villages that are known for their calm and serene environs. Offering a wide range of wellness, curated treatments, Ayurveda, and custom food services, such communities are becoming popular amongst Indian and international tourist segments.

SWOT Analysis of the Wellness Industry in Rishikesh- Haridwar

- Plenty of scenic beauties due to the foothills of the Himalayas and Ganges nearby
- 4-5 hours' drive from the Delhi NCR.
- Popular religious and spiritual tourist spot
- Close to plenty of other popular hill stations such as Mussoorie, Narendra Nagar, Dhanaulti, Dehradun, Chakrata, etc.
- Weekend destination for Delhi, Gurgaon, Noida, etc.

- Nearest airport is Dehradun.
- Nearest major railway station is at Haridwar
- Due to high volume, weekends have limited space available.

- Plenty of trekking and walking trails
- Plenty of popular Ashrams and spiritual centers.
- Opportunity to combine adventure, wellness, religious tours, and spiritual rejuvenation.
- A year-long destination due to pleasant weather
- Industrialization in Haridwar is creating new streams of consumers.

- Intensifying competition from nearby hill stations.
- Jump in real estate prices
- Over-commercialization has dampened the image of Haridwar and Rishikesh

Insights into Rishikesh & Haridwar's Hotel Industry

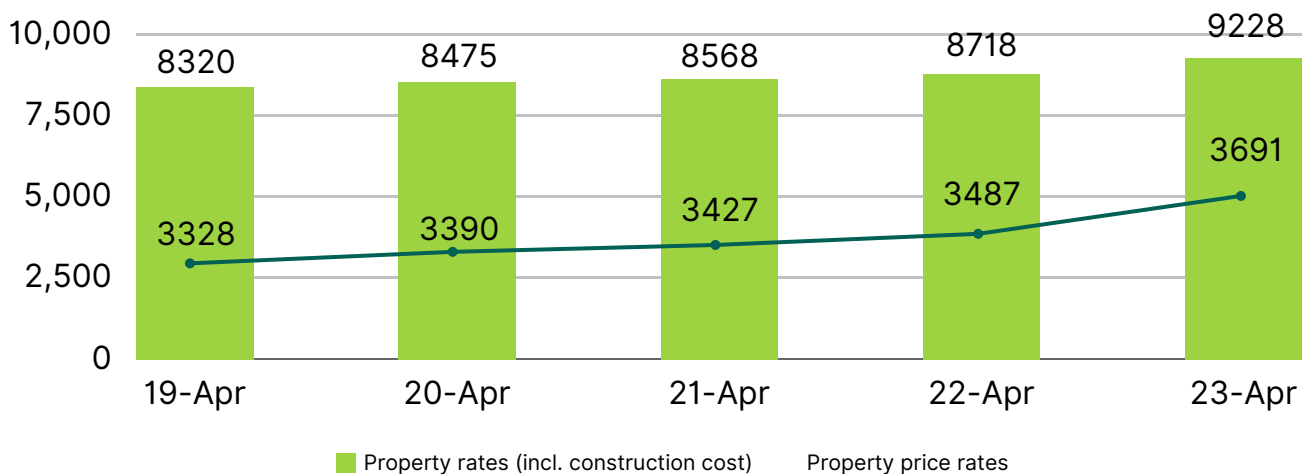
Other name(s)	Yoga Capital of the world
Hotels and resorts	520-590
Homestays, cottages, and rental villas	NA
Price ranges (per day)	INR 1000- 18000
Total tourists' volume (annual)	6 million
Nature of Stay & Tourism	Leisure, rejuvenation, wellness & Ayurveda, eco and nature, weekend gateway
Nearest airport(s)	Dehradun
Investment opportunities	Farmhouses, plantation farms, wellness resorts, spas & Ayurveda massage centers, rental villas, service apartments

The government is also not keeping any stone unturned to support the business in Rishikesh. It is aggressively marketing the region as a destination to learn Yoga, engage in philosophical studies, and indulge in numerous rejuvenation exercises.

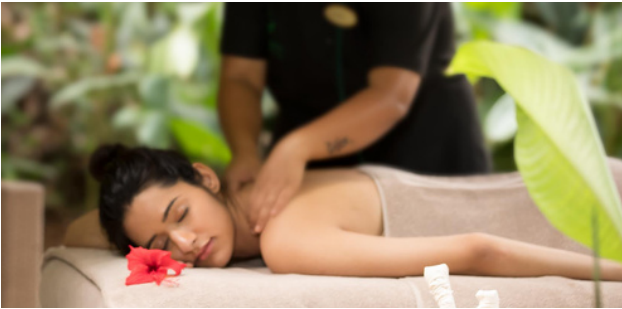
20 km from the Rishikesh region is the Haridwar, one of the oldest cities in India. In Haridwar, the Ganges meet the plain for the first time after traveling 250 km in the mountainous region. Haridwar receives millions of tourists each year from India and abroad who come to take a holy dip in the Ganges.

Haridwar, since ancient times, has been a hub of Ayurveda, naturopathy, and Yoga. The tradition still continues with numerous wellness centers, Yoga institutes & gurukul, spas, etc. thriving in and around Haridwar. The beautiful town of Haridwar is known for its white Ganges, cool breeze, and plenty of green wildlife in the vicinity. This further makes it an ideal destination to enjoy massage therapies, detox exercises, and other wellness packages. As there is plenty of greenery, one can also mix other outdoor activities such as cycling and nature walking, etc.

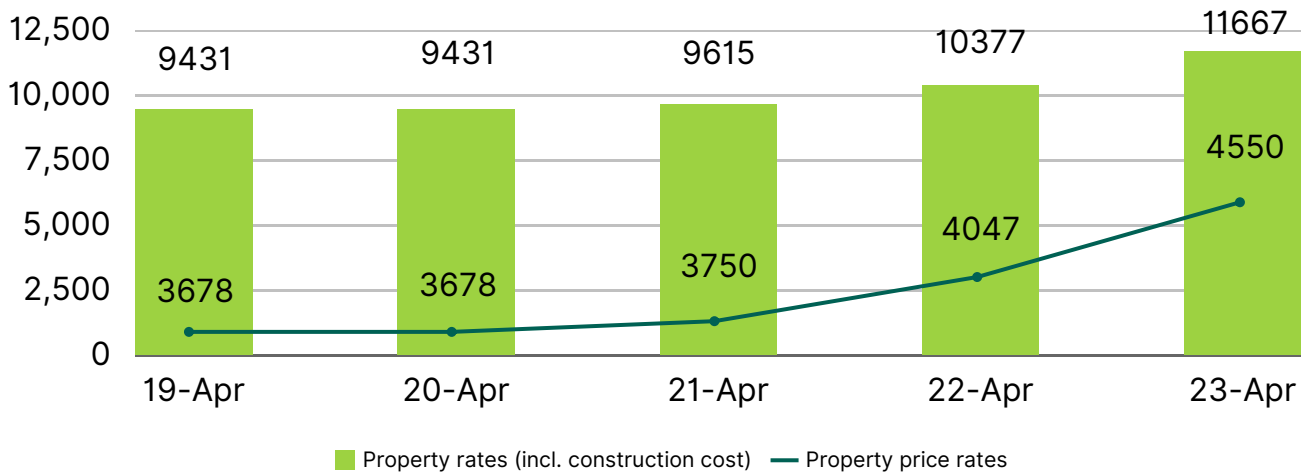
Hotel land price trends in Haridwar



2. Coorg, Madikeri and Chikmagalur



The hotel price trends in Coorg



The beautiful district of Coorg is located in the Southern parts of Karnataka across the western ghats. The expansive regions include Coorg, Madikeri (the capital of Coorg region), Chikmagalur, etc. The region is set at an elevation of 900 meters, and for centuries holds an iconic status as a prized hill station. The auspicious river Kaveri originates from Brahma Giri ranges in the Coorg district.

The region is known for breathtaking hillocks, lush greeneries, exotic flora and fauna, and extensively rich plantations. It is fraught with numerous farms & plantations such as coffee, sandalwood, locally made vineries, etc. It is also home to flourishing homemade chocolate, perfumery, and brewery businesses.

Around 80 km from Coorg is the Nagarhole national park known for its wildlife including a tiger reserve. The park is further connected with Bandi national park.

Coorg can be reached via the Bangalore and Mysore expressway. It is located at an approachable distance from Bangalore (220 km). Other major cities in Karnataka

such as Mysore (100 kms) and Mangalore (135 kms) are also at a viable distance.

The district Kinnaur in Kerala is within 100 km from Coorg and is also its nearest airport. Other major airports are located in Mysore, Bangalore, and Mangalore. Similarly, there are plenty of railway stations at Coorg, besides a small station at Madikeri.

Insights into Coorg’s Hotel Industry

Other name(s)	Switzerland of the east, Kashmir of the south
Hotels and resorts	120
Homestays, cottages, and rental villas	150- 200
Price ranges (per day)	INR 1000- 45,000
Total tourists’ volume (annual)	3.5 million
Nature of Stay & Tourism	Leisure, rejuvenation, wellness & Ayurveda, eco and nature, weekend gateway
Nearest airport(s)	Mysore, Mangalore, Bangalore, Kinnaur
Investment opportunities	Farmhouses, plantation farms, agribusiness, wellness resorts, spas, and Ayurveda massage centers, rental villas

Coorg is a flourishing hub of wellness, alternate healing, naturopathy & nutritional therapies, immunity modulation, Yoga, Ayurveda, etc. Increasingly along with conventional hotels and resorts, new-age farmhouses, rental villas, and cottage communities are entering the space fully equipped to make a mark on India’s growing wellness business. These spaces are integrating Yoga, wellness, and Ayurveda Massage alongside regular fitness, sports, physiotherapy, nutrition,

and general education.

Coorg’s reputation as one of the most favored adventure sports destinations in South India is also vitalizing the health & wellness segment. The region is blessed with picturesque locations, pristine nature trails, and high-altitude trekking tracks, luring both entry-level as well as seasoned trekkers. Likewise, it is also a popular hub for river rafting and other water sports.

As many youths love to combine adventure with wellness, yoga, Ayurveda, and other alternate healing business is slated to grow at a scorching pace.

SWOT Analysis of the Wellness Industry in Coorg, Madikeri, & Chikmagalur

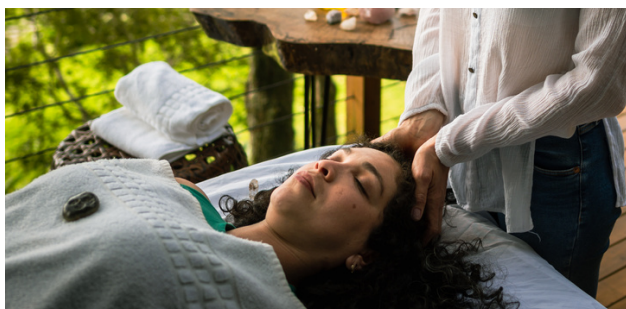
- Scenic beauty, an abundance of natural endowments
- Wildlife & nature reserve in the vicinity
- Popular tourist spot in South India and Karnataka
- Already there are limited hill stations in South India
- Weekend destination for Bangalore, Mangalore, Mysore, etc.

- Largely agrarian society
- Evolving infrastructure
- Nearest airport is more than 100 Km far

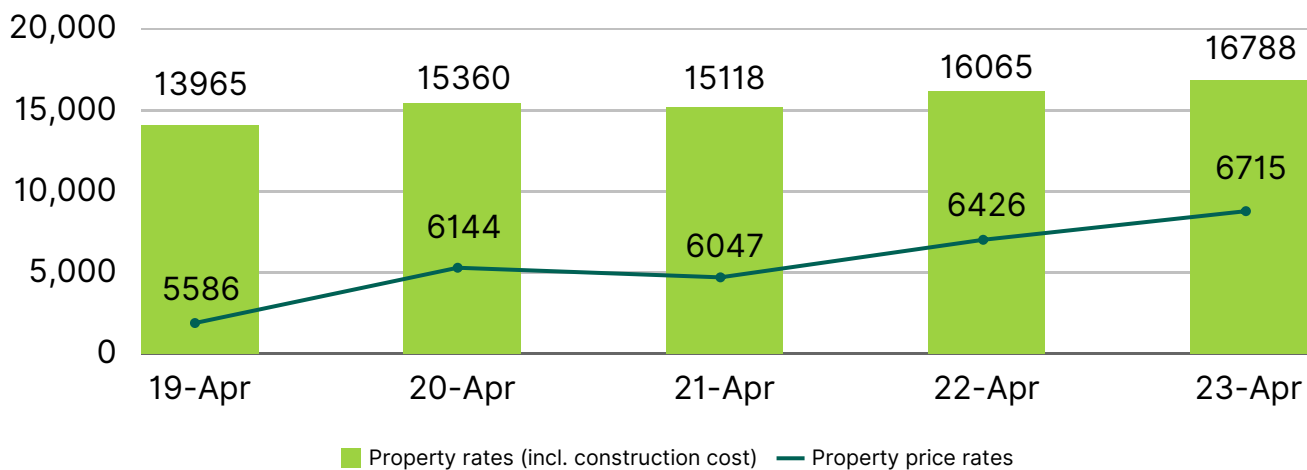
- Plenty of trekking and walking trails
- Adventure sports destination
- Opportunity to combine adventure with wellness
- A year-long destination due to pleasant weather

- Intensifying competition from nearby hilly ranges and backwaters of Kerala
- New destinations emerging such as Nandi hills
- Jump in real estate prices

3. Nandi Hills



The hotel price trends in Nandi Hills (INR/ Sq Ft)



The picturesque Nandi Hills are a range of subtle, serene, and lush green hilly terrain located in the outer skirts of Bangalore. Located just 60 km from Bangalore’s city center and 25 km from the international airport in Kempegowda, Nandi Hills is emerging as nature’s own paradise, located in the Backyard of Silicon Valley.

Though an all-season destination, the region’s natural beauty further grows during the months of the Monsoon, when it is swarmed with misty clouds and moderate-to-high rainfalls. Nandi hills have plenty of nature trails, popular temples and museums, lakes and natural springs, vineyards, bird-watching spots, and much more.

Insights into Nandi Hills Hotel Industry

Hotels and resorts	20-25
Homestays, cottages, and rental villas	Data not available
Price ranges (per day)	INR 3000- 9000
Total tourists' volume (annual)	1.1 million
Nature of Stay & Tourism	Leisure, staycation, workcation, photography & birdwatching, weekend gateway, picnic & outdoors
Nearest airport(s)	Bangalore (~ 30 mins)
Investment opportunities	Second homes, retirement villas, serviced apartments, wellness hotels, leisure guesthouses and hotels, homestays, restaurants, retail, etc.

Though Nandi hills have been a popular tourist spot for centuries, its prominence as one of the fastest-growing tourist destinations is newfound. The hotel industry is still in its initial stages, which is further undermined by already a large hospitality sector in nearby Bangalore.

However, the region's second home and rental villa market combined with wellness resorts and centers is growing at a breakneck speed. Nandi hill's serene and idyllic environs and abundant natural endowments make it a perfect spot to run health and fitness studios, Ayurveda, and holistic health retreats. The environs are perfect to combine holistic health exercises, yoga, meditation, and

mindfulness with an ample number of outdoor & indoor games, cycling, nature walks, swimming, etc. the state government is also developing six new trekking trails around the Nandi Hills, which will further attract adventure seekers in the region.

Like in other parts of India, among the youth corporates in India, there is growing health awareness and demand for well-being and destressing. Corporates want to periodically take breaks from their hectic life and spend time to rejuvenate, refresh, and re-energize. The tranquil environs of Nandi Hills just located in the backyard are best suited to spending some time amidst the lapse of nature.

SWOT Analysis of the Wellness Industry in Nandi Hills

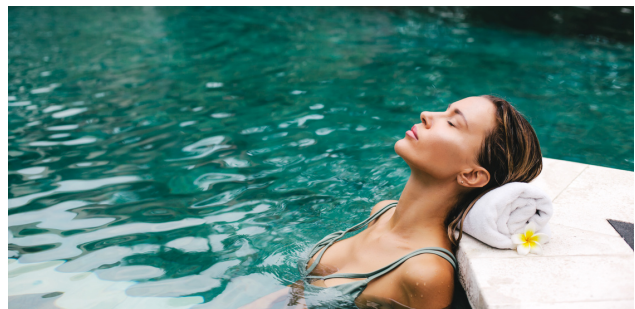
- Plenty of natural endowments, lush greeneries, serene & calm atmosphere.
- Host of tourist attractions across the Nandi hill region.
- Proximity to the airport (~ 30 mins).
- Growth in employment opportunities in North Bangalore driving demand.
- It is conveniently linked with North Bangalore, CBD, ORR, etc.

- The rise in daily tourist volume has affected the natural beauty & tranquillity of Nandi hills in recent years.
- Overcrowded roads during weekends.
- The problem of waste disposal persists.
- The social infrastructure is still developing.

- State govt. is developing a ropeway, food court, concert and venues, retail communities to attract more tourists.
- Idea locations for wellness tourism, eco sports, adventure travel, etc. for the people of Bangalore.
- Attractive appreciation and rental yield potential for real estate investors & buyers.
- Ample opportunities for investment in the retail sector, F&B outlets, resorts, etc.

- Intense competition from other vacation home locations in South India such as Coorg, Ooty, South Goa, Mopa, Sindhudurg, Vizag, etc.
- Protests from local communities over rampant development.

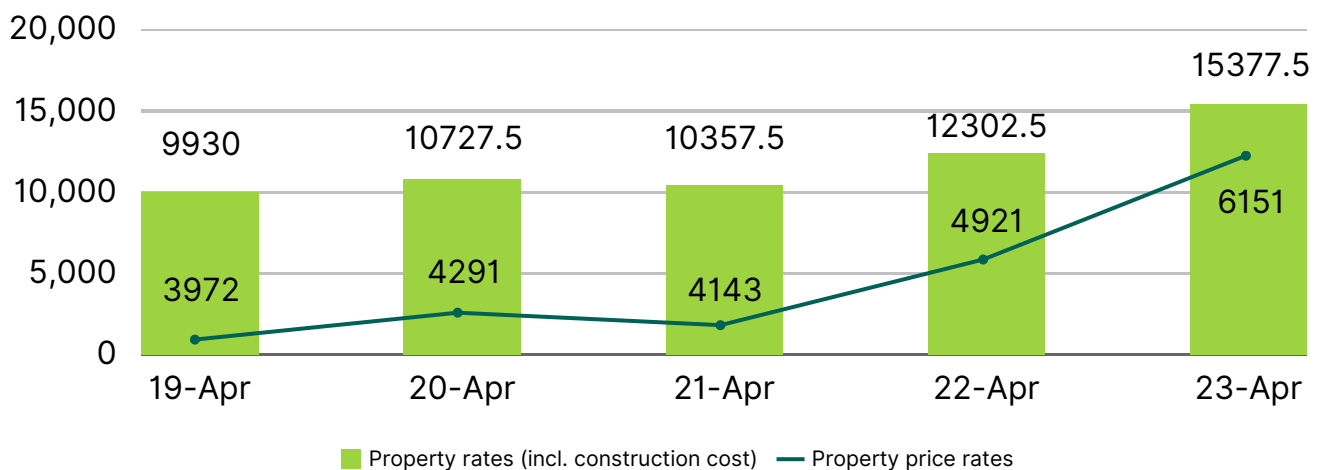
4. Sindhudurg



Located across the Goa- Maharashtra border, the Sindhudurg is nature's true paradise. Starting a holistic wellness hotel or an Ayurveda resort across the thick green forests, overlooking the spectacular Sahyadri ranges can be a profitable business. A region, which is located at the

tri-junction of Goa, Maharashtra, and Karnataka, Sindhudurg has tremendous potential for both in-land and sea hospitality. Though the beaches are not as popular as Goa, the turquoise green sea has its own distinctive appeal.

Hotel land rate trends in Sindhudurg (INR/ Sq Ft)



Sindhudurg is adorned with lush greeneries, natural lakes & spring water, and a truly tranquil environment. The sleepy town perched on the western Ghats are perfect to spend time amidst the bounties of nature. There is plenty to do at Sindhudurg, from swimming and sunbathing in the sea to nature walks & cycling to outdoor activities, bonfires, picnics, and much more. It is a perfect escape from the mundane and hectic city lives of the modern world.

The region is linked via SH 124 and NH 66. The newly built greenfield MOPA airport is also at a distance of just 25 mins from the Sindhudurg district. This will also be giving a monumental shift to the region. After the airport, Sindhudurg is now seamlessly connected to India and the rest of the world, giving a facelift to the tourism industry.

SWOT Analysis of the Wellness Industry in Sindhudurg

- The Sindhudurg region is blessed with plenty of scenic beauty, lush greenery, and idyllic rural environments.
- It has beautiful rural backyards, reflecting the beauty of the Konkan region.
- Around 1 hour from the state of Goa.
- Blessed with both, hilly terrains as well as coastal beauty.
- Located in the tri-junction of Goa, Maharashtra, and Karnataka.

- Still a relatively small tourism market compared to Goa.
- Protest from local communities in the wake of increased commercial activities and the airport project
- Limited growth of the hospitality industry

- Government is developing new tourism infrastructure including film city, logistic parks, cricket stadium, casino zones, etc.
- Located just 25 mins from the newly built MOPA international airport (INR 2300 crore project).
- 232 acres of land near the airport has been earmarked for commercial development and aerocity such as hotels, resorts, conventions, etc.
- Potential to become an alternate tourism destination to Goa after the advent of MOPA airport.
- Steep jump in land prices after the advent of MOPA mega project.

- Risk of property prices soaring.
- Inadequate current infrastructure.

Insights into Sindhudurg Hospitality Industry

Other Name(s)	Jewel of Konkan
Hotels and resorts	NA
Homestays, cottages, and rental villas	NA
Price ranges (per day)	INR 4000- 10,000
Total tourists' volume (annual)	450,000
Nature of Stay & Tourism	Leisure, rejuvenation, wellness & Ayurveda, eco and nature, weekend gateway
Nearest airport(s)	MOPA
Investment opportunities	Wellness hotels, second homes, rental villas, nature resort

5. The Hilly Ranges of Maharashtra



This would connote not just one place but a string of popular hill stations in and around Mumbai and Pune cities. This would include Karjat, Badlapur, Lonavala, Lavasa, Mahabaleshwar, and Panchgani. The region is a beautiful confluence of verdant Konkan fields and the thick green

valleys & hills of the western ghats. Mostly located a 2-3 hours' drive from Mumbai and Pune, these hill stations are not just a perfect weekend gateway but also a popular destination to relax and rejuvenate by spending a few days in an Ayurveda center or a wellness resort.

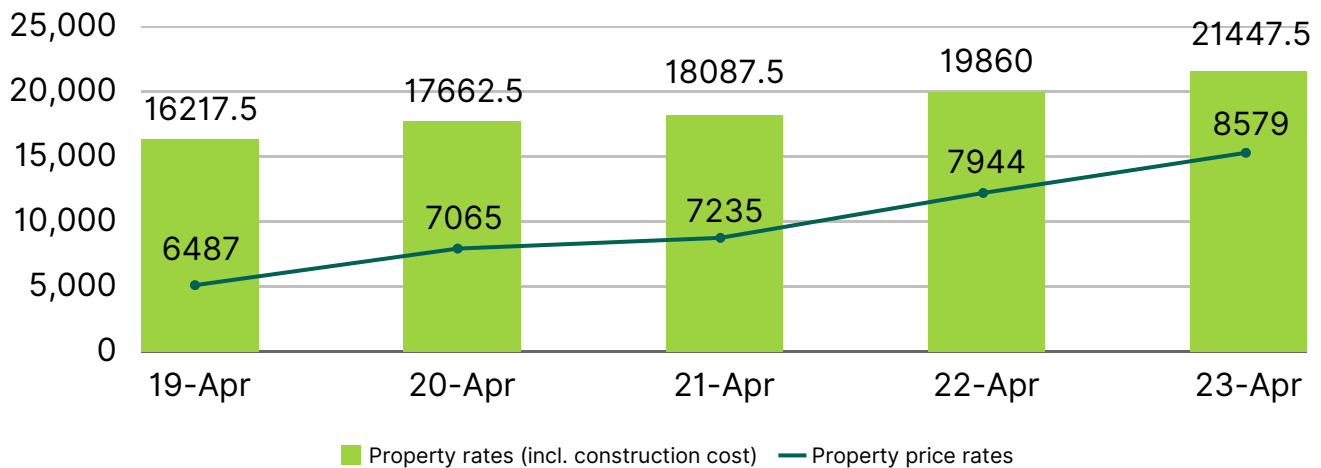
Insights into Lonavala, Mahabaleshwar, & Panchgani Hotel Industry

Other Name(s)	Queen of Sahyadri
Hotels and resorts	~ 2150
Homestays, cottages, and rental villas	170- 190
Price ranges (per day)	INR 2500- 18,000
Total tourists' volume (annual)	3.7 million
Nature of Stay & Tourism	Leisure tour destination, honeymoon destination, adventure sports, corporate team exercises, workcation, immersive tourism, healing and rejuvenation
Nearest airport(s)	Pune airport, Mumbai airport
Investment opportunities	Large and mid-sized hotels & resorts, adventure camps, farm stays, eco-villages, second homes & rental villas

The abundance of natural endowments, picturesque lakes & spring waters, tranquil valleys covered with thick greeneries, and a plethora of archaeological marvels make the region the perfect nature gateway. For

the ones who have a love for adventure, there is also plenty to be done in the form of trekking, walks in the wood, rafting, and much more.

Hotel land rates trends in Lonavla (INR/ Sq Ft)



While the hill stations in Maharashtra have been bastions of weekend tourism, fun trips, corporate events, and adventure activities, recent months are witnessing a pick-up in wellness, rejuvenation, and other immersive activities. The clean and green environment and pollution-free atmosphere have made the region a fertile ground to start hospitality-cum therapeutic

businesses such as yoga and wellness centers, massage spas, color & stone therapy centers, Panchakarma centers, and much more.

The region with vast green open spaces is also seeing a jump in new-age farmhouse communities with modern amenities such as organic farming, stallions, bird farms, lake views, flower gardens, etc.

SWOT Analysis of the Wellness Industry in Lonavla, Panchgani, Mahabaleshwar Hotel Industry

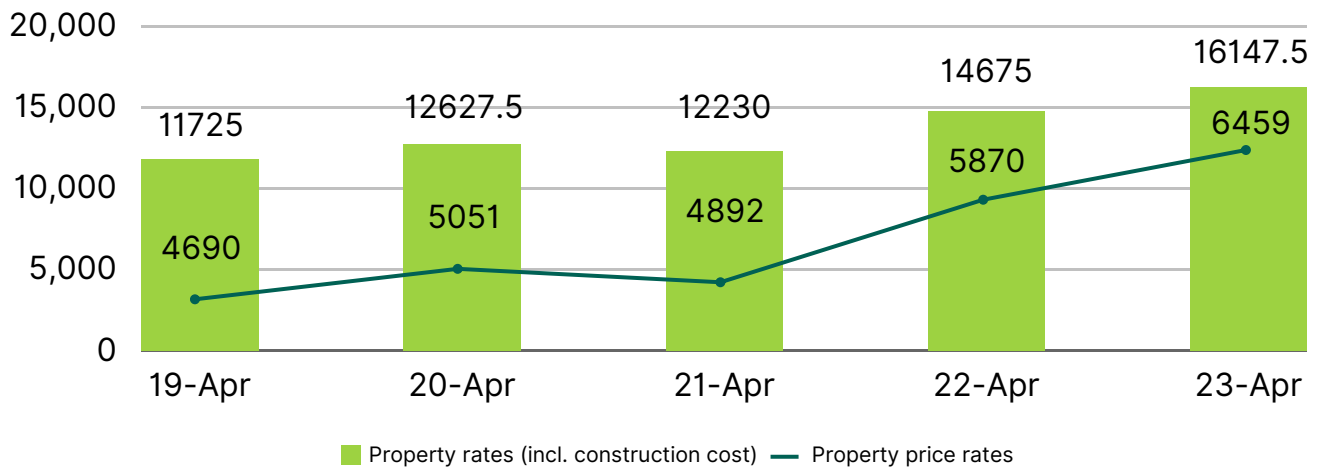
- Scenic beauty, giving it the name of Queen of Sahyadri.
- Plenty of things to do- nature living, adventure, sightseeing, picnic & outdoors, adventure sports, etc.
- Strategically located b/w Pune and Mumbai
- Plenty of quaint villages in the periphery.
- Recognized nationally for adventure sports, mountain climbing, rock climbing, etc.

- The industry is largely unorganized in Lonavla and the nearby region
- Increase in tourist volume in recent years is pressuring local resources.
- Higher risk of natural disasters such as earthquakes and landslides
- Limited workforce available

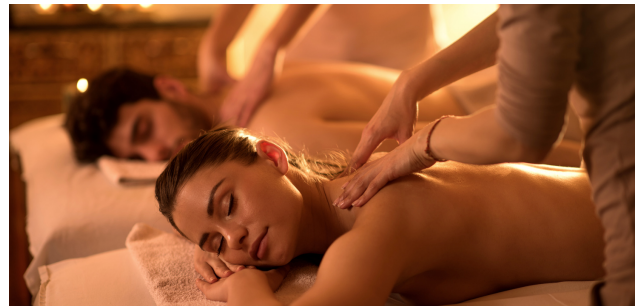
- Plenty of opportunities from Mumbai, wider MMR, and the Pune region
- Demand for healing therapies, wellness, yoga classes, and mindfulness training increasing amid the thick green Sahyadri mountains.
- Staycation and workcation trends fueling demand for wellness exercises.
- Clubbing corporate retreats with massage therapies, immersive exercises, and rejuvenation.

- Growing competition from Mumbai suburbs such as Alibaug, Panvel, Badlapur, etc.
- Other regional tourism markets such as Raigadh and Ratnagiri picking up in the vicinity.

Hotel Land rates in Panchgani (INR/ Sq Ft)



6. North East and Darjeeling



In the North Eastern states of India, are some completely unexplored natural beauties tucked inside. The region is not just home to spectacular Himalayan peaks, nature reserves, and some of the most popular monasteries in India but also to incredible landscapes, high-altitude lakes, river islands, and much more. The Northeast of India holds some of the most

incredible sceneries making it among the most beautiful places in the country. The entire region is rich in flora and fauna. While Kaziranga and Kanchenjunga are among popular natural parks, there is a slew of other relatively less explored national parks such as Manas, Nameri, Dibru Saikhowa, Orang, etc. in the region.

SWOT Analysis of the Wellness Industry in North East

- Plenty of wildlife including thick forest reserves, high mountain meadows, and sub-tropical forests.
- Diverse and varied picturesque landscapes
- A region rich in cultures, traditions, cuisines, and customs.
- Pleasant climatic conditions.

- Inadequate infrastructure growth which has been further marred by cumbersome geographical terrains.
- Instances of political unrest which has not dissipated completely
- Ethnic clashes
- Limited airline and railway connectivity
- Limited workforce available
- Complicated land acquisition policies.

- Plenty of opportunities to blend wellness, nature, ecotourism, and adventure sports
- Most of the northeast has its own unique tradition of wellness, healing, natural healing, etc.
- Land prices are affordable in many parts.

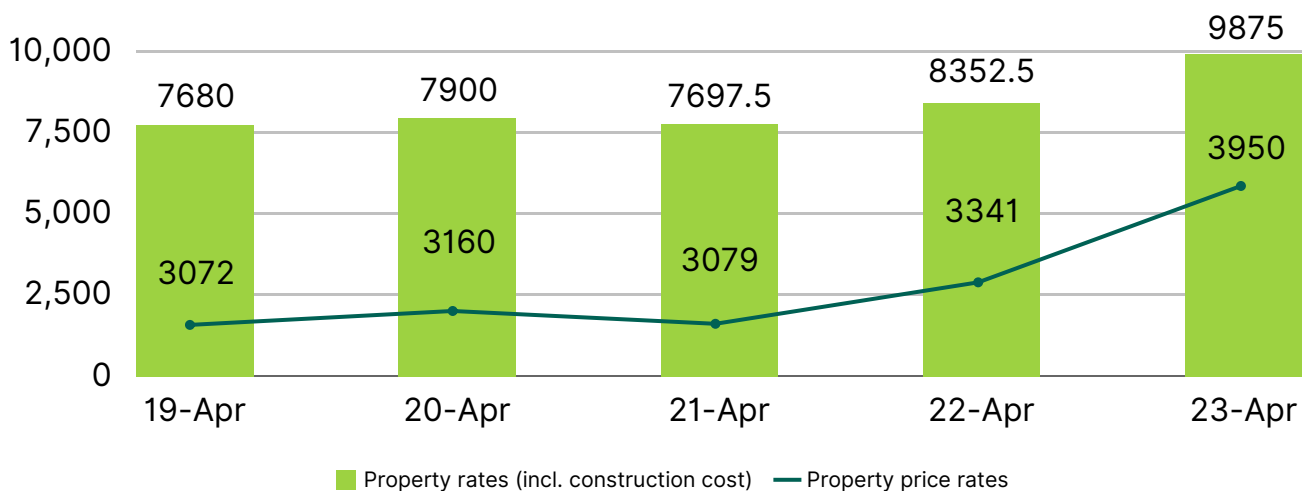
- Chances of escalation of political tensions.
- Limited marketing is done in the past
- Weak institutional framework for private sector participation.

North East is well connected to rest of the India through Guwahati international airport and the rest of other regional airports such as Siliguri, Jorhat, Dimapur, etc.

numerous herbs and has its own unique heritage of alternative medicines, is a thriving ground for alternate wellness treatments such as cosmetics, Ayurveda, moving stone water massage, Panchakarma, Swedish massage, head, and foot therapy, etc.

North East which is already home to

Hotel land rates in Darejeeling (INR/ Sq Ft)



Its proximity to Bhutan, Bangladesh, Myanmar, and Nepal integrated with cultural proximity will also help to drive the medical tourism industry in the region. The government is also taking prudent steps to nurture the alternate healing and wellness category. A new 70 Crore Ayush hospital

is built in Guwahati. Another 10 Crores has been granted to modernize the existing Ayurveda hospital in Assam. The government is also building 1000 new wellness centers throughout the northeast, as a part of its policy to boost indigenous treatment methodology.

Insights into North East Hotel Industry

Other Name(s)	Seven Sisters
Hotels and resorts	NA
Homestays, cottages, and rental villas	NA
Price ranges (per day)	INR 1000- 10,000
Total tourists' volume (annual)	10.35 million
Nature of Stay & Tourism	Leisure tour destination, honeymoon destination, adventure sports, immersive tourism, healing & rejuvenation
Nearest airport(s)	Bagdogra, Guwahati
Investment opportunities	Large and mid-sized hotels & resorts, adventure camps, cafes and F&B, eco-villages, second homes & rental villas

7. Rajasthan



The state located in West India near the national capital is amongst the top tourist spot in India. In 2022, it received a total of 21 million tourists including 34,000 international visitors.

Rajasthan is not only rich in spectacular monuments and forts but also epitomizes the rich cultural heritage of India. Though wellness, immersive healing, and rejuvenation are not their traditional forte. However, increasingly vintage hotels and resorts are binding heritage experiences with health & wellness.

On the outskirts of major tourist cities in Rajasthan such as Jodhpur, Jaipur, and Udaipur, amid soothing sounds of chirps of bird and desert wind, the concept of new age spas, Ayurveda massage centers, hydro therapies, and stone healing clinics, aromatherapies business is thriving. Likewise, other practices such as Pancha Karna, detoxification, advanced facials and skincare treatments, naturopathies, etc. hold tremendous potential in the state of Rajasthan. The calm and serene environs of Rajasthan are also a perfect ground for learning Yoga, Pranayama, mindfulness, breathing techniques, etc.

Insights into Rajasthan's Hospitality Sector

Other Name(s)	Rajputana
Hotels and resorts	2200 (around 54,000 rooms), branded hotels & resorts (550-650)
Homestays, cottages, and rental villas	NA
Price ranges (per day)	2500- 45,000
Total tourists' volume (annual)	50 million
Nature of Stay & Tourism	Leisure, MICE, wedding, weekend gateway
Nearest airport(s)	Jaipur, Gurgaon
Investment opportunities	MICE facilities, branded and mid-scale hotels, wellness resorts, naturopathy cottages

SWOT Analysis of the Wellness Industry in the Rajasthan Hotel Industry

- Plenty of cultural, heritage, and natural endowments.
- A popular tourist spot in India as well as abroad.
- Weekend Gateway for Delhi.

- Rajasthan lacks adequate infrastructure.
- Due to oversupply in Gurgaon, hotel rates have reduced in NCR, giving stiff competition to Rajasthan.

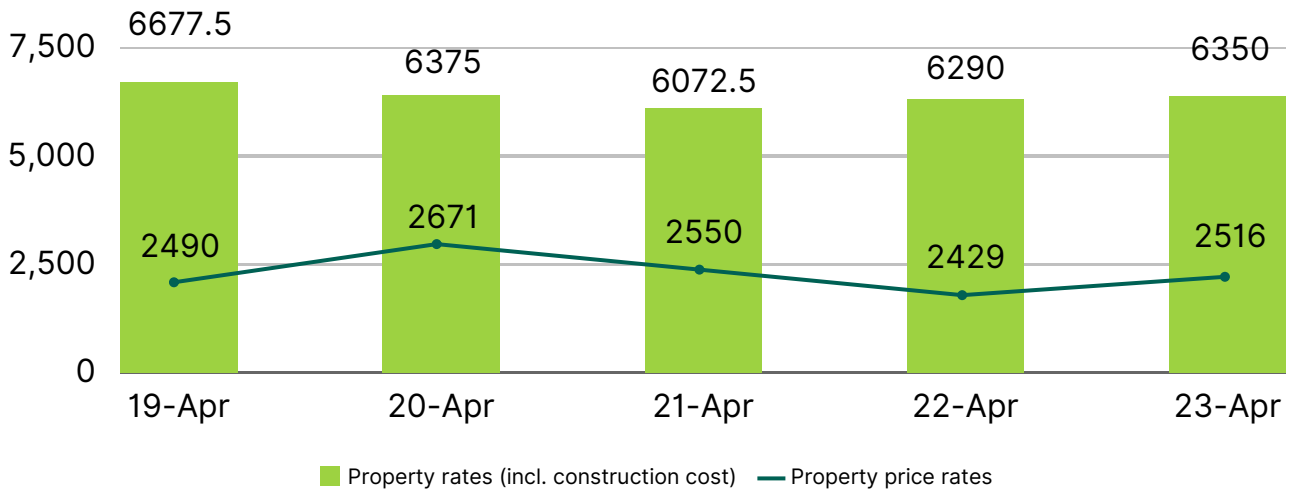
- Plenty of opportunity to club heritage and wildlife tourism with wellness and Ayurveda
- Weekend wellness hub for Gurgaon, Delhi, Noida, etc.
- Part of the golden triangle- Jaipur, Delhi, and Agra
- Under the UDAN scheme the regional connectivity is improving.

- Increased competition from nearby MP which is also rich in Heritage and wildlife resources.
- Limited marketing and PR of the state.
- Demand outstrips supply.

If someone thinks Rajasthan is all about deserts, marvelous palaces, and wild grasslands, then they need to rethink. In the Southwest of the state, is the highest peak of the Aravalli the form of Mount Abu, Rajasthan's only hill station destination. At a height of 1720 feet, Mount Abu has been the favorite winter gateway for the royalties of Rajasthan since medieval

times. Mount Abu has plenty of hilly trails, natural lakes, springs, vintage hotels, and cottages. It is also home to numerous famous Hindu and Jain temples. Mount Abu is located 104 kms from Udaipur and 225 km from Ahmedabad, which also makes it a potential hub for traditional massage therapies, Ayurvedic massage, naturopathy, etc.

Hotel land rates in Sariska (INR / Sq Ft.)



8. Kerala



The state of Kerala is endowed with pristine secluded sea beaches, monumental & cultural marvels, rich culture & tradition, and backwaters that makes it one of the globally recognized tourist destinations in India. It is also the

de facto leader when it comes to wellness in India. Each year hundreds of thousands of visitors come to Kerala both from abroad and from other parts of India, specifically for the purpose of taking wellness and Ayurveda treatments.

Insights into Kerala's Hospitality Sector

Other Name(s)	God's Own Country
Hotels and resorts	750-850
Homestays, cottages, and rental villas	650-690
Price ranges (per day)	INR 700- 19,000
Total tourists' volume (annual)	18.3 million
Nature of Stay & Tourism	Leisure tour destination, honeymoon destination, immersive tourism, healing, and rejuvenation, Ayurveda & wellness, spiritual retreats
Nearest airport(s)	Trivandrum international airport, Cochin international airport, Calicut international airport
Investment opportunities	Beach resorts, motels and wayside development, hill resorts, tree houses, Ayurveda centers, health clubs, water sports, backwater cruise trips, medical tour packages, farm stays, plantation tours etc.

In the southernmost part of Kerala is the Trivandrum, located adjacent to the Arabian Sea and western ghats. Trivandrum is not just the capital town but also a popular tourist and wellness destination in India. In the western parts of Kerala is the famous town of Cochin spread across multiple islands. Cochin has been a popular harbor since the ancient ages which has resulted in a large number of traders flocking from various parts of the world such as China, the Middle East, Dutch, Jew, British, Portuguese, etc. This also reflects in the art, culture, and architecture of the region, which is a beautiful blend of East and West. The city of Cochin is known for numerous popular

churches, synagogues, cafes, bakeries, museums, monuments, cathedrals, etc.

In the northern part of Kerala is the city of Kodaikanal, known as the key hub of the Malabar region. Kerala is also home to world-renowned coffee and tea plantations in Munnar. The hill station with year-long temperatures in the range of 0-25 degrees Celsius is located on the western Ghats at an altitude of 1500- 2700 meters. Munnar is known for its exotic floras and faunas, nature reserves, pristine valleys, hills, plantations, and much more. Munnar has been a popular summer weekend destination since weekends.

SWOT Analysis of the Wellness Industry in Kerala

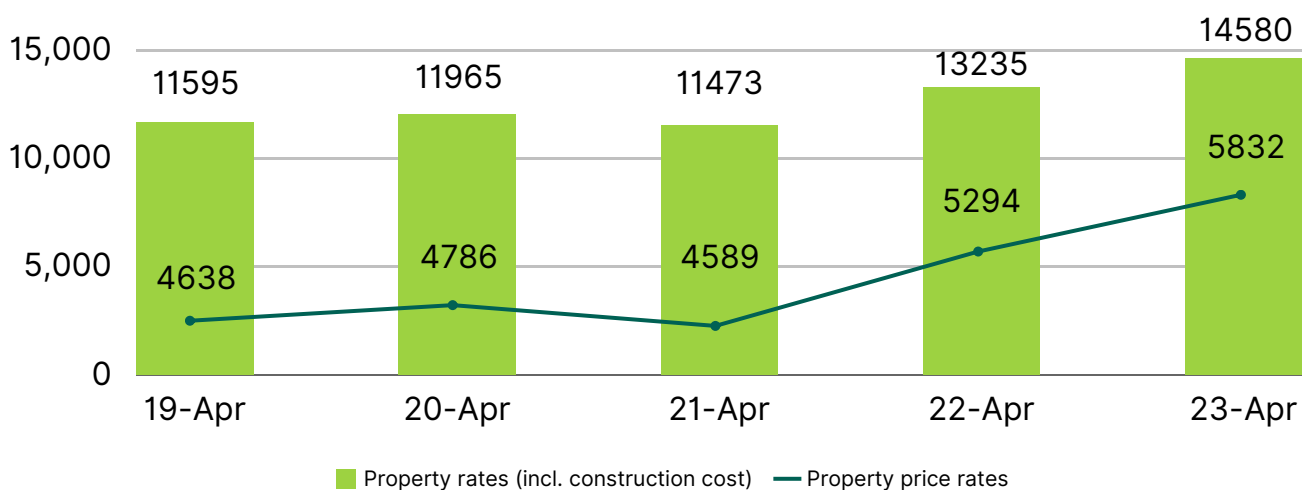
- One of the most beautiful states in India with large coastlines, wildlife reserves, backwaters, and scenic hills
- Plenty of spaces on the coastline and inland to develop new tourism projects.
- Among the most favored destination in India for foreign travelers.
- Well connected via air, road, and railway
- Home to some of the most authentic Ayurveda, Yoga techniques in India as well as the world.
- Already a flourishing wellness market
- Very high literacy rates.

- Infrastructure in numerous parts of Kerala is not adequate.
- Numerous underutilized tourism markets
- Higher cost of labor.
- It is an ecologically sensitive zone that limits growth & development after a certain scale.

- Ample opportunities in numerous forms of tourism such as nature tourism, eco-tourism, beachside tourism, etc.
- Opportunity to create custom wellness and stay packages for corporates, foreign travelers, etc.
- Vast tourism market which is continuously growing.

- Other emerging wellness hubs in the western ghats, west & east coast, Sahyadri ranges, etc.
- High competition in the Kerala market itself, which will further intensify
- Recent spurt in unethical practices in the wellness space in Kerala

Cochin hotel land price rates (INR/ Sq Ft)



9. Gangotri Highway- Tehri, Chamba, & Narendra Nagar



The Rishikesh Gangotri Highway or the Gangotri Highway as it is called is a bustling ground for the wellness industry to grow and evolve. There are plenty of hill stations and tourist destinations in the region such as Narendra Nagar, Chamba, Tehri, etc.

The beautiful highway region, which is part of the NH-94 is home to placid lakes, dams, famous temples, high-altitude trekking tracks, and picturesque wildlife. One can visit Tehri Lake and undertake multiple activities such as speed boating, simple boating, and a host of other adventure games.

If adventure and rushing the adrenaline is not one's forte, then the picturesque Himalayan region has enough places to go out for walks and strolls, indulge in nature,

and enjoy hot Indian snacks and tea from local shops.

The Gangotri Highway region is also the playing ground for seasoned trekkers and mountain climbers. There is plenty of high-altitude trekking, from where the marvelous peaks of the Himalayas are visible.

One of the prominent wellness hubs across the Gangotri road is the Narendra Nagar, located at an altitude of 1,350 meters. Narendra Nagar, blessed with panoramic views of the Ganges, alpine forests, and picturesque valleys is a perfect destination for spa, Yoga, and other wellness exercises. The globally recognized Ananda Ayurveda Spa is situated in Narendra Nagar. The hill station is also known for beautiful palaces and citadels.

SWOT Analysis of the Wellness Industry in Gangotri

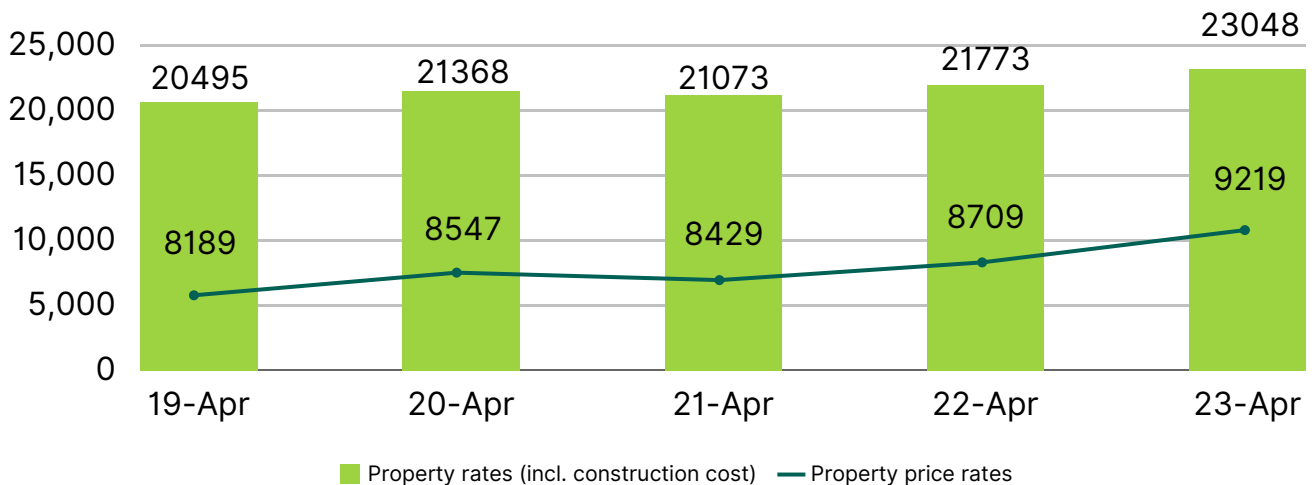
- Endowed with natural beauties, snow-capped hills, scenic lakes, and dams.
- Perfect place to indulge in adventure activities.
- Natural environs are perfect for healing and rejuvenation.
- Conveniently linked with Delhi, Mussoorie, Dehradun

- Infrastructure is still in the development stage.
- Risks of landslides
- Higher cost of labor in mountainous regions.
- During peak winters commercial activities are in a retreat.

- Ample opportunities in numerous forms of tourism such as nature tourism, eco-tourism, rural Himalayan tourism, wellness retreats, spiritual retreats, etc.
- Opportunity to create custom wellness and stay packages for corporates, foreign travelers, etc.
- Vast tourism market which is continuously growing.
- After the opening of the Tehri tunnel which will also be the largest tunnel in the world, the commute time b/w Dehradun and Mussoorie will be less than an hour.

- Other emerging wellness hubs in the Uttarakhand district.
- Land prices might jump.

Tehri City land price rates (INR/ Sq Ft)



Insights into Gangotri Hotel Industry

Hotels and resorts	530
Homestays, cottages, and rental villas	122-135
Price ranges (per day)	INR 3000- 23,000
Total tourists' volume (annual)	0.97 million , foreign tourists volume ins around 15,000
Nature of Stay & Tourism	Leisure, rejuvenation, wellness & Ayurveda, eco and nature, weekend gateway
Nearest airport(s)	Dehradun
Investment opportunities	Farmhouses, plantation farms, wellness resorts, spas & Ayurveda massage centers, rental villas, service apartments

10. Badrinath Highway



The Badrinath highway in the Gharwal region of Uttarakhand is adorned with a host of small but exotic townships such as Rudraprayag, Srinagar, etc. The beautiful region located at around 2200 Sq Ft. from the sea level is decked with sparkling lakes & ponds, some of the most famous temples from ancient times, and traditional Bazars in the valleys.

The beautiful Himalayan region is encircled by the vast mountainous peaks of Badrinath, Kedar Nath, Yamunotri, Gangotri, etc. The region is also blessed with the crystal blue rivers of Mandakani &

Alakanada, thick green Himalayan forests, and vantage points overseeing the valleys.

The winters in the region are cold with occasional snowfall. The summer is cooler, which makes the region a perfect escape from the heat of North India. The nearest railway station is Hrishikesh. However, it is a small station and the closest main railway station ideally is Haridwar. The nearest airport is in Dehradun, which is at a distance of 150 Km. from the region. Buses and rented taxis are frequently available from the railway station and airport.

SWOT Analysis of the Wellness Industry in Badrinath Highway

- Epitomizes Himalayan beauty with peaks, natural mountainous lakes, crystal blue river waters, river beds, etc.
- Natural environs which are perfect for healing, resting, and rejuvenation.
- Plenty of adventure activities can be done- hiking, boating, kayaking, rock climbing, skiing, ice trekking, etc.
- Known to have an aura of its own that can aid in cleansing and spiritual growth.
- Gateway to some of the holiest Hindu religious destinations.

- Infrastructure is still in the development stage.
- Risks of landslides
- Higher cost of labor in mountainous regions.
- During peak winters commercial activities are in a retreat.
- Lack of airport and railway network

- Ample opportunities in numerous forms of tourism such as nature tourism, culture tourism, rural Himalayan tourism, religious tourism, wellness retreats, spiritual retreats, etc.
- Opportunity to create custom wellness and adventure sports packages
- New hotels, guest houses, spas, and resorts coming up
- Investment in hotels and second homes will be backed by a growing number of religious tourists in the Chardham corridor.
- Steep rise in demand during Shravan and other religious months of the Hindu calendar.

- Other emerging wellness hubs in the Uttarakhand such as Rishikesh, Tehri, etc.
- Land prices might rise in near future.

Like other Himalayan regions, the Badrinath highway is a haven for adventure junkies. The sparkling river water is a perfect ground for Kayaking and boating. There are natural rock structures, perfect for rock climbing. Around the hilly terrains, camping, trekking, and jungle walk tours are conducted. The green hilly terrains are also ideal for nature walks and cycling activities. During winter when it snows, skiing and snow trekking is possible.

Another aspect of the Badrinath region is wellness and eco-living. The flatbeds of the river Alaknanda and Mandakini are suitable for conducting yoga classes, sunbathing, relaxation, and other rejuvenation exercises. The availability of green hills, beautiful valleys, and misty laidback environs makes it an ideal ground for Ayurveda massages, detox, foot & head massage, etc.

Insights into Badrinath Highway Hotel Industry

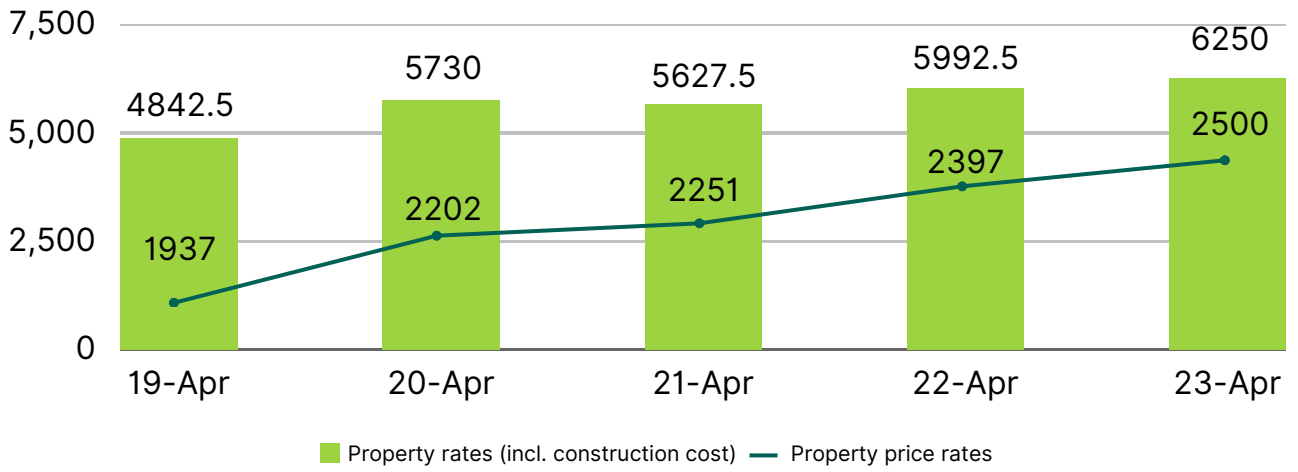
Hotels and resorts	160-180
Homestays, cottages, and rental villas	NA
Price ranges (per day)	INR 1800- 19,000
Total tourists' volume (annual)	0.85 million (including pilgrims)
Nature of Stay & Tourism	Leisure, rejuvenation, wellness & Ayurveda, eco and nature
Nearest airport(s)	Dehradun
Investment opportunities	plantation farms, wellness resorts, spas & Ayurveda massage centers, rental villas, adventure sports clubs, entertainment zone

In the coming times, the concept of staycation and rental stays will further expand in the region. As in the foothills, Rishikesh and Haridwar are overflowing with tourists, especially during weekends and summer months, the Badrinath road will see further pick up in wellness, second homes, and other forms of alternate tourism.

People will prefer to move further up the

mountain to enjoy fun-filled green stays in the midst of the Himalayan peaks and natural beauties. Badrinath highway region is nature's true paradise to disconnect from city lives and indulge in relaxed stays, especially in north India. While staying, one can indulge in a multitude of activities from enjoying the freshness of nature to undertaking adventure sports to strolling in the nearby Garhwali traditional bazars.

Hotel land rates in Badrinath Road (INR/ Sq Ft)





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