

Daiwik Hotels expands footprint in pilgrimage hospitality

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Bhubaneswar, 2015: After debuting with a unique concept of speciality pilgrimage hospitality with the launch of its first property in Kanyakumari, Tamil Nadu, Daiwik Hotels Private Limited, launched its second property in Shirdi. Continuing with the international quality hotel infrastructure and services, Daiwik Hotels Shirdi aims to provide a holistic pilgrimage experience to the consumers. Daiwik Hotels enjoys a first-mover advantage by identifying the need-gap for pilgrimage hospitality. With the growing influx of middle income and high income group pilgrims, there is a huge unmet demand in the contemporary pilgrim requirements of quality hotels and a stress-free holistic pilgrim experience, which so far is largely unorganized although it is estimated that 60% of this travel is for religious travel in India. Daiwik Hotels' focus in Shirdi as its second destination is impelled by the recent trend of repeat visitors to the pilgrim destination.