

Hotel Business Review

Daiwik Hotels Enters Shirdi

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After debuting with a unique concept of specialty pilgrimage hospitality with the launch of its first property in Rameswaram, Tamil Nadu, Daiwik Hotels Private Limited has launched its second property in Shirdi, Maharashtra. Daiwik Hotels Shirdi aims to provide a holistic pilgrimage experience to the consumers.

With the growing influx of middle income and high income group pilgrims in the country, there is a huge unmet demand among domestic and inbound pilgrims for quality hotels and a stress-free holistic pilgrim experience, which Daiwik Hotels Shirdi can cater to. Daiwik Hotels' focus on Shirdi as its second destination is induced by the recent trend of repeat visitors to the pilgrim destination. It is estimated that Shirdi receives around 6-7 million visitors every year.

Daiwik Hotels Shirdi has 56 well appointed rooms. The four categories of rooms are Standard, Superior, Family Deluxe, and Junior Suite. The hotel also has a banquet hall, activity room, spa, conference room and business centre facility, and a unique Pilgrim Assist Desk offering detailed information about temple rituals, their timing and amenities. Ahaan, the multi-cuisine vegetarian restaurant of the hotel, offers special food requirements like Jain food and also pure vegan cuisine on request.

The property is located in the heart of Shirdi, but still it manages to be away from the noise of the religious town.