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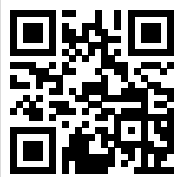
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What makes MICE market buzz?

From beach yoga sessions in Mahabalipuram to storytelling dinners in Madurai, India's MICE landscape is evolving fast — with local flavour, seamless e-visa access and immersive cultural experiences redefining business events. Today's MICE clients seek more than venues — they want experiential journeys. Despite infrastructure gaps, strategic investments and digital facilitation are bridging the gap.



Vikram Cotah
CEO
GRT Hotels & Resorts

“Our venues are as diverse as our destinations.

In Chennai, guests can enjoy tech-enabled meeting rooms complemented by sea breeze dinners, while Madurai has heritage halls near ancient temples. At Radisson Temple Bay, Mahabalipuram, board meetings transition seamlessly into beach yoga sessions. For domestic groups, the brand offers regional menus and traditional games.”



Jay Bhatia
MD, Tulsidas Khimji Holidays
(Winner of India Travel Awards 2024)

“In today's fast-paced corporate environment, ease of visa access is a make-or-break factor for MICE travel. E-Visas and simplified visa processes not only reduce lead times but also help agents build confidence among our corporate planners. When entry formalities are seamless, participation increases, planning becomes agile and destinations become more attractive for such business events.”

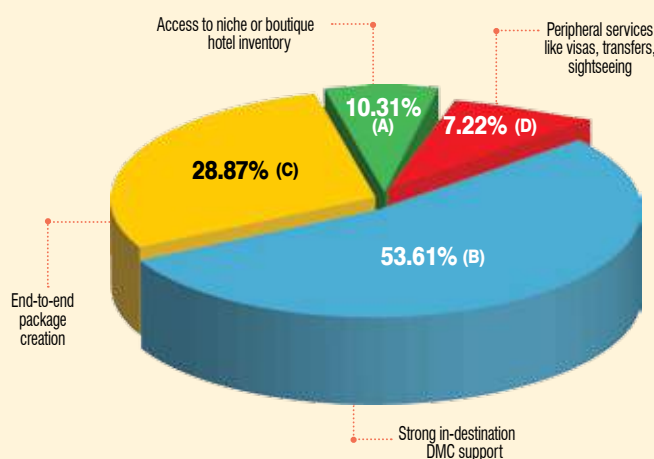


Srijit Nair
General Manager
Rail Europe

“Over the last 2–3 years, train travel requirements of Europe's MICE clients have evolved, shaped by post-pandemic priorities, sustainability goals and demand for experiential travel. MICE planners now prioritise scenic and immersive journeys. Trains are part of the experience, not just a mode of transport. Popular rail offerings combine comfort and unique experiences.”

Contd. on page 15 ▶

50% agents seek strong local DMC support



poll reveals preferences among B2C travel agents when selecting a B2B partner. The B2C travel agents were given the following options to choose from:

- A. Access to niche or boutique hotel inventory**
- B. Strong in-destination DMC support**
- C. End-to-end package creation**
- D. Peripheral services such as visas, transfers, sightseeing**

Over 50.61% agents opted for strong in-destination DMC support, indicating that reliable local expertise, operational efficiency and on-ground assistance are critical. About 28.87% value pre-packaged travel solutions, suggesting a demand for convenience and time-saving offerings. About 10.31% prioritise unique hotel options, while 7.22% focus on add-ons like visas or transfers.



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Pilgrim travel goes premium?

Religious tourism in India is witnessing a remarkable surge, with travellers — especially seniors and families — opting for visits to sacred destinations. From air travel to specialised pilgrimage packages, the sector is evolving to cater to devotees who are often high-spending travellers, proving that faith and comfort can go hand in hand. **TRAVTALK** speaks with stakeholders.



Hazel Jain

Religious tourism has transitioned into a key revenue stream for the tourism and hospitality industry. Spiritual sites are turning lucrative for travel companies. While some may call it paradoxical — where historically pilgrimage is meant to be about hardship — today’s traveller does not mind a little more comfort while seeking deliverance. This tourism segment has suddenly become appealing not only to tour operators, but also to hotels and airlines. It may pay to follow this trend and gradually upsell, particularly when it comes to the Indian diaspora.



Arjun Baljee
Founder, Iconiqa & President
Royal Orchid Hotels

“We have seen consistent demand for key spiritual destinations, such as Rishikesh, Kedarnath, Haridwar, Amritsar, Ajmer, Puri and Dwarka. Guests visiting these locations are often on multi-destination pilgrim circuits.”



SD Nandakumar
President & Country Head –
Corporate Tours, SOTC Travel

“Spiritual tourism has evolved into a key category. We are seeing strong demand across our Darshans portfolio, with key destinations like Char Dham and Kailash Mansarovar ranking on top. We are also seeing traction for spiritual circuits.”



Dharmendra Singh Chauhan
Chairman
ADTOI Maharashtra Chapter

“This is a big segment for me. Last financial year, we did almost 70 per cent religious tours. Such clients mostly come for Jyotirlinga with Shirdi, Somnath, Dwarka and Nageswar, and Ayodhya with Varanasi and Prayagraj.”



Manoj Chacko
Managing Director & Chief
Executive Officer, FLY91

“We have seen an uptick in bookings during religious events, such as Ganesh festival and the Pandharpur Wari in Maharashtra, the feast of St Francis Xavier and Christmas in Goa. Religious tourism is an important segment.”



Sanjay Jadoun
CEO
YoloBus

“We are witnessing a surge in demand for routes on key southern religious destinations, such as Tirupati, Madurai and Rameswaram. We are operating 25 services on the routes and have announced plans to introduce 10 more soon.”

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Time to connect the dots

Let's be honest — India's travel industry is buzzing, but it is also a bit fragmented. There is no shortage of growth stories — MICE is getting more experiential, religious tourism is going premium, business travel is bouncing back and international players are eyeing the Indian B2B space with fresh energy. However, here is the thing — while each of these verticals is thriving in its own bubble, what we really need now is a way to bring them together.

Our meetings industry is finally going beyond ballrooms, bringing local flavour and cultural depth into boardroom agendas. Spiritual travel is no longer budget-only. It is curated, comfortable and increasingly in demand among seniors and families. Now global players like Europ Assistance are also entering the B2B game. That says travel protection and customer support are no longer 'nice to have' but 'must have'.

Meanwhile, countries like Singapore are doubling down on MICE incentives and India is making progress with digital clearances and inbound revival, but the lack of consistent infrastructure and cross-sector planning holds us back. Everyone is working hard, but not always in the same direction.

The opportunity is clear. However, to truly unlock it, we must stop operating in silos. Visa reforms, smarter infrastructure, training, safety and digital ease — all this needs to be part of one conversation, not many. Travel agents, DMCs, airlines, hotels and policymakers all play a role, and unless we are speaking the same language, we will keep missing the full potential.

Growth is not the issue. Coordination is. The road ahead is less about building more, and more about working smarter — with intention, collaboration and consistency. India's travel story is powerful. It is time we aligned the chapters, and started writing a future that is connected, competitive and truly cohesive.

Destination overcrowding: Needs better management

The WTTC urges smarter, more inclusive planning to tackle overcrowding. 'Growth needs to be managed carefully. This isn't about stopping tourism, it's about making it work for everyone,' says **Julia Simpson**, President & CEO, WTTC.

As global Travel & Tourism surges toward a projected US\$11 trillion in economic impact — and supported 357 million jobs in 2024 — the World Travel & Tourism Council (WTTC) has called for a more balanced, long-term strategy to manage tourism growth in popular destinations. Overcrowding is more than a visitor problem — it often stems from infrastructure under-investment, fragmented planning and disconnected governance structures.

Root causes & economic risks

WTTC's latest report, 'Managing Destination Overcrowding: A Call to Action', highlights that while the sector contributes nearly 10 per cent of global GDP and generates 9.6 per cent of global tax revenues (over \$3.3 trillion), unchecked growth can erode its benefits.

For example, if 11 major European cities capped their visitor numbers, this could cost up to \$245 billion in lost GDP and nearly 3 million jobs over three years.

Action plan for management

The international body proposes a targeted action plan to address these pressures, such as Get Organised — Establish empowered task forces with all key stakeholders; Make a plan — Develop a shared vision and destination strategy; Gather the Evidence — Use destination-specific data diagnostics to tailor responses; Stay Vigilant — Monitor tourism flow and intervene early; Invest Wisely — Reinvest tourism-generated revenue in infrastructure and resilience with transparency and Empower Residents — Involve local

communities in decisions and clearly communicate the benefits of tourism.

Cases that inspire

Several destinations already offer real-world proof of these recommendations. Barcelona operates under a public-private sustainable partnership, led by Turisme de Barcelona, Flanders, through VisitFlanders' Travel to Tomorrow strategy, prioritises inclusive governance and community feedback, Dubrovnik controls cruise traffic and congestion through co-ordination with CLIA and local dialogue and Iceland channels tourism levies

If 11 major European cities capped visitor numbers, this could cost up to \$245 billion in lost GDP and nearly 3 million jobs over 3 years

directly into environmental protection and infrastructure. These models underscore how data-driven planning, strategic investment and social accountability can deliver tourism without overwhelming communities.

Why it matters

Tourism is not just about arrivals — it is about sustainable livelihoods, cultural exchange and heritage preservation. **Julia Simpson**, President & CEO, WTTC, summarised, "Travel & Tourism brings huge benefits including jobs, investment and deeper cultural understanding. But growth

PRACTICAL PLAN OF ACTION

Six steps destinations can take to manage tourism better:

Get Organised — Bring the right stakeholders together, via empowered taskforces

Make a Plan — Define a shared vision and destination strategy

Gather the Evidence — A lack of data is exacerbating issues in several destinations. It is, therefore, crucial to carry out evidence-based diagnoses and responses to the unique challenges faced by each destination

Stay Vigilant — Monitor conditions and act early

Invest Wisely — Reinvest in infrastructure and resilience, being transparent about where money is spent

Empower Residents — Make sure residents have a say and understand the benefits of Travel & Tourism in their communities

needs to be managed carefully. We are encouraging all decision-makers to think ahead, work together and focus on long-term benefits for residents and visitors alike. This is not about stopping tourism, it is about making it work for everyone."

The report urges destination leaders to move beyond taxation or visitor caps, focusing on efficiency improvements, community engagement and long-term prioritisation.

Tourism that benefits all sectors

With collaboration between government, private sectors and residents, destinations can maintain their unique appeal while scaling responsibly. WTTC's message is clear: Every destination is different, but all can benefit from smart

tourism management. By reinvesting in infrastructure, planning collaboratively and empowering communities, tourism becomes a long-term asset — not a short-term burden. This is an inflection point with foresight and coordinated effort. Travel & Tourism can continue to be an economic powerhouse while preserving what makes each destination special.



Julia Simpson
President & CEO
WTTC

(Views expressed are the author's own. The publication may or may not subscribe to them.)

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TRAVEL NEWS

- Global Business Travel spend to hit \$1.57 tn in 2025; **India among top 15 fastest-growing markets**: GBTA
- Goa Tourism seeks visa-on-arrival facility** at both airports, raises issue with MoCA
- India reopens doors for Chinese nationals** after 5 years, to resume visa services from today
- Content fragmentation is driving up agency costs** and undermining customer experience: Sabre survey
- TTE returns to Madurai** from 26–28 September, highlighting heritage and weddings
- Digital single-window clearance** paves way for Delhi to become international event hub

IATO heads to Puri for 40th convention

More than 1,300 delegates are expected to attend the 40th the Indian Association of Tour Operators Convention in Puri this month. With record-breaking attendance, industry leaders and strategic initiatives, the convention promises to boost tourism and change the inbound travel narrative of India.

Ananya Kukreja

The 40th Annual Convention of the Indian Association of Tour Operators (IATO) is set to transform Puri, Odisha, into the epicentre of India's tourism discourse. With over 1,300 delegates expected, the event marks both IATO's milestone and Eastern India's emergence as a tourism powerhouse.

Showcasing Eastern India

Odisha is in the spotlight this year, with IATO highlighting the state's spiritual, cultural and natural wealth. "Odisha is one of India's best-kept secrets," says **Rupali Nanda**, Founder & CEO, Lyfvibes. From Jagannath Puri to its Buddhist heritage and pristine



Ravi Gosain
President
IATO



JK Mohanty
Chairman and MD
Swosti Group

coastline, the state offers a rare mix of spirituality, culture and cinematic beauty. Hosting IATO for the third time underscores Odisha's growing importance for domestic and international travel.

Boosting tourism

The IATO convention is

expected to generate substantial economic benefits for the region, says **Ravi Gosain**, President, IATO.

With over 268 early registrations and 500 hotel rooms already booked, Puri's occupancy is nearing capacity. Local guides, transport providers, arti-

sans and small businesses are poised to benefit, with an estimated 5–7 million additional hotel nights in the long run.

to establish Puri as a hub for MICE, heritage and spiritual tourism," says **JK Mohanty**, Chairman and MD, Swosti Group.



With over 268 early registrations and 500 hotel rooms already booked, Puri's occupancy is nearing capacity

The convention will feature business sessions, state presentations and a tourism fair to introduce new products.

Singapore woos Indian MICE trade

The Singapore Tourism Board (STB) wrapped up its two-city India roadshow with a fresh format and stronger trade focus in New Delhi and Kochi, unveiling new MICE incentives and agent support schemes. With India driving impressive visitor numbers, the event highlighted Singapore's renewed push to deepen ties with the Indian travel market.

Janice Alyosius

The Singapore Tourism Board (STB) recently concluded its latest B2B roadshow in India, introducing a reimagined format that reflected its renewed focus on deeper trade engagement and innovative storytelling. Held from 15–17 July 2025 across New Delhi and Kochi, the event brought together more than 60 tourism partners from Singapore to highlight the destination's evolving offerings across leisure, cruise and MICE segments.

The roadshow comes at a time when Singapore is experiencing strong inbound

travel from India. In the first half of 2025 alone, over 500,000 Indian travellers visited the city-state.

Spotlight on Sentosa's strong India connect

Michael Ma, Assistant Chief Executive, Sentosa Development Corporation, said, "India is our number one source market, and perhaps that explains the special connection we have with our Indian friends. It has been that way for quite a while, and we intend to continue attracting and delighting our Indian friends." He added, "Indian tourists visit Sentosa more times per trip than any other nationality. The average stay of our Indian



Michael Ma
Assistant Chief Executive
Sentosa Development Corporation

visitors is about three days, which is nearly on par with the overall average in Singapore. We are now trying to push that to four."

New Fam trips for Indian agents

Starting 1 August 2025,



Markus Tan
Regional Director for India, Middle East, South Asia and Africa, STB

STB will launch the Singapore DMC Trade Partner Fam Support Scheme. This initiative will support Singapore-based DMCs in organising tailored familiarisation trips for Indian travel agents. Besides, STB India is extending its

'Just Between Us Friends' campaign to the MICE segment. The extended campaign will offer exclusive privileges to Indian incentive groups travelling between 1 August 2025 and 31 March 2026.

Strategic focus on India-Singapore ties

Markus Tan, Regional Director - India, Middle East, South Asia and Africa, Singapore Tourism Board, said, "India continues to be one of Singapore's top performing source markets, and we are heartened by the strong travel momentum in 2025. This roadshow reflects our commitment to being present in key Indian cities."

KEY PROJECTS

Singapore Oceanarium launched on 24 July — three times the size of SEA Aquarium

Raffles Sentosa new luxury resort with 62 private pool villas

Sensoryscape draws 5 million visitors in a year since March 2024

Madame Tussauds launched a new VR thriller coaster experience

DEX delivers on Thailand promise

In its first year in Thailand, DEX Group Asia has made a strong impression on Thailand's travel trade. By prioritising local relationships and hands-on engagement, the company has built trust among agents and delivered results for airline partners ITA Airways and Aircalin, both of which are now expanding routes in response to the growing demand.

Janice Alysius

After completing its first year of operations in Thailand, DEX Group Asia has established a solid foundation and strong partnerships with the local travel trade. With a relationship-first approach, the company has delivered tangible results for its airline partners, including ITA Airways and Aircalin, while earning the trust of agents across the country.

Jinjuta Sakwit, Sales Director, DEX Group Asia, said, "In our first year, we focused on building a locally rooted team and nurturing industry relationships. From celebrating Songkran with agents



Jinjuta Sakwit
Sales Director
DEX Group Asia

to organising FAM trips with Thai Amadeus and hosting hybrid seminars with TTAA, we made sure to prioritise meaningful engagement. The Thai-Amadeus multi-city roadshow was another key initiative that helped us boost visibility and offer

personalised support to the trade."

Their strategy has paid off, with the rising demand prompting both partner airlines to expand their schedules. ITA Airways will launch a daily Bangkok-Rome flight from 25 December, while Aircalin will add a third weekly frequency on its Bangkok-Paris route starting 17 November. "Agent response to our airline products has been phenomenal. The increase in frequencies reflects the growing confidence in these routes and the effectiveness of our trade outreach," Sakwit said.

One of the early goals for the team was to build brand awareness and

drive direct engagement for its airline partners. According to Sakwit, success in the Thai market

factors influenced how the team structured its operations and shaped its go-to-market approach.

DEX Group's ability to combine global aviation expertise with local adaptability has been a major advantage. "We offer our partners market insights, flexible sales strategies and strong engagement with the trade. This has helped increase awareness and boost bookings. Our local presence ensures agents receive prompt support, regular training and commercial updates which, in turn, build partner confidence and loyalty."

Drawing from its wider experience across markets

The increase in frequencies reflects the growing confidence in these routes and the effectiveness of our trade outreach

depends on consistency in relationship management, cultural understanding and tailored communication strategies. These

like India, DEX Asia has adapted its GSA model to suit the service-driven nature of Thailand's travel trade. "We have localised our approach by focusing on in-person interactions, multilingual communication and ongoing support for the B2B ecosystem. We also take into account seasonal bookings and the digital needs of Thai agents," Sakwit added.



Skål Delhi welcomes global head

Skål International Delhi's recent event in the country's capital was more than a celebration — it was a clear signal of India's rapidly growing leadership in global tourism networking. The event, coinciding with the visit of President of Skål International World, outlined that Skål's spirit of 'Doing business among friends' now has a stronger, louder and prouder Indian voice on the world stage.

Surbhi Sharma

In a historic moment for India's tourism fraternity, Skål International Delhi recently celebrated a double milestone in the country's capital by hosting **Denise Scrafton**, President, Skål International World, and its official recognition as the largest Skål club in the world.

The moment underscored a powerful shift in global tourism leadership, placing India at the heart of Skål's future growth. The event was attended by industry veterans, national and international Skål leagues and key tourism stakeholders, showcasing the



(From left to right) Ranjit Vig, Denise Scrafton, NSN Mohan, Sanjeev Mehra, Tekla Maira and Sanjay Dutta

strength and unity between the travel and hospitality sectors of the country.

In her interview with **TRAVELTALK**, Scrafton acknowledged India's rise as a dynamic force within Skål International. "Skål India is not just part of the global movement — it's shaping it," she said, lauding Delhi's milestone of 207

members — making India just a few members short of surpassing US numbers to become the number 1 Skål country globally.

The evening also marked a major strategic shift with the announcement of an ambitious expansion plan. **Sanjeev Mehra**, President, Skål International India, laid out a vision to estab-

lish one club in each Indian state and union territory. "We are ready to launch new clubs in Srinagar, Guwahati, Andaman & Nicobar, Calicut and Puducherry. Our goal is to open five new clubs before our much-anticipated Skål India Congress, which is slated to be held from 12 to 14 September in Mumbai," he said.

Mehra also announced upcoming international B2B engagement programmes in partnership with the tourism boards of Abu Dhabi, Qatar and Oman, aimed at boosting outbound travel and trade opportunities for its members.

Ranjit Vig, President, Skål Delhi, credited the club's success to consistent engagement, inclusivity and dynamic leadership. "We have grown almost 35 per cent in this period. We have focused on building a vibrant, purpose-driven community." Vig also highlighted Skål Delhi's focus on sustainability and youth engagement.

ON SKÅL'S RADAR

05

new clubs planned before Skål India Congress

12-14

September Skål India Congress, Mumbai

25

clubs planned before 2026

Oman Air celebrates milestone

Oman Air celebrated 30 years of operations between Muscat and Mumbai with its trusted trade partners in Mumbai. The second Indian destination to be introduced after Thiruvananthapuram in 1993, Mumbai has grown into a cornerstone of the airline's network with 12 flights per week. The airline operates 168 flights per week between Muscat and 10 Indian cities.



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B2C agents enthrall at ETAA meet

The ETAA Business Partners Meet 2025, held in Mumbai recently, was a resounding success. It brought together more than 100 B2C travel agents and 27 exhibitors from across the industry, including a mix of domestic and international DMCs, forex providers, travel insurance companies and global tourism boards, making the meet a powerful networking and knowledge-sharing platform.

 Hazel Jain

The ETAA Business Partners Meet 2025, held recently in Mumbai, was attended by more than 100 B2C travel agents and 27 exhibitors. Among the exhibitors were a mix of domestic and international DMCs, forex providers, travel insurance companies and global tourism boards like Tourism Malaysia, Ras Al Khaimah Tourism, VFS Global and Asego. Global Destinations added a special dimension by arranging a destination presentation on Zimbabwe by **Sophia Hope T Chimba**, Minister Counsellor – Tourism, Embassy of the Republic of Zimbabwe, New Delhi.

The event was conceptualised and driven by the ETAA National Board:

 **Global Destinations added a special dimension by arranging a presentation on Zimbabwe and its offerings**

Jagat Mehta, National Director & Board Member; **Abhijit Khadiolkar**, National Director, Board Member & Membership Head; **Dipti Pradhan Thakoor**,

National Director, Board Member & Event Head and **Dharmesh Advani**, National Director & Board Member. This year, for the first time, ETAA Mumbai arranged a coach for 15 ETAA Pune members. Additionally, a few airline heads attended the event.

Thakoor said, “Last year’s inaugural show was a trial — and a grand success. With overwhelming demand from both exhibitors and members, we decided to make it an annual event. This year, 90 per cent of our exhibitors are new, ensuring fresh connections for travel agents. Despite capping stalls at 27 (up from 25), we turned away 10–12 applicants, reflecting strong industry interest.”

Exhibitor Feedback



Deepak Narula
Managing Director
GRINConnect

“We were very happy participating in the first edition of the Business Meet. We therefore decided to do it again this year. We met a lot of travel agents who showed interest in joining our online portal.”



Dev Karvat
Founder & CEO
Asego

“The event was a refreshing reminder of the power of face-to-face conversations. It was a pleasure to connect with a diverse set of travel professionals, especially from emerging markets like Pune and Nagpur.”



Pranav Kapadia
Founder & Director
Global Destinations

“The event saw a strong turnout not only from Mumbai but also from tier II cities like Pune and Nagpur. As a B2B company, we liked this platform to connect with agents and strengthen relations.”





creates a stir in Russia

OTOAI took its 6th convention to Moscow, Russia, where the delegates not only indulged in knowledge exchange through panel discussions, but also met local B2B partners to explore future business opportunities. Members got a chance to explore the local offerings in Moscow and experience the beauty of St Petersburg in a post-convention Fam trip.



Global identity for Indian tourism

The FAITH Conclave 2025 is all set to take place at Taj Palace in Delhi between 12–13 August 2025. The event, to be organised under the theme 'Indian Tourism: Invincible Spirit' and attended by a powerful line-up of leaders, will aim to address policy bottlenecks, promote unified representation and drive growth across adventure, wellness, spiritual and rural tourism.



Surbhi Sharma

The FAITH Conclave 2025 is set to become a landmark event shaping the future of travel, tourism and hospitality in India. It will bring together senior government officials and key stakeholders from the travel and hospitality industry. The event promises strategic alignment between the central and state governments and private industry.

Unified national tourism strategy

At the heart of this year's conclave is FAITH's vision 2047: Growing India's tourism economy to \$3 trillion, with 100 million foreign arrivals, 20 bil-

lion domestic visits and a workforce of 200 million. "This vision aligns with the government's target of doubling tourism's GDP share to 10 per cent by 2047," said **Ajeet Bajaj**, Vice Chairman, FAITH. He emphasised the sector's potential to drive



Ajeet Bajaj
Vice Chairman
FAITH



Bobby KS Sawhney
Treasurer
FAITH

employment, infrastructure, heritage preservation and global engagement. **Bobby KS Sawhney**, Treasurer, FAITH, said, "Our main aim today is to build a global identity for Indian tourism. FAITH brings together 10 associations to create uni-

fied industry action and greater visibility on the world stage. This year, instead of inviting overseas operators, our focus is on urging the government to support us more openly. Tourism Minister has been very responsive and assured us of full support."

India's improved ranking in the World Economic Forum's Travel & Tourism Development Index, rising from 54th in 2021 to 39th in 2024, underscores its momentum. FAITH now aims to position the country in the top five global destinations by 2047.

Policy reforms through dialogue

The conclave will serve as a powerful forum for

dialogue between senior government officials and industry leaders. Confirmed participants include **Gajendra Singh Shekhawat**, Union Tourism Minister; **Jyotiraditya Scindia**, Union Communication Minister; **Rohan Khaunte**, Tourism Minister of Goa and secretaries from the Ministry of Tourism. Leaders like **Peter Albers**, CEO, IndiGo; **Amitabh Kant**, Former G20 Sherpa; **Rajesh Magow**, CEO, MakeMyTrip and **Anil Chadha**, MD, ITC Hotels will represent the private sector.

Top 3 policy priorities

About the policy priorities this year, Bajaj outlined —
1. Rationalisation of GST: Reduce GST incidence

across the tourism value chain and allow set-offs to boost competitiveness.
2. Export industry status for inbound tourism: Position tourism as an export sector to unlock incentives and targeted promotion.
3. Centre-state alignment: Drive synergy between national and state tourism policies to avoid fragmentation and accelerate infrastructure.



GPS Ahmedabad unveils EcoConnect

The 8th edition of Global Panorama Showcase (GPS), held recently in Ahmedabad, saw the participation from 35 exhibitors and 650 attendees. The two-day event witnessed interactive and engaging sessions. It also unveiled a new format 'GPS EcoConnect', targeted at tier II, III and IV cities. The new initiative will bring one-day B2B meets to 8 more untapped markets.



Al Habtoor eyes weddings & MICE

With India emerging as a key market for luxury hospitality, Dubai's Al Habtoor City Hotel Collection is pulling out all the stops to attract Indian outbound travellers. From bespoke destination wedding offerings to dynamic MICE capabilities, it is strengthening its outreach with curated packages, authentic Indian experiences and strong B2B engagement across weddings, leisure & corporate segments.



Surbhi Sharma

As luxury travel evolves, the demand for culturally nuanced and experiential stays is becoming central to guest expectations — especially among discerning Indian travellers. Al Habtoor City Hotel Collection, Dubai, is tapping into this opportunity by offering a blend of personalised service and thoughtfully curated experiences across its three signature properties: Al Habtoor Palace, V Hotel (Curio Collection by Hilton) and Hilton Dubai Al Habtoor City.

Distinct identity rooted in service

Soufiane El Allam, Com-



Soufiane El Allam
Complex Operations & Commercial Director, Al Habtoor City Hotel Collection, Dubai

plex Operations & Commercial Director, Al Habtoor City Hotel Collection, Dubai, says the brand's essence lies in crafting "memorable stories" rather than just offering five-star stays. Each of the three hotels caters to different traveller segments

— from design-forward experiences to regal luxury — yet remains unified by a strong commitment to high-touch, personalised service and authentic Emirati hospitality.

India strategic priority

Indian travellers currently makes up 18–20 per cent of the hotel group's clientele. Post-pandemic recovery has been robust, with Indian travellers showing heightened interest across leisure, wedding, corporate and MICE segments. "We have intensified our ties with Indian travel agencies, wedding planners and key influencers," says Allam. The group is organising roadshows across major Indian cities and offering



travel agents exclusive business class packages, tailored commission structures and incentives. "Our goal is to become a top choice for Indians."

Wedding attractions

Al Habtoor Palace is fast becoming a preferred venue for the great Indian wedding. With grand ball-

rooms, expansive outdoor terraces, culturally adaptable catering and event management expertise, it offers the complete destination wedding experience and hosts up to 700 guests. From Bollywood-themed soirées to traditional mandaps, every detail is handled with cultural precision and flair.

MICE & events

The group is also seeing strong MICE traffic from India, with clients across sectors like pharma, fintech, lifestyle and FMCG. "With its flexible venues and team of planners, the hotels offer immersive, custom-designed events that blend business and leisure. This strategic approach has strengthened our position," Allam said.



India leans into MICE & bleisure

▶ Contd. from page-3



Sarbendra Sarkar
Founder & MD
Cygnett Hotels & Resorts

“When it comes to international corporate groups, we have witnessed that **adding a local touch is what makes a major difference**. Packages that include cultural experiences like visits to heritage sites, not only enrich the trip but also create opportunities for team bonding. It turns a business trip into a 'bleisure' experience.”



Bobby KS Sawhney
Hony. Secretary
ITTA

“**India's rich cultural heritage and diversity make it an ideal MICE destination**. However, high taxation makes it slightly expensive compared to our competitors. Inbound MICE can be cost-effective if we offer competitive pricing for venues, catering, and logistics. Domestic MICE is inherently cost-effective due to reduced travel costs.”



Santosh Kanchan
Country Head – India
Cozmo Travel

“In today's fast-paced corporate environment, e-visa convenience and faster approvals have become game-changers for MICE travel. Our dedicated eVisa division and robust portal allow us to turn around large group visas efficiently. **Destinations with simplified visa processes are seeing higher group movement** due to less planning stress.”



Rajay Thethy
CEO
Safari Trail

“MICE is a major segment that Kenya is leveraging to shore up its numbers. **The combination of business and leisure is key for the Indian market** with groups spending up to 5 days in Kenya. Air connectivity to Kenya and its ETA facility are some of the attributes that have assisted in quickly turning around groups booking Kenya for MICE.”



Saurabh Vyas
Managing Partner
Vyas Travels

“E-visas are a major boost for MICE travel, enabling hassle-free, last-minute planning. I would like to say countries like Vietnam, Kenya and Georgia offer smooth processes, making them ideal for corporates. These destinations are gaining popularity among Indians. **Nations with ease-of-visa rules have seen strong growth.**”

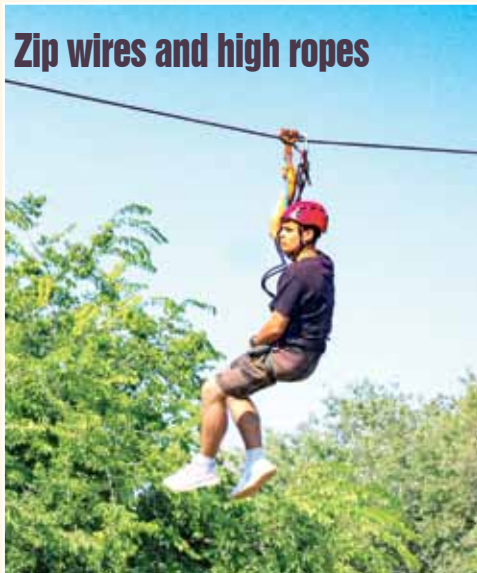


Dheeraj Ranjan Kumar
Founder & Director
Balltrip Wisata

“The success of any MICE movement starts with hassle-free access. **E-visa and simplified visa processes have been game changers** cutting down planning time and eliminating uncertainty. For destinations like Bali, it's the most critical enabler, especially for corporates working with tight timelines. It's no longer a convenience, it's a deal-maker.”



Zip wires and high ropes



Checklist for Travel Agents

Zip wires and high ropes offer thrilling experiences but demand expert oversight, safety and preparedness. Here are the key points every B2B agent should know:

Instructor qualifications: Guides must be trained in high ropes/zip wire operations, certified in First Aid/CPR.

Equipment standards: Operators must use PPE like certified harnesses, helmets and lanyards. Wire ropes must conform to ISO/EN standards and be inspected regularly.

Medical preparedness: First-aid kits and trained responders must be on-site at all times. Evacuation procedures must be documented and practiced.

Documentation: Operators must maintain SOPs, safety records, daily logs, PPE checklists, risk assessments, insurance documents and incident reports.

Rescue readiness: A rescue plan must be in place with trained guides capable of conducting mid-span rescues within 30 minutes. First aid and spinal boards must be available onsite.

Communication systems: Operators must ensure two-way communication devices are available between course points and base camp.

Insurance coverage: Operator must carry valid public liability insurance and personal accident coverage for participants.

For detailed safety guidelines, refer to ATOAI's Indian Adventure Tourism Guidelines (2018, Version 2). Always verify before booking to ensure a safe experience for clients.

Thailand ramps up northern region promotions

Thailand Tourism is shifting focus from popular southern cities to its untapped north. While hospitality brands bank on the destination's natural beauty and heritage to lure clients, Indian buyers are weighing their options and taking a cautious approach.



Amita Pandey

While the pristine and bustling beaches of Southern Thailand continue to lure Indian holidaymakers and corporate travellers, the Tourism Authority of Thailand (TAT) is navigating a fresh course by steering its compass towards the picturesque north that leads to the spiritually rich landscapes, hotels amid tranquil vistas and Michelin-star restaurants.

Northern Thailand, which already holds a special place among European travellers, includes the culturally rich city of Chiang Mai, along with serene destinations like Phrae and Nan, which offer an alternative Thailand steeped in heritage. "North Thailand offers a completely different flavour. While the south is known for beaches, the



is the undeniable jewel of the North. The city is famed for its hilltops, Wat Phra That Doi Suthep temple, the bustling handicraft villages of Sankampaeng and Bosang and serene wellness retreats, including the Oasis Spa. Visitors can explore the sprawling Royal Park Rajapruek, a 200-acre

Perched high above the landscape is Wat Phra That Doi Phra Chan, a serene temple with a striking Buddha statue inspired by Japan's Great Buddha of Kamakura.

— where unique rock formations, sculpted by millennia of natural erosion — will intrigue visitors from all walks of life.

Nan: Cultural treasure trove

In Nan, visitors can dine at chef-led gourmet restaurants like Voila Nirvanan, browse Kuang Mueang Nan's street markets and admire the famous murals at Wat Phumin. Those with a sweet tooth can take a tour of Cocoa Valley, an immersive cocoa farm where you can not only trace the journey of the bean but also mould your own chocolate creations.

What Indian buyers think

Indian travel planners are weighing the opportunities and challenges related to the destination. **Rajiv Rawat**, Director, Prime Link Travels, Jaipur, commented, "Currently, the destination attracts a niche group, mostly families, seeking tranquility and scenic settings. It is a fantastic option for weddings with the added comfort of easily available Indian food." He, however, flagged connectivity as a key hurdle. "Connectivity remains a drawback, especially for Chiang Mai." 📌

Northern Thailand includes the culturally rich city of Chiang Mai, along with serene destinations like Phrae and Nan



north captivates with rolling hills, ancient temples, gourmet experiences and cultural depth," said **Thapanee Kiatphaibool**, Governor, TAT, Thailand, at Thailand Travel Mart Plus (TTM+) 2025, strategically organised in Chiang Mai.

Gateway to the North

Easily accessible via daily flights to Chiang Mai International Airport or scenic train rides from Bangkok, Chiang Mai

botanical garden showcasing global flora.

Lampang: Where time slows down

Just a short drive from Chiang Mai, Lampang offers a deep dive into Northern Thailand's traditional heartland. At the heart of Lampang's cultural charm is the Dhanabadee Ceramic Museum — known for its iconic 'chicken-patterned' bowls that have been crafted in these parts for generations.

Phrae: A living museum

Phrae, with its well-preserved wooden mansions and colonial-era architecture, tells the story of the region's past. Visitors can enjoy a tram tour through the city's iconic landmarks. The city is home to the famous Khum Vongburi House Museum, also known as Pink House. This European style house built of teak wood is a well-preserved architectural marvel. Another stunning experience that the city offers is the Phae Mueang Phi Forest Park



Madhya Pradesh in August means verdant landscapes and flowing rivers combining with Raksha Bandhan and Janmashtami to usher in joyous celebrations. As we travel across this land of rich diversity, each of its regions — Chambal, Bundelkhand, Baghelkhand, Mahakaushal, Nimar and Malwa — adds its own blend of unique local flavours and colours to the season.



Clouds, Culture and Celebration in the

Heart of India!

Boisterous Bundelkhand

In a region known for heroism, usher in the monsoon hearing ballads of the legendary warriors Alha-Udal. Relive themes of love and courage with Raai, performed by men of the Bediya community in swirling dresses as dancers and drummers.

Watch the Betwa gush at Orchha and try a Bundeli thali at Ladpura Khas’ rural homestays. The Poori-Halwa with Ghewar, Bafauri and Ras Kheer are must-tries.

Charismatic Chambal

Discover the architectural legacy of Gwalior, Mitaoli,

Bateshwar, Padawali and Narwar, where monsoon mists swirl around ancient forts and temples. In Gwalior, begin your morning with Bedai Pooris and Kesaria Doodh near Lohiya Bazaar or Naya Bazaar, followed by the indulgent Paneer Jalebi in the lively lanes of Mayur Nagar and Daulat Ganj.

Blissful Baghelkhand

Rajput and tribal traditions mix in this region of dense forests, hidden heritage and cascading waterfalls. Visit Rewa Fort and the hilltop Sharda Devi Temple in Maihar. View the Chachai Falls drop 130 metres. While exploring Bandhavgarh National Park, don’t miss its famed tiger sightings — especially in the buffer zones, where the spirit of “Buffer mein Safar” comes alive amidst misty hills and blooming wildflowers.

Mysterious Mahakaushal

Witness tribal traditions at their uninhibited best, with forest deities, na-

ture spirits and ancestors worshipped in Mandla and Dindori. Sacred groves see dancers perform wearing animal masks. Watch Gond create for-

— ✦ —

Dominated by the sacred Narmada, Nimar region in Madhya Pradesh is a confluence of Maratha, Malwa and tribal influences

— —

est paintings and Baigas indulge in body tattoo art that traces their myths and ecology.

Natural Nimar

Dominated by the sacred Narmada, this region is a confluence of Maratha, Malwa and tribal influences. In Shravan, join Kanwar Yatris during the Narmada Aarti at Omkareshwar, one of the 12 re-



vered Jyotirlingas, nestled on an Om-shaped island — making it a spiritual and geographic marvel.

Marvellous Malwa

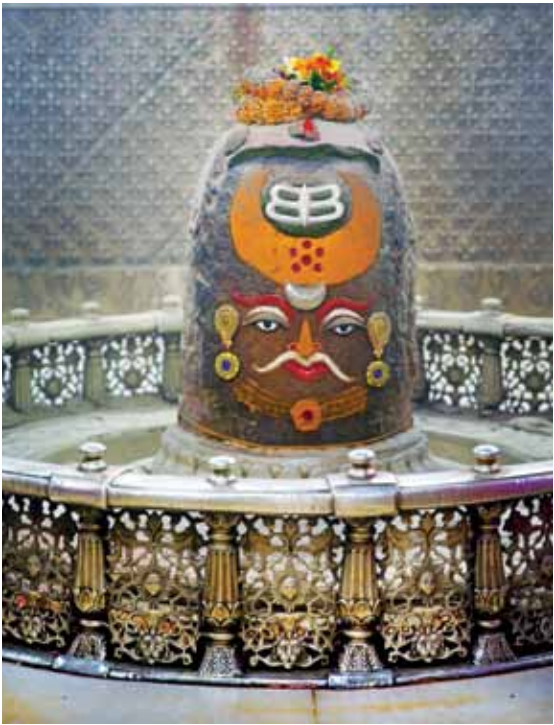
A land steeped in time, Malwa continues its ancient traditions with grace. The monsoon festival of Teej in Neemuch and Mandsaur sees swings on banyan trees, women singing Sawan songs and trays of Ghewar passed around joyfully. At the spiritual heart of Malwa lies Ma-

haleshwar Temple in Ujjain, where the Bhasma Aarti — performed at dawn with sacred ash — is a mesmerising sight of devotion and discipline.

Let the rains lead you. Let the rhythms move you. Let the heart of India enchant you.

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1 IN CIRCULATION & READERSHIP SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

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AUGUST 2025		
Date	Event	Time
18-21	Focus Oman-India Residential Roadshow 2025	10:00 am
21	Switzerland Tourism Webinar	3:00 pm
22-25	IATO Annual Convention	10:00 am
22-25	Taiwan International Travel Expo 2025	9:00 am
23-25	Global Investment & Tourism Expo 2025	9:00 am
26-28	PATA Travel Mart 2025	10:00 am

SEPTEMBER 2025		
2	Switzerland Tourism Webinar	3:00 pm
2-4	ITB India 2025	10:00 am
8	India Cargo Awards	8:00 pm
9	India Travel Awards	8:00 pm
10	Switzerland Tourism Webinar	3:00 pm
11-12	GPS - Pune	10:00 am
11-13	BLTM 2025	10:00 am
18-20	FHRAI Annual Convention	10:00 am
19-20	GPS - Kolkata	10:00 am
20-22	Tamilnadu Travel Expo 2025	10:00 am

Pan-India expansion on cards

From a mid-market hospitality player rooted in South India to a growing national brand, Grand Continental Hotels is now poised for broader expansion. **Ramesh Shiva**, MD, shares how strategic focus and consistency are driving the brand forward.

TT Bureau

Ramesh Shiva, backed by 20 years of hospitality experience across India and overseas, started Grand Continental Hotels in 2011. Today, GCH operates 23 properties, with more projects in the pipeline. Sharing what prompted him to launch the venture, he said, “I always believed in the relevance of the mid-market segment and of delivering excellent value for money to the modern traveller.”

Expansion plans
Shiva believes the pandemic acted as a springboard for growth. “My vision is to be present in key business cities, prime leisure destinations, as well as pilgrimage centres.



Ramesh Shiva
Managing Director
Grand Continental Hotels (GCH)

We also intend to grow internationally,” he revealed.

B2B engagement
Maintaining strong relations with the travel trade is important for their strategy. “Given our presence in all segments like business hotels, leisure properties and pilgrimage locations, we actively engage with all sources of business

including direct bookings, online channels and the travel trade for MICE, in-

We actively engage with all sources of business including direct bookings, online channels and the travel trade

bound traffic and domestic groups,” Shiva noted.

Strong suit
On the best-performing segment, he said, “Corporate travel is our strongest source market. Our prop-

erties in pilgrimage and leisure destinations give us important inroads into MICE and tourism traffic.”

MICE & mid-market
Though GCH does not operate large-scale resorts, properties in Tirupati, Mahabalipuram and Goa offer well-equipped MICE spaces. “This is our focus and expertise,” Shiva added.

GCH AT A GLANCE

- 23 hotels across India
- Strong focus on mid-market
- MICE-ready properties in key cities

NEW OPENINGS

Flights	Hotels
Route: Mumbai and Adampur Frequency: Daily Airline: IndiGo	Hotel: Ramada Encore by Wyndham C'garh Rooms: 65 keys Brand: Wyndham Hotels & Resorts
Route: Visakhapatnam to Abu Dhabi Frequency: Four days a week Airline: IndiGo	Hotel: Ramada by Wyndham Ranchi Bariatu Road Rooms: 66 keys Brand: Ramada by Wyndham
Route: Madurai to Abu Dhabi Frequency: Tri-weekly Airline: IndiGo	Hotel: Ramada by Wyndham Ghaziabad Rooms: 160 keys Brand: Ramada by Wyndham
Route: Kolkata-Hindon Frequency: Daily Airline: IndiGo	Hotel: Welcomhotel Prayagraj, Uttar Pradesh Rooms: 60 keys Brand: ITC Hotels
Route: Mumbai-Manchester Frequency: Tri-weekly Airline: IndiGo	Hotel: Clarks Resort Pushkar Rooms: 134 keys Brand: Clarks Resorts
Route: Mumbai-Amsterdam Frequency: Tri-weekly Airline: IndiGo	

OBITUARY

Om Prakash Sahgal: The end of an era

Founder & Director of InOrbit Tours, he joined 'The Gallery of Legends' at India Travel Awards - West 2014

In the 70s, when the Indian manufacturing sector — struggling to learn and adopt global production practices — saw a guiding light emerge. Pioneered by **Shri Om Prakash Sehgal**, Trade Fair & Exhibitions Tours helped lakhs of Indian manufacturers visit Global Trade Fairs, see the latest equipment and learn how to make manufacturing more efficient and competitive.

His journey began with taking an Indian delegation of packaging material manufacturers to INTERPACK in Dusseldorf — a Global Packaging Industry Trade Fair in 1978. Over the next four decades, Om Prakash ji

ism, especially in trade fairs and exhibitions. Awards and accolades became a routine thing for him.

The brand Orbit, created by him, became a globally respected brand in the tourism industry. He was India's first MICE Tourism professional. His contribution towards bringing global manufacturing technology to India and helping make India competitive with the rest of the world shall always be remembered.

His determination and courage in venturing into a sphere where none gone before, deserves a salute. In those days, foreign travel was seen as the ultimate luxury. An

ordinary businessman never thought of travelling abroad to see trade fairs and exhibitions. Long before Google, Om Prakash ji was the encyclopaedia of Global Trade Fairs and Exhibitions. Businessmen, big and small, depended on his knowledge and recommendations to visit international events.

I had the good fortune of starting my professional journey under his patronage. I have innumerable moments to cherish. A legend has gone. The tales will remain.

Rest in Peace, Sir.

An ode by:
Arun Srivastava
Joint Director General,
Ministry of Tourism, Govt of India

Om Prakash Sahgal
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MOVEMENTS

CLUB MED New Delhi

The Board of Directors of Club Med Holding has appointed **STÉPHANE MAQUAIRE** as the President and Chief Executive Officer of Club Med Holding. Based on the recommendation of Henri Giscard d'Estaing, Club Med's rigorous succession and evaluation process identified Maquaire, a French national, as uniquely qualified among the candidates considered to lead the company into a new phase of profitable growth. Maquaire will lead Club Med Holding from Paris.



RATEGAIN Noida

RateGain Travel Technologies appoints **PARIJAT TIWARI** as Executive Vice President & General Manager – Distribution. He brings over 17 years of experience in strategy, operations and digital transformation across diverse industries. His leadership spans organisations like Fliplearn, AskmeBazaar, Cairn Oil & Gas and early consulting stints at BCG, Kearney and Inductis. In his new role, Tiwari will lead the global strategy, innovation and growth of RateGain's Distribution business.



BESYDNEY Mumbai

Business Events Sydney (BESydney) has appointed **DEVANSHI PARIKH** to represent the destination in India. Parikh brings over 20 years of sales and marketing experience in the travel and tourism sector. A graduate of The International School for Tourism in Zurich, Switzerland, she founded and led her own boutique travel agency, Explorance, from 2016 to 2024. She will be based out of the New South Wales Government's Destination NSW (DNSW) Mumbai office.



NOVOTEL PUNE Pune

Novotel Pune has announced promotions to strengthen its leadership team. **PURVA SRIRANG** has been elevated to the position of Sales Manager in recognition of her consistent performance, leadership and contribution to the hotel's continued growth and excellence. She was working as Assistant Sales Manager. With her strategic insight and client-focused approach, Srirang has played a crucial role in driving business and enhancing revenue.



THE PARK New Delhi

Apeejay Surrendra Park Hotels has appointed **PARAG SAWHNEY** as the General Manager of The Park, New Delhi. Sawhney brings over 20 years of experience in hospitality operations and leadership across India and international markets. His previous roles include senior management positions with Hilton Worldwide, FIVE Hotels & Resorts, The Westin Hyderabad Mindspace, and most recently, Saahas for Cause in Los Angeles. In his new role, he will lead the hotel's operations and strategic direction.



IBIS STYLES MYSURU AND GRAND MERCURE MYSORE Mysuru

SHIBLI MALLICK has been appointed as the Director of Sales at ibis Styles Mysuru and Grand Mercure Mysore. With over 18 years of experience in the hospitality sector, Mallik brings a wealth of industry knowledge, strategic acumen and a proven track record of driving revenue and market growth. Over the course of his career, Mallik has held key sales leadership roles with renowned hospitality brands, including Marriott International.



DEBARATI CHAKRABORTY has been promoted to the position of Front Office Manager. She has been working as Assistant Front Office Manager. A true guest experience champion, Chakraborty brings a blend of professionalism, warmth and operational expertise. Her leadership ensures that every guest journey is seamless and memorable. Novotel Hotels, Suites & Resorts offers destination hotels designed as comforting and energising places where guests can 'press pause' and take time to enjoy the moments that really matter.



THE DEN BENGALURU Bengaluru

The Den Bengaluru has appointed **ELDHO JACOB** as the Director of Sales. Jacob is known for driving revenue growth and strategic partnerships. With an experience of 13 years in the hospitality industry, he has a proven track record of driving sales strategies and contributing to revenue generation. In his new role, Jacob will oversee sales strategies to achieve key revenue targets, strengthen The Den's market position and foster long-term relationships.



RAFFLES UDAIPUR Udaipur

Raffles Udaipur appoints **GUNEETA DUGGAL** as the Director of Sales and Marketing. With over two decades of strategic leadership and a proven track record in the luxury hospitality industry, Duggal will spearhead the hotel's sales and marketing initiatives, driving growth, strengthening brand presence and elevating the guest experience. She joins Raffles Udaipur following a distinguished tenure as Director of Sales and Marketing at JW Marriott Mussoorie Walnut Grove Resort & Spa.



HARSHIT TAMRAKAR moves up from the position of Assistant Talent & Culture Manager to Talent & Culture Manager. Known for fostering a positive and inclusive work culture, Tamrakar has been instrumental in implementing effective HR initiatives that support talent development and employee engagement. Commenting on the promotions, Anant Leekha, General Manager, Novotel Pune, said, "Their promotions are a testament to their dedication, consistent performance and the positive impact they have made. We believe in empowering our team and growing from within."



JW MARRIOTT BENGALURU PRESTIGE GOLFSHIRE RESORT & SPA Bengaluru

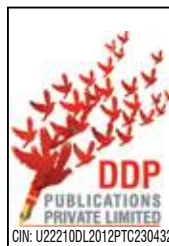
JW Marriott Bengaluru Prestige Golfshire Resort & Spa appoints **CHAITANYA SHARMA** as the Director of Operations. With a career spanning over 17 years in the luxury hospitality sector, Sharma brings with him a blend of operational leadership and a commitment to delivering exceptional guest experiences. He began his hospitality career with The Oberoi Group in India and the UAE.



THE RITZ-CARLTON, BANGALORE Bengaluru

The Ritz-Carlton, Bangalore has appointed **JOHN PAUL** as the Director of Human Resources. Paul brings extensive experience in leading HR initiatives and driving organisational success to the new role. Most recently, he served as Director of Human Resources at W Goa. In his new role, Paul will oversee Human Resources and Training functions, ensuring seamless hotel operations through strategic recruitment, brand compliance and stakeholder coordination while fostering strong community relationships.



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Marigold Hotel



CHENNAI
6-7 Mar 2026
Hotel Greenpark



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'Heal in India' to realise \$3 tn tourism dream

Suman Billa, Director General, Ministry of Tourism, has highlighted that 'Heal in India' campaign aims to transform the country into a global healing destination, leveraging Ayurveda, modern healthcare and seamless ecosystems to drive tourism-led GDP growth.

 Surbhi Sharma

In a world increasingly seeking holistic healing, India stands at a crossroads — one where wellness meets economic ambition. Speaking at 'Heal in India 2025: Medical & Wellness Tourism Summit', **Suman Billa**, Additional Secretary and Director General, Ministry of Tourism, Government of India, articulated a powerful vision — India's tourism economy must reach \$3 trillion by 2047 — to mark 100 years of independence. At the heart of this goal lies a clear strategy — making medical and wellness tourism not just sectors, but strategic pillars of India's global positioning.

The Federation of Hotel and Restaurant Associations of India (FHRAI) organised the summit recently in Delhi with a view to elevating India's position on the global healthcare map.



Suman Billa unveils the report at 'Heal in India 2025: Medical & Wellness Tourism Summit' in Delhi

Medical & wellness: India's strategic edge

Billa said India is uniquely poised at the intersection of clinical excellence and cultural wisdom. While other countries may boast advanced medical facilities or ancient healing systems, India blends both. "Our USP is not just great doctors and hospitals,

The DG Tourism emphasised the importance of trust to generate business. "The challenge isn't just scale — it's trust. Therefore, India's credibility in this sector must rest on seamless experiences, exceptional services, international standards, safety and security."

Digital, clusters & incentives

To make Heal in India a global movement, Billa stressed the need to create a unified digital platform integrating hospitals, tour operators, hotels and wellness centres. "Identify 10 medical-wellness tourism clusters by 2027 to act as focused growth zones. Incentivise states and service providers for quality outcomes, campaigns and forex contributions. Run global campaigns targeting GCC, Africa and SAARC for medical tourism, and the West for wellness tourism to position India as the world's preferred healing destination. Bridge gaps in standardisation and skilling, especially in tier II and III cities." In his concluding note, Billa said, "To project India as a healing soft power, we need to make 'Heal in India' campaign a global movement where the country heals the world, not just with its science but also with its soul."

The day-long summit brought together thought leaders and

policy-makers across healthcare, wellness, tourism and hospitality sectors. **K Syama Raju**, President, FHRAI; **Someswara Koundinya**,

To project India as a healing soft power, we need to make 'Heal in India' campaign a global movement where the country heals the world

Director, KPMG India; **Rahool Macarius**, Market Managing Director - Eurasia, Wyndham Hotels & Resorts; **Yogendra Agnihotri**, Senior Regional Director Operations - South Asia, RHG; **Subhas Goyal**, Chairman, STIC Travels, and **Sunil Khetarpal**, Director, Association of Healthcare Providers (India) were among the dignitaries attending the summit.



INDIAN TOURISM INVINCIBLE SPIRIT

India's biggest national tourism conclave is back bringing together the powerhouses of the travel and hospitality ecosystem

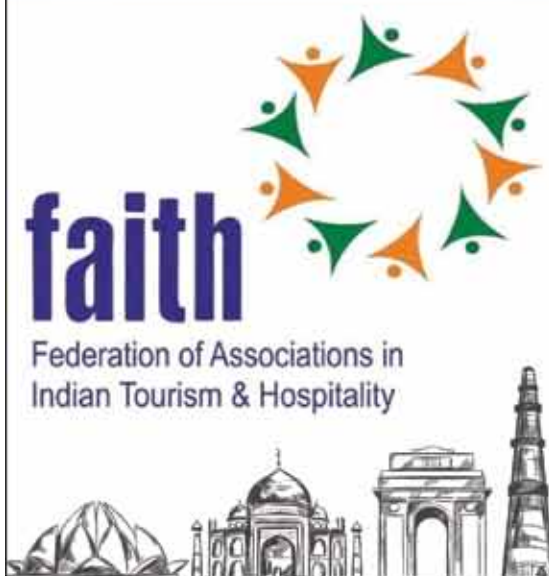
To chart bold strategies, enable impactful policies, and reimagine the future of Indian tourism & hospitality.

- Engage in dynamic sessions
- Network with key stakeholders
- Power India's tourism growth story

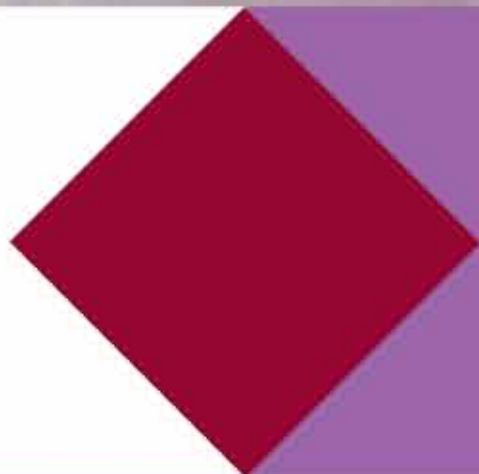
This 2-day mega event will unite

Top government officials
Industry leaders & associations
Policy-makers & tourism experts

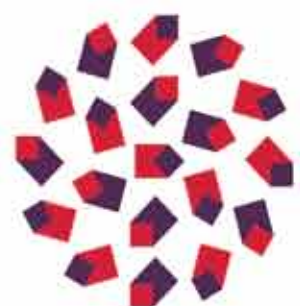
12th-13th August 2025
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Suman Billa
Director General
Ministry of Tourism



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