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Jaipur gears-up for GITB 2026 *Set to boost Inbound Tourism*



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RAJASTHAN

strengthens Global Tourism positioning through GITB 2026

Ms. Rukmani Riar, Commissioner of Tourism, Government of Rajasthan, outlines the state's evolving tourism vision and highlights the strategic role of GITB 2026 in driving inbound growth, strengthening global partnerships, and positioning Rajasthan as a high-value, experience-led destination.

Priyanka Saxena Ray

Evolving from heritage to experience-led tourism

According to Ms. Rukmani Riar, Rajasthan's tourism strategy today is guided by a clear objective to evolve from being admired as a heritage destination to being chosen as a year-round, high-value, experience-led global tourism hub. Hosting GITB annually in Jaipur is central to this vision, serving as a structured international marketplace connecting Rajasthan with global travel planners and buyers.

Navigating global travel dynamics

International travel decisions are influenced by multiple factors including economic trends, geopolitical situations, visa regimes, aviation connectivity, and security perceptions. Despite these variables, Rajasthan continues to remain among the top choices for foreign tourists due to its authenticity, diversity, and cultural richness.

Strong inbound performance

Rajasthan has consistently recorded strong Foreign Tourist Visits (FTVs), with over 2 million international visitors in 2024, contributing nearly 10% of India's total FTVs. This underscores its position as a preferred destination for global travellers seeking heritage and immersive experiences.

GITB as a strategic business platform

GITB 2026 will further strengthen Rajasthan's global appeal by facilitating direct B2B engagement between

Indian stakeholders and international buyers. The platform enhances visibility, builds partnerships, and drives tangible business outcomes, moving beyond promotion to conversion.

Focus on experiential, luxury & sustainable tourism

To attract high-value travellers, Rajasthan Tourism is prioritising experiential tourism, luxury and thematic offerings, and sustainable travel models. Cultural workshops, heritage stays, boutique properties, and eco-conscious initiatives cater to evolving global preferences for meaningful travel experiences.

Boosting local ecosystems and emerging destinations

GITB enables direct interaction between international buyers and local stakeholders, helping promote lesser-known destinations, expand opportunities for small enterprises, and generate employment across the tourism value chain.

Long-term vision for global positioning

In the long term, GITB 2026 is expected to strengthen Rajasthan's global brand, drive quality inbound tourism, and position the state as a leading experiential destination. With a focus on sustainability, depth of experience, and global engagement, Rajasthan is entering a new phase of tourism growth. **BOTT**



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GITB

driving India's global tourism momentum

Dr. Jyotsna Suri, Chairperson and Managing Director of The LaLiT Suri Hospitality Group shares her perspective on the growing significance of GITB in positioning India as a global tourism and MICE destination. She highlights the role of infrastructure, policy alignment, and evolving traveller preferences in shaping the next phase of inbound growth.

Priyanka Saxena Ray



GITB has evolved into India's flagship inbound tourism platform—how do you see its role in positioning India as a global tourism and MICE destination today?

The first GITB was held in 2008. Two editions did not take place due to COVID, and one edition was held in Delhi; therefore, this is the 15th edition. GITB has grown stronger year on year, becoming a vital platform for generating opportunities and expanding market visibility for Indian tourism products.

This edition is set to further strengthen India's global tourism positioning by driving meaningful B2B engagement, showcasing the country's diverse offerings, and facilitating strong partnerships between international buyers and Indian stakeholders.

GITB will continue to be a strategic platform, and its value will lie not only in facilitating business conversations but also in presenting India's tourism strengths to the world in a more focused, contemporary, and compelling manner.

With India showcasing strong infrastructure and global event capabilities post-G20, how can platforms like GITB further accelerate international confidence?

India's successful hosting of global events like the G20 has reinforced its capability to manage large-scale, high-impact gatherings. Platforms like GITB can build on this momentum.

Focused engagement, curated experiences, and consistent showcasing of infrastructure and service excellence will be key to building sustained international confidence and attracting large conventions.

What key policy or industry interventions are still needed to fully unlock India's potential as a global tourism powerhouse?

To fully unlock India's tourism potential, continued focus on seamless infrastructure, stronger last-mile connectivity, and enhanced destination readiness is essential. Policy alignment and ease of doing business will be critical in enabling faster growth and attracting investments. At the same time, sustained global marketing with adequate budgets and ongoing investment in skill development will strengthen competitiveness and ensure a high-quality visitor experience.

What emerging trends in inbound tourism do you believe will define the next phase of growth?

The next phase of inbound tourism growth will be driven by a shift towards authentic, immersive, and experience-led travel. Travellers are increasingly seeking deeper cultural engagement, wellness-led journeys, and personalised itineraries. There will also be a growing focus on sustainability and responsible tourism, along with increased demand for niche segments and emerging destinations. **BOTT**

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GITB

Reimagining India's tourism growth through alignment, technology and demand

Rajesh Magow, Co-Founder and Group CEO of MakeMyTrip and Chairman of FICCI Tourism Committee, shares his perspective on GITB's role in inbound tourism, the impact of AI and data on travel behaviour, and the key trends shaping the next phase of growth in India's travel ecosystem.



Gunjan Sabikhi

GITB has emerged as a key platform for inbound tourism. From your perspective, how can such forums further strengthen India's positioning globally?

GITB has built something valuable, a credible platform that puts India's inbound opportunity in front of the right global audience. But I think the bigger question is what we do with that platform. India's inbound numbers are still significantly below where they should be given the scale and diversity of what the country offers. Forums like GITB have a real role to play in changing that, not just by showcasing destinations but also leveraging the platform for open dialogues between policy makers, state tourism boards, and global buyers.

How do you see technology, especially AI and data, reshaping travel planning, booking behaviour, and customer experience in the next few years?

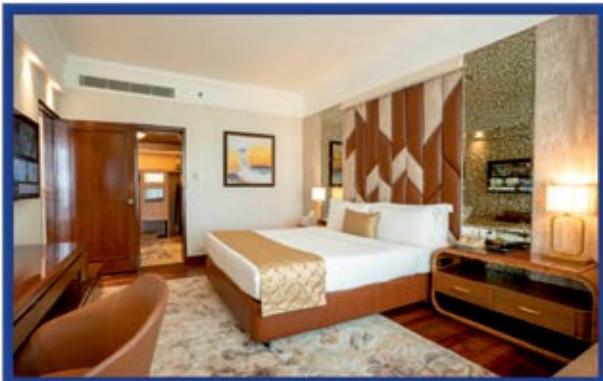
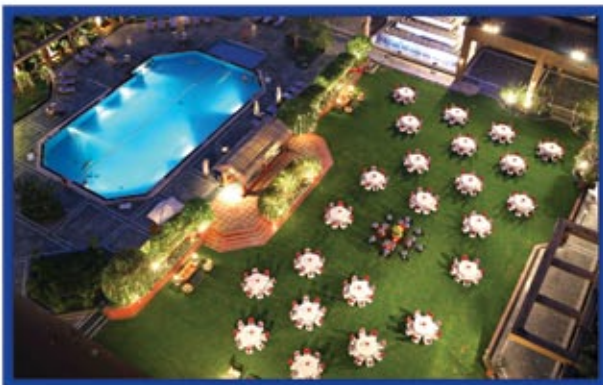
There are multiple different Indias, and I think that is the most important thing to hold on to when we talk about AI and data reshaping travel. The Gen Z traveller booking on the go, a Boomer booking a luxury resort on a desktop in South Mumbai, the first-time flyer from Patna navigating the app, the pilgrim heading to Vaishno Devi who books

offline, they are all part of this industry, and they are all at completely different stages of their digital journey. AI will further help to make it easier and even more convenient for travellers to plan and book their travel.

AI will make the experience sharper, more personal, and more enriching. AI will enable planning and booking a trip become more personalised.

What key trends do you foresee driving the next phase of growth, particularly in domestic tourism, alternative accommodations, and emerging outbound markets?

India's tourism growth is broad-based, driven by consistent GDP growth, rising disposable incomes, and a clear shift towards spending on experiences, with travel at the centre. Premiumisation is evident as travellers upgrade stays and spend more per trip. Government investments in road and airport infrastructure have improved accessibility to new destinations. The sector has also shown strong resilience despite global disruptions. However, branded hotel supply remains low compared to demand. With the market expected to cross USD 100 billion by 2030, sustained focus on infrastructure, supply, and policy will be critical to fully capitalise on this opportunity. **BOTT**



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GITB 2026

Driving quality Inbound growth

As Chair of FICCI's Inbound Tourism Committee and President of IATO, **Ravi Gosain** shares his perspective on the evolving inbound landscape. He highlights the strategic importance of GITB 2026, the role of Rajasthan as a host destination, and the need for focused buyer engagement to drive meaningful business outcomes.



BOTT Desk

Rajasthan often acts as a gateway destination for first-time visitors to India, and platforms like GITB help strengthen that positioning while also promoting lesser-known circuits.

As inbound tourism to India is steadily regaining momentum, our key expectation from GITB 2026 is a strong focus on quality over quantity of buyers, especially from high-potential source markets. We expect GITB 2026 to deliver high conversion into actual business, particularly for the upcoming winter season, with buyers who are not only interested but are actively programming India and Rajasthan in their itineraries.

I believe to maximise ROI from global buyers, the following strategies are critical:

- Curated buyer selection aligned with India's and Rajasthan's tourism offerings
- Pre-scheduled, structured B2B meetings for targeted engagement
- Strong post-event follow-up mechanisms to ensure conversions
- Well-designed FAM trips showcasing Rajasthan popular circuits and emerging destinations

Rajasthan has a strong advantage due to its established tourism ecosystem, and leveraging this through immersive experiences will help convert interest into confirmed business. The real success of GITB lies in continuity beyond the event, where relationships translate into long-term partnerships.

Inbound tour operators in India are currently dealing with challenges such as intense global competition from aggressively marketed destinations, air connectivity and pricing issues, and the need for stronger and consistent international promotion of India.

GITB plays a crucial role in addressing these challenges by providing a credible global platform to position India strongly, reinforcing Rajasthan as a flagship destination within India and offering direct interaction between Indian sellers and global buyers. Rajasthan often acts as a gateway destination for first-time visitors to India, and platforms like GITB help strengthen that positioning while also promoting lesser-known circuits.

Niche tourism segments are now central to inbound tourism growth, and Rajasthan is a leader in many of these areas. Destination weddings in Rajasthan have global recognition, MICE tourism is growing rapidly due to palace hotels and world-class venues, and experiential travel including heritage, culture, desert experiences, and rural tourism is highly appealing to international travellers. GITB provides an ideal platform to showcase these segments through curated interactions and storytelling. **BOTT**

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Manipur

**Where Culture, Nature
and Spirit converge**

Tucked away in India's enchanting Northeast, Manipur is a destination that captivates with its pristine landscapes, vibrant traditions, and deep-rooted cultural heritage. Often referred to as the 'Jewel of India,' this serene state offers an immersive experience where nature and culture exist in perfect harmony.

At the heart of Manipur's natural allure lies the breathtaking Loktak Lake, the largest freshwater lake in Northeast India. Famous for its unique floating islands, or phumdis, Loktak is not just a visual marvel but also a life-line for local communities. Nearby, the Keibul Lamjao National Park—the





world's only floating national park—is home to the rare and graceful Sangai, Manipur's state animal, often called the 'dancing deer' for its delicate gait.

For those seeking untouched beauty, Dzuko Valley, perched along the Manipur-Nagaland border, is a paradise of rolling hills, seasonal flowers, and tranquil trekking trails. Equally captivating are the Shirui Hills in Ukhrul district, renowned for the rare Shirui Lily that blooms only once a year, transforming the landscape into a painter's canvas.

Manipur's cultural richness is equally compelling. The classical dance form of Raas Leela, inspired by the divine love of Radha and Krishna, is a mesmerising spectacle of grace, devotion, and storytelling. Equally energetic is Pung Cholam, a traditional drum

dance that combines rhythm, acrobatics, and spiritual fervour, leaving audiences spellbound.

The state's sporting legacy is reflected in Sagol Kangjei, believed to be the original form of modern-day polo. Played on horseback with remarkable skill and passion, it is more than just a sport—it is a living tradition that continues to thrive.

Festivals in Manipur are a vibrant reflection of its diverse communities. The Sangai Festival, held annually, is a grand celebration of the state's culture, crafts, cuisine, and adventure tourism. It offers visitors a comprehensive glimpse into Manipur's identity, bringing together performances, exhibitions, and indigenous experiences under one platform.

Spiritual seekers will find solace at the revered Shri Govindajee Temple in Imphal, an important Vaishnavite shrine known for its serene ambience and architectural elegance.

From its mist-laden valleys and rare wildlife to its rhythmic dances and living traditions, Manipur is not just a destination—it is an experience waiting to unfold.



RAGA SVARA

A sanctuary of self-harmony

Raga Svava was born from the realization that modern life has become overwhelming, leaving our body, mind, and spirit overburdened. It is a sanctuary where guests can disconnect from the general malaise of the 21st century and reconnect with themselves. **Mohit Patel**, Co-Founder, shares more.



Gunjan Sabikhi

How does Raga Svava differentiate itself in India's luxury hospitality and experiential travel space?

In the luxury hospitality space, we differentiate ourselves by moving beyond the concept of a regular spa or a hospital. While we offer the comforts of a boutique luxury resort, our core is transformation, not just relaxation. We are medically grounded, with qualified Ayurveda doctors and therapists, but we deliver this healing in a setting of 25 acres of lush mango orchards and world-class architecture. Unlike standard luxury hotels where the focus is on indulgence, our focus is on Svava (self-harmony) through authentic Ayurveda, Yoga, and a Sattvic food philosophy.

How are you positioning Raga Svava to appeal to both domestic and international travellers?

We position Raga Svava as a bridge between ancient Indian wisdom and modern global standards of luxury.

For the international travellers we offer a safe, luxurious, and accessible entry point into authentic Ayurveda and Yoga. We provide a digital detox environment that meets global aesthetic sensibilities while remaining deeply rooted in Indian culture. Our proximity to Rajkot Airport (with direct connections to Delhi and Mumbai) and

our inclusive airport transfers make the journey seamless for inbound tourists.

For the domestic traveller, we appeal to the urban Indian professional or family seeking a quick reset (like our 3-night Wellness Retreat) or a deep-healing 14-day retreat. We position ourselves as a boutique, family-owned alternative to large, clinical institutions, offering a more personalised, intimate, and empathetic healing journey.

What kind of guest experiences and offerings make Raga Svava particularly suited for niche segments like wellness, culture, or destination stays?

Raga Svava is a thoughtfully curated ecosystem designed for immersive wellness, culture, and nature-led experiences. Its wellness programmes are highly personalised, with therapies like Sarvanga Abhyanga and Shirodhara prescribed by experts, alongside Yoga practiced as a holistic philosophy. The property also connects guests to Gujarat's rich heritage, encouraging visits to landmarks such as Girnar Hill, Dholavira, and Sabarmati Ashram, while showcasing local materials on campus. Surrounded by diverse flora, the retreat reflects India's six seasons through guided walks and meditation. Private Raga Villas, complete with plunge pools and gardens, offer unmatched privacy and a deeply enriching nature stay experience. **BOTT**



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Tathastu Wildlife Resorts

Wilderness meets thoughtful Hospitality



Tathastu Experiential Wildlife Resorts offers immersive stays that go beyond luxury, connecting guests deeply with nature. Set in pristine wilderness, the brand curates authentic wildlife experiences—from safaris to serene nature walks—blending comfort with sustainability. With a strong focus on conservation, community engagement, and eco-conscious practices, Tathastu has emerged as a leading name in wildlife hospitality, delivering meaningful journeys that celebrate the essence of the natural world.

Tathastu Experiential Wildlife Resorts is a service-oriented brand where “humbly serving” lies at the core of everything we do. We offer more than just a luxurious stay—we create immersive experiences that connect our guests deeply with nature.

Nestled in pristine wilderness, our resorts invite you to experience the raw beauty of wildlife and the serenity of untouched landscapes. Wake up to the calls of the wild, explore diverse ecosystems with expert naturalists, and engage in thoughtfully curated activities that bring you closer to nature. Whether it’s a thrilling safari, a peaceful nature walk, or a magical night under the stars, every moment at Tathastu is designed to reconnect you with the natural world.





Our accommodations strike a perfect balance between comfort and authenticity—offering affordable luxury that blends seamlessly with the environment while preserving the true essence of the wilderness. At Tathastu, nature is not just observed—it is lived, felt, and cherished. We deliver wildlife-centric experiences enriched with expert insights, creating an environment where guests can enjoy both relaxation and exploration. Our commitment to authenticity, sustainability, and personalized service ensures every guest leaves with unforgettable memories and a deeper appreciation for Mother Nature.

Sustainability and conservation are integral to our philosophy. We actively support wildlife conservation efforts and work closely with the Forest Department to integrate responsible practices into our operations and guest experiences. We are committed to engaging local communities by employing talent from nearby villages and promoting eco-conscious initiatives, including the elimination of single-use plastics and are focused on water and energy conservation, as well as waste reduction, Tathastu strives to minimize its carbon footprint while contributing to the socio-economic development of the region.

What began as a passion-driven vision by **Mr. Anil Agarwala** has today evolved into a multi-destination brand. Supported by a dynamic leadership team — **Mr. Anush Nireshwala** (CDOSM), **Mrs. Alka Khushwaha** (GM), **Mr. Anup Ghumare** (Asst. GM -Sales- Domestic) and **Mrs. Gita Chaudhry** leading the Inbound segment in Delhi NCR, Tathastu has built a strong reputation as a sustainable wildlife resort brand.

With a clear vision, a focused approach to wildlife tourism, and consistent efforts over the past decade, Tathastu Resorts has established itself as a leader in wildlife hospitality in Central India. As we look ahead, we aim to expand into more iconic wildlife destinations, continuing our journey of creating meaningful and responsible travel experiences.



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Holiday Inn New Delhi Aerocity

Elevating MICE strength into a premier wedding destination

Shuvendu Banerjee, General Manager, Holiday Inn New Delhi Aerocity shares how the hotel is evolving from a strong MICE destination into a dynamic hub for weddings and experiential events. With enhanced venues, curated offerings and strategic positioning, the hotel is strengthening its appeal across premium and modern event segments.

Priyanka Saxena Ray

How has your MICE positioning evolved?

Holiday Inn New Delhi Aerocity has built a strong MICE reputation by consistently adapting to the evolving needs of business and event travellers. Its strategic location in Aerocity offers unmatched convenience, while flexible venues with multiple breakout rooms support a wide range of formats. The hotel accommodates 500–600 guests for corporate events and up to 600–700 for weddings. Recently renovated banquets with advanced AV technology, along with unique venues like the Splash Deck, add further versatility. Seamless services such as airport transfers, early check-ins and high-speed connectivity ensure a smooth and efficient experience, reinforcing its leadership in the segment.

Tell us about your new venues.

The new venues reflect a clear shift towards experience-led hospitality. Spaces such as Sapphire, Coral and Splash Deck have been designed as premium, high-engagement zones featuring cabanas and curated grill concepts that enhance both ambience and guest interaction. These additions elevate the hotel's event portfolio while creating visually engaging experiences. Beyond venues, offerings like Airobakes Patisserie and alfresco extensions at L'Osteria Bella blend lifestyle, design and gastronomy. Together, these upgrades reposition the hotel as a vibrant social hub catering to both corporate and leisure audiences seeking immersive experiences.

How are you positioning for weddings?

With India's wedding segment witnessing strong



growth, the hotel is strategically expanding beyond its MICE identity to establish itself as a preferred wedding destination. Backed by 12,799 sq. ft. of banqueting space and newly introduced venues, it offers versatile and visually appealing settings for celebrations of varying scales. The focus is on delivering bespoke, culturally immersive experiences through personalised themes, curated services and innovative culinary concepts.

What strategies attract premium wedding clientele?

The strategy is built on a balanced mix of product innovation, partnerships and targeted marketing. A strong emphasis on customisation—including décor, menus and thematic concepts—ensures each wedding is unique. Strategic collaborations with wedding planners, corporates, embassies and content creators help build credibility and access high-value networks. Marketing efforts focus on organic PR, social media storytelling and showcasing real event experiences. **BOTT**

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Madhya Pradesh

The perfect blend of Nature and Spirituality

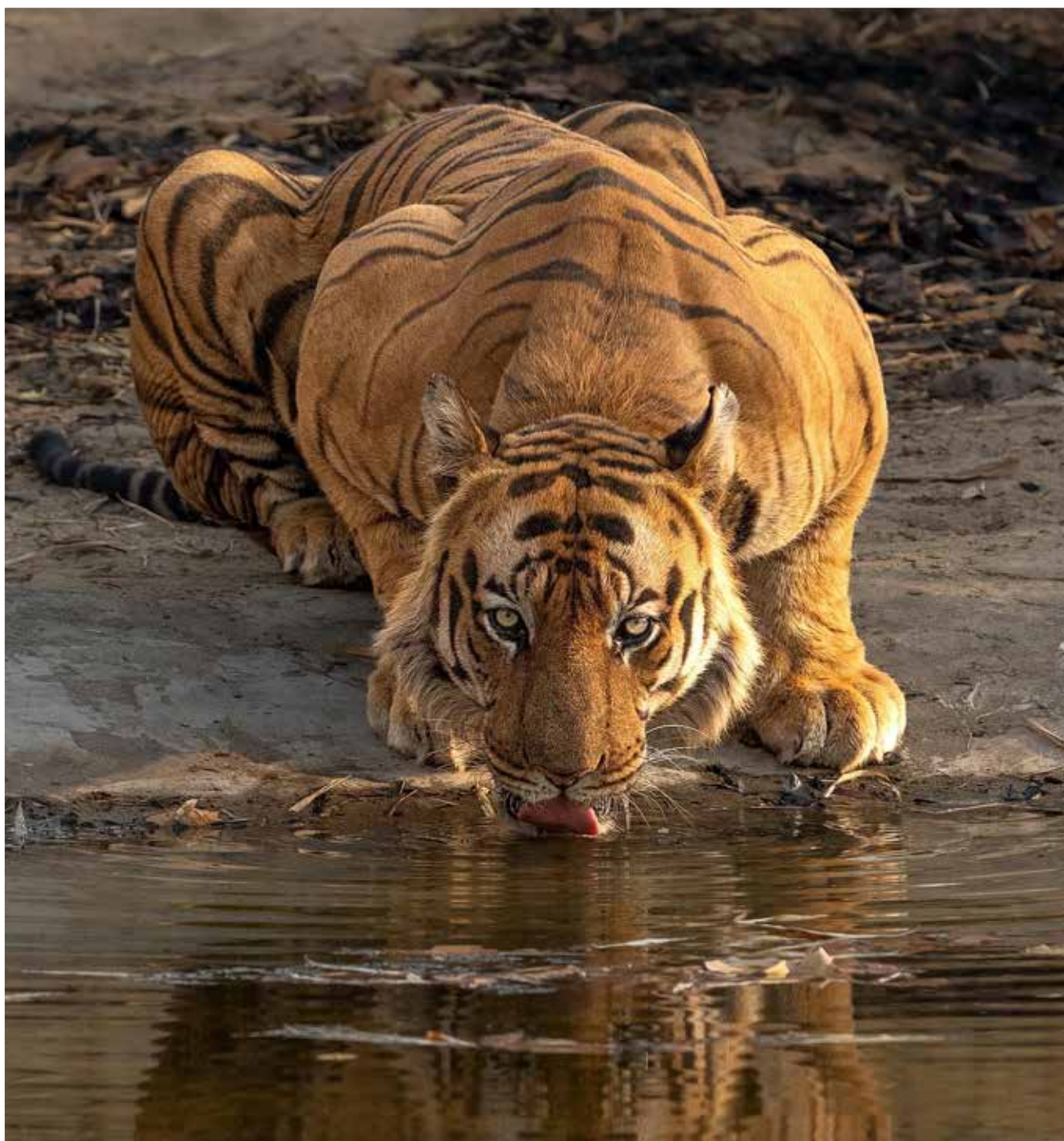
In the heart of India lies Madhya Pradesh, a destination that seamlessly blends untamed wilderness with profound spirituality. Often called the “Heart of Incredible India,” the state offers a rare travel experience where thrilling wildlife encounters coexist with deeply rooted spiritual traditions, now supported by robust infrastructure and visionary tourism

planning.

Madhya Pradesh is home to some of India’s most celebrated national parks, including Kanha, Bandhavgarh, and Pench, and boasts the highest tiger population in the country at 785. Its forests are alive with biodiversity—leopards, deer, wild dogs, and over 300 bird species—while conservation initiatives,

including vulture recovery programmes, are further strengthening its ecological richness. The state has also emerged as India’s only home to cheetahs, with Kuno National Park now expanding towards Gandhi Sagar, marking a significant milestone in wildlife restoration.

Beyond its wilderness, the state reveals a deep spiritual core. Ujjain, home to the re-



Wild beauty of Kanha National Park



Sanchi: Where history meets spiritual serenity



Ujjain: Ancient city of Lord Shiva

vered Mahakaleshwar Jyotirlinga, attracts over 7 crore visitors annually, making it one of India's most visited pilgrimage destinations. The development of Mahakal Lok has significantly enhanced the spiritual experience. Closely linked to Ujjain's religious prominence is the grand Simhastha Mahakumbh, with preparations for 2028 already underway, underscoring the city's global spiritual significance. Supporting these preparations, a four-lane corridor connecting Ujjain to the

Delhi–Mumbai Expressway, technology-enabled crowd management, riverfront development, and integrated urban planning are transforming the visitor experience, positioning the state as a globally competitive spiritual tourism hub.

Omkareshwar, another sacred Jyotirlinga destination, further strengthens Madhya Pradesh's spiritual appeal, with Ekta Dham located within Omkareshwar itself, offering an immersive devotional experience. Together,

er, these destinations present a cohesive and deeply rooted spiritual circuit.

Madhya Pradesh stands apart in its ability to offer both adventure and introspection—where a day can begin with a jungle safari and end with a serene evening aarti—creating one of India's most enriching and diverse travel experiences.



Witness Cheetahs at Kuno National Park

Weddings in India

Grandeur meets Destination Dreams

India's wedding landscape is a spectacular confluence of tradition, luxury, and evolving global sensibilities. What was once a family-centric celebration has transformed into a curated, multi-day experience—where destinations, design, and storytelling play a central role. From imperial palaces and metropolitan icons to tropical beaches and tranquil backwaters, India offers a wedding canvas unlike any other. Across key cities and regions, luxury hospitality brands and heritage venues are redefining destination weddings, making India a magnet for both domestic and international celebrations.

Priyanka Saxena Ray





DELHI The Capital of grand, bespoke celebrations

Delhi stands at the forefront of India's luxury wedding circuit, offering unmatched scale, accessibility, and variety. The city's hospitality landscape is expansive, with iconic venues such as The Leela Palace New Delhi, ITC Maurya, Taj Palace New Delhi, The Oberoi New Delhi, Le Meridien New Delhi, The Imperial, Radisson Blu Plaza Delhi Airport, Pullman New Delhi Aerocity, The Suryaa, Holiday Inn New Delhi Aerocity leading the segment. For those seeking resort-style settings within the city, The Roseate and Andaz Delhi by Hyatt provide expansive outdoor venues and contemporary elegance.

Delhi's strength lies in its ability to host large-format weddings with precision. Grand ballrooms, sprawling lawns, and multiple venue options within a single property allow seamless execution of multi-event celebrations. The city is also home to India's best wedding planners, designers, and culinary experts, making it a one-stop destination for curated, high-impact weddings. Whether it's a traditional gathering or a globally styled celebration, Delhi delivers scale, sophistication, and seamless execution.

MUMBAI Glamour, skyline views & contemporary luxury

Mumbai brings an unmistakable glamour to weddings—where luxury meets the vibrancy of India's entertain-

ment capital. The city is synonymous with high-profile celebrations, offering venues that combine world-class hospitality with stunning views of the Arabian Sea.

Landmark properties such as The Taj Mahal Palace, The St. Regis Mumbai, The Oberoi Mumbai, JW Marriott Juhu, JW Marriott Sahar, Four Seasons Hotel Mumbai, ITC Grand Central, Grand Hyatt Mumbai, and Sofitel BKC are among the most sought-after. Rooftop venues, sea-facing ballrooms, and elegant banquet spaces create a versatile setting for everything from intimate ceremonies to lavish receptions.

Mumbai weddings are defined by their contemporary flair—designer décor, curated entertainment, and elevated culinary experiences. The city's fast-paced energy, combined with its luxury infrastructure, makes it ideal for couples looking for stylish, high-energy celebrations with a cosmopolitan edge.

RAJASTHAN The Epitome of royal destination weddings

Rajasthan continues to be India's most iconic wedding destination, offering a royal backdrop that is both timeless and majestic. The state's palaces, forts, and heritage hotels provide an unmatched sense of grandeur and exclusivity.

JAIPUR

Jaipur offers a perfect blend of accessibility and regal charm. Renowned venues such as Rambagh Palace, Jai Mahal Pal-

ace, Fairmont Jaipur, The Leela Palace Jaipur, Samode Palace, Alila Fort Bishangarh, ITC Rajputana, and Hyatt Regency Jaipur Mansarovar cater to weddings of all scales.

The city's heritage architecture, expansive courtyards, and vibrant Rajasthani aesthetics create a visually rich wedding experience. Jaipur is particularly popular for large, elaborate weddings that combine traditional elements with contemporary luxury.

UDAIPUR

Udaipur remains the ultimate destination for romantic, fairy-tale weddings. With its serene lakes and palatial properties, the city offers a dreamlike setting that few destinations can match.

Iconic venues include Taj Lake Pal-

ace, The Oberoi Udaivilas, The Leela Palace Udaipur, Jagmandir Island Palace, Fatehgarh Palace, Chunda Palace, and Raffles Udaipur. These venues provide stunning waterfront backdrops, making every ceremony visually enchanting.

Udaipur weddings are known for their elegance and exclusivity, often featuring sunset ceremonies, boat processions, and intimate luxury experiences that create unforgettable memories.

JODHPUR

Jodhpur offers a dramatic and regal setting, ideal for couples seeking a royal yet distinctive wedding experience. The city's architectural grandeur and desert charm create a striking backdrop.

Top venues include Umaid Bhawan Palace, RAAS Jodhpur, Ajit Bhawan Palace, Indana Palace, Welcomhotel by ITC Hotels Jodhpur, and The Ummed Jodhpur Palace Resort & Spa. Umaid Bhawan Palace, in particular, remains one of the most prestigious wedding venues globally.

Weddings in Jodhpur are characterised by their exclusivity, heritage detailing, and grandeur—often featuring royal processions, traditional music, and immersive cultural elements.

GOA

Beachside weddings with a vibrant spirit

Goa has redefined destination weddings in India, offering a relaxed yet luxurious alternative to traditional venues. Its sun-kissed beaches, Portu-





guese architecture, and lively atmosphere make it a favourite for modern couples.

Leading venues include Taj Exotica Resort & Spa, The Leela Goa, ITC Grand Goa, W Goa, Alila Diwa Goa,

Grand Hyatt Goa, Park Hyatt Goa Resort and Spa, The St. Regis Goa Resort, and Novotel Goa Dona Sylvia.

Goa weddings are known for their free-spirited vibe—sunset beach ceremonies, poolside mehendis, and vi-

brant after-parties. The destination is particularly popular for multi-day celebrations that blend luxury with leisure, making it ideal for couples seeking a fun, contemporary wedding experience.





KERALA
Intimate, scenic & soulful
celebrations

Kerala offers a completely different wedding experience—one that is serene, intimate, and deeply connected to nature. Known for its backwaters, lush greenery, and coastal beauty, the state is perfect for couples seeking understated elegance.

Top venues include Kumarakom Lake Resort, The Leela Kovalam (The Raviz Kovalam), Taj Bekal Resort & Spa, Grand Hyatt Kochi Bolgatty, Brunton Boatyard Kochi, Zuri Kumarakom, Niraamaya Retreats Surya Samudra, and CGH Earth properties.

Kerala weddings are often smaller and more personal, with a focus on meaningful experiences. Backwater ceremonies, beachfront rituals, and wellness-led itineraries—including



Ayurveda and spa experiences—add a unique dimension. The natural beauty of the destination enhances every celebration, creating a tranquil and memorable setting.

Indian weddings today are evolving into immersive experiences, blending tradition with innovation. Personalisation is key—couples are designing celebrations that reflect their identities, from thematic décor to curated guest journeys. Technology, sustainability, and experiential elements are shaping the future of weddings, while inbound tourism continues to grow as international couples choose India for its diversity and grandeur.

From Delhi's grandeur and Mumbai's glamour to Rajasthan's royal legacy, Goa's vibrant beaches, and Kerala's serene landscapes, India offers an extraordinary range of wedding destinations. Each location brings its own character, ensuring that every celebration is unique.

In India, weddings are not just events—they are experiences woven with emotion, culture, and spectacle. And in this diversity lies the country's greatest strength, making it one of the world's most compelling destinations for unforgettable weddings. **BOTT**



India's travel growth is increasingly being driven by emerging cities that bring together education ecosystems, industrial development, social infrastructure and expanding corporate activity. Many of these markets, however, remain underserved by quality branded hospitality despite strong and sustainable demand fundamentals. Our latest Park Inn & Suites by Radisson signings reflect a deliberate and long-term strategy to address this gap by introducing a trusted, internationally recognized midscale brand to cities where demand spans business, leisure and large social events.

Nikhil Sharma,
Managing Director and Chief Operating
Officer, South Asia, Radisson Hotel Group

Radisson Hotel Group expands midscale footprint

Strengthening presence across emerging cities, the Group targets high-growth corridors with value-driven hospitality offerings.

BOTT DESK

Radisson Hotel Group is accelerating its midscale expansion strategy in India with the signing of four new Park Inn & Suites by Radisson properties across Roorkee, Meerut, Asansol and Navi Mumbai (Airoli). The move reflects the Group's focused approach to tap into rising domestic travel demand and the rapid growth of regional economic hubs, where the need for quality branded accommodation continues to outpace supply.

Positioned as its India-focused midscale brand, Park Inn & Suites by Radisson is designed to cater to evolving traveller needs in emerging markets, offering efficient operations, flexible development models and a balanced mix of rooms, dining and event infrastructure. The latest signings highlight Radisson's intent to deepen its presence in cities driven by education, manufacturing, infrastructure growth and social events.

In Uttarakhand, Roorkee's strong base of educational institutions and industrial activity makes it a promising hospitality market. The upcoming hotel, expected to open in 2027, will feature extensive dining options and large event spaces, catering to weddings, business travel and leisure demand. Similarly, Meerut's growing industrial and commercial prominence within NCR positions it as a key market, with the new hotel slated for 2029 offering modern rooms, meeting facilities and outdoor event venues.

In eastern India, Asansol's industrial backbone and strong social event demand present a compelling opportunity. The 75-key property will bring contemporary hospitality offerings to a largely underserved market. Meanwhile, Airoli in Navi Mumbai continues to emerge as a major corporate hub, with the upcoming hotel set to cater to business and MICE segments in a high-growth micro-market.

With these additions, Radisson Hotel Group reinforces its commitment to expanding in high-potential destinations, bridging the gap in quality midscale hospitality across India. **BOTT**

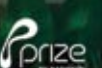


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CELEBRATE YOUR MOMENTS, YOUR WAY

From grand weddings in our opulent ballroom, hosting over 800 guests to intimate gatherings in our versatile co-meetingrooms or the vibrant courtyard every celebration is crafted with care. With bespoke menus, expert planners, and a dedication to exceeding your dreams, we'll ensure your special day is nothing short of extraordinary.

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