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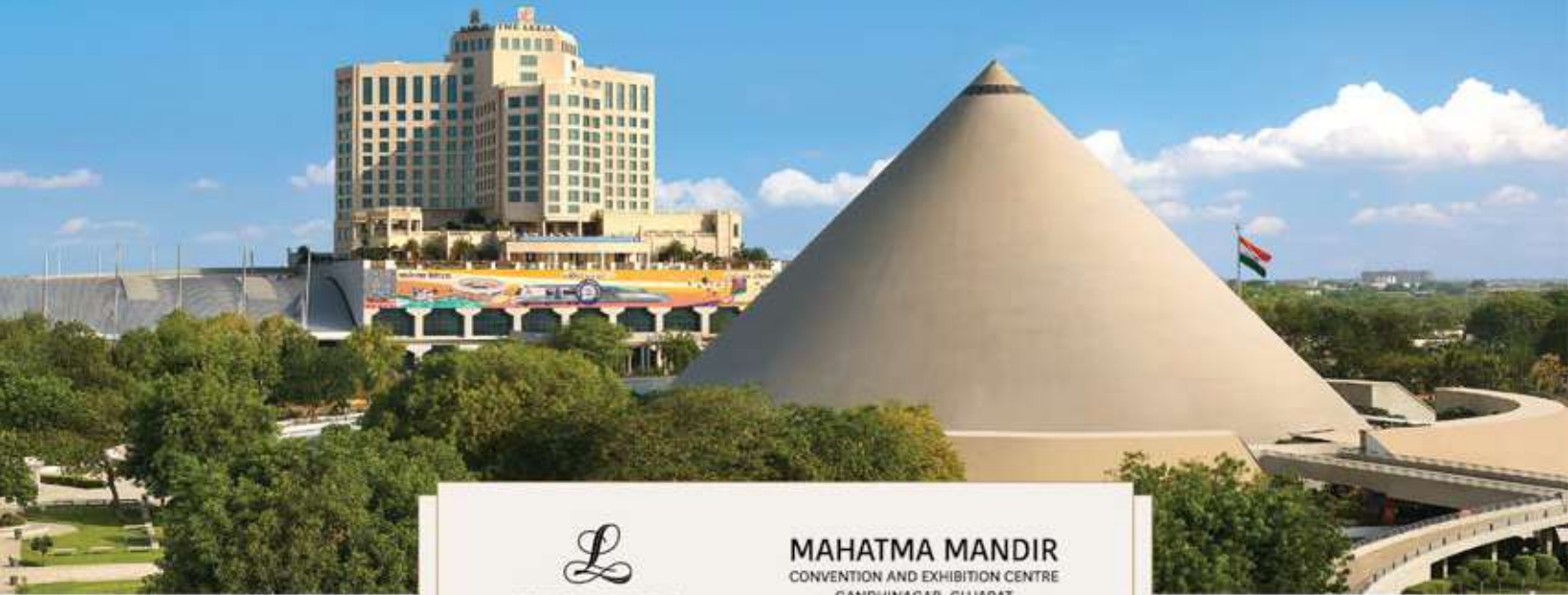
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Editor's LETTER

*D*ear Readers,

The business events landscape in India is evolving at an unprecedented pace. With world-class convention infrastructure, stronger air connectivity, growing government support and increasing international interest, the country is steadily positioning itself as a serious contender on the global MICE map. While the opportunities are immense, the journey ahead also calls for innovation, collaboration and a unified vision from every stakeholder in the ecosystem.

Recognising this pivotal moment, our August 2026 issue is dedicated entirely to MICE. To present a comprehensive perspective, we reached out to 15 leading hoteliers from across India to understand how MICE is shaping their business strategies, investments and future growth. Their insights reflect the increasing significance of business events as a key revenue driver for the hospitality industry.

Complementing these views are thought-provoking perspectives from 15 of India's leading MICE professionals, who share their observations on emerging trends, changing client expectations, technological advancements and the strategic measures required for India to realise its ambition of becoming a leading global MICE destination. Together, these expert voices provide a holistic view of where the industry stands today and where it is headed tomorrow.

This special issue also brings you extensive coverage of the FAITH Conclave 2026, where industry leaders deliberated on the future roadmap for Indian tourism. In addition, we feature exclusive insight interviews on some of the most anticipated industry platforms in the months ahead, including World Travel Collective (WTC) in Ahmedabad, the Conventions India Conclave (CIC) by ICPB in New Delhi, and ITB India in Mumbai. These conversations offer readers an inside look at the vision, opportunities and business potential these events bring to the travel trade.

We hope this special MICE edition informs, inspires and contributes to the dialogue that will define the next chapter of India's business events story.

Happy Reading!

Warm regards,

Priyanka Saxena Ray
Editor, BOTT India



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SHORT NEWS

EUROAIRLINES APPOINTS AEROPRIME GROUP AS GSA FOR INDIA AND UAE



Euroairlines has appointed Aeroprime Group as its exclusive Cargo GSA for India and Passenger GSA for the UAE, strengthening its presence in key aviation markets.

The partnership will enhance cargo connectivity, passenger distribution and airline retailing through Aeroprime's technology-driven platform, Glid. The collaboration is expected to expand interline opportunities, improve airline content distribution, and provide travel partners with greater connectivity and market access.

ITC HOTELS SIGNS WELCOMHOTEL RAJGIR, EXPANDS BIHAR PRESENCE



ITC Hotels Limited has signed a management agreement for a new Welcomhotel in Rajgir, Bihar. Developed through a long-term arrangement between Bihar State Tourism Development Corporation and Kalsi Buildcon Private Limited, the 2.67-acre property will feature 107 rooms and suites, an all-day dining restaurant, 5,000 sq. ft. of indoor banqueting space and 12,000 sq. ft. of landscaped lawns for weddings, conferences and large events.

JAPAN SEES RECORD GROWTH IN INDIAN VISITOR ARRIVALS

Japan welcomed 210,300 Indian visitors during January–June 2026, recording a 22.9% increase over the same period last year. May 2026 registered a record 56,500 arrivals, the highest ever in a single month from India. The strong performance puts Japan on track to surpass previous annual visitor records, driven by cherry blossom tourism, senior travellers, and growing demand from Indian families during the summer holiday season.



NOVOTEL DEBUTS IN BHUBANESWAR WITH FIRST INTERNATIONAL BRANDED HOTEL

Accor has expanded its footprint in eastern India with the opening of Novotel Bhubaneswar, the city's first internationally branded hotel. Conveniently located near the airport, railway station and key landmarks, the 118-room property offers modern accommodation, 12,000 sq. ft. of event space, multiple dining venues and recreational facilities. The hotel is designed to cater to business travellers, families, conferences, weddings and social events.

VFS GLOBAL OPENS SIX INDIAN CONSULAR CENTRES IN AUSTRALIA



VFS Global has launched six new Indian Consular Application Centres across Adelaide, Brisbane, Canberra, Melbourne, Perth and Sydney, effective July 23, 2026. The centres will provide Indian consular services to applicants across Australia. Prior online appointments are mandatory before visiting. Applicants have also been advised to review the updated VFS Global website for revised procedures, payment options, service fees and more.

DMCBazaar EXPANDS GLOBAL FOOTPRINT WITH UAE HEADQUARTERS

DMCBazaar has expanded globally with the incorporation of its UAE headquarters, marking its transition from an India-focused platform to an international B2B travel marketplace. The new entity will enable travel agencies, DMCs, airlines, banks and enterprise partners to access a global booking ecosystem with multi-currency support, localised contracting and international payments. The expansion aims to simplify cross-border travel commerce while reducing operational complexity and foreign exchange costs.

MEETINGS & EVENTS AT NOVOTEL

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MoT strengthens infrastructure, partners with Air India to boost global tourism

The Ministry of Tourism has intensified its efforts to position India as a leading global tourism destination through major investments in tourism infrastructure and a strategic partnership with Air India under the Incredible India campaign. The initiatives aim to strengthen destination development, improve connectivity, enhance visitor experiences and boost international tourist arrivals.

BOTT Desk



The Ministry of Tourism has sanctioned 117 tourism infrastructure projects worth ₹5,756.62 crore over the last two years under schemes including Swadesh Darshan 2.0, Challenge Based Destination Development, PRASHAD, Assistance to Central Agencies for Tourism Infrastructure Development and Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DA-JUGA). In addition, financial assistance has also been extended to states under the Special Assistance to States for Capital Investment – Development of Iconic Tourist Centres to Global Scale initiative.

To support destination promotion, the Ministry has revamped the Incredible India Digital Platform,

offering multilingual travel information, curated content and seamless booking of flights, hotels, cabs, buses and ASI monument tickets. Promotion is further driven through digital campaigns, social media, tourism roadshows, international travel fairs, media outreach and collaborations with influencers.

The Ministry continues to enhance ease of travel through the e-Visa facility, now available under nine categories for nationals of 174 countries, a 24x7 multilingual tourist helpline, the Incredible India Tourist Facilitator Certification (IITFC) programme, and improved regional connectivity through 53 tourism routes identified under the UDAN scheme. It is also promoting niche segments including spiritual, rural, wellness, medical, eco, adventure, tribal, heritage, wedding and MICE tourism through dedicated national strategies.

Further strengthening its global outreach, the Ministry has signed a Memorandum of Understanding (MoU) with Air India to jointly promote India as a preferred global tourism destination under the Incredible India brand. Signed in New Delhi in the presence of Union Tourism & Culture Minister Gajendra Singh Shekhawat, the collaboration will leverage Air India's expanding domestic and international network alongside the Ministry's destination promotion initiatives.

The partnership will focus on joint global marketing campaigns, destination branding, content development, digital promotion and stakeholder engagement. Tourism content will also be showcased through Air India's customer touchpoints, including in-flight entertainment, while branding opportunities across aircraft livery, boarding passes and in-flight media will be explored. A Joint Working Group comprising representatives from the Ministry and Air India will oversee the implementation of the collaboration and identify new avenues to strengthen India's global tourism positioning. **BOTT**

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WTC

brings a new era of curated, high-value travel networking to Gujarat

As Gujarat emerges as one of India's fastest-growing outbound travel markets, the need for a dedicated, high-quality business networking platform has never been greater. Drawing inspiration from leading international travel trade events, **Hiral Somani**, Founder of World Travel Collective (WTC), has launched an invitation-only B2B platform designed to connect verified buyers with leading travel brands through meaningful business interactions. In this interview, she shares the inspiration behind WTC, the growing demand for luxury and experiential travel from Gujarat, and her vision of building WTC into one of India's most trusted year-round travel trade networking platforms.

Gunjan Sabikhi





What inspired the creation of World Travel Collective, and what gap does it seek to address in Gujarat's travel-trade market?

My husband and I have travelled extensively across the world and have had the privilege of attending many of the leading luxury travel shows and B2B networking events internationally. Every time we attended these events, one thought stayed with us—why doesn't Gujarat have a world-class travel networking platform of its own?

Gujarat is one of India's fastest-growing travel markets, with a vibrant community of travel professionals and increasing outbound travel demand. Yet, there was no dedicated platform that brought together quality buyers and leading travel brands in a structured, business-focused environment.

We shared this vision with several of our trusted B2B partners in the travel industry, and their encouragement reinforced our belief that Gujarat was ready for such a platform. Those conversations, combined with our global exposure, eventually shaped the vision of the World Travel Collective (WTC).

WTC has been designed with one clear objective—quality over quantity. Every hosted buyer and travel professional attending the event is carefully selected to ensure they are genuine decision-makers with the ability to generate business.

WTC was created to bridge this gap by providing a professionally managed B2B platform where genuine business relationships are built through pre-scheduled meetings, quality networking, and meaningful collaborations. Our vision is not to create just another travel exhibition, but to establish Gujarat as a strong travel trade hub with a platform that delivers real business value.

How will WTC's curated, invitation-only format ensure meaningful and commercially productive interactions between buyers and exhibitors?

WTC has been designed with one clear objective—quality over quantity. Every hosted buyer and travel professional attending the event is carefully selected to ensure they are genuine decision-makers with the ability to generate business.

Through our web application, buyers and exhibitors can review profiles, send meeting requests, and confirm appointments before the event begins. This means exhibitors spend

their time meeting relevant business partners instead of relying on walk-in visitors. Every interaction is planned with a purpose, making networking more focused, productive, and commercially rewarding.

What criteria was followed to select and verify the hosted buyers and participating travel professionals?

Our hosted buyer programme follows a structured verification process. Every application is reviewed based on the company's business profile, years of operation, market reputation, sales potential, and the applicant's decision-making authority.

Our focus is on inviting active travel professionals who can build long-term partnerships with exhibitors. By maintaining high-quality participation, we ensure that every meeting creates genuine business opportunities for both buyers and exhibitors.

Which luxury and experiential travel segments are currently witnessing the strongest demand from travellers in Gujarat?

Travellers from Gujarat are becoming increasingly experience-driven. Today, they are looking beyond traditional holidays and seeking personalised, immersive, and memorable travel experiences.

Luxury cruises, premium family vacations, wellness retreats, destination weddings, wildlife safaris, adventure travel, bespoke international itineraries, luxury train journeys, and cultural experiences are all witnessing strong demand. We are also seeing growing interest in unique experiences such as African safaris, Northern Lights expeditions, polar cruises, culinary travel, and exclusive island holidays.

This shift reflects how today's traveller values experiences over destinations, making experiential travel one of the fastest-growing segments in the market.

Beyond the inaugural Ahmedabad edition, what is your long-term vision for developing WTC as a year-round platform and expanding it to other markets?

Ahmedabad is only the beginning of our journey. Our long-term vision is to build World Travel Collective into a year-round business platform that continuously connects the travel industry through digital networking, business matchmaking, educational sessions, knowledge sharing, and strategic collaborations.

We also plan to expand WTC into other important markets across India while maintaining the same commitment to quality participation and meaningful business engagement. Our aspiration is for WTC to become one of India's most trusted B2B travel networking platforms—one that creates opportunities, strengthens partnerships, and contributes to the long-term growth of the travel industry. **BOTT**



CIC 2026

A defining moment for India's global MICE ambitions

As India strengthens its position as a global hub for MICE, the industry is witnessing unprecedented momentum driven by world-class infrastructure, government support and growing international interest. The upcoming 15th Conventions India Conclave (CIC 2026) is expected to further accelerate this journey by bringing together key stakeholders from India and overseas to create new business opportunities and shape the future of the sector. **Chander Mansharamani**, Vice Chairman, India Convention Promotion Bureau (ICPB), shares why CIC 2026 is poised to become a significant milestone for India's MICE industry.

BOTT Desk

India's MICE industry stands at an exciting crossroads. Over the past decade, the country has made significant investments in convention centres, hospitality infrastructure and connectivity, creating a strong foundation to compete with established global business events destinations. As international associations and event organisers increasingly seek destinations that combine modern infrastructure with rich cultural experiences, India is well positioned to emerge as a preferred choice.

While infrastructure is a key enabler, sustained growth will depend on stronger global marketing, closer collaboration between government and industry, and the ability to consistently deliver world-class delegate experiences. Equally important is embracing innovation, digital technologies and sustainable practices that are rapidly transforming the global meetings industry.

It is against this backdrop that the 15th Conventions India Conclave (CIC 2026) assumes great significance. Scheduled from August 19–21, 2026, at Bharat Mandapam, New Delhi, the



Chander Mansharamani, Vice Chairman, ICPB

conclave has evolved into India's flagship platform for the MICE industry. Jointly organised by the India Convention Promotion Bureau (ICPB), Delhi Tourism and the India Trade Promotion Organisation (ITPO), in collaboration with the Ministry of Tourism, Government of India, the event reflects a shared commitment to strengthening India's position as a leading global MICE destination.

Centred around the theme "Pow-

ering the Future of Innovation," CIC 2026 will explore how technology, innovation and collaboration are reshaping business events worldwide. The conclave will feature knowledge sessions, panel discussions, exhibitions, networking opportunities and focused business interactions designed to generate meaningful partnerships.

One of the biggest attractions of this year's conclave is its strong business orientation. More than 150 domestic and international buyers are expected to participate alongside convention bureaux, destination representatives, hotels, convention centres, corporate planners, association executives and event professionals. A structured programme of pre-scheduled B2B meetings, hosted buyer engagements, networking sessions and India's MICE Showcase will provide participants with valuable opportunities to explore partnerships and expand their business networks.

The hosted buyer programme further enhances the event's value proposition by offering accommodation, airport transfers, scheduled business meetings, networking events and optional post-event tours, ensuring productive engagement between buyers and exhibitors. **BOTT**

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ITB India 2026

reflects the new era of travel business: Darren Seah

As Executive Director of Messe Berlin Asia Pacific, **Darren Seah** shares how ITB India 2026 is evolving to meet the changing needs of the travel industry. In this interview, he discusses the event's focus on quality business matchmaking, technology, emerging travel trends, and India's growing importance as a global travel and business events market.



Darren Seah,
Executive Director, Messe Berlin Asia Pacific,

Gunjan Sabikhi

How is ITB India 2026 evolving to meet industry needs?

ITB India 2026 has evolved alongside one of the world's fastest growing travel markets. As travel demand becomes more sophisticated, businesses are looking beyond visibility to targeted access to decision-makers, meaningful business conversations, and market insights.

What distinguishes ITB India is its ability to connect the leisure, MICE, corporate travel, and travel technology sectors on a single business platform. The event also places strong emphasis on quality business matching and knowledge exchange through scheduled meetings and conference sessions covering digital transformation, consumer behaviour, sustainability, and emerging business models. As India's travel industry enters a new phase of growth, ITB India helps businesses build partnerships and identify opportunities across South Asia.

How will exhibitors benefit from the hosted buyer programme?

At ITB India 2026, success is measured by the quality of conversations rather than attendee numbers. Around 400 hosted buyers will be carefully selected based on purchasing responsibility, decision-making authority, and rel-

evance across leisure, MICE, corporate travel, and travel technology.

Business matching is further strengthened through the AI-powered Jublia event app, which recommends relevant connections based on participant profiles and meeting objectives. Combined with pre-scheduled appointments, networking sessions, and conference programmes, the platform enables exhibitors and buyers to maximise productive business opportunities.

Which travel trends will be in focus this year?

The conference will highlight the rapid growth of India's outbound travel market, particularly demand for premium, experience-led and personalised travel. Cruise and wellness tourism will receive special attention as both segments continue to expand.

Discussions will also cover evolving MICE programmes, corporate travel, sustainability, digital transformation, artificial intelligence, data-driven marketing, and travel technology, providing practical insights for businesses seeking new growth opportunities.

How is technology shaping ITB India 2026?

Technology is now fundamental to

the travel industry, and ITB India reflects this by bringing together travel technology companies with tourism boards, hospitality providers, airlines, destination management companies, and travel service providers.

Conference sessions will examine AI's role in customer engagement, personalisation, revenue optimisation, operational efficiency, and business intelligence. The event also offers established companies and start-ups opportunities to showcase innovation, strengthen partnerships, and better understand evolving market needs.

What are your expectations for international participation?

We continue to see strong interest from international destinations, hospitality groups, travel service providers, and technology companies recognising India's growing importance as both a source market and gateway to South Asia.

Hosting ITB India in Mumbai reinforces the city's position as a leading commercial and aviation hub. Beyond the three-day event, ITB India facilitates international business relationships, knowledge exchange, and cross-border collaboration, supporting the long-term growth of both Mumbai and India's travel industry. **BOTT**

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FAITH Conclave 2026

calls for tourism growth charter, unites Industry and Governments

The Federation of Associations in Indian Tourism & Hospitality (FAITH) concluded its flagship two-day FAITH Conclave 2026 in New Delhi with a strong call for a unified national tourism agenda, bringing together Union and state governments, global tourism leaders, policymakers, investors and industry stakeholders. Held at Taj Palace, the conclave was themed “Incredible India: Invaluable Economics”, underscoring tourism’s role as a key driver of India’s economic transformation.

Priyanka Saxena Ray



Union Tourism & Culture Minister Gajendra Singh Shekhawat set an ambitious vision for the sector, urging stakeholders to work towards making India “the world’s most authentic experience destination”. He said the country should target 100 million foreign tourist arrivals (10 crore) by 2047, with tourism contributing nearly 10% to India’s projected USD 30 trillion economy. The minister highlighted the government’s continued focus on infrastructure development, destination enhancement and global positioning of Brand India.

The conclave also witnessed the participation of Delhi Chief Minister Rekha Gupta, who reiterated her government’s vision of transforming Delhi into a vibrant tourism destination rather than merely a transit city. She stressed closer collaboration with the private sector to enhance tourism infrastructure, visitor experiences and destination branding.

A major highlight was the address by Madhya Pradesh Chief Minister Dr. Mohan Yadav, who invited domestic and international investors to partner in developing the state’s tourism ecosystem. Showcasing Madhya Pradesh’s wildlife, heritage, spiritual and eco-tourism assets, he revealed that the state welcomed over 13 crore visitors in the past year and outlined plans to invest around ₹30,000 crore in infrastructure for Simhastha 2028 in Ujjain. He also showcased Mahakal Lok, rural





tourism and emerging destinations such as Kukru Hill as examples of the state's tourism-led development strategy.

FAITH Chairman Puneet Chhatwal reinforced the industry's long-term vision, stating that India possesses the potential to become one of the world's leading tourism destinations, supported by rapidly expanding infrastructure and improving connectivity. He advocated a Tourism Growth Charter to align government and industry efforts and accelerate investment, ease of doing business and international competitiveness.

Beyond policy discussions, the conclave brought together an influential mix of personalities, including General Anil Chauhan, actor Boman Irani, actor An-

upam Kher, author Shailesh Lodha, senior officials from the Ministry of Tourism, heads of national tourism associations, airline executives, hotel leaders, travel companies and destination marketers. Delegates deliberated on sustainable tourism, investment, connectivity, destination development, skill creation and public-private partnerships, reinforcing FAITH's role as the unified voice of India's travel, tourism and hospitality industry.

Presenting the global perspective, Gloria Guevara said India's travel and tourism sector is expected to grow by 8.5 per cent in 2026, outpacing the country's overall economic growth, with the sector projected to contribute around USD 286 billion to the national economy. She emphasised that In-



dia has a unique opportunity to emerge as one of the world's fastest-growing tourism markets if supported by coordinated policy reforms and sustained investment.

The conclave was attended by presidents and senior office-bearers of FAITH's member associations, including Ravi Gosain, President, IATO; Sunil Kumar, President, TAAI and Vice Chairman, FAITH; Abbas Moiz, President, TAFI; Ajeet Bajaj, Presi-

dent, ATOAI; Ved Khanna, President, ADTOI; K.B. Kachru, President, HAI; Chander Mansharamani, Vice Chairman, ICPB; Vikram Lalvani, Chairman, AIRDA; and Satish Sehrawat, President, ITTA and few others too.

The conclave also featured discussions on aviation-led growth, hospitality competitiveness, year-round leisure tourism, MICE, sustainable tourism, frontier and border tourism, destination competitiveness and digital trans-

formation. Sessions included participation from Shri Hari Kishore, Chairman, India Convention Promotion Bureau; Philipp Ackermann, German Ambassador to India; and industry leaders including Rajesh Magow (MakeMyTrip), Jyotsna Suri (The Lalit Suri Hospitality Group), Nipun Agarwal (Air India), Alok Singh (IndiGo) and Kevin Markette (Lufthansa Group); Ankush Nijhawan, Managing Director, Tbo.com and more. **BOTT**

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Yummi Talwar

‘AI helps us deliver better experiences, while staying fully compliant’

Artificial Intelligence and digital transformation are fundamentally reshaping visa and consular services by making them faster, more secure and more efficient.

Yummi Talwar, COO, South Asia, VFS Global, shares more.

Priyanka Saxena Ray



How is VFS Global using technology and digital solutions to deliver a more seamless, secure and customer-centric experience across its visa application centres?

Our goal has always been to make the visa process seamless for applicants, and to achieve this we have consistently invested in technology and digital solutions that enhance accessibility, efficiency, and security.

Working in close partnership with client governments, we have introduced innovations such as LidPro and Visa At Your Doorstep (VAYD), which bring convenience directly to applicants while maintaining compliance. This foundation of trust has been central to our growth, enabling us to design, build, and operate secure digital platforms that support every stage of the visa journey — from biometric enrolment and identity verification to fraud prevention and real time updates.

Over the years, we have digitised all eligible application processes and expanded the number of services online. This hybrid model allows applicants to begin their journey digitally, reducing visits to our Visa Application Centres (VACs), to essential steps such as biometric submission or whenever applicants choose an in-person interaction.

Finally, just to give you a perspective, in 2025 we processed over 26.5 million applications globally, achieving a customer satisfaction score of 97.6 per cent, which reflects our commitment to service excellence.

What role do you see AI playing in the future of visa and consular services and how is VFS Global responding to the change?

Artificial Intelligence and digital transformation are fundamentally reshaping visa and consular services by making them faster, more secure and more efficient. As international mobility continues to grow, governments need solutions that can manage increasing application volumes without compromising security or service quality.

It is with this understanding that we have co-developed AI solutions with our client governments. In India we have introduced solutions such as AI Chatbot that supports 40 Client Gov-

ernments, introduced Intelligent Document Processing (IDP), Intelligent Passport Validation, Facial Match and Liveness detection to secure appointment booking for only legitimate applicants.

This year we were proud to receive two recognitions at the 16th Aegis Graham Bell Awards, in New Delhi reinforcing our approach to deploying generative AI responsibly. The first, an Award of Excellence in Innovation in Gen AI, Ops, IT and Digital Workplace, and the second, in the Gen AI Innovation category, where we were awarded a coveted 4.0 Star Outstanding Innovation rating for our IDP capability. This is a technology that uses AI, machine learning, and natural language processing to automatically extract, classify and process data from a range of documents with high accuracy.

We believe that AI that we deploy should be embedded with strong guardrails, human oversight, and secure process, continuously evolving

 At VFS Global, we view the travel trade as strategic partners in delivering a seamless applicant journey.

Over the years, we have institutionalised this engagement through structured outreach, from annual roadshows to regional meets in various cities across India. 

our business model through secure, compliant, and efficient processes that empower governments to retain full control while improving citizen experience. In partnership with the Responsible AI Institute (RAI), we embed responsibility, ethics, and transparency into the fabric of our AI development process, ensuring our technologies serve the public good while respecting data privacy and individual rights.

How is VFS Global strengthening its engagement with the travel trade, and what initiatives are helping travel agents serve their clients more efficiently?

At VFS Global, we view the travel trade as strategic partners in delivering a seamless applicant journey. Over the years, we have institutionalised this engagement through structured outreach, from annual roadshows to regional meets in cities such as Delhi, Jaipur, Hyderabad, Bhubaneswar, Coimbatore among others, ensuring that dialogue with the trade is continuous and solution oriented.

We work closely with leading associations such as TAAI, TAFI, OTOAI, and most recently Skål India, deepening collaboration and strengthening trust. These platforms allow us to communicate policy changes, share process updates, and address issues within our remit in real time. This structured engagement ensures that the trade remains aligned with our compliance standards while being empowered to deliver a smoother experience to applicants.

India continues to be one of VFS Global's most strategic markets. Could you share your outlook on new business opportunities, partnerships and expansion plans in India?

India continues to be one of our most strategic markets, and our growth agenda here reflects both scale and depth. In April, we opened our first VAC in Bhubaneswar, marking our foray in Eastern India. To further strengthen our footprint in the region we plan to open a new VAC in Guwahati in the last quarter of this year, reinforcing our commitment to serve applicants across the region.

Beyond physical expansion, we are also deepening partnerships with client governments. This year, Singapore appointed us as an Authorised Visa Agent (AVA) in Chandigarh and Chennai, enabling applicants in Punjab and Tamil Nadu to submit Tourist, Family Visit, and Business Visa applications through our centres. Together, these expansions and new mandates reinforce our commitment to building a seamless ecosystem for applicants across India. **BOTT**

Hospitality leaders decode India's evolving MICE landscape

India's MICE sector is entering a new phase of growth, driven by expanding business travel, improved infrastructure and rising demand for experiential events. As expectations evolve, hotels are rethinking their event spaces, technology and service offerings to stay ahead. In this special **BOTT** feature, 14 leading hospitality professionals share their insights on the opportunities, emerging trends and the future of MICE in India.

Priyanka Saxena Ray, Gunjan Sabikhi & Shreya Shimpi



Greesh Bindra
Executive Vice President,
The Surya New Delhi

The rise of Experiential MICE

India's MICE sector is experiencing remarkable momentum, fuelled by the resurgence of corporate travel, a growing calendar of international sporting events and rising demand for immersive, experience-led gatherings. Sports tourism has emerged as a high-growth opportunity, with The Surya New Delhi hosting golf tournaments, international shooting competitions, cricket leagues and Paralympic events, while welcoming world-class athletes including Sheetal Devi. As the sector evolves, hotels are moving beyond venue providers to become end-to-end event partners offering specialised infrastructure, personalised services and operational expertise.

Personalised celebrations, seamless execution

Destination weddings have become one of the hotel's fastest-growing business segments, complementing its corporate MICE portfolio. Thoughtfully designed indoor banquet halls and picturesque outdoor venues, supported by bespoke décor, curated culinary journeys, dedicated wedding planning and seamless event execution, create memorable celebrations. By balancing destination weddings with corporate MICE business, The Surya New Delhi maximises its event infrastructure while delivering exceptional, experience-driven hospitality across diverse customer segments.

Manish Dayya
General Manager,
Pullman and Novotel
New Delhi Aerocity



Wellness-led evolution of MICE

India's MICE sector is witnessing strong growth, driven by rising corporate travel, world-class convention infrastructure and the country's growing appeal for global business events. Hotels are evolving into end-to-end event partners, with wellness-led experiences, healthier dining, bleisure travel and hybrid events shaping modern event design. AI, seamless digital engagement and flexible meeting spaces are redefining attendee experiences, while investments in convention facilities and strategic partnerships are enabling hotels to deliver integrated, technology-enabled events with greater scale, efficiency and personalisation.

One Destination, Multiple Experiences

At Pullman and Novotel New Delhi Aerocity, destination weddings and corporate MICE business thrive together through flexible infrastructure, personalised planning and seamless execution. Backed by Accor's ALL For Love campaign, the hotels offer 670 rooms, over 40,000 sq. ft. of event space, a pillarless ballroom, multiple meeting rooms and curated dining and wellness experiences. Dedicated event specialists create bespoke celebrations and conferences, enabling the hotels to host multiple large-scale events simultaneously while maintaining exceptional service standards and memorable guest experiences.



Manuj Ralhan
General Manager,
Novotel Jaipur Convention Centre
& Jaipur Exhibition and Convention
Centre (JECC)

Experience-led MICE

India's MICE sector is entering a transformative phase, driven by stronger infrastructure, improved connectivity and growing government support for business tourism. Today's organisers seek flexibility, seamless execution, technology, sustainability and personalised service. Destinations that combine modern infrastructure with authentic local experiences are gaining a competitive edge. At JECC and Novotel Jaipur Convention Centre, world-class convention facilities, premium hospitality and Jaipur's rich cultural heritage come together to create events that are efficient, engaging and memorable.

Heritage meets celebrations

Destination weddings have emerged as a significant growth segment, with couples seeking personalised celebrations supported by flawless execution. At Novotel Jaipur Convention Centre and JECC, versatile venues, dedicated planning teams, curated culinary experiences and seamless operational capabilities enable grand weddings alongside large-scale corporate events. Jaipur's heritage and vibrant culture elevate every celebration, while Accor's global service standards ensure exceptional guest experiences, making the property a preferred destination for both destination weddings and MICE events.

Shuvendu Banerjee
Area General Manager – South West Asia,
IHG Hotels & Resorts

Personalised MICE experiences

India's MICE sector is witnessing remarkable growth, fuelled by robust economic expansion, world-class infrastructure and increasing demand for immersive, experience-led events. At Holiday Inn New Delhi Aerocity, versatile venues accommodate gatherings for 8 to 800 guests, supported by advanced audiovisual solutions, dedicated event planning and curated culinary experiences. Personalisation and sustainability continue to shape the sector, with customised event solutions, responsible sourcing and energy-efficient operations helping deliver seamless, impactful and memorable MICE experiences.



Versatility for every occasion

Destination weddings have become one of the fastest-growing hospitality segments, requiring hotels to cater equally well to celebrations and corporate events. At Holiday Inn New Delhi Aerocity, flexible venues, including the Crystal Grand Ballroom and multiple event spaces, seamlessly transform from conferences to weddings and social ceremonies. Curated culinary offerings, dedicated planning, warm hospitality and the hotel's strategic Aerocity location ensure convenience for domestic and international guests, strengthening its position as a preferred destination for both luxury weddings and corporate MICE events.



Rajiv Kapoor
General Manager,
Fairmont Mumbai

Scale meets sophistication

India's MICE sector is witnessing unprecedented growth, fuelled by expanding global business, international conferences and increasing demand for experiential corporate gatherings. At Fairmont Mumbai, one of the city's largest and most technologically advanced banqueting portfolios includes the Infinity Ballroom for over 2,000 guests and 11 meeting rooms at Grand Terminus. Its strategic location near Chhatrapati Shivaji Maharaj International Airport, state-of-the-art infrastructure and curated culinary programme combine to deliver seamless, large-scale events with exceptional guest experiences.

Luxury events under one roof

Fairmont Mumbai has designed its venues to host landmark weddings and world-class corporate events with equal ease. From grand celebrations in the Infinity Ballroom to elegant rooftop receptions at The Vantage and high-profile conventions at Grand Terminus, every event is supported by dedicated specialists, personalised planning and bespoke culinary experiences. Combined with its convenient airport location, flexibility, exceptional hospitality and world-class infrastructure, the hotel has established itself as a premier destination for both destination weddings and large-scale MICE events.



Randhir Gupta
Vice President – Commercial & Business
Development, MAYFAIR Hotels & Resorts

Expanding convention capabilities

India's MICE sector has strong growth potential, driven by expanding business travel, improved convention infrastructure, government initiatives and rising international events. Hotels are responding with flexible venues, advanced hybrid meeting technologies and sustainable practices. MAYFAIR has strengthened its portfolio with the 4-lakh sq. ft. convention facility and 260-room Mayfair Spring Valley Guwahati, while the upcoming Mayfair Sanctuary Bhubaneswar will feature 400 rooms, a 4,000-seater ballroom and 28 event spaces capable of hosting up to 10,000 guests.

Versatile venues for every event

MAYFAIR Hotels & Resorts is strengthening its destination wedding portfolio through versatile indoor and outdoor venues, bespoke décor, curated catering and dedicated wedding planning services. Personalised guest experiences, wellness activities and local cultural experiences complement every celebration, while flexible event spaces and advanced technology ensure seamless corporate meetings and conferences. By designing venues that effortlessly transition between weddings and business events, MAYFAIR continues to optimise occupancy, diversify revenue streams and deliver memorable experiences across every event.



Barun Gupta
COO,
Indeva Hotels & Resorts

Technology-driven MICE growth

India's MICE sector is witnessing one of its most exciting phases of growth, driven by strong economic expansion, rising corporate investments, improved convention infrastructure and government initiatives such as 'Meet in India'. Greater Noida is rapidly emerging as a leading MICE destination, supported by excellent connectivity and the India Expo Centre & Mart. At Indeva Hotels & Resorts, the focus extends beyond accommodation to delivering technology-enabled, experience-driven events through ExpoInn Suites & Convention, The Plume Hotel and The Mor Stays, backed by personalised service and operational excellence.

Blending business with celebrations

Destination weddings have become one of hospitality's fastest-growing segments, complementing corporate MICE business. At ExpoInn Suites & Convention, expansive banquet facilities, flexible event spaces, premium accommodation, curated culinary experiences and dedicated planning teams enable seamless execution of conferences and luxury weddings alike. Inspired by the 'Wed in India' vision, the hotel blends modern luxury with authentic Indian hospitality while balancing corporate events, weddings and social celebrations to maximise venue utilisation and deliver memorable guest experiences.

Dinesh Rai
General Manager,
Crowne Plaza Kochi



Business meets bleisure

India's MICE sector is experiencing strong growth, driven by increased corporate travel, improved infrastructure and rising demand for conferences, exhibitions and incentive travel. Organisers today seek flexibility, technology, seamless execution and destinations that enhance the overall event experience. At Crowne Plaza Kochi, 269 rooms, 14 banquet venues, a grand ballroom, modern audio-visual capabilities and an experienced events team ensure successful events, while its iconic backwater location offers the perfect blend of business and leisure, reflecting the growing demand for bleisure travel.

Backwater weddings with flexibility

Destination weddings have become a significant growth segment, complementing Crowne Plaza Kochi's strong corporate MICE business. With 269 rooms, a Grand Ballroom, the 14,000 sq. ft. Backwater Pavilion and versatile indoor and outdoor venues, the hotel hosts celebrations of every scale. Families also have the flexibility to bring their own Maharaj to prepare authentic regional cuisine, while personalised service, modern event infrastructure and the scenic backwater setting create memorable weddings alongside seamless large-scale corporate events.



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Lakshmi Sridhar
General Manager,
Novotel Visakhapatnam Varun Beach
& The Bheemili Resort Managed by
Accor

Experiential MICE on the rise

India's MICE sector is entering an exciting phase of growth, supported by improved infrastructure, enhanced connectivity and increasing demand for business events across metro and emerging destinations. Organisations are looking beyond traditional meeting venues, prioritising destinations that deliver meaningful experiences alongside business objectives. Hotels are responding by investing in flexible event spaces, hybrid-event technology, sustainable operations, wellness-led offerings and personalised event planning, while the rise of bleisure travel is making experiential hospitality a key differentiator.

Beachfront destination for events

At Novotel Visakhapatnam Varun Beach, destination weddings complement a strong MICE business. The award-winning beachfront hotel offers versatile indoor and outdoor venues, 225 well-appointed rooms and the sea-facing V Convention Centre, enabling it to host everything from intimate celebrations to large-scale weddings and conferences. Bespoke culinary experiences, dedicated event specialists and personalised guest journeys ensure memorable occasions while maintaining the flexibility to seamlessly cater to both wedding celebrations and corporate events throughout the year.

Rubin Cherian
General Manager,
Novotel Hyderabad Convention Centre & HICC

Sustainable MICE leadership

India's MICE industry is at a defining moment, driven by robust economic growth, global business confidence and rising demand for immersive, technology-enabled events. At Novotel Hyderabad Convention Centre & HICC, one of India's largest integrated convention destinations, flexible event spaces, advanced hybrid-event technology and sustainability initiatives, including solar energy, atmospheric water generation and resource-efficient practices, combine with intuitive service to deliver seamless experiences for everything from board meetings to global conventions and exhibitions.



Integrated destination for events

Destination weddings have emerged as a strong strategic growth segment, complementing the property's MICE business. HICC's expansive pillar-less convention halls, 287 contemporary guest rooms, landscaped outdoor venues and bespoke culinary experiences enable celebrations of every scale. Supported by a dedicated events team delivering highly personalised planning and flawless execution, the property seamlessly balances large-format weddings and international corporate events while reflecting the warmth of its hospitality and world-class event expertise.



Davinder Juj
General Manager,
Eros Hotel New Delhi

Flexible and Sustainable MICE

India's MICE sector is experiencing strong growth, driven by economic expansion, improved infrastructure, government support and rising demand for in-person events. Hotels are responding by investing in hybrid event technology, flexible venues, sustainable practices and personalised experiences. Digital engagement tools, adaptable event spaces and locally inspired hospitality have become essential, enabling Eros Hotel New Delhi to deliver seamless, engaging and memorable meetings, conferences and large-scale events that meet evolving client expectations.

Personalised events for every occasion

Destination weddings have emerged as a key business segment, complementing the hotel's MICE portfolio. Eros Hotel New Delhi offers versatile indoor and outdoor venues, supported by dedicated wedding planners and specialised MICE teams to ensure every event receives focused attention. Personalised culinary experiences, group-friendly amenities, cultural elements and advanced event technology enhance guest experiences, while flexible spaces, tailored services and warm hospitality enable the hotel to successfully host both destination weddings and corporate events with the highest standards of service.

BIG IDEAS NEED BIGGER SPACES

Whether you are planning a global convention, corporate conference, or large-scale exhibition, JECC – Managed by Accor and Novotel Jaipur Convention Centre together offer the perfect setting for successful MICE experiences, with expansive venues, contemporary accommodations, and state-of-the-art technology ensuring every event is seamless, sophisticated, and truly memorable.



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Rajani Nair Deb
General Manager,
DoubleTree by Hilton Agra

Flexible spaces for growing MICE

India's MICE sector continues to grow with real momentum, with the market expected to reach USD 74.12 billion by 2031. Corporate clients account for nearly half the demand, while technology, pharma and financial firms continue to drive larger events. At DoubleTree by Hilton Agra, the Astor Ballroom is designed to adapt from a 50-guest boardroom to a 1,000-guest celebration, supported by dedicated planning and Hilton's service standards to meet evolving business-event requirements.

Capitalising on wedding demand

Destination weddings have become a significant growth segment, with one in four Indian weddings now hosted as destination celebrations and nearly 90% taking place within India. Located just 2 km from the Taj Mahal, DoubleTree by Hilton Agra is well positioned to serve this demand. Its indoor and outdoor venues, thoughtful culinary offerings and dedicated catering and events team create memorable celebrations while seamlessly balancing destination weddings with corporate MICE business.



Salil Fadnis
General Manager,
Hotel Sahara Star, Mumbai

Technology shapes MICE

India's MICE sector is entering a high-growth phase, driven by stronger domestic business travel, global events and significant investments in convention infrastructure. Guests now expect immersive, technology-enabled experiences with flexible layouts, curated dining, sustainability initiatives and measurable event outcomes. At Hotel Sahara Star, large-format event spaces, a strategic airport location and an integrated hospitality ecosystem enable the hotel to deliver seamless, memorable MICE experiences that meet evolving business-event expectations.

Precision for every celebration

Destination weddings today demand the same precision as large corporate events, making operational expertise a key differentiator. Hotel Sahara Star has strengthened its offering through bespoke celebration planning, versatile venues, curated culinary experiences and personalised guest services. Its ability to manage multiple large-format events, complemented by the iconic tropical lagoon and convenient airport connectivity, allows the hotel to seamlessly cater to destination-style weddings and premium MICE events with equal excellence.

Kunal Shanker
General Manager,
Novotel Mumbai Juhu Beach



MICE powered by experiences

The MICE segment continues to be a significant driver of business for the hospitality industry, with client expectations evolving beyond conventional banquet spaces. Today, organisers seek venues that seamlessly blend business with meaningful experiences through flexibility, integrated technology, personalised catering, sustainability and wellness-focused elements. Success lies not just in hosting an event, but in creating memorable experiences that deliver value for organisers, attendees and the hotel while strengthening overall business performance beyond room revenue.

Beachfront celebrations

Destination weddings have evolved into experience-led celebrations centred on creating memorable guest journeys. At Novotel Mumbai Juhu Beach, the beachfront location, poolside spaces and ocean-facing terraces provide distinctive settings for intimate ceremonies, sunset cocktails and grand receptions. Set against the backdrop of the Arabian Sea, these venues create celebrations that are deeply personal and memorable while enabling the hotel to seamlessly balance the needs of destination weddings and corporate MICE events.



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The Leela Gandhinagar & MMCEC:

A premier destination for global conventions

Integrated infrastructure, luxury hospitality and strategic connectivity have positioned Mahatma Mandir Convention & Exhibition Centre (MMCEC) among India's leading business events destinations. In this interview, **Vikas Sood**, General Manager, The Leela Gandhinagar & MMCEC, shares how the venue is strengthening Gujarat's MICE ecosystem and supporting India's aspirations of becoming a global MICE powerhouse.

Priyanka Saxena Ray

What, in your view, makes Mahatma Mandir a truly distinctive MICE venue compared to other convention centres in India?

Mahatma Mandir Convention & Exhibition Centre stands apart because it offers far more than convention infrastructure; it delivers a fully integrated destination experience. Its seamless integration with The Leela Gandhinagar's 318 luxury rooms and suites enables organisers to bring together accommodation, convention facilities, dining, wellness, and event execution within a single ecosystem. Complementing this is a technologically advanced venue designed to support events of every scale with efficiency, flexibility, and seamless delegate movement.

Its strategic location, with excellent connectivity to the international airport, railway station, metro network, and major roadways, makes it exceptionally accessible for delegates. Backed by extensive parking facilities, strong government support, and an experienced team with proven expertise in managing VIP delegations, global summits, and large medical congresses, Mahatma Mandir offers organisers the confidence of world-class infrastructure supported by

exceptional hospitality and operational excellence.

How is Mahatma Mandir contributing to attracting more national and international conventions to the state?

Mahatma Mandir has become a catalyst in positioning Gujarat as a destination capable of hosting world-class business events across an increasingly diverse portfolio of industries. The state's continued growth across manufacturing, finance, healthcare, technology, sports, government initiatives, and industry associations has created sustained demand for conventions, exhibitions, leadership forums, medical congresses, sporting events, award ceremonies, and corporate gatherings. Our engagement with leading industry bodies such as ICCA, IEIA, and ICPB further strengthens our visibility within the global MICE ecosystem and enables us to attract larger national and international conventions.

What investments or innovations are you introducing to enhance the event experience at Mahatma Mandir?

Delegate expectations today extend well beyond the event itself, with greater emphasis on personalisation, convenience, and meaningful experiences. We continue to invest in technol-



Vikas Sood,
General Manager, The Leela Gandhinagar & MMCEC

ogy-enabled event solutions, modern audiovisual adapted simulation, and flexible event spaces that can seamlessly adapt to different event formats and delegate requirements.

Beyond the built infrastructure, Mahatma Mandir also offers expansive landscaped open spaces for networking sessions, social evenings, and experiential events. Through The Leela Gandhinagar, delegates enjoy curated culinary experiences, personalised hospitality, wellness programmes under Aujasya, and thoughtfully designed stay experiences. We also encourage organisers to incorporate curated heritage tours, pilgrimage circuits, and cultural experiences into their itineraries. **BOTT**

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Can India become a global MICE powerhouse? Industry leaders weigh in

India's MICE industry is at a pivotal stage, driven by world-class convention infrastructure, stronger air connectivity and growing policy support. Yet, translating this momentum into global leadership will require strategic planning, sustained investment and closer collaboration across stakeholders. **BOTT** brings together insights from more than 10 leading MICE experts who share their perspectives on the opportunities, challenges and priorities that will define India's business events landscape over the next five years.

Priyanka Saxena Ray, Gunjan Sabikhi & Shreya Shimpi



Rajeev Kohli
Joint Managing Director, Creative Travel

India's MICE sector is at a turning point. With new convention centres, better connectivity, and government backing, the opportunities are huge. We can attract more global events and position India as a must-visit destination for business travellers.

Now, I don't want to name the generic challenges about visas, infrastructure, etc., because that narrative needs to be discarded. We must move forward. A significant mindset shift needs to happen within our state governments, where MICE needs to be called Business Events. These are not social events; these are events with clearly defined economic objectives.

They are no different from creating a manufacturing plant, no different from creating infrastructure. These are investments in human infrastructure at the national level and our standing at the international level. The minute we start thinking differently is the minute we start seeing changes to policies that enhance our attractiveness as a MICE destination.

We have the assets. We simply need to change our thinking. It can be as easy, or as complicated, as that.

Amaresh Tiwari
MD. A.T. Seasons & Vacations Travel and
CEO, Meetings & Incentives World



India stands at a defining moment in the evolution of its MICE industry. The rapid expansion of world-class convention centres, improved air connectivity, digital infrastructure, upcoming State and City Convention Bureaus, and new hotels with dedicated convention and meeting facilities, along with initiatives such as "Meet in India", the "Convention India Conclave", and industry-led events, have created an unprecedented opportunity for the country to emerge as a leading global MICE destination. Over the next five years, India's biggest opportunity lies in leveraging its economic growth, knowledge economy, cultural diversity, and competitive cost advantage to attract international association congresses, corporate conventions, incentive travel, and exhibitions.

However, infrastructure alone will not create a globally competitive destination. To position India among the world's leading MICE destinations, the focus must shift from infrastructure development to destination competitiveness through a National MICE Strategy, stronger convention bureaus, streamlined approvals, enhanced connectivity, professional capacity building, and sustainable, technology-driven event delivery. Most importantly, India must move from selling venues to selling destination value through a unified national proposition backed by strong public-private partnerships.



Dharmendra Kumar
CEO, Geanis World & MICE

India is at an inflection point in its MICE journey. World-class convention infrastructure, rapidly expanding aviation connectivity, a robust digital backbone, and sustained government support have created a strong foundation to position India among the world's leading business events destinations. Backed by its growing economic stature, the G20 legacy, and unmatched cultural diversity, the opportunity to attract international conventions, corporate incentive programmes, and association meetings has never been greater. Landmark developments, such as the upcoming ONGC ATI Convention Centre in Betul, South Goa, demonstrate that India is now building destinations designed specifically for large-scale global events.

However, infrastructure alone will not secure India's rightful share of the global MICE market. The real challenges lie in fragmented destination marketing, limited international bidding capability, a shortage of skilled MICE professionals, cumbersome visa processes, and inconsistent collaboration among stakeholders. Over the next five years, India needs a unified national MICE strategy with a single, strong brand, supported by empowered city-level convention bureaus. Visa simplification, dedicated skill development, and a national bid-support fund for international events are essential to transform potential into performance.

Naveen Rizvi

Executive Director, ICE – Incentive Conference & Event Management



India today has a genuine opportunity to emerge as one of the world's leading MICE destinations. Over the past few years, investments in landmark venues such as Bharat Mandapam and Yashobhoomi in New Delhi, Jio World Convention Centre in Mumbai and the International Convention & Expo Centre in Goa, along with the expansion of international hotel chains offering large convention facilities, have transformed our hosting capabilities.

The next five years, however, will not be defined by infrastructure alone but by execution. We need stronger international air connectivity beyond metro cities, simplified visa processes, trained manpower and closer collaboration between the Government, Convention Bureaus, and the private sector. Winning International Association Conferences and global Corporate Events requires sustained bidding support and a unified 'Meet in India' approach.

India's greatest advantage is its diversity. We can seamlessly combine world-class business events with authentic cultural experiences, wellness, heritage and incentive travel. If we consistently deliver global standards with Indian hospitality, India will not just compete with established MICE destinations, but it will set new benchmarks for them."



Rajesh Gupta
Founder & Head, HI Walk

India has all the ingredients to emerge as one of the world's leading MICE destinations over the next five years. The investments being made in convention infrastructure, expanding aviation connectivity, digital transformation, and strong policy support have created a solid foundation for long-term growth.

However, infrastructure alone will not define our success. The real opportunity lies in delivering a consistently seamless delegate experience. This requires stronger collaboration between convention centres, hotels, destination management companies, transport providers, civic authorities, and local administrations. The future of MICE will be shaped by integrated destination ecosystems rather than individual venues.

At the same time, sustainability, technology, and personalisation will increasingly influence client decisions. Global organisers are looking beyond capacity; they seek measurable impact, operational excellence, and destinations that can deliver memorable experiences with efficiency and responsibility.

India possesses an unmatched blend of culture, hospitality, business potential, and geographic diversity. If we continue investing in skill development, global marketing, service standards, and public-private partnerships, I firmly believe India will not merely participate in the global MICE landscape, but help define its future.



Vibha Bhatia
President, MMACTIV Sci Tech Communication

Over the next five years, India has a unique opportunity to establish itself as one of the world's leading MICE destinations. With world-class convention centres, enhanced air connectivity, modern infrastructure, and increasing government focus on the business events sector, the country has all the ingredients to achieve this ambition. Our rich cultural heritage, diverse destinations, and expanding hospitality sector further strengthen India's global appeal and competitive advantage.

The opportunity before us is immense, and so are the expectations. To compete with established international MICE destinations, we must address key challenges through strategic thinking and reforms. For instance, introducing a single-window clearance system to simplify permissions, streamlining approvals for organisers, simplifying visa processes, investing in talent development, strengthening international marketing and participation, and embracing technology and sustainable event practices will be critical. Equally important is stronger collaboration among government, industry associations, convention bureaus, venues, airlines, and event organisers. With a unified long-term strategy and consistent execution, India can not only become one of the world's most sought-after destinations for international business events but also establish itself as a trusted, globally competitive hub for meetings, incentives, conferences, and exhibitions.

Sunu Mathew {MS}
Chief Executive Officer, C World Holidays India

India's MICE sector is at a decisive inflection point. Iconic mega-venues like Yashobhoomi and Bharat Mandapam, alongside rapid air and transit expansion, offer an unprecedented stage to capture high-value global trade summits. Yet, infrastructure alone will not secure leadership. High event tax rates, fragmented city-level branding, and a shortage of specialized event management talent continue to push major international congresses toward established hubs like Singapore and Dubai.

To capitalize on this momentum, India must shift from building physical hardware to perfecting ecosystem execution. The strategic blueprint requires establishing autonomous City Convention Bureaus for single-window clearances, streamlining business visas, and embedding ESG-certified sustainability across venue networks. By pairing state-of-the-art facilities with agile governance, India can transition from hosting regional events to defining the global business travel landscape.

India stands at a defining moment in the evolution of its MICE industry. The next five years must focus on seamless visitor experiences, simplified visa processes, skilled event professionals, sustainable practices and stronger global destination branding.



Pratul Trivedi
Owner, Letz go Travels



India's MICE industry is poised for remarkable growth, driven by world-class convention infrastructure, improved air connectivity, and strong government support. However, one of the biggest challenges is the surge in domestic destination weddings, which has significantly increased hotel and venue costs, reducing India's price competitiveness for international MICE events. Rationalising GST and introducing targeted tax incentives for global conventions, similar to successful international models, can make India a more attractive destination.

Equally important is sustained global promotion and destination marketing to position India beyond its traditional tourism appeal. The successful hosting of the G20 Summit demonstrated India's capability to organise world-class events while showcasing Tier-2 and Tier-3 cities as emerging MICE destinations. Building on this momentum by bidding for large international conventions will be crucial. Finally, seamless technology adoption, faster e-visa approvals, and efficient immigration processes are essential to deliver a superior delegate experience. With a coordinated long-term strategy, India has the potential to emerge as a leading global MICE destination.



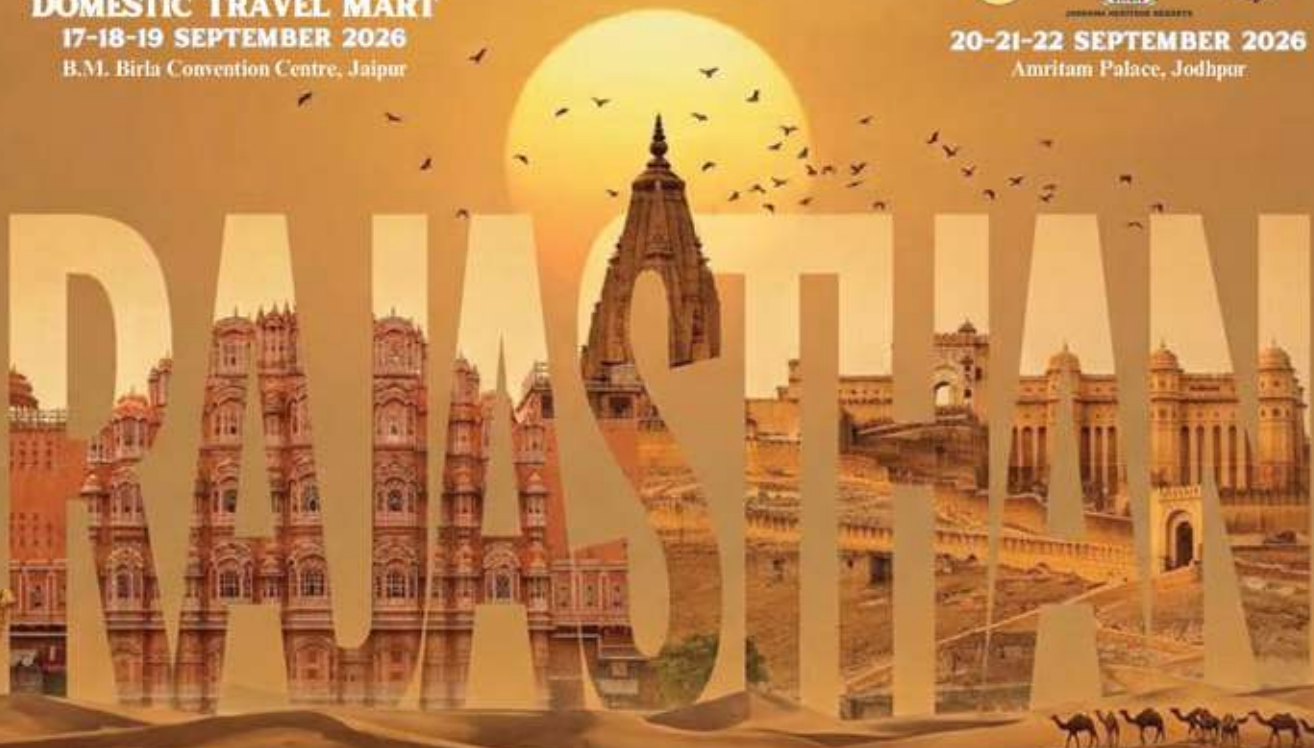
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Amit Thadani & Nikita Thadani
Directors, Nik N Ami Travels

India has a tremendous opportunity to emerge as one of the world's leading MICE destinations. Improved convention infrastructure, enhanced connectivity, and strong government support are encouraging more companies to host meetings, conferences, and incentive events in India. However, challenges such as high hotel rates during peak seasons, infrastructure gaps in certain destinations, and the need for faster approvals still need to be addressed.

To accelerate growth, the government and the travel industry must work together to promote India globally, enhance service standards, develop new MICE destinations, and simplify the event planning process. At Nik N Ami Travels, we believe India has the right combination of hospitality, infrastructure, and talent. With the right policies, collaboration, and strategic planning, the next five years can establish India as a preferred global destination for MICE events.

Ajay Vinayak
CEO, Palomino Hospitality



India is witnessing a significant boom in business events, driven by world-class convention centres such as Bharat Mandapam. Over the next five years, the biggest opportunities lie in the emergence of new convention hubs and the growing demand for experiences that combine business with leisure travel.

However, challenges remain, including complex regulatory processes and the need for consistent service standards across destinations. To establish itself as a global MICE leader, India must simplify approvals, strengthen its international destination marketing, and place greater emphasis on sustainable and eco-friendly events.

At Palomino, our USP is delivering seamless, stress-free travel experiences by managing every detail with precision. Leveraging our local expertise, we curate customised business travel programmes that include private aviation, exclusive experiences, and immersive cultural journeys, enabling global companies to explore India with ease. The result is a powerful synergy: participants enjoy unforgettable, culturally enriching experiences, while the destinations they visit benefit from sustainable economic growth and renewed cultural vitality.



Vikrant Gulani
Director - Pinkerton (India)

India's MICE story is finally catching up with its potential. New convention centres in Delhi, Mumbai and Hyderabad, better air connectivity to tier-2 cities, and a government that's actually chasing global association business — this is a different landscape than five years ago.

The opportunity over the next two years is clear: India can capture large-scale association conferences that used to bypass us for Singapore or Dubai, provided we back it with faster visa processing and consistent GST treatment for event services. Skilled manpower remains the real bottleneck — we're building venues faster than we're building the professional workforce to run them.

My near-term wish list: a unified national MICE promotion body, crucial sustained investment in destination marketing abroad, and stronger public-private coordination on bid support for global conventions. Get these right, and India moves from host nation to preferred destination.



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Nature Positive Travel - Driving Conservation, Empowering People

TOFT announces the 9th TOFT Nature & Wildlife Tourism Awards. Under the theme "Nature Positive Travel: Driving Conservation, Empowering People." The Awards recognise eco-lodges, wildlife guides, tourism operators, community initiatives, photography & documentary experts and Climate guardians in India and Nepal for their leadership in sustainable tourism and conservation. With over 250 global supporters, TOFT continues to advance a vision in which tourism actively supports the preservation of wildlife and natural heritage.

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6. Wildlife Promotion Company
7. International Wildlife Tour Operator
8. Wildlife Harmony Homestay Award

TOFT Wildlife Awards

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2. Community Initiative
3. Wildlife and Tourism Initiative
4. Sustainable Homestay Award
5. Wildlife Conservation Photography
6. Wildlife Conservation Documentary

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TOFT Environment & Forest Awards

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Nominations closing midnight 7th August 2026.



Neeraj Dhawan,
Director, Falcon Exhibitions, Hon. Treasurer, ICPB

India's MICE sector has already captured global attention. According to UFI (Global Association of the Exhibition Industry), exhibitions alone contributed over \$300 billion to global GDP in 2024. India now accounts for 5.7% of the global MICE market, valued at \$49.4 billion in 2024 and projected to more than double to \$103.7 billion by 2030, growing at a robust 13% CAGR. ICCA data ranked India 7th in Asia-Pacific, hosting 141 international association meetings in 2024. Delhi NCR has emerged as India's premier MICE destination, supported by world-class infrastructure including Bharat Mandapam, Yashobhoomi, IEML, and Aerocity's expanding 5-star hotel ecosystem catering specifically to business events.

Beyond Delhi NCR, tier-2 cities such as Jaipur, Kochi, Bhubaneswar and Visakhapatnam are emerging as alternative hubs, while the Government's "Meet in India" initiatives further strengthen competitiveness. However, standardization across venues, technology integration and specialized talent development remain critical gaps. To consolidate India's global position, we must establish unified MICE facility certifications, upgrade digital capabilities across venues, develop skilled event management professionals, and maintain cost competitiveness with quality assurance.

Vikram Kajaria
Proprietor, Makson Travels



India is rapidly gaining recognition as a leading MICE destination. One of the country's greatest strengths is its rich cultural heritage and timeless appeal. Complementing this are significant investments in world-class convention centres, expanded hotel capacity, and improved air, road, and rail connectivity. Coupled with India's growing popularity as a leisure destination—where business and leisure seamlessly blend—these factors are making the country increasingly attractive to global event organisers.

Despite these opportunities, several challenges remain. In addition to geopolitical uncertainties affecting global travel and business sentiment, India continues to face high operational costs and taxation, inadequate last-mile connectivity, fragmented coordination among key stakeholders, and the lack of sustained international destination marketing. Equally important is the need for more measurable, outcome-driven initiatives in sustainability, carbon neutrality, waste management, and environmentally responsible event practices, which are becoming increasingly important considerations for international MICE planners.

With continued investment, stronger public-private collaboration, policy reforms, enhanced global branding, and a greater commitment to sustainability, India is well positioned to emerge as one of the world's most preferred MICE destinations.



Gopal Thatte
AGM - International Division, Trinity World Holidays

India's MICE industry is entering an exciting phase of growth, driven by world-class convention centres such as Jio World Convention Centre, Mumbai, Hyderabad International Convention Centre, Bangalore International Exhibition Centre, and several new venues across the country.

Improved air connectivity, expanding infrastructure, and government initiatives such as Meet in India, Swadesh Darshan 2.0, and NITI Aayog's tourism-focused programmes are strengthening India's position as a competitive global MICE destination. Our rich cultural heritage, diverse experiences, warm hospitality, competitive pricing, and expanding hotel portfolio provide a strong foundation for attracting international conferences, incentive groups, meetings, and exhibitions.

To fully realise this potential, India must continue simplifying visa and immigration procedures, strengthening destination branding, enhancing safety and security, and ensuring seamless collaboration between government and industry. Equally important are investments in skilled talent, consistent service standards, sustainable event practices, advanced event technology, and exceptional delegate experiences. Strategic partnerships among tourism boards, airlines, convention centres, hotels, and the private sector, supported by incentives for large international events, will accelerate growth. **BOTT**

UTEN CELEBRATES A SUCCESSFUL TAIWAN EDUCATIONAL FAM UTEN FAM TRIP HOSTED BY TAIWAN TOURISM ADMINISTRATION



On behalf of the UTEN Founders, Winifred D'Souza and Satyaprakash Gupta, we extend our sincere appreciation to Paul from the Taiwan Tourism Administration for accompanying us throughout the tour. We feel truly fortunate and honoured to have had your company during the entire journey. We thoroughly enjoyed your presence and sincerely appreciate the excellent arrangements made for all of us. This has been an unforgettable and enriching educational trip for everyone.

A heartfelt thank you to Paul, Noel, and Nitya Mehra for giving us this opportunity and for considering UTEN for the Taiwan destination educational FAM trip. This would not have been possible without your support. The itinerary was exceptionally well planned and executed, making this a highly successful educational tour for all UTEN travel professionals. The knowledge and experiences gained during this trip will help us collectively market, promote, and sell the unique destination of Taiwan more effectively.



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ONGC launches Urja Bharat Convention Centre, strengthens India's MICE infrastructure

Pallavi Sharma

The India Convention Promotion Bureau (ICPB), in collaboration with ONGC Limited, successfully hosted the “Experience ATI” Media Familiarisation Tour on July 18–19, 2026 at the Advanced Training Institute (ATI), South Goa, showcasing the newly launched Urja Bharat Convention Centre (UBCC). The visit offered the media an exclusive look at ONGC's entry into India's rapidly growing Meetings, Incentives, Conferences and Exhibitions (MICE) sector through its world-class convention ecosystem.

Developed within ONGC's 250-acre ATI campus in just 13 months, UBCC features the Prithvi Grand Convention Centre, Vayu Exhibition Hall, Akash Management Development Facility, and the waterfront Sagar Setu venue. Designed with advanced event technology, integrated accommodation and sustainable infrastructure, the campus is positioned to host international conventions, exhibitions, government summits, destination weddings and large-scale cultural events.

Addressing delegates, Saket Gupta, Executive Director, ONGC and Chief of ATI Goa, said, “We have organised Urjatva as a platform where MICE industry experts and leaders can experience the venue firsthand and share their inputs on how we can take this venue to the level it truly deserves. Together, Prithvi, Vayu and Akash create a comprehensive MICE ecosystem capable of hosting events of varying scales and formats.”





A key highlight of the programme was the unveiling of the Urja Bharat Convention Centre brand identity, inspired by Goa's laterite architecture and symbolising energy, optimism and progress.

The second day featured two insightful knowledge sessions. Organised by ICPB in association with Goa Tourism, the panel discussion, "Destination Goa – Positioning Goa as India's Premier Conference & Convention Destination," explored strategies to strengthen Goa's global MICE appeal through destination marketing, convention bidding, improved connectivity and enhanced delegate experiences. Another session, organised by the Indian Exhibition Industry Association (IEIA), "Experiential Events & MICE Innovation," focused on the future of business events, highlighting AI-enabled technologies, sustainability, logistics, workforce development and ease of doing business.

The event concluded with an interactive feedback session where industry leaders recommended strengthening public-private collaboration, destination promotion, local vendor ecosystems and convention management capabilities, reinforcing UBCC's potential to position Goa as a leading global convention destination. **BOTT**

Uttar Pradesh

taps Meadery Tourism to expand rural experiences

Uttar Pradesh Tourism is promoting meadery tourism as an emerging branch of experiential travel, combining local agriculture, heritage, and distinctive farm-based experiences. During a recent media familiarisation trip organised by Tornos India, journalists visited Maeve Meadery near Lucknow and experienced the farm-to-bottle journey first-hand.

Somya Deep

In a bold move to diversify its tourism footprint, the Uttar Pradesh Tourism Department has identified 250 villages to transform into specialised rural and experiential hubs. To spearhead this shift, the state is backing local entrepreneurs with a 25% capital subsidy alongside targeted infrastructure upgrades.

Supported by inter-departmental subsidies from the horticulture department and state afforestation initiatives, Uttar Pradesh is quietly crafting a sustainable template for rural revival. A prime example of this evolving landscape sits on the outskirts of Lucknow at Madhav Udyan, home to Maeve Meadery. Nestled inside a massive orchard boasting 400 mango varieties, it stands as Uttar Pradesh's first fully integrated meadery. A striking symbol of how agriculture, tourism, and policy can align.

At the heart of Maeve Meadery is the revival of an old fermented drink. Crafted by fermenting honey infused with local fruits and spices, mead offers a distinct alternative to grape wine.



Madhvendra Deo Singh, CEO, Maeve Meadery, sees the venture as a cultural and economic game-changer. Sourcing raw, unprocessed wild forest honey from Katarniaghat near Dudhwa National Park, the meadery infuses it with regional produce like indigenous mangoes, mulberries, and mint. "In Indian culture and heritage, mead played a massive role. This is a true farm-to-bottle implementation... using local mangoes and wild forest honey to create a world-class beverage high in alkalinity. It is real magic that has the potential to create history in the Indian beverage sector," he explains.

"We don't offer sightseeing; we offer sight experiencing," said Prateek Hira, CEO, Tornos India, emphasising that expert-led immersion is key. He also

called for a systemic shift on domestic menus to champion home-grown spir-its. "When we are talking about high-value tourists, we should target this kind of tourist. Why are we still sticking to Scottish or American whiskeys? Why stick to wines produced outside India when we should have a specific menu featuring Indian beverages—whiskeys, meads, wines, and gins—that are getting so popular abroad?"

Hosting the media familiarisation trip, Tornos India curated an immersive journey that showcased Lucknow beyond its monuments. From authentic Awadhi cuisine and meaningful local interactions to visits like Maeve Meadery, the experience reflected the company's philosophy of "sight experiencing" rather than sightseeing. **BOTT**

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ASEGO BOLT

redefines travel assistance as the new essential for every journey

With the launch of ASEGO BOLT, ASEGO is positioning travel assistance as an essential part of every journey by combining real-time baggage tracking, delay support, and instant traveller benefits into one seamless solution.

BOTT Desk

In today's fast-moving travel landscape, disruptions are no longer the exception — they're an expected part of the experience. According to a recent Global Airline Performance Report, over 25 million bags were reported mishandled globally, and more than 35% of all flights faced delays exceeding 60 minutes. While travel demand has bounced back post-pandemic, the quality of the journey often hasn't kept pace. Travellers are facing longer wait times, more lost luggage, and higher levels of uncertainty at every step.

This is where the gap between travellers' actual needs and travel reality becomes clear. Insurance coverage may reimburse financial loss after an incident, but it doesn't show up when a bag goes missing, when a connection is missed, or when travellers are stranded at a foreign airport with no immediate assistance.

What travellers need today isn't just reimbursement. They need real-time help. They need assistance. Recognising this shift, ASEGO has structured ASEGO BOLT, a powerful new travel assistance bundle created by combining real-time baggage tracking and



lounge access during flight delays. Together, they deliver rapid response and real protection, exactly when and where customers need it most.

It enables global, real-time baggage tracking across all airlines and routes, with guaranteed compensation of up to ₹66,000 per checked-in bag (up to two bags) if the luggage isn't recovered within 96 hours.

Similarly, it automatically activates premium lounge access if a flight is delayed by more than 60 minutes—offering travellers comfort instead of frustration. Coverage extends across up to four flight segments in a single trip and includes access to over 1,300 lounges across more than 100 countries.

This isn't just a service upgrade —

it's a mindset shift. Travel assistance is no longer an add-on; it's becoming a baseline expectation. As a travel advisor or booking partner, offering BOLT is more than an upsell — it's about being proactive, customer-centric, and aligned with what modern travellers truly value: peace of mind and dependable support.

ASEGO BOLT empowers travel agents to move beyond selling destinations and start offering dependable journeys. It's time to think beyond insurance and give your customers a protection layer that actually travels with them. Whether it's a family vacation, a corporate itinerary, or a solo international trip, assistance like this transforms stress into trust. **BOTT**



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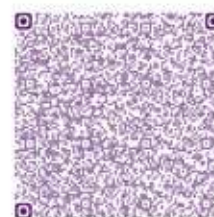
The 4th edition of ITB India 2026 is an annual three-day business-to-business exhibition curated to connect you to the Indian travel market.

ITB India brings together key travel industry leaders and buyers from across India and South Asia, alongside international exhibitors from the MICE, leisure, and corporate travel segments. As the Indian and South Asian travel markets continue to grow rapidly, ITB India serves as a key platform for forging new partnerships and strengthening existing business relationships with some of the industry's most important players.

ITB India will take place at Jio World Convention Centre from 1–3 September 2026. The show is organised by Messe Berlin India.



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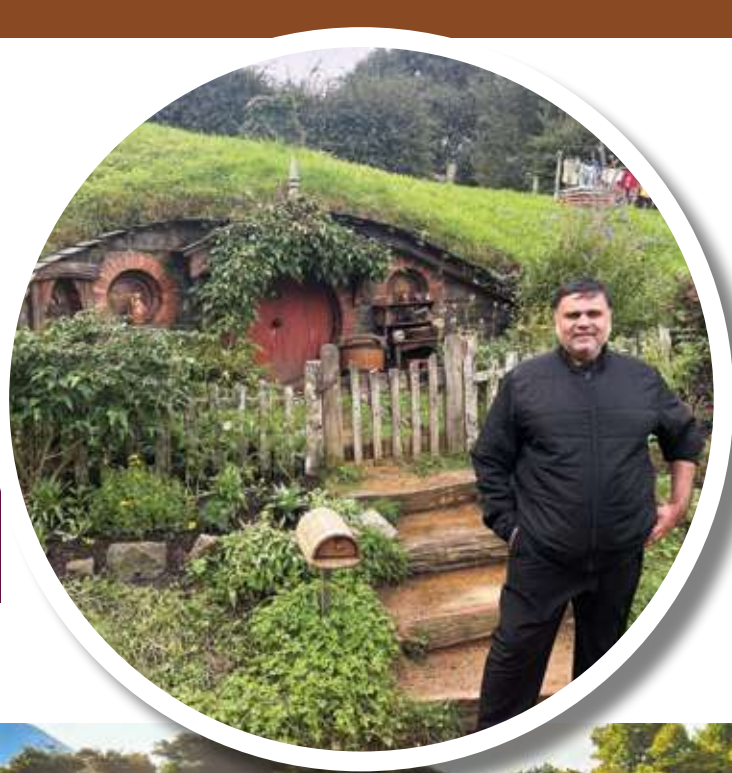
Pranav Kapadia

An entrepreneurial journey Beyond Destinations



With over three decades of experience in the travel industry, **Pranav Kapadia**, Founder & Director, Global Destinations, has transformed a lifelong passion into an inspiring entrepreneurial journey. He founded Global Destinations 18 years ago and continues to lead with the same passion, zeal, and resilience, firmly believing that travel is one of life's greatest teachers. For him, travelling is not just about exploring destinations but also about discovering oneself along the way. In an exclusive candid conversation with BOTT, he shares insights from his remarkable journey.

Shreya Shimpi



QUICK SHOTS

- Birthday / Sun Sign: **30 June | Cancer**
- Mountains or Beaches: **Beaches**
- Favourite Holiday Destination: **New Zealand**
- Window or Aisle Seat: **Aisle**
- Favourite Cuisine: **Italian**
- Favourite Quote: **Travel is fun because you are not only exploring the destination, but also discovering yourself.**
- Best Advice for a First-Time Traveller: **You need a travel curator—you shouldn't do everything on your own.**

Looking back on your journey so far, what inspired you to enter the travel industry, and how has it shaped you as a travel professional?

My passion for travel drew me to the travel industry. My father worked in the airline industry, and we travelled extensively when I was young, especially during my school years. It naturally led me into the travel industry because I genuinely enjoyed travelling. Watching my father build his career in the airline industry made it seem like a natural progression for me.

Since we had a US Green Card, we travelled to the US frequently. We lived in Germany for the first 13–14 years of my life before returning to Mumbai. During my school holidays, we travelled across Europe and several other countries. That's where my passion for travel truly began. My office is my happy place because my work and my passion have always gone hand in hand.

What would you say is your proudest achievement to date?

I have been part of this industry since 1989, having started my career at a very young age. Starting Global Destinations 18 years ago remains one of the biggest professional milestones of my journey. Moving from being an employee in a corporate or privately run organisation to starting my own business was a completely different ball game, and I believe it has been one of my proudest achievements.

When I look back, one of my greatest strengths has always been my family, who have stood by me throughout. Another defining milestone over the last 18 years was being appointed as the GSA for Air New Zealand in 2016. This year marks ten years of that successful partnership.

If you had to pick a dream destination for 2026, what would it be?

My dream destination is within India—I would love to visit Kashmir. It has been on my bucket list for many years.

What would be your message to youngsters who have recently joined the travel industry and aspire to achieve your level of success?

The travel industry is the first to be affected and the last to recover, but never give up on it. Despite all the challenges, people will always travel, whether domestically or internationally. Don't be discouraged because it seems like a tough industry. It certainly is, but once you succeed, the rewards are incredibly fulfilling.

Could you tell us a little about your family and share a cherished childhood memory?

There are four of us in my family—my mother, my wife, my daughter, and me. We all live together. I spent only a few years with my father, but during those 13 years, we travelled extensively together. The places we visited, the experiences we shared, and the time we spent together as a family will always hold a special place in my heart. **BOTT**

Indeva Hotels & Resorts

Where business hospitality meets character and experience

Indeva Hotels & Resorts is redefining business hospitality by combining strategic locations, distinctive stay concepts, immersive events, and deeply personal service. During a recent media familiarisation trip to ExpoInn Suites, the brand revealed a personality that extends far beyond rooms and conventions—from live boxing and Formula 1 experiences to authentic cuisine, pet-friendly warmth, and heartfelt hospitality. Across ExpoInn Suites, Plume Hotels, and The Mor Stays, Indeva is building a homegrown portfolio where every property offers its own character while remaining rooted in the “Soul of India.”

Somya Deep



Barun Gupta,
COO, Indeva Hotels and Resorts



There is a distinct moment during a media familiarisation trip when you realise a hotel brand isn't just selling rooms—it's selling a personality. For me, that moment arrived right between witnessing a thrilling live boxing match and sipping evening tea alongside three affectionate dogs.

During a recent fam trip to ExpoInn Suites, I set out to discover what sets Indeva Hotels & Resorts apart. What I found was a brand that doesn't need loud self-promotion. Its properties, unique experiences, and sheer character stand out entirely on their own. Ending an action-packed day by chatting and dining with the exceptionally warm and hospitable ExpoInn team, the overarching sentiment was simple, that this feels like home.

Indeva Hotels & Resorts is a homegrown 'Soul of India' brand inspired heavily by the grace of the peacock and



it has created a clever ecosystem tailored to every type of traveller. By strategically locating these spaces near the Noida International Airport expressway and major metro lines, they have solved the connectivity puzzle while maintaining distinct internal worlds.

ExpoInn Suites & Convention: The flagship power-player. Seamlessly connected to the India Expo Centre & Mart (IEML) with access to nearly two million square feet of event space, it is a high-profile hub. It regularly hosts celebrities from Anupam Kher to Sunil Grover and services major corporate, crew, and high-energy event segments.

Plume Hotels: A chic, 63-room property that opened its doors in April. Plume is designed as a modern, millennial and Gen Z product centred around long stays, art, and vibrant social energy.

The Mor Stays: The newest addition at just six months old, offering 30 rooms across two categories. It delivers five-star comfort at an accessible budget point, acting as a smart, business friendly retreat.

What truly elevates Indeva from standard business lodging to a dynamic lifestyle experience is the personal passion of its leadership. As Barun Gupta, Chief Operating Officer, Indeva Hotels & Resorts shared over our stay, the goal was to build a hotel brand with a human heart.

Where else in the city can you experience Las Vegas style Punch Boxing matches inside a hotel, or watch a real Formula 1 car assemble before your eyes? Indeva recently made history during the Red Bull Motorjam as the first hotel in the world to host an F1 car



assembly and run inside its premises.

Yet, for all the high-octane energy of F1 engines and 25,000-guest Arijit Singh concerts, the softest touch remains the most memorable.

"Guests are coming back just to meet Laila and Snoopy and play with them. They have become bigger brand ambassadors than us, and I am very proud of that," shared Barun Gupta, a dedicated pet lover whose vision includes adopting three stray dogs across every Indeva property as part of their core CSR initiative.

Looking ahead, Indeva isn't hitting the brakes. The brand is actively working to elevate professional Indian boxers onto international platforms with a dedicated boxing league launching next year.

Simultaneously, they are preparing to host the Global Bhakti Fest this December (December 14–15). Far from a traditional religious gathering, this annual conclave combines inner



wellness, temple food, Ayurveda, and thought leaders with a twist. Spiritual EDM concerts designed to bridge the gap between spiritual gurus and Gen-Z travellers.

At its core, Indeva proves that business hotels don't have to be sterile. **BOTT**



BLACK ROCK HOTELS & RESORTS

Gaurav Mudgal has been appointed Managing Director of Black Rock Hotels & Resorts, marking a key leadership milestone as the company enters its next phase of growth. He will lead strategic growth, business development, owner relations, operational performance and expansion into larger hospitality assets, while strengthening the company's hotel management solutions and driving sustainable long-term growth.



JW MARRIOTT PHUKET RESORT & SPA

Shagun Sethi has been appointed Director of Sales & Marketing at JW Marriott Phuket Resort & Spa. She will oversee the resort's sales, marketing, public relations and digital strategy. Bringing over two decades of experience in luxury hospitality, commercial strategy and business development across India and international markets, she joins the executive leadership team to further strengthen the resort's position as one of Phuket's leading luxury destinations.



MAYFAIR HOTELS & RESORTS

Saugat Nandy has joined MAYFAIR Hotels & Resorts as Assistant Vice President - Sales. He will work closely with the leadership team to strengthen the brand's sales strategy, expand relationships across key business segments, identify new growth opportunities and reinforce MAYFAIR's presence across the corporate, MICE, leisure and wedding segments, while accelerating commercial growth in domestic and international markets.



DUSIT THANI HIMALAYAN RESORT DHULIKHEL, NEPAL

Ankit Sharma has been appointed General Manager of Dusit Thani Himalayan Resort Dhulikhel, Nepal. He will lead the resort's continued growth as one of Nepal's emerging luxury destinations, with a focus on enhancing guest experiences, nurturing talent and further strengthening the resort's market position through Dusit's signature gracious hospitality.



EROS HOTEL NEW DELHI BY IHG

Tanay Shankar has been appointed Director of Sales & Marketing at Eros Hotel New Delhi by IHG. He will lead the hotel's overall sales and marketing strategy, focusing on developing new business opportunities, strengthening relationships across key market segments and enhancing the hotel's position in Delhi's competitive luxury hospitality market.



MARRIOTT HOTELS, MAURITIUS

Patrick Lan has been appointed Vice President of Sales & Marketing for Marriott Hotels in Mauritius. He will oversee the sales and marketing strategy for The St. Regis Le Morne Resort, The Westin Turtle Bay Resort & Spa and Le Méridien Île Maurice, while building high-performing teams, strengthening consumer and trade partnerships, and positioning Mauritius as a premier luxury resort destination.



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