



(Established in 1988)

India Convention Promotion Bureau
(Sponsored by Ministry of Tourism, Government of India)

MICE *Pulse*™

An Initiative of India Convention Promotion Bureau (ICPB)

Volume II ● Issue 06 ● March 2026 ● 7 Pages

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Tourism Minister leads Industry dialogue on Key Reforms

In a significant step towards aligning the tourism sector with the Prime Minister's vision of Ease of Doing Business under the Viksit Bharat roadmap, the Hon'ble Minister of Tourism, **Shri Gajendra Singh Shekhawat**, recently chaired a joint consultative meeting with member associations of the Federation of Associations of Indian Tourism & Hospitality (FAITH). The meeting brought together key industry stakeholders to deliberate on reforms, challenges, and actionable pathways to strengthen India's tourism and MICE ecosystem.

During the meeting with the tourism minister, several key reforms were proposed to strengthen India's MICE ecosystem and enhance its global competitiveness. A strong emphasis was laid on granting industry and infrastructure status to tourism and establishing city-level Convention Bureaus (CVBs), particularly in the top 20 cities under a PPP model. The expansion of India's **e-visa regime to 167 countries**, including e-business and e-conference categories, was acknowledged as a major enabler for boosting international travel and MICE movement into India.

Discussions also focused on strengthening international outreach by sensitising Indian Missions about MICE opportunities. Public-Private Partnerships were identified as crucial to driving AI adoption across the ecosystem, covering areas such as bidding, marketing, and event delivery. The creation of a National AI-enabled MICE innovation platform, along with data intelligence systems and standardised frameworks, was also proposed to build a future-ready, globally competitive MICE landscape for India.

The Hon'ble Minister also assured the implementation of industry leaders' suggestions regarding participation in international trade fairs, recognising its importance in positioning India globally.



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Message from the Vice Chairman, ICPB by Chander Mansharamani



Dear Industry Colleagues,

India's tourism and MICE sector is poised for exponential growth, but regulatory complexity, fragmented governance, and infrastructure gaps continue to hinder its global competitiveness.

This policy note proposes targeted Ease of Doing Business (EoDB) reforms to improve India's global MICE ranking and position India among the Top 5 global tourism economies by 2030. However, there are key challenges that need immediate attention, including multi-layered approvals across ministries and states, limited convention infrastructure in Tier-II cities, absence of real-time tourism data systems, and complex approvals for international conferences.

To address these concerns, a series of focused reform recommendations are essential. Establishing a National Tourism Single Window Portal (NTSWP) integrating event permissions will be a critical step towards simplifying processes. Alongside this, a National Framework for MICE Approvals must be introduced, with a single clearance protocol for international events, supported by seamless visa facilitation.

Equally important is the development of City-Level Convention Bureaus (CVBs). Establishing CVBs in the top 20 cities under a PPP model will significantly strengthen India's MICE ecosystem. In parallel, there is a need to launch a National Tourism Data Grid (NTDG) that enables real-time visitor tracking, demand forecasting, and event analytics, ensuring data-driven decision-making for the sector.

Visa and travel facilitation also remain key enablers. Expanding e-visa categories for MICE delegates and business events will go a long way in making India more accessible and competitive as a global events destination.

At the same time, skill development for the future workforce must be prioritised. Launching a National MICE & Tourism Skill Mission focusing on AI-driven tourism services, event technology, and digital marketing will ensure that India is prepared to meet the demands of a rapidly evolving global tourism landscape.

I firmly believe that a coordinated and time-bound reform strategy will enable India to transition from a high-potential market to a global tourism powerhouse, with Ease of Doing Business as the central pillar. As we align with the larger vision of Viksit Bharat, it is imperative that industry and government work in tandem to simplify processes, enhance infrastructure, and build a future-ready ecosystem. The MICE sector holds immense potential to drive economic growth, generate employment, and position India as a preferred global destination for business events.

With focused implementation and collaborative action, we can unlock new opportunities, strengthen investor confidence, and elevate India's standing on the global tourism and MICE map.

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ICPB & SITE India host insightful Webinar on Innovation in Incentive Travel



ICPB successfully concluded its second insightful webinar in collaboration with the SITE India Chapter, focusing on new product development for DMCs and incentive planners. The session brought together industry professionals to explore innovative approaches, emerging trends, and the evolving expectations shaping the incentive travel landscape. It also encouraged participants to think creatively

about designing more meaningful, experience-driven offerings.

A sincere thank you to our esteemed speaker, Rajeev Kohli, for sharing his valuable perspectives, practical insights, and forward-thinking ideas. His session inspired attendees to reimagine their strategies and elevate their offerings in today's highly competitive and dynamic market environment.



Venue Highlights

- Indoor Exhibition Area- 60,000 sqm
- Biggest Auditorium- 6,000 Pax
- Grand Ball Room- 3,500 Pax
- India's Largest "LED Media Facade" covering 8000 sqm
- 15+ Meeting Rooms



Best Connectivity

Directly connected with Airport (Via Tunnel), NH8, UER II, Delhi Mumbai Expressway



Best Location

10km from Delhi Airport (Terminal 3) and Aerocity with 10,000+ Hotel Rooms within 3km



Goa

India's coastal powerhouse for MICE Tourism

Goa, long celebrated as India's most vibrant leisure destination, has steadily evolved into a compelling MICE hub. With its seamless blend of scenic beauty, world-class hospitality, modern infrastructure, and connectivity, Goa today offers a complete ecosystem for business events, corporate retreats, and international conferences.

A Destination that inspires Business & Leisure

What sets Goa apart is its ability to combine work with experiential travel. Delegates attending conferences can unwind along pristine beaches like Baga, Calangute, and Colva, explore heritage sites such as Old Goa churches, or indulge in water sports, wellness therapies, and curated cultural experiences. This unique mix makes Goa an ideal destination for incentive travel and offsite meetings, where productivity meets relaxation.

Robust Convention Infrastructure

Goa's rise as a MICE destination is strongly supported by its expanding convention infrastructure. The Shyama Prasad Mukherjee Indoor Stadium & Convention Centre in Taleigao stands out as one of the largest venues in the state, capable of hosting large-scale conferences, exhibitions, and government-led events. Its modern design, ample seating capacity, and strategic location near Panaji make it a preferred choice for large gatherings.

The ONGC Convention Centre further strengthens Goa's capability to host corporate and institutional events. Equipped with advanced facilities and flexible spaces, it caters to seminars, conferences, and industry meets with ease.

Among hospitality-led venues, the Taj Convention Centre, Goa (at Taj Cidade de Goa Horizon) has emerged





Prithvi Convention Centre ONGC, Goa

as a benchmark for luxury conferencing. With state-of-the-art meeting spaces, expansive ballrooms, and cutting-edge technology, it offers an upscale environment for high-profile events, global summits, and corporate gatherings.

Hotels with world-class Event spaces

Goa is home to an impressive portfolio of luxury and upscale hotels that offer extensive MICE facilities.

Properties such as Taj Exotica Resort & Spa, Grand Hyatt Goa, The Leela Goa, ITC Grand Goa, and Marriott Resort Goa feature large pillar-less ballrooms, breakout meeting rooms, and outdoor venues perfect for gala dinners and networking events.

Grand Hyatt Goa, for instance, boasts one of the largest banquet spaces in the region, accommodating large conferences and exhibitions, while ITC Grand Goa offers a blend of indoor and beachfront event venues, ideal for destination weddings and corporate incentives alike.

Connectivity and Accessibility

Goa's accessibility has significantly improved with the operationalisation of Manohar International Airport (Mopa) alongside the existing Dabolim Airport. This dual-airport advantage ensures better connectivity from major Indian metros as well as international destinations. Well-maintained road networks and rail connectivity further support seamless movement of delegates.

Government Push and Infrastructure Development
 The Government of Goa, along with central tourism



International Convention & Expo Centre, Goa

bodies, has been actively promoting the state as a MICE destination. Investments in infrastructure, improved urban amenities, and a focus on sustainable tourism are contributing to Goa's positioning on the global MICE map.

Additionally, Goa's relatively compact geography allows easy access between hotels, convention centres, and leisure attractions, reducing transit time and enhancing overall event efficiency.

The Complete MICE Experience

Goa offers more than just venues—it delivers an experience. From beachside gala dinners and sunset networking sessions to heritage walks and culinary trails, the destination allows event planners to design immersive itineraries that leave a lasting impression on delegates.

As India strengthens its positioning in the global MICE landscape, Goa stands out as a destination that effortlessly combines infrastructure, hospitality, and experiential richness. Whether for large conventions, corporate offsites, or incentive travel, Goa continues to redefine how business events are hosted in India.

ICPB Governing Board meets to strengthen India's MICE Roadmap



The Governing Board Meeting of the India Convention Promotion Bureau (ICPB) was successfully held on 10 March 2026 at The Ashok, New Delhi, under the chairmanship of Shri Harikishor S, IAS, Joint Secretary, Ministry of Tourism, Government of India.

The ICPB General Board Meeting focused on key strategic initiatives, including the formation of City Bureaus and updates on the upcoming CIC. Discussions also covered the MDA Scheme and potential collaboration with ICCA to enhance global reach and strengthen India's position in the MICE sector.

India showcases growing MICE Strength at SATTE 2026 Panel



The India Convention Promotion Bureau (ICPB) hosted a panel discussion on "India's MICE Readiness: Evolving Landscape" at SATTE India 2026 on February 26 at Yashobhoomi Convention Centre, New Delhi. Moderated by Neeraj Dhawan, the session featured senior policymakers and industry leaders who shared insights on infrastructure, connectivity, and venue readiness. The discussion underscored India's growing capabilities in hosting global MICE events and emphasized continued collaboration between government and industry to strengthen its position as a preferred global MICE destination.





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