



(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)

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Message CHAIRPERSON

Dear MICE Pulse Readers,

As we progress through 2024, the dynamism of India's MICE sector is truly impressive. India's outbound tourism market is on a remarkable trajectory, with projections estimating

a reach of USD 18.8 billion by year-end. This represents a robust 11.4 percent CAGR over the next decade, reflecting a global resurgence in international tourism, which has rebounded to 88 percent of pre-pandemic levels. We anticipate a full recovery by the end of this year, underscoring the sector's resilience and potential.

Our luxury properties are redefining corporate events, transforming them into memorable experiences that go beyond the ordinary. India's emergence as a premier MICE destination is increasingly recognized, particularly with its thriving centres in Delhi, Hyderabad, Bengaluru, and Mumbai. These cities boast ample room inventory and exceptional air and road connectivity. As India positions itself as a fast-growing economy by gaining momentum, we are witnessing a significant influx of businesses.

The Indian MICE market is set to grow at a CAGR of 6 percent from 2024 to 2029, aligning with the broader hospitality sector's expansion. Our world-class infrastructure, which includes over 1,300 star-category hotels and more than 70 convention centres, places India as a formidable competitor on the global stage, particularly within the Asia-Pacific region.

The Indian Convention Promotion Bureau (ICPB), alongside various government initiatives, continues to drive this growth, enhancing India's appeal as a top destination for international MICE events. Our ability to offer engaging pre- and post-conference tours within close proximity to major cities further enriches the experience.

We look forward to a continued surge in global MICE activities and are excited about the opportunities ahead.

Warm regards,

Mugdha Sinha
Chairperson, ICPB

Tourism Minister highlighting 'Travel for LiFE' Initiative



Union Minister of Tourism and Culture, Shri Gajendra Singh Shekhawat, represented India on the global stage at the G20 Ministerial Meeting on September 21, 2024, in Belem, Brazil. Highlighting tourism as a catalyst for economic growth, social inclusion, and sustainability, he showcased India's key priorities—Green Tourism, Digitalization, Skills Development, MSMEs, and Destination Management—as vital drivers of the sector. He also underscored the "Travel for LiFE" initiative as a model for green tourism, aligning with India's overarching theme of "Vasudhaiva Kutumbakam" (One Earth, One Family, One Future).

In addition to his global engagement, Shekhawat has led a series of domestic Tourism Ministers' conferences, the most recent being held in Shillong, Meghalaya, with participation from North Eastern and Eastern states. These meetings focused on developing iconic tourist destinations, enhancing alternative travel routes, and fostering public-private partnerships to boost tourism infrastructure. He reiterated the importance of government schemes like Swadesh Darshan and PRASAD in promoting tourism across India.

At the ET World Leaders Forum, Shekhawat projected tourism as a major force in India's development by 2047, envisioning the sector contributing far beyond its current 7.9% share of GDP. His vision aligns with India's infrastructure advancements, positioning tourism as a key pillar in India's journey toward becoming a developed nation.



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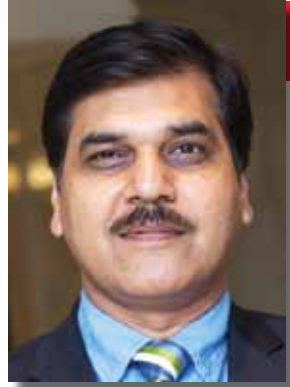
Anuj Wadhwa

ICPB New Members April 2024 - September 2024

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ICPB New Members April 2024 - September 2024

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Message
VICE CHAIRMAN

Dear Industry Colleagues,

It's been an exciting past month where I enjoyed the humble privilege of representing ICPB and sharing my thoughts on MICE in India at BLTM New Delhi, IATO

Convention Bhopal, ITB India Mumbai, which were attended by industry colleagues in large numbers. I am also excited to share that Uttar Pradesh has recently become a lifetime member of the ICPB, which marks a significant step forward for the state's potential as a premier MICE destination.

With its rich cultural heritage, excellent connectivity, and emerging infrastructure, Uttar Pradesh is positioned to become a major player in India's growing MICE industry. The state offers a wide range of venues that can cater to global conventions, large-scale events, and corporate gatherings. The government's focus on tourism, hospitality, and infrastructure development, combined with efforts to enhance safety and accessibility, is set to unlock tremendous opportunities for our industry.

However, realizing this potential will require a concerted effort from all of us in the industry. Collaboration between public and private stakeholders is essential to promote Uttar Pradesh as a preferred destination for MICE events. By working together, we can leverage the state's advantages and develop it into a key hub for business and cultural exchanges, both regionally and internationally.

Let us commit to promoting Uttar Pradesh's MICE potential, share insights, and support initiatives that drive growth in this sector. Together, we can shape a future where India, and particularly Uttar Pradesh, stands out as a global destination for MICE.

Looking forward to your cooperation and shared commitment to this endeavor.

Amaresh Tiwari
Vice Chairman,
India Convention Promotion Bureau (ICPB)

Message
HON. SECRETARY



Dear Industry Colleagues,

The International Congress and Convention Association (ICCA) plays a pivotal role in advancing the MICE industry globally, and its expertise and network can be instrumental in driving growth in India. As a globally recognized authority on conventions, ICCA provides access to critical data, market intelligence, and international event opportunities, which can help position India as a leading destination for meetings and conferences. By becoming active members of ICCA, Indian MICE professionals can tap into a global network of event organizers, industry experts, and suppliers, enhancing their ability to attract international conventions. Furthermore, ICCA's best practices and knowledge-sharing initiatives can aid India in elevating its standards, infrastructure, and services, making the country more competitive in the global MICE landscape. Collaborating with ICCA will also help Indian cities and venues to better showcase their potential on the global stage, bringing more international events to the country.

Warm Regards,

Chander Mansharamani
Hon. Secretary, ICPB

Message
HON. TREASURER



Dear Industry Colleagues,

To effectively promote MICE in India, we need a strategic, all-encompassing approach that emphasizes the country's unique advantages. Strengthening India's brand as a leading MICE destination is essential, with a focus on our rich cultural diversity, world-class infrastructure, and growing capabilities in hospitality and event management. Marketing efforts should be more targeted, highlighting India's potential to key international markets and industries, showcasing our ability to host large-scale global events.

Public-private partnerships are also crucial to facilitate the ease of doing business, offering attractive incentives for organizers to choose India as their preferred destination. Additionally, it's important to promote emerging destinations across the country, expanding the focus beyond metro cities and showcasing tier-2 and tier-3 cities with potential to offer a blend of business and leisure experiences.

By actively participating in global MICE forums and trade shows, India can present itself as a competitive, diverse, and dynamic location for international events. Through collaboration and a shared vision, we can elevate India's standing in the global MICE industry.

Warm regards,

Saurabh Bhargava
Hon. Treasurer, ICPB

Uttar Pradesh: Emerging as a Premier MICE Destination

Uttar Pradesh, a state famed for its rich cultural heritage and iconic landmarks, is swiftly rising as a favoured destination for MICE (Meetings, Incentives, Conferences, and Exhibitions) events. The state's strategic location, world-class infrastructure, and proactive government initiatives to promote MICE tourism have positioned it as a strong contender for hosting both national and international large-scale events.

Last year, the Ministry of Tourism launched several initiatives to enhance MICE tourism across India, including the introduction of the 'Meet in India' brand. This initiative aims to establish India as a global MICE destination. Alongside this, the Ministry developed a model for setting up city-level MICE Promotion Bureaus, which play a pivotal role in promoting key destinations across Uttar Pradesh for MICE activities.

MICE Hotspots in Uttar Pradesh

Uttar Pradesh offers a variety of prime locations for MICE events, featuring convention centres, five-star hotels, and numerous tourist attractions that amplify its appeal. Among the most notable MICE destinations are Noida, Lucknow, Ghaziabad, and Agra, which are already well-established favourites. Meanwhile, cities like Ayodhya, Varanasi, and Prayagraj are rapidly emerging as potential MICE hubs, thanks to their expanding infrastructure and cultural significance.

Varanasi

Varanasi, renowned for its spiritual legacy, offers a unique blend of ancient traditions and modern facilities. One of its standout features is the Rudraksha International Convention Centre, designed in the shape of a Shivaling,





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with a seating capacity of 1,200. This state-of-the-art venue includes a gallery and several meeting rooms, ideal for hosting conferences and events. Varanasi's river cruises and Ro-Ro boats add to its appeal, providing unique experiences for event organizers and participants alike.

Agra

Agra, famed for its rich historical legacy, is fast becoming a sought-after destination for MICE (Meetings, Incentives, Conferences, and Exhibitions) events. With iconic landmarks such as the Taj Mahal, Agra Fort, and Fatehpur Sikri, the city offers a unique blend of culture and modern infrastructure. Agra boasts a variety of world-class hotels and convention centres, catering to both small and large gatherings. These venues offer modern amenities alongside views of historical wonders, making it an ideal location for MICE planners. Some of the options are The Oberoi Amarvilas, ITC Mughal, Taj Hotel & Convention Centre and Jaypee Palace Hotel & Convention Centre.

Lucknow

Lucknow, the capital of Uttar Pradesh, is quickly gaining recognition as a major hub for MICE activities. The city boasts world-class facilities such as the Ramada Lucknow Hotel & Convention Centre. With a combined inventory of 350 rooms from the existing Ramada Lucknow and the soon-to-be-launched Ramada Plaza Lucknow, the city is addressing the growing demand for a high-capacity convention centre near the airport. The

Ramada Lucknow Convention Centre, the largest banquet and convention hotel in Uttar Pradesh, offers over 8,361 square meters of outdoor event space and 2,044 square meters of indoor space.

Besides this there is Taj Mahal Lucknow – a luxury hotel with elegant meeting rooms and banquet halls suited for high-end corporate events and gatherings. Hyatt Regency Lucknow is also one MICE hotel equipped with modern event spaces, conference rooms, and ballrooms, perfect for business events. Another good option is Vivanta by Taj Gomti Nagar that offers sophisticated venues for MICE events, with modern facilities for both small and large gatherings.

Government Support and Incentives

The Uttar Pradesh government actively supports MICE tourism by offering a range of incentives. Corporates organizing MICE events in the state can receive financial assistance, with incentives ranging from 50% to 70%, depending on the event's nature and scale. This, combined with the state's robust infrastructure and connectivity, solidifies Uttar Pradesh's position as a competitive player in the global MICE market.

Uttar Pradesh is rapidly emerging as a premier MICE destination in India, offering a seamless mix of culture, heritage, and modern amenities. As the state continues to invest in infrastructure and enhance its tourism offerings, its attractiveness to MICE organizers will only increase, making it a prime location for large-scale events in the near future.

Indian MICE Industry: A Journey of Growth, Challenges, and Opportunities

Over the years, I've written several pieces on the Indian MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. Often, I'm asked about the challenges facing MICE in India, and one thing I have consistently emphasized is the tremendous opportunities that exist here. In 2024, this is more evident than ever in the type of business taking place in India.

A significant change has occurred in our infrastructure. With the addition of two large convention centres in Delhi and one in Mumbai, we've greatly enhanced our ability to host larger, high-quality events. I still stand by what I've said over the years: we don't need to chase after mega global events, as we have stronger opportunities in the mid- to smaller-scale market. The new convention centres amplify this positioning.

Another interesting development has been the growth of the MICE segment within India itself. Indian corporations and associations have become more adventurous, willing to try new experiences and explore lesser-known destinations. This trend is fuelling the growth of venues in Tier 2 and Tier 3 cities, which will further expand the industry's ecosystem across the country.

Weddings have been both a blessing and a challenge for the industry. During the pandemic, the wedding market saved many hotels by bringing in unexpected business. However, it has also become a challenge by occupying already limited inventory during peak periods, preventing high-value leisure travellers from securing accommodation. I believe a balance will eventually emerge, with some destination weddings moving abroad and more capacity opening up in key cities. For example, in Jaipur, the number of new properties that have emerged in the last 12 months clearly reflects this trend.

As business grows and infrastructure expands, our biggest challenge in the industry remains quality manpower. I never expected India, with its large workforce, to face a problem in this area. Yet today, we struggle to find people who want to work in tourism. Enrolment in hospitality institutes is down, and new entrants into the workforce are on a definite decline. One thing the industry has failed at is communicating to parents that tourism is a lucrative and rewarding career option for their children. This has directly impacted our



ability to grow the industry's manpower. It's time for the industry to unite and co-create a strategy across all segments of tourism to reverse this decline. It won't happen overnight, and it will take years to fix, but unless we act now, we'll face even greater challenges in the future. This is a moment of crisis, and we need to treat it as such.

Overall, as an industry, we have much to be proud of and much to look forward to.

Rajeev Kohli, CIS, CITP, DMCP

*Joint Managing Director
Creative Travel*

ICPB signs MoU with Amity University



A Memorandum of Understanding (MoU) has been signed between Amity University and the India Convention Promotion Bureau (ICPB) of the Ministry of Tourism, Government of India, to conduct a residential short-term

Conference Management Specialist Program for working professionals in travel and tourism.

The MoU was signed in the presence of Dr. Balvinder Shukla, Vice-Chancellor of Amity University, Anuj Wadhwa, Executive Director of ICPB, and Dr. R.K. Kapoor, Acting Registrar of Amity University. Dr. M. Sajani, Dean of the Faculty of Hospitality and Tourism, and Amaresh Tiwari, Vice President of ICPB, were also present at the event, among others.

UP Tourism Joins ICPB as Lifetime Member



The Uttar Pradesh (UP) Tourism Department has taken a significant step in furthering its commitment to the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector by becoming a lifetime member of the India Convention Promotion Bureau (ICPB). This move underscores the state's growing focus on establishing itself as a major MICE destination in India.

Anuj Wadhwa, Executive Director of ICPB, presented the certificate of lifetime membership to the Secretary of UP Tourism, marking this important milestone. UP, with its array of world-class venues and infrastructure, is poised to tap into the immense potential of the MICE market. The state offers a variety of convention centres, hotels, and exhibition spaces, making it a prime destination for both domestic and international events.

Remembering Girish Kwatra...

With great sorrow and heavy hearts, we remember our dear friend and colleague, Girish Kwatra, on the first anniversary of his passing. Girish, the Honorary Secretary of the India Convention Promotion Bureau, was a key figure in the growth of MICE in India. His presence could light up any room, and his warmth, kindness, and commitment left a lasting impression on everyone he met.



Girish and I shared a deep friendship rooted in mutual respect and a shared vision to position India as a global leader in the MICE sector. His passion for the industry was unmatched, and he worked tirelessly to elevate our nation's stature on the global stage. His efforts were instrumental in establishing valuable collaborations and promoting India as a premier destination for conventions and conferences.

Beyond his professional achievements, Girish was a pillar of support for many, especially for me. His guidance, encouragement, and listening ear were constants in my life. His absence is deeply felt by all who relied on his support.

Girish was not only a cherished friend and family member but also a person whose zest for life brought joy to many. His presence was a source of comfort and joy, whether through laughter, meaningful conversations, or simply being there for others.

So let us celebrate the immense legacy Girish left behind. His vision and impact will live on, and he will be deeply missed but never forgotten.

By Amaresh Tiwari

Editorial Board

Mr. Amaresh Tiwari
Mr. Chander Mansharamani
Mr. Saurabh Bhargava
Mr. Anuj Wadhwa
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