

Ministry of Tourism



# Ministry of Tourism participates at IBTM Barcelona 2024

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Ministry of Tourism, Government of India is participating at IBTM, one of the leading global travel exhibitions on MICE ( Meetings, Incentives, Conferences and Exhibitions), being held at Barcelona from 19th – 21st November, 2024. The participation at the exhibition is aimed at promoting India as a potential destination for hosting conferences and conventions. The Ministry has identified MICE as a niche sector to address the issue of seasonality and showcase India as a 365-days destination. The theme of IBTM World 2024 is People. Power. Potential. Ministry of Tourism aims to showcase the MICE (meetings, incentives, conferences and events) products and services of the country to meetings and events professionals across the globe through this platform.





Ministry of Tourism has launched 'Meet in India' as a specialized sub-brand within the 'Incredible India' campaign to showcase India as an appealing MICE destination equipped with top-tier connectivity, cutting-edge infrastructure, a vibrant knowledge hub, and a plethora of distinctive tourist attractions. Leading Convention centres like Hyderabad Convention Centre and Jaipur Convention Centre are participating along with Ministry of Tourism to highlight its robust infrastructure in terms of organizing events and conferences / conventions of a bigger scale. The Ministry is actively engaged to firmly position India as a premier global hub for MICE activities. As part of this mission, numerous world-class convention centers equipped with state-of-the-art facilities have been developed across the country. These centers are designed to cater to diverse business and cultural events, reflecting India's commitment to creating a robust infrastructure that supports international gatherings, thereby strengthening its position in the global MICE industry.

The Incredible India Pavilion was inaugurated by Shri Inbasekar Sundaramurthi, Consul General, Consulate General of India, Barcelona, Spain in the presence of officials from the Ministry of Tourism and Indian Mission,

along with the prominent MICE stakeholders of the country. As part of its comprehensive promotional strategy, the Ministry of Tourism works closely in collaboration with Indian Missions located overseas to enhance India's visibility as a premier travel destination.

The focus of Ministry of Tourism is to increase inbound tourism in the country by offering the world class infrastructure and tourism offerings that cater to all age groups, socioeconomic classes, countries, and personal preferences. In recent years India has come up with the global standard hotels, improved roads, highways, and enhanced air connectivity, even for reaching the remote areas of the country. India is positioned at rank 7 in the ICCA (International Congress and Convention Association) ranking of countries in the Asia Pacific region, in 2023.

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