

India's MICE Industry Set to Be a Major Economic Driver, Generating High-Quality Jobs: Union Tourism Minister Shri Gajendra Singh Shekhawat

‘Meet in India Conclave 2025 organized in Jaipur, Rajasthan

Strong focus on state-led promotion, public-private partnerships, and seamless connectivity to support the MICE sector

MICE tourism is recognized as a key driver for economic growth and job creation in India

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The Ministry of Tourism, Government of India, in collaboration with the Department of Tourism, Government of Rajasthan, and the Federation of Indian Chambers of Commerce & Industry (FICCI), organized the Meet in India Conclave on 4th May 2025 at Jaipur, Rajasthan on the sidelines of the 14th Great Indian Travel Bazaar (GITB).



Union Minister of Tourism & Culture, Shri Gajendra Singh Shekhawat, addressed the conclave and said that India's Meetings, Incentives, Conferences, and Exhibitions (MICE) Industry is set to be a major economic driver, generating high-quality jobs. Speaking at the conclave, Shri Shekhawat said, India's MICE industry is rapidly emerging as a global powerhouse, fuelled by robust economic growth, world-class infrastructure, and strong government backing. States across the country are unlocking tourism opportunities in their own unique ways — and now, it's time for India to position itself firmly on the global MICE map.



With iconic venues like Bharat Mandapam, Yashobhoomi, Jio World Centre etc. and with special focus on MICE, we aim to elevate at least 10 Indian cities into the world's top MICE destinations. Guided by Prime Minister Shri Narendra Modi's visionary leadership, and with states like Rajasthan leading through legacy and innovation, India is poised to become the world's most admired tourism and events destination," the Tourism Minister added while highlighting the growing potential of the country in the MICE segment.

More than 300 delegates and participants attended the event consisting of International MICE Companies/Operators, Domestic MICE Companies/Professional Conference organizers, Speakers, Foreign Tour Operators specialized in MICE invited for GITB, Secretaries from States / UTs, Media, Stakeholders from various Tourism and Hospitality Associations, Local Stakeholders (Hotels, DMCs, Associations, GITB, officials from States / UTs, exhibitors etc.) etc.

The India MICE market generated a revenue of USD 49,402.6 million in 2024 and is expected to reach USD 103,686.5 million by 2030 while registering a growth of 13% CAGR. This growth is fuelled by the recent developments in MICE-ready destinations coming up in cities like Varanasi, Khajuraho, Kochi etc. Over the last decade, India has shown a tremendous growth curve in infrastructure with be it the construction of roads over 1,50,000 km, new railway stations, semi high-speed trains, inland waterways, more than 150 operational airports and over 2.48 million hotel rooms. Further, India's hosting of G20 nations has reinforced India's growing venue network and regional tourism potential.

Vice Chairperson, NITI Aayog, Shri Suman Bery, emphasized, "The vision laid by Hon'ble PM during India's G20 presidency has opened new pathways. It is now up to states to build on this momentum. From deregulation to concert tourism, India has the opportunity to become a global hub for events and experiences."



Highlighting Rajasthan as an emerging MICE destination, Deputy Chief Minister of Rajasthan, Ms. Diya Kumari, said, "Rajasthan is not just a heritage destination — it is a vibrant, future-ready hub for MICE tourism. With state-of-the-art convention centres, seamless connectivity, digital infrastructure, and world-class hospitality, we are building a dynamic ecosystem that blends tradition with transformation"Elucidating Rajasthan's commitment to MICE not as a short-term effort, but as a strategic priority to drive growth, innovation, and global visibility, the Deputy CM of Rajasthan said, "Rajasthan is ready — not just to welcome conferences, but to offer an unforgettable, enriching experience."

Deputy Chief Minister, Smt. Pravati Parida, while addressing the gathering said, whether it's conferences or exhibitions, India is ready to welcome the world—and Odisha stands proudly among the leading states. From the spiritual serenity of Puri to the architectural marvel of Konark, our state offers not only robust infrastructure but also a rich cultural tapestry for all to experience.



Additional Secretary & Director General of Tourism, Mr. Suman Billa, set the context for MICE in India conclave and added that “A unified national strategy, skilled talent, digital tools, and strong state-led promotion can propel us into the top five MICE markets by 2025.” While India already has the necessary infrastructure and market demand, he pointed out that the real challenge lies in coordination. Mr Billa emphasized the need for city-level convention promotion bureaus, a strong national MICE brand, skill development academies, and a seamless digital portal.

Dr. Jyotsna Suri, Past President, FICCI highlighted that India is no longer just a leisure destination and We are now ready to take on the world as a leading MICE destination. With exceptional infrastructure, seamless connectivity, and the proven capabilities we demonstrated during the G20, we have everything it takes to host large-scale global conventions. Through platforms like the Great Indian Travel Bazaar and Meet in India, we are not just showcasing our potential — we are inviting the world to collaborate, catalyse, and say, ‘Let’s meet in India’.

Post inaugural keynote address was deliver by Dr. Senthil Gopinath, CEO, International Congress and Convention Association (ICCA). The event concluded with three sessions on Catalyzing Growth: How Tourism Policies are Attracting MICE Opportunities, Unlocking India’s MICE Tourism Potential: Elevating Convention Centres to Attract Global MICE Events and Strategizing for Success: Crafting Policies & Marketing India as a Global MICE Hub. B2B sessions for the buyers and sellers were also organised.

Following the conclave, the 14th edition of GITB will commence from May 5–6 at the Jaipur Exhibition and Convention Centre (JECC).

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