

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1249
ANSWERED ON 28.07.2025**

PROMOTION OF MICE TOURISM

**1249. SHRI JASHUBHAI BHILUBHAI RATHVA:
SHRI VIJAY KUMAR DUBEY:
SHRI ANURAG SINGH THAKUR:
SHRI BASAVARAJ BOMMAI:
SHRI RAJKUMAR CHAHAR:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of the steps taken by the Government to promote the Meeting Incentives Conferences and Exhibitions (MICE) industry in India and at the global level;**
- (b) whether the Government plans to elevate Indian cities into the world's top MICE destinations;**
- (c) if so, the details thereof; and**
- (d) the details of the total revenue generated by the MICE market in India during the last three years and the current year along with the growth expected thereof by 2030?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Development and promotion of tourist destinations and products, including MICE tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, as part of its on-going activities, the Ministry of Tourism regularly promotes India as a holistic tourism destination including MICE tourism through various mediums including social media and websites.

Ministry of Tourism identified MICE as one of the important segment of Tourism. Ministry has also formulated a National Strategy and

Roadmap for MICE Industry to promote the growth of MICE industry in the country. The following Key pillars have been identified in the MICE strategy document:

- i. Institutional support for MICE**
- ii. Developing Eco-system for MICE**
- iii. Enhance competitiveness of Indian MICE industry**
- iv. Enhance ease of doing business for MICE events**
- v. Marketing India as a MICE destination**
- vi. Skill development for MICE industry**
