

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3339#
ANSWERED ON 21.08.2025

MICE TOURISM

3339# SHRI HARSH MAHAJAN:
SHRI DEEPAK PRAKASH:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether any special policy or campaign is being run by Government to promote Meetings, Incentives, Conferences and Exhibitions (MICE) tourism in the country;
- (b) if so, the major strategies envisaged for selected cities, infrastructure development and global investment promotion;
- (c) whether there is any proposal for national or international partnerships to make India a global hub in the MICE sector; and
- (d) the total revenue generated by the MICE market in the country during 2024 and its expected growth 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 has introduced 'Meet in India' as a specialized sub-brand within the 'Incredible India' campaign. This sub-brand aims to enhance promotional initiatives, showcasing 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.

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
