

Ministry of Tourism



Ministry of Tourism participates in World Travel Market (WTM), London 4th – 6th November 2025

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The Ministry of Tourism, Government of India, is participating at World Travel Market (WTM) London, being held from 4th – 6th November at Excel London. Ministry is participating at WTM with a delegation of almost 30 stakeholders including State Governments / UT Administrations, inbound tour operators from the Indian travel industry along with IRCTC to showcase India's vibrant cultural diversity and the range of tourism products and immersive experiences.



With the rich diversity of cultural heritage, diverse landscapes, spiritual, adventure and wellness offerings of the country coupled with world class hospitality chains, authentic rural homestays, India welcomes the global traveller to a new and better experience. The presence of the country at the renowned travel forum established its commitment to reach out to the global travel eco system for better business engagements and drawing greater footfall of foreign tourists to India.

In addition to the State Tourism Departments of Jammu& Kashmir, Ladakh, Delhi and Chandigarh, as well as tour operators / Destination Management Companies and IRCTC co-exhibiting in the India Pavilion, other participating State Tourism Departments include Goa, Kerala, Tamil Nadu, Telangana, Karnataka, Andhra Pradesh, Rajasthan and Madhya Pradesh. These States are showcasing their unique tourism experiences and connecting with potential clients and partners from across the world.



The India pavilion was inaugurated on 4th November by Deputy High Commission of India to the United Kingdom along with Joint Secretary, Ministry of Tourism, Government of India in the presence of Smt. Diya Kumari, Deputy Chief Minister of Rajasthan and Tourism Ministers from the States of Goa, Madhya Pradesh and Andhra Pradesh.

India received 20.57 million International Tourist Arrivals (ITAs) during 2024. The Foreign Tourist Arrivals (FTAs) from several major source countries such as United States, United Kingdom, Australia, Singapore, Canada have shown an upward trend in 2024. UK along with USA and Australia continue to remain as the top few source countries for inbound tourists to India.

WTM 2025 brings together leading global travel industry professionals, buyers and exhibitors in London to engage in shaping the future of travel, exchange ideas and build partnerships. India's participation is timely as global travel recovery gains pace and the country positions itself for new growth trajectories.



As per World Economic Forum Travel & Tourism Competitiveness index, India is ranked 39th among 119 countries in 2024.

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