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India Shines as a Year-Round Wedding Destination at The Great Indian Travel Bazaar 2024



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FICCI is the voice of India's business and industry, reaching out to over 2,50,000 companies. Established in 1927, it is India's oldest and largest apex business organisation. FICCI serves its members from large (domestic and global companies) and MSME sectors as well as the public sector, drawing its strength from diverse regional chambers of commerce and industry.

EDITORIAL

From The Director General



The recently concluded Indian wedding season (November 23 - December 15, 2023) is estimated to have generated an impressive USD 57.2 billion in business from around 38 lakh weddings, supporting nearly 10 million jobs across hospitality, retail, tourism, tech, and logistics. Estimates also indicate that around USD 12 billion are spent on destination weddings abroad, resulting in a significant forex outflow.

Looking at the significant potential of this segment, Hon'ble Prime Minister Narendra Modi championed 'Wed in India', urging families to hold their weddings domestically. This move not only boosts the economy and creates jobs but also highlights India's rich cultural heritage and diverse landscapes. By choosing India, local businesses get a huge boost. It also helps bring into focus the country's status as a premier global wedding destination.

In alignment with the honourable Prime Minister's vision, FICCI organised the Great Indian Travel Bazaar (GITB) 2024 and the 'Wed in India' expo in Jaipur. These events showcased India's extensive offerings as a tourist and wedding destination, bringing together key players from the tourism and hospitality industries to promote India as a year-round destination with a special focus on weddings.

GITB 2024 and the 'Wed in India' expo featured numerous activities to enhance India's appeal. Presentations on infrastructure improvements and campaigns like 'Coolcation' promoted cooler regions during summer. Exhibitions highlighted luxurious venues, from Rajasthan's palaces to the Northeast's tea gardens, demonstrating India's suitability for destination weddings.

The outcomes were promising, with GITB 2024 facilitating over 11,000 business meetings between international tour operators and Indian sellers, fostering vital business relationships. The 'Wed in India' expo saw around 250 foreign tour operators engage with 200 Indian sellers, exploring new partnerships and opportunities.

FICCI is committed to realising India's potential as a leading wedding destination. Continued promotion and development are crucial, and FICCI and its members are dedicated to this goal, ensuring India captivates couples and families worldwide with its unique charm and beauty.

Jyoti Vij