



MEDIA COVERAGE – 1ST PHDCCI WEDDING TOURISM SUMMIT & EXPO

S. No.	Publication Name	Date	Link
1.	Press Trust of India (PTI)	18/10/2024	Wedding industry in India holds immense potential: Tourism Minister
2.	The Economic Times	18/10/2024	Building wedding linked infrastructure can aid the growth of MICE Tourism: Tourism Minister Gajendra Singh Shekhawat
3.	CNBC TV 18	18/10/2024	India's wedding market is worth \$50 billion; immense potentials as a wedding destination: Tourism Minister
4.	Business Standard	18/10/2024	Wedding industry holds potential to push economic growth: Tourism minister
5.	Devdiscourse	18/10/2024	India's Wedding Industry: A Catalyst for Economic Growth
6.	The Print	18/10/2024	देश में विवाह उद्योग व्यापक आर्थिक संभावनाओं से लैस: पर्यटन मंत्री
7.	Navbharat	19/10/2024	पर्यटन मंत्री का बयान, बोले- टूरिज्म को विवाह उद्योग से जोड़ने पर होगा जबरदस्त लाभ
8.	ET Travel World	19/10/2024	Wedding industry in India holds immense potential: Tourism Minister
9.	Business of Travel Trade (BOTT)	19/10/2024	"Wedding tourism can add \$1 trillion to Indian economy" : Tourism Minister
10.	Travel and Tour World (TTW)	22/10/2024	India's Wedding Tourism Industry Gears Up As PM Modi's Initiatives And PHDCCI Boost Growth
11.	Tourism Breaking News	22/10/2024	Wedding industry has immense potential to drive India's economic growth: Gajendra Singh Shekhawat
12.	Travel Mail	22/10/2024	Wedding tourism can add \$1 trillion to Indian economy, says Tourism Minister at PHDCCI's 1st Wedding Tourism Summit & Expo
13.	EVENTFAQS.COM	23/10/2024	EEMA joins forces at the 1st PHDCCI Wedding Tourism Summit to Shape India's Wedding Tourism Future
14.	Travel Trends Today (T3)	23/10/2024	Indian wedding industry to witness 3.7x growth surge in next five years: EEMA
15.	Travel World Online	23/10/2024	India's wedding industry poised for major growth



Economic Times, 19 October 2024

'India's Wedding Industry Can Help Multiply Tourism Business Manifold'

With right infrastructure and marketing, it can also aid in growing MICE tourism, says minister

Our Bureau

New Delhi: The growth of India's wedding industry is so fast that no dynamic tool can measure its CAGR, tourism minister Gajendra Singh Shekhawat said on Friday.

Addressing the Wedding Tourism Summit & Expo organised by PHDCCI in New Delhi, the minister said building weddings-linked infrastructure in the country can also aid the meetings, incentives, conferences and exhibitions (MICE) industry and help with tourism growth in the long run.

He also said with the right projections and efforts, MICE tourism can contribute \$1 trillion to the economy in the next five years and that tourism can be the driver of India's economic growth.

"With rising prosperity, the wedding industry will undoubtedly become one of the most promising in the country. If we combine tourism with the wedding industry and utilise that infrastructure beyond weddings,



With proper use of wedding infra for other events, we can multiply its usage beyond 70-75 days of wedding season...

GAJENDRA SINGH SHEKHAWAT
Tourism Minister

we can multiply the tourism business manifold through other events like conferences and seminars. If there is infrastructure in place, all that's required is marketing," said Shekhawat.

He added that while India ranks 24th in the tourism index, this data largely reflects three-star and above hotels. Figures from the unorganised sector aren't counted in the statistics, and while international tourists are counted, the 1-1.2 million domestic pilgrims visiting Kashi, Tirupati and Ujjain

every week go unrecognised in global projections. This is similar to the wedding sector, which holds great potential beyond the organised industry, said the minister.

He said with 54% of the population under 30 years old, a large part of the household income is spent on weddings.

"If we consider those aged around 25 years, about 68 crore (680 million) people in India will be getting married in the next 25 years, creating huge potential for the wedding industry. India's

tourism sector, contributing 7% to GDP and 10-12% to employment, has the potential to grow significantly. If we also analyse the unorganised sector, bring big data into the picture and make proper projections, then I can say with certainty that after agriculture, there is no other industry in the country that generates as many employment opportunities," he said.

"With proper use of wedding infrastructure for other events, we can multiply its usage beyond the 70-75 days of the wedding season. If we harness our country's geographical and cultural diversity alongside this growth, the tourism and wedding industries could be key drivers for growth," he added.

Hemant Jain, president, PHDCCI, said the global wedding industry is valued at \$300 billion, with India's market alone worth \$50 billion, growing at 20-25% annually. "Destination weddings, blending tourism and celebrations, are now a multi-billion dollar industry, boosting sectors like hospitality and aviation," he said.

PTI, 18 October 2024



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Back

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Wedding industry in India holds immense potential: Tourism Minister

NEW DELHI OCT 18 (PTI) THE WEDDING INDUSTRY IN INDIA HOLDS IMMENSE POTENTIAL AND IS POISED TO BECOME A KEY DRIVER TO PUSH THE ECONOMIC GROWTH: ster Gajendra Singh Shekhawat said on Friday.

He was addressing a gathering after inaugurating the 1st Wedding Tourism Summit & Expo hosted here by the PHD Chamber of Commerce and Industry (PHDCCI).

Age-wise, about 54 per cent of India's population is under 30 years. And a large part of household income is spent on weddings, the minister said.

2024 Guangxi Culture and Tourism Development Conference to Commence Soon

John Distilleries expects Rs 2,500 cr revenue in next 5 yrs; to invest Rs 600 cr for new plant



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हिंदी न्यूज़ = बिज़नेस = पर्यटन मंत्री का बयान, बोले- टूरिज्म को विवाह उद्योग से जोड़ने पर होगा जबरदस्त लाभ

पर्यटन मंत्री का बयान, बोले- टूरिज्म को विवाह उद्योग से जोड़ने पर होगा जबरदस्त लाभ

पीएचडी चैंबर ऑफ कॉमर्स एंड इंडस्ट्री यानी पीएचडीसीसीआई की ओर से आयोजित एक कार्यक्रम में पर्यटन मंत्री गजेंद्र सिंह शेखावत ने वेडिंग इंडस्ट्री के बारे में कहा है कि इस सेक्टर के बढ़ने की अपार संभावनाएं हैं।

By अद्वैत नवक

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Wedding tourism can add \$1 trillion to Indian economy, says Tourism Minister at PHDCCI's 1st Wedding Tourism Summit & Expo

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OCT 25, 2024 NEWS AT GLANCE

GERMANY SIMPLY INIRING

Germany tourism holds a press conference in Delhi

The German National Tourist Board (GNTB) held a press conference in New Delhi on October 22, 2024, highlighting India's growing importance as a source market for and travel destination Germany and international travel. Petra Hiedorfer, CEO of GNTB, addressed the audience explaining the strategic approaches to future market development in India. The conference showcased Germany's exciting travel opportunities and GNTB's expanding market activities on the subcontinent.

KTO hosts a roadshow and Korea Travel Fiesta in Delhi

Korea Tourism Organisation (KTO) organised the Korea Tourism Roadshow 2024 and Korea Travel Fiesta 2024 from October 18 to 20, 2024, in New Delhi. The former took place at the Yashbhoomil India International Convention and Expo Centre (IICC), whereas, the latter was a two-day event that took place at DLF Avenue Saket. The roadshow ended with a K-gala night, celebrating Korea's rich cultural heritage.

PHDCCI's Wedding Tourism Summit & Expo

PHDCCI's 1st Wedding Tourism Summit & Expo was held on October 18 and 19, 2024, at PHD House, New Delhi. This first-of-its-kind tourism expo aimed to explore how India can become a leading global wedding destination through the right policies, infrastructure, and promotion. The event was supported by the Ministry of Tourism, Government of India, Gujarat Tourism, MP Tourism, and UP Tourism.