



## MEDIA COVERAGE – 8<sup>TH</sup> GLOBAL FILM TOURISM CONCLAVE

S. No.	Publication Name	Date	Link
1.	Press Information Bureau (PIB)	13/02/2026	<a href="#">Film Tourism Now Central to India's Destination Branding Strategy</a>
2.	CNBC TV18	13/02/2026	<a href="#">India aims to turn cinema into 'sustained economic engine' through film tourism</a>
3.	BW Business World	14/02/2026	<a href="#">Film Tourism Moves Centre Stage In India's Branding Push</a>
4.	Travel and Tour World	13/02/2026	<a href="#">Cinematic Journeys: How Film Tourism is Redefining India's Global Travel Identity</a>
5.	The Indian Eye	13/02/2026	<a href="#">'Location Is the Real Hero,' says Rahul Mitra at Global Film Tourism Conclave</a>
6.	Hospibuz.com	14/02/2026	<a href="#">Film tourism now central to India's destination branding strategy</a>
7.	Global Prime News	13/02/2026	<a href="#">PHDCCI's 8<sup>th</sup> Global Film Tourism: Film tourism now central to India's destination branding strategy</a>
8.	Times Global News	13/02/2026	<a href="#">Film tourism now central to India's destination branding strategy</a>
9.	Travel Mail	14/02/2026	<a href="#">Film tourism is now central to India's destination branding strategy</a>
10.	Devdiscourse	13/02/2026	<a href="#">Film Tourism Now Central to India's Destination Branding: PHDCCI Conclave</a>
11.	युगवार्ता	13/02/2026	<a href="#">पीएचडीसीसीआई के 8वें वैश्विक फिल्म पर्यटन सम्मेलन का आयोजन</a>
12.	Live News Goa	14/02/2026	<a href="#">FILM TOURISM NOW CENTRAL TO INDIA'S DESTINATION BRANDING STRATEGY</a>
13.	हिंदुस्थान समाचार	13/02/2026	<a href="#">पीएचडीसीसीआई के 8वें वैश्विक फिल्म पर्यटन सम्मेलन का आयोजन</a>
14.	Jharkhand State News	14/02/2026	<a href="#">Film Tourism Now Central to India's Destination Branding Strategy</a>
15.	Safari Plus	21/02/2026	<a href="#">Film Tourism Takes Centre Stage at PHDCCI's 8<sup>th</sup> Global Conclave, Driving India's Destination Branding Vision</a>



Ministry of Tourism

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### Film Tourism Now Central to India's Destination Branding Strategy

**PHDCCI's 8th Global Film Tourism Conclave Sets the Agenda for Converting Cinematic Storytelling into Measurable Tourism Growth**

Posted On: 13 FEB 2026 6:43PM by PIB Delhi

Film tourism has emerged as a core pillar of India's destination branding and economic growth strategy, senior policymakers and industry leaders affirmed at the 8<sup>th</sup> Global Film Tourism Conclave organised by the PHD Chamber of Commerce and Industry (PHDCCI) in Mumbai.



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### India aims to turn cinema into 'sustained economic engine' through film tourism

At Mumbai's 8th Global Film Tourism Conclave, leaders stressed cinema's impact on tourism, urging incentives and digital support from Telangana and Meghalaya.

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**Film tourism is now central to India's destination branding strategy**

written by Travel Mail | February 14, 2026 | 5 minutes read



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### Film Tourism Moves Centre Stage In India's Branding Push

BW Online Bureau | Feb 14, 2026

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*Experts say structured incentives and policy clarity can turn cinema into measurable tourism growth*



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### 'Location Is the Real Hero,' says Rahul Mittra at Global Film Tourism Conclave

Published: February 13, 2026 - TIE Staff



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### PHDCCI's 8th Global Film Tourism: Film tourism now central to India's destination branding strategy

TOPICS: #8thFilmTourismConclave #PHDCCI #PHDCCI8thFilmTourismConclave #PHDCCI8thGlobalFilmTourismConclave #PHDChamberofCommerceandIndustry





**TTW** TRAVEL AND TOUR WORLD

## Cinematic Journeys: How Film Tourism is Redefining India's Global Travel Identity

Published on February 13, 2026

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The landscape of Indian travel is changing dramatically, as the lines between celluloid dreams and physical exploration become increasingly blurred. The 8th Global Film Tourism Conclave, recently hosted by the PHD Chamber of

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## Film Tourism Takes Centre Stage at PHDCCI's 8th Global Conclave, Driving India's Destination Branding Vision

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## Film tourism now central to India's destination branding strategy

Discover how Mumbai transforms locations into dreams and aspirations, as highlighted by Minister Suresh Gopi at the 8th Global Film Tourism Conclave.

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