PHDCCI Tourism & Hospitality Resilience Report

‘Impact of the West Asia Conflict on India’s Tourism, Aviation & Hospitality Sectors’

April 2026

Acknowledgements

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From the Chair's Desk

Anil Parashar
Chair
Tourism & Hospitality Committee, PHDCCI

India's tourism and hospitality sector continues to play a transformative role in driving economic growth, employment generation and global cultural engagement. As one of the country's most dynamic service industries, tourism contributes nearly 8% to GDP and supports over 40 million jobs, while sustaining a vast ecosystem of enterprises spanning aviation, hospitality, tour operators, restaurants and local tourism businesses.

Over the past few years, the sector has navigated an unprecedented period of global disruption. The Covid-19 pandemic, geopolitical tensions including the Russia–Ukraine conflict and recent developments in West Asia, evolving trade dynamics, supply chain disruptions and economic uncertainties have collectively tested the resilience of the tourism ecosystem.

Despite these challenges, the industry has demonstrated remarkable adaptability and recovery. Emerging trends such as revenge travel, staycations, bizcations and the rapid growth of homestays have redefined travel behaviour and hospitality offerings. From the depths of the pandemic, the sector witnessed a strong V-shaped recovery, achieving record-breaking performance in 2025. By early 2026, the industry was on a robust growth trajectory, with branded hotel inventory nearing 200,000 rooms and domestic aviation handling over 5 lakh passengers per day.

However, the escalation of the West Asia conflict towards the end of February 2026 has once again introduced uncertainty into global travel dynamics. Given the region's strategic importance as a key aviation hub, the impact is being felt across international connectivity, airline operations and travel sentiment worldwide.

This report, 'Impact of the West Asia Conflict on India's Tourism, Aviation & Hospitality Sectors', examines the evolving risks and opportunities shaping the sector. It brings together insights from industry leaders and presents strategic recommendations aimed at strengthening the resilience, sustainability and long-term competitiveness of India's tourism ecosystem.

As India continues its journey towards becoming one of the world's leading tourism destinations, collaborative efforts between government, industry stakeholders and tourism institutions will be essential.

I commend the Tourism & Hospitality team at PHD Chamber of Commerce and Industry for their efforts in bringing together this important report. I hope the insights presented here will contribute meaningfully to policy discussions and support the continued growth and resilience of India's tourism and hospitality sector.

From the CEO & SG's Desk

Dr. Ranjeet Mehta
CEO & Secretary General
PHDCCI

The tourism and hospitality sector represents a vital pillar of India's economic and social development. Beyond its direct economic contribution, tourism fosters cultural exchange, supports regional development and creates millions of employment opportunities across diverse segments of the economy.

As global travel continues to evolve in response to economic shifts, geopolitical developments and changing consumer behaviour, ensuring the resilience of the tourism ecosystem has become increasingly important. India's tourism sector stands at a critical juncture where strategic policy support, infrastructure development and industry collaboration can help unlock its full growth potential.

The report 'Impact of the West Asia Conflict on India's Tourism, Aviation & Hospitality Sectors' seeks to provide a comprehensive perspective on the challenges and opportunities shaping the sector today. Drawing on insights from industry stakeholders across aviation, hospitality, travel services and food services, the report highlights key policy priorities and industry actions required to strengthen the sector's resilience in an increasingly complex global environment.

The findings highlight the importance of coordinated policy support, improved connectivity, infrastructure development and industry-led innovation in ensuring that India's tourism sector continues to thrive in an increasingly dynamic global environment.

At PHDCCI, we remain committed to facilitating constructive dialogue between policymakers and industry stakeholders to support the sustainable development of India's tourism and hospitality ecosystem.

I congratulate the Tourism & Hospitality team for their efforts in preparing this report and extend my appreciation to the industry leaders who contributed their valuable perspectives. It is our hope that this publication will serve as a useful resource for policymakers, industry stakeholders and researchers working to advance the growth and resilience of India's tourism sector.

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1. Executive Summary

India's tourism, aviation, hospitality and food services sectors operate as a closely interconnected ecosystem that plays a vital role in economic growth, employment generation and international engagement. Recent geopolitical tensions in West Asia have introduced operational and cost pressures across aviation networks and energy markets, which in turn influence global travel flows and tourism-related industries.

Consultations with industry leaders across these sectors, along with data analysis, highlight several key developments, impacts and policy priorities. The following key findings summarise the major insights from the report, including sectoral impacts, outlook and recommended policy actions.

Key Findings

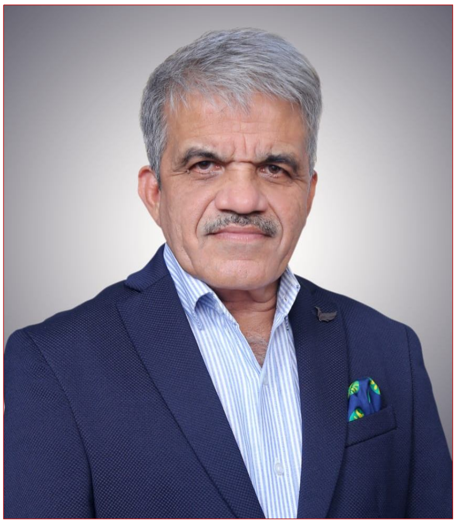
- **Tourism remains a major contributor to India's economy**, accounting for approximately **7–9% of GDP and supporting over 40 million jobs** across aviation, hospitality, travel services, allied sectors.
- **Geopolitical tensions in West Asia are affecting global aviation operations**, particularly due to airspace restrictions, flight rerouting and higher insurance and security costs for airlines operating international routes.
- Aviation Turbine Fuel (ATF) continues to be the largest cost component for airlines, accounting for around 35–45% of operating expenses and **rising fuel consumption due to longer flight routes is increasing airline cost pressures**.
- **Higher airline operating costs may translate into higher airfares, longer travel times and adjustments in seat capacity**, which could influence travel planning decisions for long-haul inbound tourism markets such as Europe and North America.
- **Travel operators and destination management companies report shorter booking windows and greater itinerary adjustments**, reflecting uncertainty in airline schedules and evolving global travel conditions.
- **The hospitality sector remains supported by strong domestic tourism demand**, though segments that rely heavily on international visitors such as luxury hotels, heritage properties and MICE tourism may experience demand fluctuations.
- **Restaurants and food service establishments are facing rising operational costs**, driven by energy price volatility, LPG supply constraints and supply chain disruptions affecting food procurement and logistics.
- **Despite near-term uncertainties, India's tourism sector remains fundamentally resilient**, supported by a large domestic travel market, expanding aviation connectivity and growing international interest in India's cultural, spiritual and experiential tourism offerings.
- Industry stakeholders emphasize the need for policy measures to stabilize aviation operating costs, including **rationalization of ATF taxation and reduction of state-level VAT on ATF to around 4–5%** in major aviation hubs such as Delhi, Mumbai, Pune, Chennai and Bengaluru.

- **Improving visa facilitation and expanding the e-Visa framework for key international markets** can significantly enhance inbound tourism by simplifying travel procedures and reducing processing time for international visitors.
- **Improving energy supply stability for hospitality and restaurant sectors**, including expansion of PNG networks and better LPG supply governance, can help reduce operational disruptions and cost volatility.
- **Strengthening international aviation connectivity through expanded bilateral air service agreements and diversified global routing options** will be important to safeguard India's access to global travel markets.
- **Expanding global tourism promotion and destination branding initiatives** will be essential to increase India's share in international tourist arrivals and strengthen its positioning as a competitive global tourism destination.
- **Improving cost stability for hospitality businesses**, including rationalisation of GST structures and access to **industrial electricity tariffs for hotels and hospitality establishments**, can help maintain price stability for travellers and support sector employment.
- **Strengthening financial resilience for tourism MSMEs**, including improved access to working capital, credit support and policy assistance during demand shocks, will be critical to sustaining the broader tourism ecosystem.

Overall, while geopolitical developments may create short-term operational challenges, **India's tourism ecosystem remains well positioned for long-term growth**. With coordinated policy support, improved cost competitiveness, enhanced travel facilitation and sustained destination promotion, the sector can continue to contribute significantly to economic development, employment generation and global tourism engagement.

"From a hospitality standpoint, the challenge today is not occupancy alone, but sustaining service excellence amid rising input costs and operational uncertainties. While domestic demand continues to anchor the sector, international travel volatility and energy cost pressures are impacting margins. The way forward lies in enabling a more supportive operating environment through rationalised taxation, stable energy access and continued investment in quality infrastructure."

Meena Bhatia
Co-Chair – Tourism & Hospitality Committee, PHDCCI



Rajan Sehgal
Co-Chair – Tourism & Hospitality Committee, PHDCCI

"Tourism is the first sector to feel the impact of global unrest. We saw this during the Russia–Ukraine war, but the recent West Asia conflict has completely altered travel dynamics. Outbound travel from India is now largely concentrated in select short-haul destinations such as Thailand, Singapore, Vietnam and others, as global travel uncertainty persists. At the same time, airlines are under severe pressure from cancellations, longer routes and rising fuel costs, while the West Asia – once considered the most stable hub for global travel and business is now the worst affected. Despite a 15–20% dip in inbound tourism, particularly in leisure, business travel remains resilient and India's strong domestic market continues to anchor the overall growth of the tourism and hospitality industry. For India to remain competitive, the focus must now shift towards strengthening global air linkages, ensuring cost-efficient travel access and building greater flexibility into our tourism ecosystem."

"India's tourism and hospitality sector remains fundamentally strong, supported by its vast domestic market and growing global appeal across cultural, spiritual and experiential tourism. While short-term disruptions in aviation, energy supply and global travel patterns pose challenges, they also present an opportunity to build a more resilient and diversified ecosystem. Strengthening MSME support, ensuring financial stability and fostering industry–government collaboration will be essential to driving sustainable and inclusive sector growth."

Shashank Bhagat
Co-Chair – Tourism & Hospitality Committee, PHDCCI

2. Impact of the West Asia Conflict on India's Tourism, Aviation & Hospitality Sectors

India's tourism ecosystem operates as an interconnected value chain linking aviation, hospitality, travel services, restaurants and destination management companies. As a result, disruptions affecting international aviation routes, fuel prices and regional geopolitical stability can have cascading effects across the broader tourism economy.

The ongoing conflict in West Asia has created immediate operational challenges for India's aviation sector and the wider tourism ecosystem. Airspace restrictions, rising ATF prices, higher insurance premiums and disruptions in transit routes through Middle Eastern hubs are beginning to impact international connectivity, travel costs and tourism flows to India.

Industry consultations conducted by PHDCCI indicate that while the sector remains resilient, tourism businesses are navigating several emerging pressures including fluctuating travel demand, rising operational expenses and increased complexity in international travel planning.

2.1 Impact on Inbound Tourism

Inbound tourism remains one of the most sensitive segments of the tourism ecosystem, as it is highly dependent on international mobility, airline connectivity, global economic conditions and traveller confidence. Unlike domestic tourism, inbound travel is particularly vulnerable to geopolitical developments, aviation disruptions and fluctuations in international travel sentiment.

Ravi Gosain
President, IATO

The current geopolitical environment has introduced increased volatility in international travel demand, especially across long-haul source markets such as Europe and North America. Travel decision timelines have shortened significantly, with travellers increasingly preferring flexible itineraries and last-minute bookings due to uncertainties surrounding flight routes, travel costs and global security conditions.

According to **Mr. Ravi Gosain, President, Indian Association of Tour Operators (IATO)**, these changes are reshaping the demand structure of inbound tourism.

"The current geopolitical uncertainty, particularly across key source markets and transit regions, has created considerable volatility in India's inbound tourism sector. We are witnessing a clear shift in booking behaviour, with short-haul and last-minute travel increasingly replacing long-haul, high-value itineraries, especially from European markets where travellers are adopting a more cautious approach. While interest in India remains strong, booking conversions are taking longer due to uncertainty around travel costs and connectivity," he said.

Operational challenges have also intensified due to disruptions in international aviation routes and capacity constraints across several long-haul corridors. Airspace restrictions and rerouting of flights have increased travel time and operational complexity, affecting itinerary planning for multi-destination tours and regional circuits within India.

Mr. Gosain further notes that these operational challenges are contributing to rising travel costs. "Disruptions in international flight routes and reduced airline capacities have increased travel time and itinerary complexity for inbound travellers. At the same time, higher airfares, insurance premiums, fuel surcharges and currency fluctuations are increasing overall travel costs, which is affecting India's price competitiveness in some markets."

Bharat Jain
Former Director, CWT

These developments have placed additional pressure on inbound tour operators, particularly small and medium-sized enterprises that rely heavily on international bookings. Industry stakeholders report shorter booking windows, fluctuations in confirmed travel groups and delayed payment cycles from overseas partners, all of which affect cash flow management and operational planning.

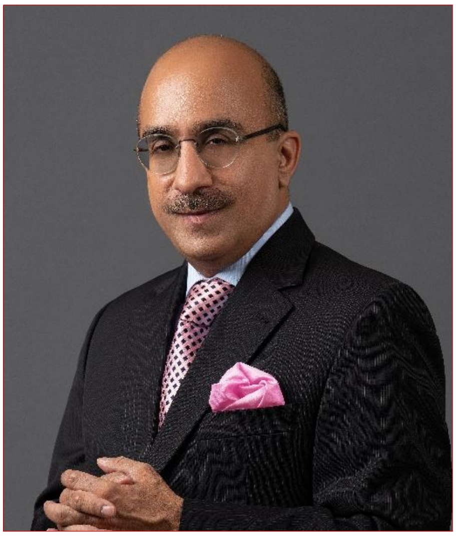
At the same time, global economic sentiment and corporate travel patterns continue to influence inbound tourism flows.

Mr. Bharat Jain, Former Director – Global Supply Management (India & Thailand), CWT, notes that broader economic confidence plays a key role in shaping international travel behaviour. "International travel demand is closely linked to global economic confidence. While leisure travel remains relatively resilient, corporate and long-haul travel tend to respond more cautiously during periods of geopolitical uncertainty, which in turn influences inbound tourism flows and business travel demand."

2.2 Impact on Aviation and Travel Connectivity

The aviation sector plays a critical role in enabling global tourism flows and facilitating international mobility. India's connectivity with major long-haul markets such as North America, Europe and Latin America is strongly supported by hub-and-spoke aviation networks operating through West Asian transit hubs. Industry estimates suggest that over 40% of international flights connecting India to global destinations either originate from or transit through West Asia, highlighting the region's strategic importance in India's global aviation network.

Explaining this dependency, **Mr. Rajeev Kohli, Joint Managing Director, Creative Travel**, notes: “More than 40% of international flights serving India originate from or transit through West Asia. Airlines such as Emirates, Qatar Airways and Etihad Airways have become critical gateways linking long-haul markets such as North America and Latin America with Asia.”



Rajeev Kohli
Joint MD, Creative Travel

These airlines have historically enabled efficient long-haul connectivity to India through major regional hubs such as Dubai, Doha and Abu Dhabi. However, disruptions affecting these transit corridors whether due to geopolitical tensions, airspace restrictions or operational adjustments can have immediate implications for airline operations and international travel flows.

According to industry stakeholders, recent developments have created several operational challenges including reduced international seat capacity, longer travel routes due to airspace restrictions, rising airfares driven by higher fuel costs and limited seat availability for inbound travellers during peak travel periods.

Highlighting the implications for tourism mobility, Mr. Kohli adds: “Even where demand exists, travellers are facing constraints in reaching India due to limited seat availability on long-haul routes and significantly higher airfare levels. As a result, we are already seeing nearly 10–15% of projected tourism business for the year being impacted, with forward bookings and future travel enquiries slowing down.”

Recent geopolitical developments have also had a direct impact on airline operations. According to analysis by ICRA, disruptions in international airspace following the escalation of the West Asia conflict beginning **28 February 2026** resulted in significant operational challenges for Indian carriers. Between **28 February and 5 March 2026**, Indian airlines cancelled around **1,770 international flights**, representing approximately **46% of their scheduled international operations** during that period.

The disruption forced several airlines to suspend services or reroute flights through longer flight paths to avoid affected airspace. These diversions increase fuel consumption, require additional refuelling stops and raise airport and navigation charges, thereby increasing operating costs.

ICRA further notes that around **15–20% of the Indian aviation industry’s revenues** are linked to flights operating through West Asian airspace. Prolonged disruptions in this region therefore have the potential to affect airline revenues while simultaneously increasing operational costs due to longer routes and reduced efficiency.

According to inputs from **SpiceJet**, while domestic air travel demand in India has remained relatively resilient, international travel sentiment has become increasingly fragile due to safety concerns on certain routes and rising airfares. Airlines are therefore operating in a challenging environment where they must manage higher operating costs while attempting to maintain affordable fares for travellers.

According to **IndiGo**, the current geopolitical environment has further intensified both demand-side and cost-side pressures for airlines. While domestic demand continues to provide a degree of stability, international travel, particularly on west-bound routes has been significantly impacted due to instability in key global corridors linked to West Asia. Airlines are experiencing schedule disruptions, longer travel times and reduced network efficiency. At the same time, rising fuel prices, forex volatility and higher insurance premiums are increasing operating costs, leading to the introduction of fuel surcharges and the likelihood of further fare increases, thereby impacting overall travel demand.

2.3 Impact on Hospitality Sector

The hospitality sector represents one of the most critical pillars of the tourism economy, encompassing hotels, resorts, serviced apartments, homestays and alternative accommodation providers. As a demand-driven industry closely linked to aviation connectivity, corporate travel and leisure mobility, the sector is particularly sensitive to global economic shifts, geopolitical developments and fluctuations in consumer sentiment.

Ajay K. Bakaya
Chairman, Sarovar Hotels

Despite the ongoing geopolitical uncertainty and disruptions in global mobility, India's hospitality sector has demonstrated notable resilience. Strong domestic tourism demand continues to anchor the sector's performance, helping offset volatility in international travel flows. Industry leaders note that domestic leisure travel, weddings, spiritual tourism and meetings and conferences have remained key demand drivers across multiple destinations.

According to **Mr. Ajay K. Bakaya, Chairman, Sarovar Hotels and Director, Louvre Hotels India**, demand patterns across markets reflect a clear divergence between corporate and leisure segments. "We have observed a marginal demand softening of about 10% in key metro markets such as Delhi, Bengaluru, Hyderabad, Chennai. However, this has been offset by a strong uptick in leisure demand, particularly in destinations like Goa, which has seen nearly a 15% increase in travel demand, while other leisure markets have remained stable."

Industry leaders also highlight that the sector entered the year on a strong growth trajectory. **Mr. J.B. Singh, President & CEO, InterGlobe Hotels and Director, InterGlobe Air Transport**, notes that the industry had begun 2026 with robust momentum. "The Indian hospitality industry entered 2026 on a strong footing, registering double-digit growth compared to the previous year, which helped operators absorb inflationary pressures and maintain healthy margins. However, following the onset of global geopolitical uncertainties, growth has moderated and returned closer to last year's levels."

J.B. Singh
President & CEO, InterGlobe Hotels
Director, InterGlobe Air Transport

Operationally, hospitality operators have had to adapt to evolving market conditions, including supply chain disruptions, rising input costs and aviation-related challenges. Flight rerouting and longer travel routes resulting from airspace restrictions have increased travel time and operating costs across the tourism ecosystem, indirectly affecting travel planning and demand.

Mr. Nikhil Sharma, Managing Director and COO – South Asia, Radisson Hotel Group, emphasises that hotel operators are actively adapting their operations to ensure continuity of services. "Our priority remains the safety and wellbeing of our guests and team members. Hotels are responding through operational optimisation, diversified kitchen infrastructure and closer coordination with suppliers to ensure seamless guest experiences despite evolving supply constraints."

Nikhil Sharma
MD and COO, Radisson Hotel Group

One of the key operational concerns highlighted by industry stakeholders relates to rising energy costs and fuel supply challenges. Hospitality businesses, particularly restaurants and food service establishments, remain heavily dependent on LPG for commercial kitchens. Temporary supply disruptions and rising fuel prices have therefore increased operational costs across the sector.

Surendra Kumar Jaiswal
President, FHRAI

Mr. Surendra Kumar Jaiswal, President, Federation of Hotel & Restaurant Associations of India (FHRAI), points out that the hospitality industry is currently operating in a high-cost environment. "International tourist inflows remain uneven due to higher airfares, rerouting of flights and global economic uncertainty, while domestic tourism continues to act as the primary stabilising force for the hospitality sector. At the same time, rising energy costs, supply chain disruptions and higher input prices are creating pressure on operational margins, particularly for small and mid-sized establishments."

Cost pressures are being amplified by rising ATF prices, crude-linked inflation, all of which affect travel costs, procurement expenses and imported hospitality supplies. While larger hotel chains have greater capacity to absorb such shocks through operational efficiencies and diversified sourcing, smaller operators remain more vulnerable to sustained cost escalation.

2.4 Impact on the Restaurant Industry

The restaurant industry, which forms a critical component of India's broader tourism and hospitality ecosystem, is currently experiencing one of the most severe operational disruptions due to constraints in the supply of commercial LPG. As a sector that relies heavily on uninterrupted fuel availability for daily kitchen operations, the disruption has created immediate challenges for establishments ranging from independent neighbourhood restaurants and quick service outlets to large hotel kitchens and organised food service chains.

Industry stakeholders report that the shortage of commercial LPG cylinders has significantly affected operational continuity across multiple regions. Restaurants operate on tight daily supply cycles for cooking fuel and any interruption quickly disrupts service delivery, menu planning and operational efficiency.

According to **Mr. Sagar Daryani, President, National Restaurant Association of India (NRAI)**, the scale of the disruption has now become a nationwide operational challenge. “The ongoing LPG supply disruption has created a serious operational crisis for the restaurant industry. Nearly 10% of restaurants have temporarily shut down, while 60–70% of establishments have shifted to induction cooking, alternate fuels, reduced menus or shorter operating hours to manage limited supplies. This has started to directly affect consumer behaviour, with dining-out frequency declining by 8–10% and average customer spending dropping by 6–8%, resulting in a measurable slowdown in industry throughput.”

Sagar Daryani
President, NRAI

The operational adjustments adopted by restaurants such as truncated menus, reduced cooking hours and the adoption of induction-based equipment reflect attempts by businesses to maintain service continuity while coping with unpredictable fuel availability. However, these changes have also affected customer experience and service consistency.

The economic implications of the disruption are substantial. According to industry estimates, the Indian food services market valued at ₹5.69 lakh crore in 2024 and projected to reach ₹7.76 lakh crore by 2028 is expected to reach an estimated ₹6.46 lakh crore in 2026, translating into approximately ₹17,700 crore in daily economic activity across the sector. A 15–20% slowdown in throughput, as currently observed, therefore corresponds to an estimated ₹2,650 crore reduction in daily economic activity, or nearly ₹79,000 crore per month, representing a significant economic shock to the food services ecosystem.

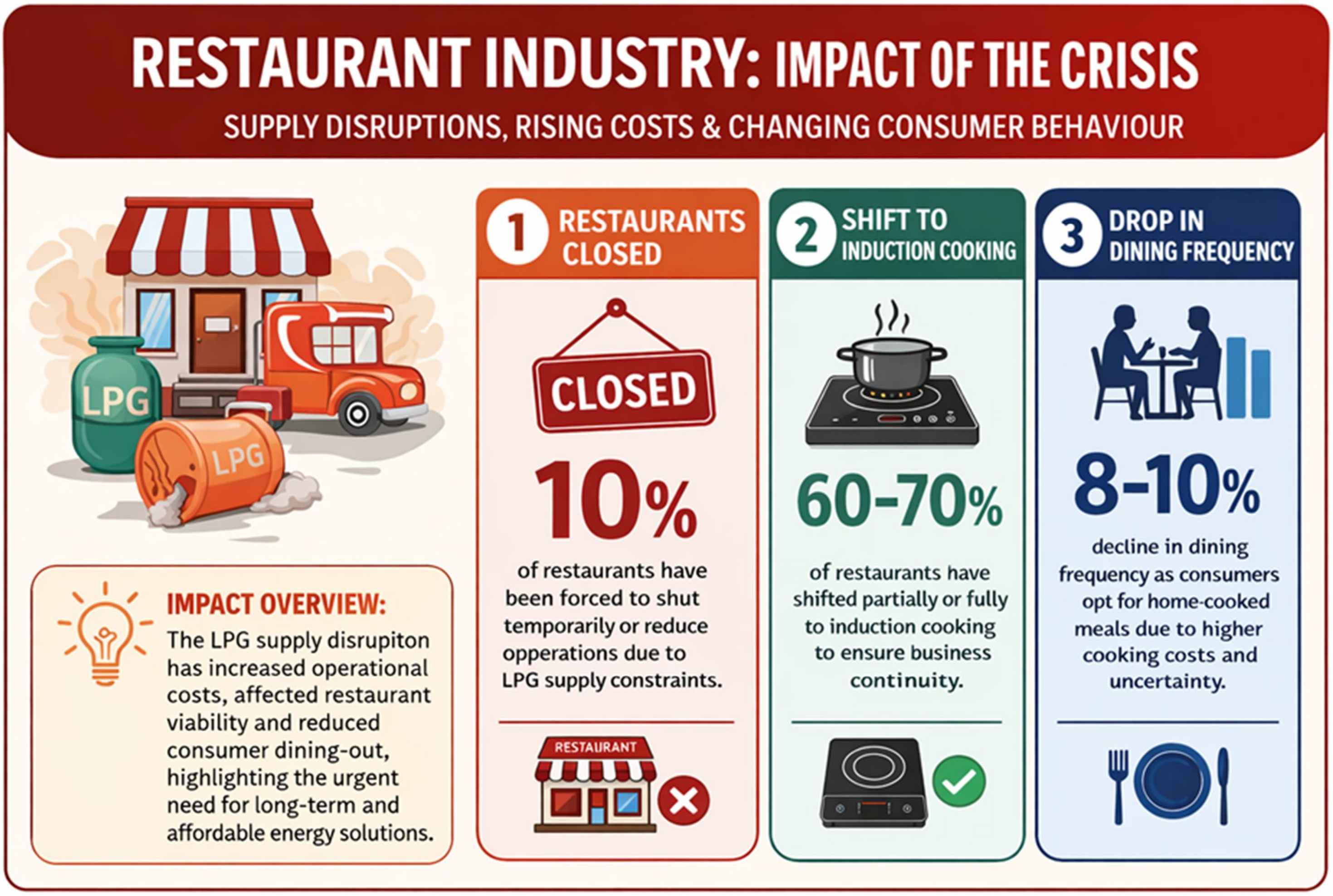
Beyond operational and financial challenges, the disruption also raises concerns about employment stability across the sector. The restaurant industry directly employs over 8.5 million people, making it one of the largest job creators in India’s service economy. Prolonged supply disruptions could therefore result in 5–7 lakh potential job losses, alongside hiring freezes and delayed expansion plans, particularly among small and medium-sized operators who are more vulnerable to cost and supply volatility.

The economic implications of the disruption are substantial. According to industry estimates, the Indian food services market valued at ₹5.69 lakh crore in 2024 and projected to reach ₹7.76 lakh crore by 2028 is expected to reach an estimated ₹6.46 lakh crore in 2026, translating into approximately ₹17,700 crore in daily economic activity across the sector.

A 15–20% slowdown in throughput, as currently observed, therefore corresponds to an estimated ₹2,650 crore reduction in daily economic activity, or nearly ₹79,000 crore per month, representing a significant economic shock to the food services ecosystem.

Industry leaders also highlight that the crisis has exposed structural vulnerabilities in the sector's energy dependence. **Mr. Surendra Kumar Jaiswal, President, FHRAI**, emphasises the systemic nature of the challenge. "The restaurant and hospitality sectors remain heavily dependent on LPG for commercial kitchens, and the current supply constraints highlight the risks of relying on a single energy source. While alternatives such as piped natural gas and electric kitchen infrastructure exist, transitioning to these systems requires significant capital investment, regulatory approvals and infrastructure support, which makes rapid adaptation extremely difficult for most operators."

In addition to operational disruptions, the crisis has broader social implications. Restaurants play an essential role in providing daily food access to millions of people including students, migrant workers, office employees and travellers who rely on food service establishments for regular meals. Any prolonged disruption in restaurant operations therefore affects not only businesses, but also food accessibility for a large segment of the urban population.



3. Industry Expectations from Government

Industry leaders across aviation, hospitality, travel services and the restaurant sector emphasise that stabilising India's tourism ecosystem in the current global environment will require coordinated policy interventions addressing cost pressures, connectivity risks, infrastructure gaps and supply chain disruptions.

While the sector continues to demonstrate strong demand fundamentals, rising fuel prices, aviation cost volatility, energy supply disruptions and operational expenses are placing increasing pressure on tourism businesses. Addressing these challenges through targeted fiscal support, infrastructure investments and regulatory reforms will be essential to sustaining India's tourism growth momentum.

The following policy priorities have emerged from consultations with key industry leaders.

a) Stabilising Aviation Operations and Fuel Costs

Aviation stakeholders emphasise that fuel price volatility and rising airport charges remain the most significant operational risks for airlines operating international routes to and from India. Stabilising airline operating costs is therefore considered critical for sustaining international connectivity and tourism flows.

Airline operators have also recommended several specific fiscal and regulatory interventions to strengthen operational sustainability. According to **SpiceJet**, priority policy actions include:

- Rationalisation of Aviation Turbine Fuel (ATF) taxes
- Reduction of state VAT on ATF to 4-5% across major aviation hubs
- Review of rising airport user charges
- GST parity for wet-leased aircraft
- Financial support mechanisms similar to COVID-era relief measures

These measures are expected to help airlines maintain route viability, seat capacity and competitive ticket pricing, all of which directly influence international travel demand.

Industry experts also highlight that India's long-haul connectivity relies significantly on transit hubs in West Asia. According to **Mr. Rajeev Kohli**, Joint MD, Creative Travel: "Strengthening bilateral air service agreements, expanding seat capacity through diversified airline partnerships and ensuring alternate routing options will be essential to maintain seamless global travel connectivity."

b) Revitalising Global Tourism Promotion

International tourism promotion campaigns play an important role in influencing travel decisions, particularly during periods of global uncertainty when travellers seek reassurance about destinations. Industry stakeholders emphasise that consistent international marketing and destination promotion will be critical to sustaining inbound tourism momentum.

Mr. Ravi Gosain, President, IATO, recommends strengthening global marketing initiatives: "Sustained global marketing under the Incredible India campaign and increased participation in major international tourism fairs are essential to maintain India's visibility in competitive global markets and strengthen inbound tourism demand."

Industry leaders recommend several specific measures to strengthen international promotion:

- Increasing budget allocation for global Incredible India campaigns
- Expanding participation in international travel marts and tourism exhibitions
- Launching targeted digital marketing campaigns in emerging source markets
- Strengthening partnerships with global tour operators and airlines
- Promoting niche tourism segments such as heritage, wellness and experiential tourism

c) Accelerating Tourism Infrastructure and Destination Connectivity

Improved infrastructure and better connectivity to tourism destinations remain fundamental to unlocking India's tourism potential.

According to **Mr. Nikhil Sharma**, MD and COO – South Asia, Radisson Hotel Group: "Continued investment in transportation infrastructure including highways, regional airports and rail connectivity will significantly enhance accessibility to emerging destinations and create new opportunities for tourism-led economic growth."

Industry stakeholders recommend accelerating:

- Regional airport development under UDAN and similar connectivity programmes
- Road and rail connectivity to emerging tourism circuits
- Airport expansion projects in high-growth tourism regions
- Integrated transport planning linking airports, rail stations and tourism destinations

Complementing connectivity improvements, destination readiness is also considered critical for sustaining tourism growth.

Mr. Ajay K. Bakaya, Chairman, Sarovar Hotels & Director, Louvre Hotels India, said, "India must focus on strengthening destination infrastructure, improving urban mobility and encouraging sustainable tourism development so that tourism growth is distributed beyond traditional metropolitan centres."

d) Supporting Hospitality and Restaurant Sector Sustainability

Hospitality and food service businesses highlight that rising energy costs, taxation structures and supply chain disruptions are creating operational challenges across the sector.

According to **Mr. J.B. Singh**, President & CEO, InterGlobe Hotels and Director, InterGlobe Air Transport: "Government may need to absorb part of the global increase in fuel and energy prices to manage inflation and protect consumer confidence. Measures such as GST rationalisation and access to industrial power tariffs for the hospitality sector can help lower the cost of operations and maintain price stability for consumers. Temporary wage support or payroll tax relief during sudden demand shocks would also help businesses sustain employment."

Complementing this view, structural reforms to reduce operating costs are also considered important.

Mr. Surendra Kumar Jaiswal, President, FHRAI, "Rationalisation of GST for hospitality services, access to industrial electricity tariffs and supportive regulatory measures will significantly reduce operating costs and improve the global competitiveness of India's hospitality industry."

Key policy recommendations from hospitality stakeholders include:
- Rationalisation of GST for hospitality services
- Access to industrial electricity tariffs for hotels
- Temporary wage support or payroll tax relief during demand shocks
- Simplified licensing and regulatory approvals

From the restaurant sector's perspective, stabilising energy supply chains is also critical.

Mr. Sagar Daryani, President, NRAI, said, "Ensuring uninterrupted supply of commercial LPG and accelerating the rollout of alternative energy solutions such as PNG will be essential to safeguard restaurant operations and the millions of livelihoods supported by the food service sector."

Industry stakeholders recommend:
- Ensuring priority allocation of commercial LPG to restaurants
- Cracking down on LPG black marketing and supply diversion
- Fast-tracking PNG approvals for food service establishments
- Supporting transition to alternative kitchen energy systems

e) Strengthening Travel Facilitation and Financial Resilience

Travel industry leaders also emphasise the need to improve policy facilitation frameworks to make India a more accessible and competitive destination.

Recommended policy actions include:
- Expanding the e-Visa programme to additional countries
- Streamlining visa processing timelines
- Rationalising visa fees for key tourism markets
- Enhancing digital visa application and processing systems

In addition, strengthening financial resilience within the travel ecosystem is considered important for managing short-term disruptions.

According to **Mr. Bharat Jain**, Former Director – Global Supply Management (India & Thailand), CWT: "Targeted financial measures such as working capital support and liquidity mechanisms for travel operators can help the industry absorb short-term disruptions while maintaining operational continuity."

Industry stakeholders recommend exploring:
- Dedicated working capital support schemes for tour operators
- Credit guarantee programmes for tourism SMEs
- Emergency financial support mechanisms during global travel disruptions

4. Strategic Recommendations for Sector Resilience

The tourism and hospitality sector has demonstrated significant resilience in the face of global disruptions, including pandemic recovery challenges, geopolitical uncertainties and supply chain constraints. However, sustaining long-term growth will require coordinated action between government, industry stakeholders and tourism institutions.

To sustain long-term growth while improving resilience against external shocks, the following strategic recommendations focus on policy alignment, operational stability, infrastructure readiness and demand stimulation across the tourism value chain.

a) Establishing a Coordinated Tourism Crisis Communication Framework

During periods of uncertainty, inconsistent or fragmented communication can significantly impact traveller sentiment and international bookings.

India currently has multiple industry associations and institutional platforms representing the tourism sector. However, the absence of a formalised joint communication and crisis response mechanism can limit the sector's ability to respond quickly and effectively to global disruptions.

Developing a coordinated tourism communication framework involving industry bodies and government agencies can help deliver unified messaging to international markets during periods of disruption.

Key elements of such a framework would include:

- **A joint crisis-response coordination platform involving industry associations and tourism institutions**
- **A structured global communication strategy to reassure international markets about travel accessibility and safety in India**
- **Coordinated messaging through digital tourism platforms, international travel trade networks and global media channels**

b) Strengthening the Financial Sustainability of the Aviation Ecosystem

Airlines operating in India face relatively high cost pressures, particularly from fuel taxation and airport charges. ATF represents approximately 35–40% of airline operating costs, making it the largest cost component for most carriers. In addition, state-level VAT on ATF varies significantly across regions, creating cost disparities between aviation hubs.

Improving the cost structure of airline operations can help sustain route viability and maintain competitive airfares for travellers.

Priority areas for policy consideration include:

- **Reducing VAT on ATF to approximately 4–5% across major aviation hubs such as Delhi, Mumbai, Pune, Chennai and Bengaluru**
- **Reviewing GST treatment on wet-leased aircraft to align it with the taxation framework applied to dry-leased aircraft**
- **Addressing rising airport charges and user development fees that directly affect airline operating costs**
- **Strengthening airspace management and international diplomatic coordination to ensure efficient global routing options for airlines**
- **Ensuring policy measures that help stabilise operating costs for airlines, particularly during periods of fuel price volatility**
- **Improving network resilience through diversified routing strategies and operational flexibility**

c) Simplifying Regulatory Processes and Improving Ease of Doing Business

Tourism development requires significant investments across hospitality infrastructure, destination facilities and tourism services. Improving the ease of doing business in the tourism and hospitality sector can significantly accelerate infrastructure development and attract new investment.

Reducing regulatory complexity will help accelerate the development of tourism infrastructure and support faster expansion of hospitality capacity.

Strategic priorities include:

- **Streamlining regulatory approvals for hotel and tourism infrastructure projects**
- **Simplifying licensing procedures for hospitality and tourism businesses**
- **Encouraging adaptive reuse and conversion of existing buildings into hospitality assets, particularly in high-demand urban markets**
- **Improving policy coordination between central, state and local authorities involved in tourism development**

d) Strengthening Destination Development and Global Tourism Branding

India possesses one of the world's most diverse tourism offerings, including heritage sites, cultural experiences, wellness tourism, nature tourism and spiritual travel. Sustained global destination branding and tourism promotion will be critical to improving India's competitiveness in international tourism markets.

Strategic priorities include:

- **Strengthening India's global tourism promotion campaigns across digital platforms and international media networks**
- **Expanding destination branding initiatives focused on India's cultural, spiritual and experiential tourism offerings**
- **Increasing engagement with international travel trade networks and global tourism events**
- **Promoting emerging destinations and regional tourism circuits to diversify visitor flows**

e) Improving Cost Stability for Hospitality Businesses

Operational cost volatility remains a major concern for hospitality businesses. Energy costs, fuel prices and taxation structures significantly influence hotel operating economics and room pricing.

Providing hospitality establishments with access to industrial electricity tariffs can help reduce energy costs, which represent a significant component of hotel operating expenses. In addition, the sector may benefit from targeted financial stability mechanisms during periods of demand disruption.

Strategic measures may include:

- **Rationalisation of GST applicable to hospitality services to improve price competitiveness**
- **Enabling industrial power tariffs for hotels and hospitality establishments**
- **Temporary payroll tax relief or wage support programmes during periods of sudden demand shocks**

f) Accelerating the Transition to Alternative Energy Sources

The hospitality and restaurant sectors remain heavily dependent on LPG and conventional energy systems, particularly for commercial kitchen operations. Expanding access to alternative energy infrastructure can improve operational stability while supporting sustainability goals.

Key strategic initiatives include:

- **Accelerating the expansion of PNG networks in major commercial and hospitality clusters**
- **Encouraging renewable energy adoption and energy-efficient building infrastructure across hospitality establishments**
- **Supporting the transition towards induction-based commercial kitchens and energy-efficient equipment**

g) Strengthening Supply Chain Governance in the Restaurant Sector

India’s food service industry is one of the largest components of the tourism ecosystem. The sector includes over 7 million establishments and supports more than 7.3 million jobs.

However, disruptions in commercial LPG supply chains and distribution inefficiencies can create operational challenges for restaurants and food service businesses.

Strengthening supply chain governance will therefore be critical.

Key measures include:

- **Establishing district-level monitoring mechanisms to ensure fair distribution of commercial LPG supplies**
- **Strengthening enforcement actions against black marketing and diversion of LPG cylinders**
- **Introducing digital tracking systems for LPG cylinder distribution networks**
- **Accelerating approvals for PNG connections for commercial kitchens**

h) Strengthening Financial Resilience for Tourism MSMEs

A large portion of India's tourism ecosystem consists of MSMEs, including tour operators, travel agencies, boutique hotels and transport providers. These businesses often operate with limited financial buffers and are therefore highly vulnerable to sudden fluctuations in travel demand.

Strengthening financial resilience across the tourism ecosystem will be essential for sustaining employment and operational continuity.

Strategic measures include:

- **Expanding working capital financing and credit lines for tourism MSMEs**
- **Providing interest subsidies and credit guarantee schemes for tourism enterprises**
- **Facilitating faster customs clearance processes for aviation parts, hospitality supplies and tourism technology imports**
- **Introducing targeted demand stimulation measures such as incentives for corporate travel and domestic tourism programmes**

Improving access to liquidity and financial support mechanisms will help tourism businesses navigate periods of uncertainty while maintaining service continuity.

By implementing these strategic interventions, India can build a tourism ecosystem that is more resilient to external disruptions, more competitive internationally and better positioned to support long-term economic growth and employment generation.

5. Outlook for the Next 6–12 Months

Despite the current global uncertainties, industry leaders remain cautiously optimistic about the outlook for India's tourism and hospitality sector over the next 6–12 months.

While short-term operational challenges such as aviation route adjustments, cost pressures and supply chain disruptions may persist, the broader outlook for India's tourism ecosystem remains positive. Industry leaders highlight that structural drivers such as rising domestic travel demand, expanding tourism infrastructure and India's growing global tourism appeal will continue to support sector growth.

The following outlook perspectives reflect the views of key industry stakeholders.

I. Domestic Tourism to Remain the Primary Growth Driver

Domestic tourism is expected to continue serving as the core stabilising force for India's tourism ecosystem over the coming year. Rising disposable incomes, expanding middle-class travel aspirations and improving connectivity are likely to sustain strong domestic travel demand across both leisure and business segments.

According to **Mr. Ajay K. Bakaya**, Chairman, Sarovar Hotels and Director, Louvre Hotels India: "Domestic tourism will remain the backbone of the hospitality sector over the next year. Increasing travel aspirations among Indian consumers and improved connectivity to emerging destinations are expected to sustain strong demand across hotels and tourism businesses."

Industry leaders also note that India's growing middle class and improving mobility infrastructure are creating structural demand for domestic travel experiences.

II. Gradual Stabilisation of International Travel

International tourism demand is expected to gradually stabilise over the next 6–12 months, particularly as aviation networks adjust to evolving global conditions and airlines restore capacity on long-haul routes.

Mr. Rajeev Kohli, Joint MD, Creative Travel, said, "As airline capacity stabilises and global travel routes adjust to the current geopolitical environment, international travel flows to India are expected to gradually strengthen, particularly from long-haul markets."

India's inbound tourism prospects remain supported by the country's strong global appeal across heritage tourism, wellness travel, spirituality and experiential tourism segments.

According to **Mr. Ravi Gosain**, President, IATO, "Interest in India as a tourism destination remains strong across international markets. Once global travel conditions stabilise, inbound tourism demand is expected to recover steadily given India's unique cultural and experiential offerings."

Industry stakeholders expect international travel booking patterns to remain more cautious in the near term, with shorter booking windows and greater demand for flexible travel arrangements.

III. Continued Expansion of India's Hospitality Sector

India's hospitality industry is expected to maintain its growth trajectory over the next year, supported by expanding tourism demand and continued investments in new hotel development across major cities and emerging destinations.

Mr. Nikhil Sharma, MD and COO – South Asia, Radisson Hotel Group, said, "India's hospitality sector is entering a phase of sustained expansion driven by strong domestic demand, growing investor confidence and continued development of tourism infrastructure."

Industry stakeholders note that hotel development pipelines across India remain strong, with several international and domestic hotel brands continuing to expand their presence across both metropolitan markets and tier-2 and tier-3 destinations.

According to **Mr. Surendra Kumar Jaiswal**, President, FHRAI: "While short-term global uncertainties may create temporary operational challenges, the long-term outlook for India's hospitality industry remains robust, supported by favourable demographics and rising travel demand."

IV. Restaurant Sector Recovery Dependent on Supply Stabilisation

The restaurant industry is expected to stabilise over the coming months once energy supply constraints and operational disruptions ease. Industry stakeholders note that the sector's long-term demand fundamentals remain strong.

According to **Mr. Sagar Daryani**, President, NRAI: "Once supply chain stability is restored and operating conditions normalise, the restaurant industry is well positioned to recover quickly given India's strong dining culture and rapidly expanding urban consumer base."

India's food services sector continues to benefit from rapid urbanisation, evolving consumer lifestyles and rising demand for organised dining experiences, which are expected to support long-term sector expansion.

V. Corporate Travel Recovery to Remain Gradual

While leisure travel is expected to remain the primary driver of tourism demand in the near term, industry leaders anticipate that corporate travel recovery may progress more gradually, influenced by global business sentiment and economic conditions.

According to **Mr. Bharat Jain**, Former Director – Global Supply Management (India & Thailand), CWT: "Leisure travel demand is expected to remain strong, while corporate travel may recover more cautiously depending on global economic stability and business confidence."

Industry stakeholders note that corporate travel patterns are increasingly evolving towards more targeted and value-driven travel decisions, with businesses placing greater emphasis on efficiency and cost optimisation.

VI. Long-Term Aviation Growth Remains Strong

Despite short-term geopolitical and operational uncertainties, industry stakeholders remain confident about the long-term growth prospects of India's aviation sector.

According to **SpiceJet**, India is expected to remain one of the fastest-growing aviation markets globally, with passenger traffic projected to grow at approximately 7% annually over the next two decades.

This growth will be supported by:

- Rising domestic passenger demand
- Expansion of regional aviation connectivity
- Increasing international travel by Indian consumers
- Continued airport infrastructure development

Industry stakeholders also highlight that strong domestic demand continues to act as a key stabilising factor for the aviation sector, even as certain international routes remain affected by geopolitical developments.

Reflecting this trend, **IndiGo** notes: "While geopolitical instability in the Middle East introduces near-term uncertainty, the outlook for Indian aviation remains cautiously optimistic. Strong domestic demand continues to anchor industry growth, while routes to and from Southeast Asia remain resilient."

VII. Strengthening Sector Resilience

Industry leaders also emphasise that the current environment is encouraging tourism businesses to adopt more resilient and diversified operating strategies.

According to **Mr. J.B. Singh**, President & CEO, InterGlobe Hotels and Director, InterGlobe Air Transport: "The current environment is prompting tourism businesses to focus more strongly on operational efficiency, cost management and resilience. These adaptations will ultimately strengthen the sector's ability to navigate future disruptions."

Overall, industry stakeholders remain confident in the sector's long-term growth potential.

India's expanding middle class, improving tourism infrastructure and strong domestic travel demand continue to provide a solid foundation for future growth. With continued government support, strengthened connectivity and sustained policy focus on tourism development, India's tourism ecosystem is expected to remain one of the fastest-growing in the world.

6. Global Tourism Landscape and Emerging Risks

The global tourism industry is undergoing a period of significant transformation driven by post-pandemic recovery, geopolitical developments, evolving travel preferences and rapid technological change. While the sector has shown remarkable resilience following the disruptions caused by the COVID-19 pandemic, several structural shifts are reshaping the way tourism markets operate worldwide.

According to the World Tourism Organization, international tourism has rebounded strongly in recent years, with global tourist arrivals reaching approximately 1.3 billion travellers in 2023, representing nearly 88% of pre-pandemic levels. Many tourism-dependent economies have already exceeded their pre-2020 tourism performance.

The World Travel & Tourism Council estimates that the global travel and tourism sector contributed over USD 9.9 trillion to the global economy in 2023, accounting for roughly 9.1% of global GDP. The sector is projected to continue expanding steadily over the next decade, driven by rising disposable incomes, improved global connectivity and growing demand for travel experiences.

However, the global tourism landscape remains sensitive to external disruptions and geopolitical developments. Several factors are currently influencing international travel patterns and tourism flows.

i. Emerging Global Challenges

International tourism flows are increasingly affected by operational and economic uncertainties, including:

- Airspace restrictions and geopolitical tensions affecting major transit routes
- Flight cancellations and airline capacity constraints in certain regions
- Volatility in aviation fuel prices, increasing travel costs
- Rising insurance and security costs for airlines and travel operators
- Currency fluctuations and inflation, influencing travel affordability

These factors have introduced greater volatility into global tourism markets, affecting airline connectivity, travel planning and tourism investment decisions.

ii. Changing Global Travel Behaviour

At the same time, consumer preferences are evolving rapidly, leading to new patterns of travel demand. Recent industry studies indicate several emerging trends shaping global tourism:

a) Regional and Short-Haul Travel

Travellers are increasingly opting for destinations closer to home, driven by convenience, cost considerations and evolving travel preferences. Short-haul travel and regional tourism corridors have therefore experienced faster recovery compared to long-haul travel markets.

b) Experiential and Cultural Tourism

Demand for authentic travel experiences has increased significantly. Travellers are seeking deeper engagement with local culture, heritage, cuisine and community-based tourism offerings rather than traditional sightseeing-focused travel.

c) Sustainable and Responsible Tourism

Environmental awareness among travellers has led to growing interest in sustainable tourism practices, including eco-friendly accommodation, responsible wildlife tourism and low-impact travel experiences.

d) Digital Transformation of Travel

Technology is playing an increasingly important role in shaping travel behaviour. Digital booking platforms, AI-driven travel planning tools and contactless hospitality services are transforming how travellers plan and experience their journeys.

iii. Global Tourism Recovery Momentum

Despite the uncertainties facing the sector, global tourism continues to demonstrate strong recovery momentum.

Several destinations across Europe, the Middle East and Asia have already recorded tourism arrivals exceeding pre-pandemic levels. Investments in tourism infrastructure, expansion of airline connectivity and supportive government policies have accelerated the sector's recovery.

According to the World Travel & Tourism Council, global tourism is expected to contribute over USD 15 trillion to the global economy by 2033, reinforcing its position as one of the world's largest economic sectors.

Within this evolving global tourism landscape, emerging markets are playing an increasingly important role in shaping future tourism growth.

Countries such as India are witnessing strong tourism expansion driven by growing domestic travel demand, improved infrastructure and rising global interest in cultural and experiential destinations.

7. India's Tourism and Hospitality Economy

India's tourism and hospitality sector forms one of the most dynamic components of the country's services economy. The sector spans a vast ecosystem of interconnected industries that collectively enable travel experiences, support regional economies and generate large-scale employment.

The tourism value chain extends across several sectors including:

- Airlines and aviation services
- Tour operators and travel agencies
- Hotels, resorts and alternative accommodation providers
- Restaurants and food service establishments
- Transport providers and mobility services
- Destination management companies
- Cultural enterprises and heritage tourism operators
- Local artisans, handicraft industries and community tourism enterprises

Together, these industries form a critical pillar of India's services sector and contribute significantly to economic growth, employment generation and foreign exchange earnings.

Economic Contribution to GDP

Tourism continues to play a critical role in India's economic growth and employment generation. According to the World Travel & Tourism Council (WTTC), the total contribution of the Travel & Tourism sector to India's economy reached approximately ₹21 trillion (around USD 256 billion) in 2024, accounting for a significant share of national GDP.

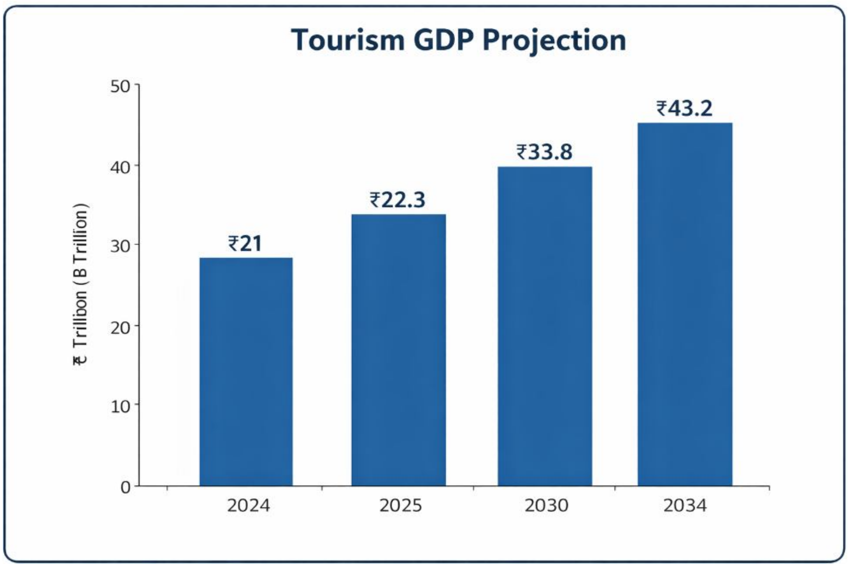


Figure 1: Direct contribution of tourism to GDP (projection 2034)
Source: Statista

Within this, the direct contribution of the tourism sector to GDP is estimated at around USD 231 billion, reflecting the economic activity generated directly by hotels, airlines, travel agencies, tour operators, restaurants and other tourism-related services.

The broader economic impact, however, is substantially larger when accounting for indirect and induced effects, including supply chain linkages, transportation services, handicrafts, local tourism enterprises and employment generation across the wider tourism ecosystem.

Tourism Value Chain and Economic Multiplier Effect

Tourism has one of the highest economic multiplier effects among service industries. Every unit of tourism expenditure generates additional demand across multiple supporting industries including aviation, food services, handicrafts, transportation and local retail markets.

This broad economic linkage makes tourism a powerful driver of regional development, particularly in destinations where alternative industries may be limited.

The sector also supports large numbers of Micro, Small and Medium Enterprises (MSMEs), including tour operators, homestays, transport providers and handicraft producers.

Food Services Industry Growth

The restaurant and food services industry represents one of the fastest-growing components of the tourism ecosystem.

According to industry estimates, India's food services market was valued at ₹5.69 lakh crore in 2024 and is projected to reach ₹7.76 lakh crore by 2028, growing at a compound annual growth rate (CAGR) of approximately 8.1%.

This growth is driven by several structural trends including:

- Rising urbanisation
- Increasing disposable incomes
- Expansion of organised food service chains
- Growth in tourism and hospitality demand
- Changing consumer lifestyles and dining preferences

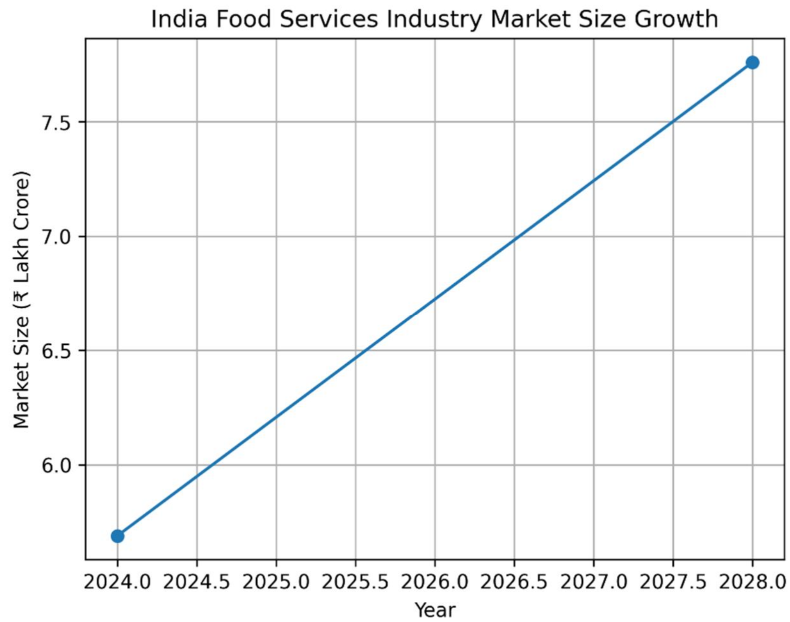


Figure 2: Food services industry market growth
Source: National Restaurant Association of India (NRAI)

Employment Generation

Tourism is one of India's largest employment-generating sectors, supporting jobs across both organised and informal segments of the economy.

Within the broader tourism ecosystem, the restaurant industry alone supports approximately 8.5 million direct jobs, highlighting its critical role in urban employment generation.

The economic scale of the sector translates into:

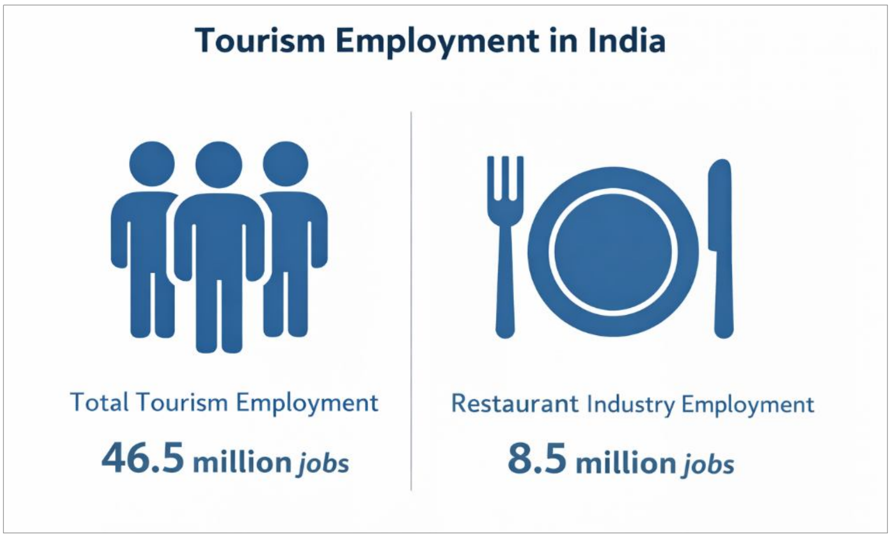


Figure 3: Tourism employment snapshot
Source: Industry inputs

- ₹17,700 crore in daily economic activity across the food services industry
- Employment opportunities across hospitality, travel, transportation and cultural tourism enterprises

Contribution to Cultural and Regional Development

Beyond its economic impact, tourism plays an important role in preserving India's cultural heritage and promoting regional development.

Tourism activity contributes to:

- Preservation of heritage monuments and cultural traditions
- Development of tourism infrastructure in emerging destinations
- Income generation in rural and semi-urban areas
- Promotion of Indian culture and heritage globally

Tourism also strengthens India's global cultural influence and soft power, enabling the country to showcase its heritage, cuisine, arts and traditions to international audiences.

Given its wide economic linkages and strong growth potential, the tourism and hospitality sector is expected to play an increasingly important role in India's economic future.

Continued investment in tourism infrastructure, improved connectivity and supportive policy frameworks will be essential to unlocking the sector's full potential and ensuring sustainable long-term growth.

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Data limitations and notes

Certain industry statistics related to restaurant sector impact, LPG supply disruptions, employment estimates and economic losses were sourced directly from industry associations and stakeholder inputs including National Restaurant Association of India and Federation of Hotel & Restaurant Associations of India. Economic impact figures represent latest available estimates at the time of report preparation and may vary based on subsequent industry updates.

Notes

About PHDCCI

PHDCCI has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past **121 years**. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the **'Voice of Industry & Trade'** reaching out to more than 1,50,000 large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the international best practices and business opportunities.

Tourism & Hospitality Committee of PHDCCI is dedicated to promoting tourism in its diverse forms across India and globally. The Committee works in close collaboration with the Ministry of Tourism, State Tourism Boards, international tourism organisations and private sector stakeholders to strengthen India's tourism ecosystem.

Through a wide range of initiatives including conclaves, seminars, webinars, roadshows and industry knowledge sessions, the Committee actively facilitates dialogue between policymakers, industry leaders and tourism experts. The Committee focuses on advancing several key segments of tourism, including Heritage, Spiritual, Medical & Wellness, Golf, Wedding, Film, Border and Sustainable Tourism.

By bringing together stakeholders from across the tourism value chain, the Committee aims to promote an integrated, innovative and sustainable approach to tourism development.

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