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New shades of travel trends in 2025

Wishing each one of you a great 2025! With the new year comes new resolutions, expectations, hope, and a lot of good wishes. As we gaze into 2025, the colour of the year, 'Mocca Mousse,' sets the tone—but what shades will define this year's travel trends?

While I was reading an article, I found new terms such Nocotourism (Nocturnal Tourism) and Calmcations (Peaceful/Wellness Vacation) will define this year's travel trends. In addition to that,

experiences. Tourism honchos are proposing diverse trends for regional events to add diversity and boost local economies. My recent exposure to Lucknow for the 12th edition of Travel MICE & Corporate Show (TMCS) was the finest example of the same—an opportunity to savour the city's rich cuisine, marvel at its craftsmanship, and bask in the exceptional hospitality of Hyatt Regency Lucknow, courtesy of General Manager Roshan Mendonsa and his incredible team.

“The events space will evolve, seamlessly merging with technology to create impactful experiences.”

exploring romantic destinations with partners will gain momentum with Valentine's Day in February. With developing infrastructure offbeat destinations are becoming more mainstream, while changes in the weather and hybrid working cultures are encouraging coolcations. Nostalgic experiences will lead to a revisit of such experiences.

For corporate travel, sustainability in travel programmes shall get more focus, and user behaviours will drive the user interface, travel policy, servicing and analytics.

The events space will also evolve, seamlessly merging with technology to create impactful

Some of the industry stalwarts during the event threw light on the role of AI in the travel and hospitality segment, which will give new dimensions to map your travel programme. Solutions like insurance 'anywhere to anywhere' are trending.

Moreover, low-cost carriers moving towards business class seating and frequent flyer programmes will be a common scene in 2025 to meet new demands, along with the expectation for India to act as a connecting hub for multiple flight routes.

Warm regards
Jyothi Varma, Consulting Editor

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6 Indian states' initiatives bring new dawn for MICE



28 Human-centric approach pivotal for corporate travel



38 New wedding trends to lead the way in 2025



44 AIME targets India's outbound market

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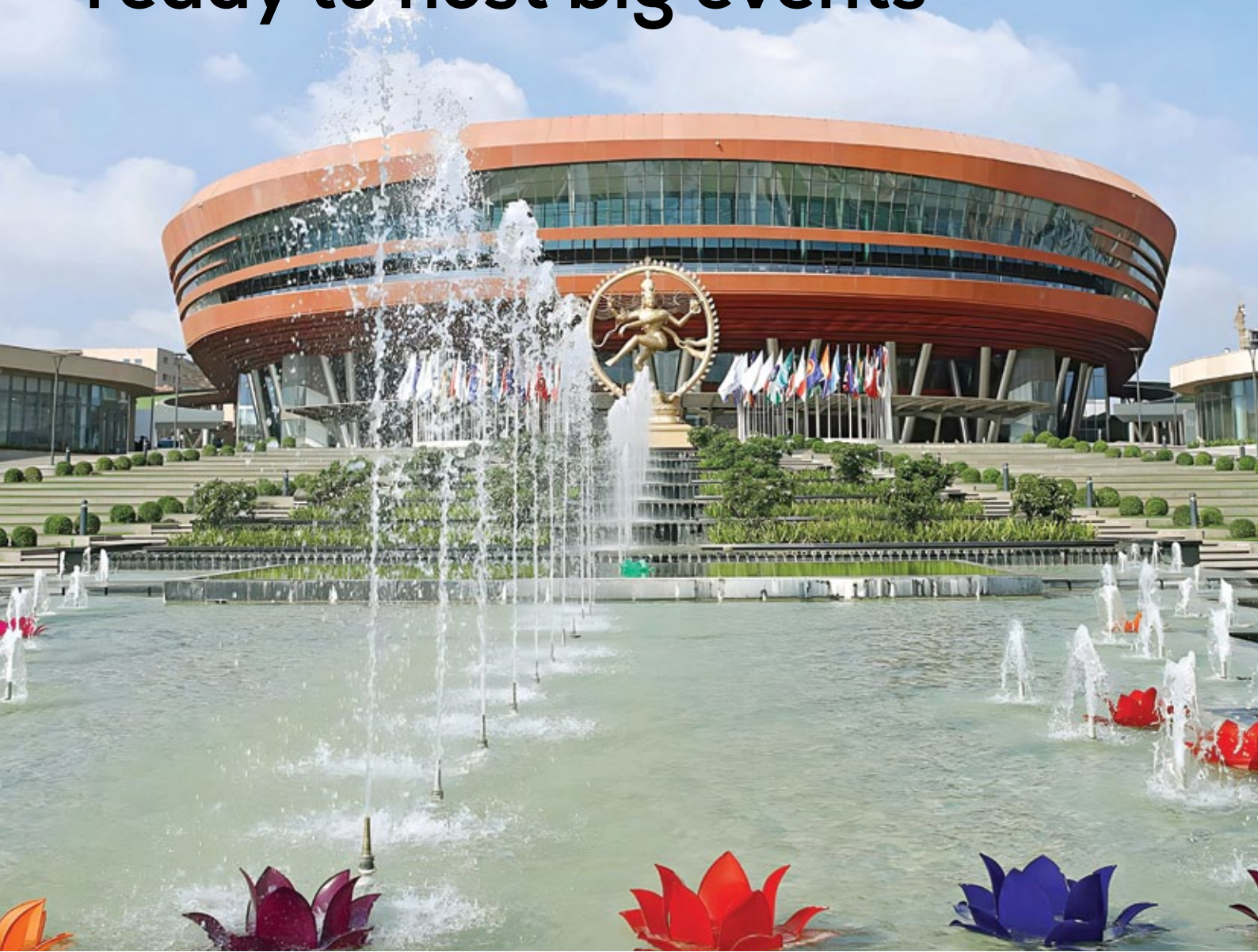
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Indian states ready to host big events



India has the infrastructure to support large-scale events. With growing capacity in tier II & III cities, India must explore its full MICE potential, says **Amitabh Kant.**

By **Janice Alyosius**

Indian states are playing a pivotal role in the evolution of the MICE sector, with both metropolitan and emerging regions offering unique propositions. While Delhi, Mumbai, and Bangalore remain leaders for MICE tourism, states such as Rajasthan, Kerala, Telangana, and Uttar Pradesh are diversifying India's MICE portfolio with cultural, natural, and modern offerings. State-led initiatives and campaigns are poised to position India

as a comprehensive destination for global and regional MICE events.

INDIA'S MICE POTENTIAL

Amitabh Kant, G20 Sherpa, India recently underscored India's immense potential to become a global hub for MICE sector. Speaking about the opportunities provided by world-class facilities such as Yashobhoomi and Bharat Mandapam in the country, Kant remarked, "India must become the centre for meetings and events, conventions, and exhibitions. The MICE



“We are capable of attracting biggest meetings because Yashobhoomi has been designed to be the biggest venue in the world.”



AMITABH KANT
G20 Sherpa, India

beyond the confines of urban-centric conferences. Instead of holding big conferences in five-star hotels, they must focus on states with tourism potential. “States such as Rajasthan and Kerala have demonstrated the job creation potential of tourism sector. This model can be replicated across India” he said.

GROWTH TRENDS

India’s MICE industry is witnessing a growth fuelled by an expanding infrastructure base, cultural richness, and targeted government initiatives. According to reports by Mordor Intelligence and Fortune Business Insights, the Indian MICE market is projected to grow at a Compound Annual Growth Rate (CAGR) of 6 per cent from 2024 to 2025. Globally, the MICE market is poised to reach

US\$1,932.73 billion by 2032, presenting an enormous opportunity for India to capture a significant share.

Building on Kant’s vision, growth projections for the Indian MICE market further underscore this potential.

GROWTH PROJECTIONS

- **India’s MICE growth:** Estimated at a CAGR of 6 per cent from 2024 to 2025, reflecting rising demand for business and leisure events.
- **Global context:** The global MICE market will grow from US\$970.76 billion in 2024 to US\$1,932.73 billion by 2032 highlighting the opportunities for India.

ROLE OF INDIAN STATES

India’s metropolitan cities lead the charge with state-of-the-art venues.

market is huge, and we have not tapped into it fully yet and have not explored the opportunities.”

India’s state-of-the-art facilities are designed to compete and surpass global benchmarks. He emphasised, “We are capable of attracting the biggest meetings from around the world because Yashobhoomi has been designed to be the biggest in the world today. It is better than any convention centre or exhibition centre as compared to China.”

Kant advocated for decentralising tourism initiatives and moving



- **Delhi NCR:** A preferred destination for large-scale conferences due to its world-class convention centres (e.g., Pragati Maidan, Aerocity venues) and robust connectivity.
- **Mumbai:** Financial capital with top-notch business hotels and iconic venues such as the Bombay Exhibition Centre and Jio World Convention Centre.
- **Bengaluru:** Tech hub offering premium venues such as Bangalore International Exhibition Centre, attracting tech and corporate events.
- **Hyderabad:** Known for HITEX and HICC, the city blends modern infrastructure with cultural charm, making it a global favourite.
- **Chennai:** A rising star for international conventions, supported by its vibrant business environment and transport links.
- **Goa:** A top incentive travel destination offering luxury resorts, beaches, and convention spaces for corporate retreats.

EMERGING DESTINATIONS

States such as Rajasthan, Uttar Pradesh, and Kerala are carving a niche with their unique offerings.

- **Rajasthan:** Cities such as Jaipur and Udaipur are leveraging their royal palaces, forts, luxury hotels, and

heritage to host corporate events and destination weddings.

- **Uttar Pradesh:** Agra, with the Taj Mahal, and Varanasi are drawing cultural incentive tours alongside MICE activities.
- **Telangana:** Hyderabad’s prominence is complemented by state efforts to promote new business districts and event venues.
- **Andhra Pradesh:** Focused on promoting Amaravati and Visakhapatnam as upcoming MICE hubs with strategic investments.
- **Kerala:** Known for its scenic beauty, the state markets itself as a sustainable MICE destination, blending wellness and business.
- **Madhya Pradesh:** Emerging as a budget-friendly option with natural reserves and historical sites adding unique appeal.
- **Gujarat:** Ahmedabad and Gandhinagar host events at the Mahatma Mandir Convention Centre, supported by a strong industrial presence.

MARKET DRIVERS

1. **State-specific initiatives:**
 - Rajasthan and UP are promoting heritage tourism for MICE.
 - Kerala focuses on wellness and eco-tourism along with MICE.





States such as Gujarat and Andhra Pradesh are investing in new convention centres with state-of-the-art facilities and better connectivity.

2. Infrastructure expansion:

- Delhi’s redevelopment of Pragati Maidan and Hyderabad’s growing tech infrastructure will drive new opportunities in these cities.
- Gujarat and Andhra Pradesh are investing in new convention centres and better connectivity.

3. Government support:

- Central and state governments are jointly promoting tier II and III destinations under the ‘Incredible India’ campaign.

KEY TRENDS

- **Tier II and III growth:** States such as Madhya Pradesh, Odisha, and Punjab

are developing MICE infrastructure to attract small-scale events.

- **Sustainability focus:** Kerala and Himachal Pradesh promote eco-friendly event planning, catering to global preferences.
- **Hybrid events:** Major cities and states are equipping themselves to host hybrid conferences, offering flexibility to participants.

CHALLENGES

- Lack of consistent infrastructure quality in tier II and III cities along with quality accommodations.
- Limited international connectivity to certain emerging destinations.

- Competition among states for high-profile events.

CALL TO ACTION

To capitalise on this momentum, stakeholders must prioritise sustainable practices, enhance infrastructure in tier II and III cities, and promote India’s offerings across the world. Collaboration between Centre and state governments, private players, and local communities will be crucial to position India as a premier destination for MICE. Although, India has already come a long way in harnessing its MICE potential, further endeavours can turn it into a champion globally. ➔



Gulmarg to tap global market

Traditionally famous for skiing, Gulmarg, with the upcoming convention centre is poised to establish its image as an appealing MICE destination.

By Janice Alyosius

Gulmarg in Jammu and Kashmir (J&K), is set to enhance its global appeal with the upcoming state-of-the-art convention centre. **Omar Abdullah**, Chief Minister, Jammu and Kashmir expressed optimism about the project's completion, and stated, "The furnishings and everything have been ordered, the central heating has been tested, and it is a matter of a couple of months."

This new facility is poised to transform Gulmarg into a hub for international conferences, conventions, and film screenings. Currently, the region offers limited meeting spaces, with the Khyber Himalayan Resort & Spa providing 804 sq ft and the Highlands Park Hotel offering 1,152 sq ft of event space.

The addition of the convention centre will expand these capacities, accommodating larger gatherings and diverse events in the region.



The convention centre's construction is part of the Swadesh Darshan Scheme's Himalayan Circuit, aiming to boost tourism infrastructure in the region. He emphasised the importance of private sector participation in this growth.

"The private sector has been a significant contributor in its promotion. Private entities such as IHCL and Radisson Hotels have successful properties in Srinagar and Gulmarg. The Lalit Group also operates a good hotel in Srinagar," he noted. He further encouraged the stakeholders for investments, particularly in emerging destinations in J&K.

With the convention centre slated to open this year, Gulmarg is on track to become a premier destination for international events, blending its natural beauty with modern infrastructure. This development is expected to attract a new wave of visitors, solidifying J&K's position on the global MICE map. ➔



OMAR ABDULLAH
Chief Minister, Jammu and Kashmir



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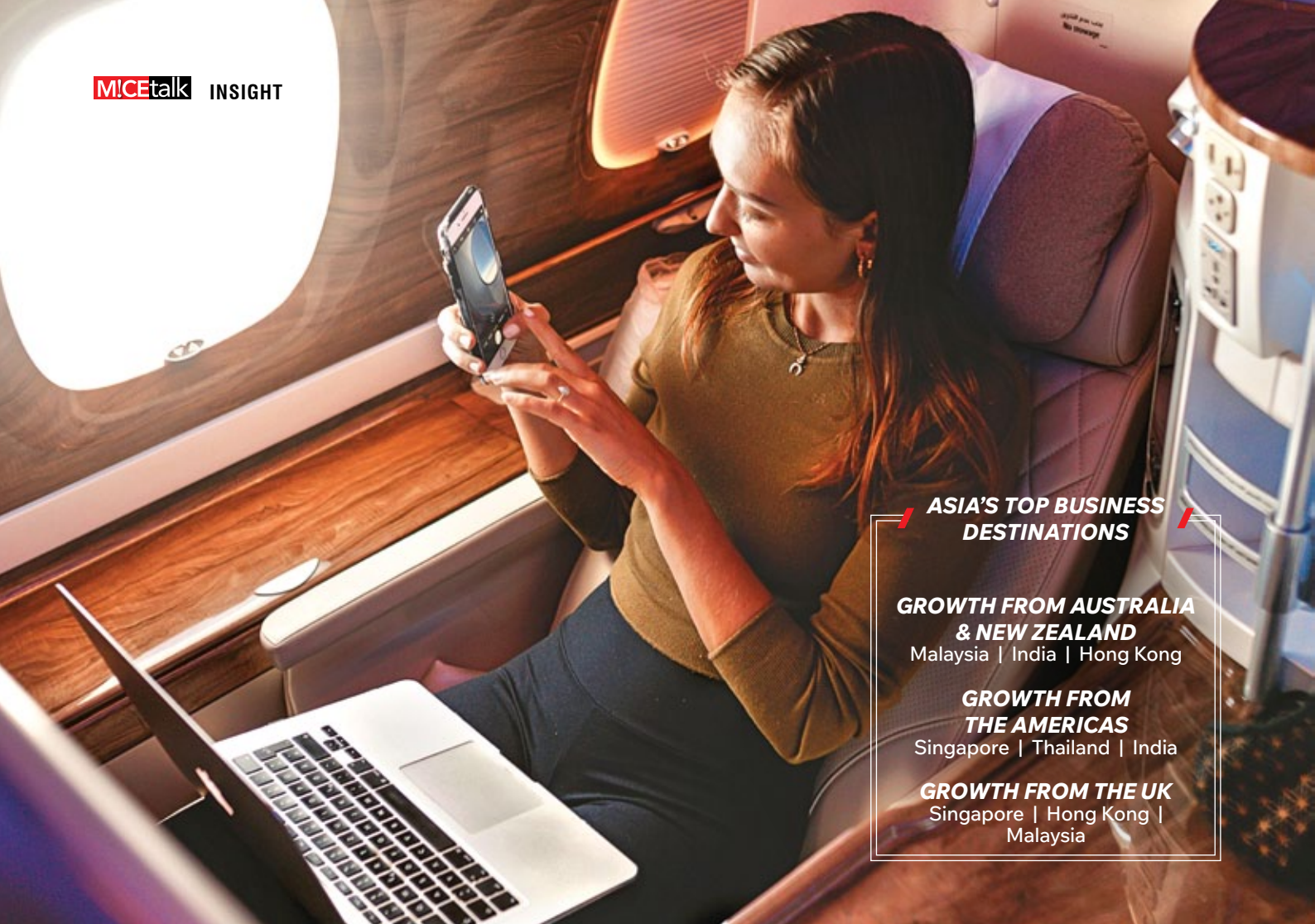
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Corporate travel fuels business class boom

Corporate travellers are driving a rise in business class bookings to Asia, with key markets like Malaysia, Hong Kong, India, and China leading the charge.

By MT Bureau

Corporate travellers are increasingly choosing business class for flights to Asia, with the region leading global year-on-year growth in premium travel. Data from 'Flight Centre Travel Group's corporate travel brands – FCM Travel and Corporate Traveller,' highlighted strong growth in H2 2024 compared to H2 2023 across Malaysia (31 per cent), Hong Kong (19 per cent), India (18 per cent), Philippines (9 per cent), and China (8.8 per cent).

"Asia has two massive benefits for corporate travellers. Not only is

trade critical with the likes of China, Hong Kong, and India for companies worldwide, but it also acts as the transit gateway that connects the Northern and Southern Hemisphere," said **Sunny Sodhi**, Managing Director, FCM Travel India. "Through our Meetings & Events business, we have also seen an increase in Asia being the destination of choice for conferences, with the region centrally located for those coming from London, New York, or Sydney, the geographic location is of real benefit," Sodhi added.

Asia has become the world's second most integrated trade region after the European Union. In 2022, 57 per cent of Asia's trade value originated within the region, up from 54 per cent in 2000.

As per McKinsey & Company report, between 2017 and 2023, trade between the United States and China fell, but South-east Asia emerged as a 'connector' between these two economies. In this period, Southeast Asian imports from China surged, while exports went to the United States. Sodhi believes, "The choice and competition has been a catalyst to this growth in business class in Asia and lower airfares." ➔



SUNNY SODHI
Managing Director, FCM Travel India

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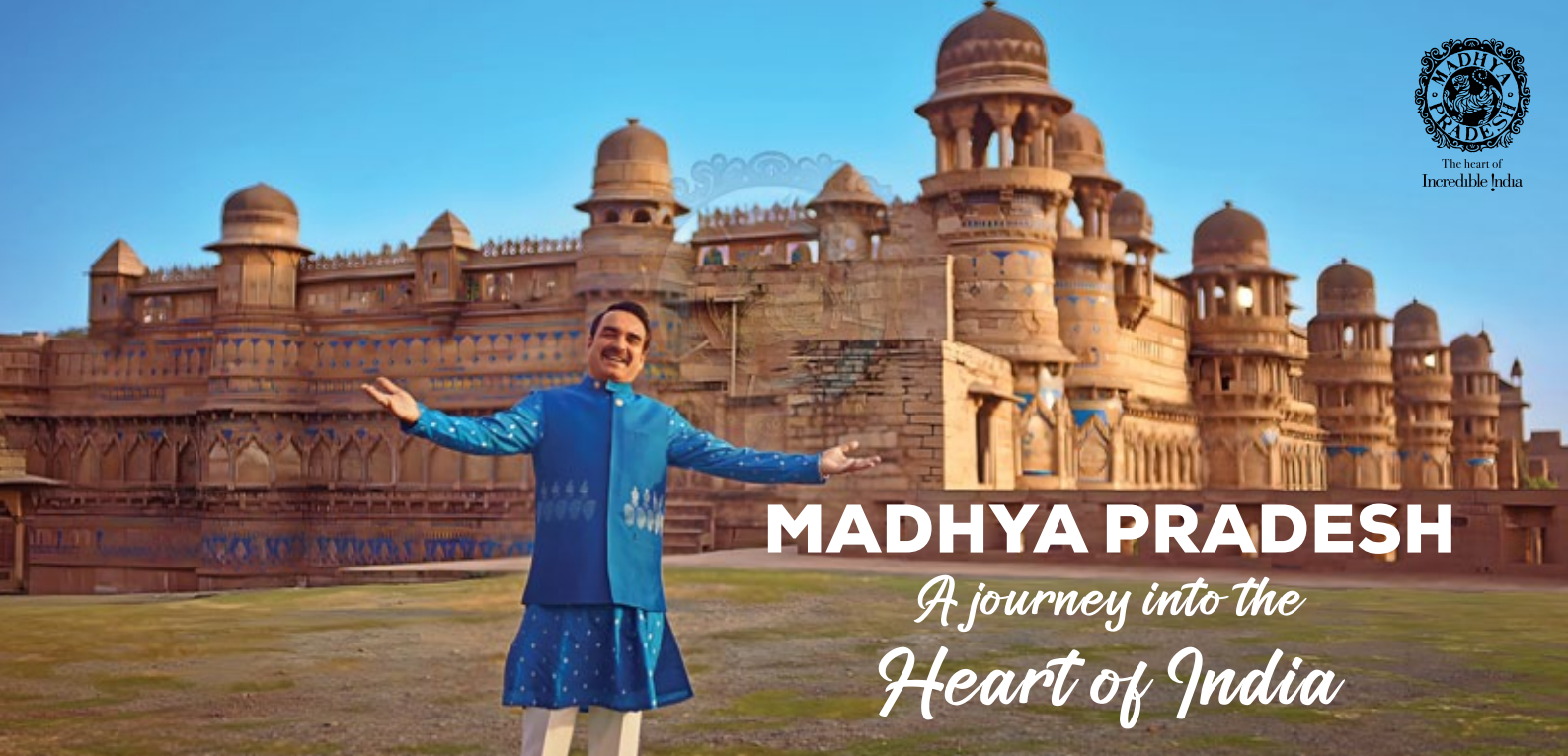
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*A journey into the
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The latest set of TV commercials on MP are bound to touch every soul as they take you on a journey into the heart of India

Madhya Pradesh, often called the ‘Heart of India,’ is not just a geographic center but a soulful experience. The state’s tourism campaigns over the years have beautifully captured its essence, weaving stories that touch every heart.

Led by Bollywood actor Pankaj Tripathi, the *Moh Liya Re* campaign invites everyone to explore MP. He says — “*Aap bhi Hindustan ke dil mein aayein aur apne dil ke saare kirdaar nibhaaiye.*” From Khajuraho’s romantic sculptures to Ujjain’s spiritual aura and Orchha’s grand architecture, the campaign celebrates the state’s diversity, urging

visitors to discover both MP and themselves.

Nature enthusiasts are drawn to its lush reserves—Kanha, Bandhavgarh, Pench, and Satpura—depicted in Gond-style visuals in the 2023 campaign *Jo Aaya So Wapas Aaya, Yeh Hai MP Ki Maya*. The campaign artfully portrays the state’s allure, using animals as metaphors for various regions.

For romantics, Khajuraho’s sculptures promise a perfect escape. History buffs can marvel at Sanchi’s stupas, while shoppers and foodies can explore vibrant markets and MP’s culinary delights. The 2018 ‘Memory of Destination’ campaign narrates travellers’



unique reasons for visiting MP, highlighting its rich heritage, craft, and culture.

Traditional crafts like Gwalior’s terracotta toys and Tikamgarh’s wooden creations are celebrated in the 2016 *Dil Hua Bachche Sa* campaign, rekindling childhood wonder. Earlier TV commercials such as the colourful *Rang Hai Malang Hai* (2013), the shadow-

dancing marvel *MP Ajab Hai, Sabse Gajab Hai* (2010), and the iconic *Hindustan Ka Dil Dekha* (2006) have left indelible marks, showcasing MP’s vibrant culture and UNESCO heritage sites.

The journey began with the first campaign *Til Dekho Tad Dekho* commercial in 2004, a nostalgic tour through a bioscope. Across the years, these commercials have captured MP’s soul and tells a story—one of romance, culture, spirituality, and discovery. In Madhya Pradesh, every corner has a tale, every experience has a memory, and every traveller leaves with a piece of his heart.

Explore these campaigns on MP Tourism’s official YouTube channel. ➔



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Golf, networking & tourism excellence set stage for 2025

SATTE 2025 hosts Golf Tournament at Qutab Golf Club as curtain raiser event, spotlighting golf tourism and uniting 75+ golfers and 150 stakeholders.



By MT Bureau

SATTE 2025 marked its grand prelude with a Curtain Raiser: Golf Tournament at Qutab Golf Club in New Delhi. The event combined friendly competition with a unique networking opportunity, building the buzz for its upcoming edition, which is scheduled to take place from 19 to 21 February at Yashobhoomi, India's International Convention & Expo Centre.

Congratulating SATTE team, **Suman Billa**, Additional Secretary, Ministry of Tourism, Government of India, said, "The SATTE Golf Tournament is a commendable initiative that exemplifies the perfect blend of networking, collaboration, and innovation with the charm of a sporty setting. Events like these go beyond the usual, fostering camaraderie and offering a dynamic platform for industry leaders to exchange ideas while collectively envisioning the future of tourism. I extend my heartfelt wishes for the tournament's resounding success and applaud SATTE for consistently inspiring excellence in the industry." Meanwhile, **Rajiv Mehra**, President, IATO, stated, "Year after year,



we have seen SATTE grow and improve continuously. I expect SATTE 2025 to be even better at its new venue. SATTE has been instrumental in helping our members, both in the outbound and inbound sectors."

Celebrating 32 years of empowering the travel business, SATTE as an event has been a launchpad for innovative ideas and niche tourism segments. With a spotlight on golf tourism, the tournament brought together 75+ golfers along with over 150 stakeholders from diverse industries and sectors. ➔



SATTE has been a launchpad for innovative ideas and niche tourism segments

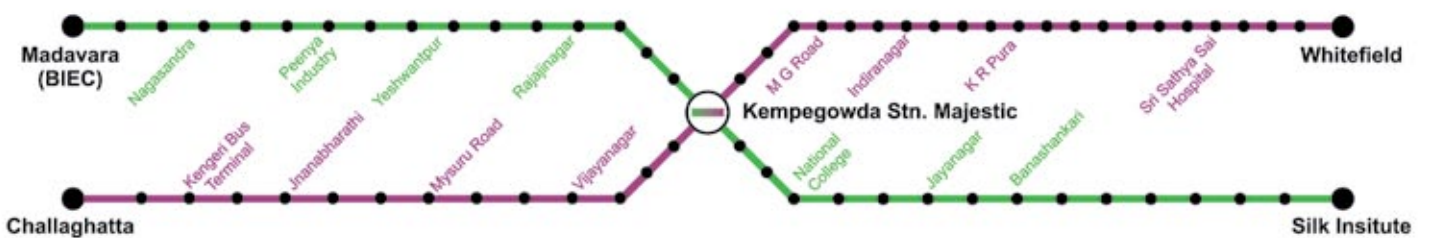


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AI making business travel smart

Artificial intelligence (AI) is not just a buzzword anymore. It is the need of the hour as corporate travel leaders believe it will enhance the ease of doing business.



By **Janice Alvosius**

Artificial intelligence (AI) is transforming corporate travel, enhancing efficiency, personalisation, and decision-making. Corporate leaders during 11th Travel MICE and Corporate Show at Hyatt Regency Lucknow, explored its potential, covering topics from optimising bookings and safety to predictive analysis. While challenges such as cost, security, and adoption remain, AI's ability to streamline processes is undeniable, paving the way for a smarter future in business travel.

During his keynote address, **Rajdev Bhattacharya**, Global Head, Travel & Expenses, Wipro, emphasised the increasing reliance on technology and its challenges. He questioned whether the current skill sets are sufficient or adaption as per change is essential. He stated, "AI is the horse, and we must be the rider."

Bhattacharya pointed out that modern corporate travel strategies are being reshaped by four major factors: economic pressures requiring ROI-driven travel, shifting consumer behaviours favouring digital services, sustainability becoming a business necessity rather than an option, and the rise of AI-powered automation. He

underlined that the real differentiator for travel professionals will be their ability to provide a human touch—offering empathy, problem-solving, and adaptability in an AI-driven world.

INTEGRAL TO BUSINESS

Ankush Bindra, Category Lead, Mobility Services, Siemens, raised



ANKUSH BINDRA
Category Lead, Mobility Services
Siemens



SHASHI KIRAN PARAMESHWARAN
Global Front Office Lead, Travel & Expense
ABB



Booking Tools (OBTs), we see AI adding value by sensing trends, optimising flight and hotel selection, and offering flexible options like adjusting dates.”

Asserting, “AI is going to be a part of our lives, whether we like it or not,” **Shashi Kiran Parameshwaran**, Global Front Office Lead, Travel & Expense, ABB, underlined the inevitability of AI in travel. “The focus should be on figuring out how to make it work for us. It is about enhancing processes, meeting needs, and maximising its potential.”



SUNIL BHASKARAN MENON
Global Category Manager, Travel and Fleet
Otis Global Services Center

PREDICTIVE ANALYSIS

Pointing out how AI is impacting expense tracking and itinerary building, **Bindu Dominic**, Principal Global Travel, Meetings and Events, Haleon, highlighted the efficiencies of AI. He said, “Many Travel Management Companies (TMCs) are testing virtual

a crucial point about evaluating the positive impact of AI, “First, you need to measure the impact-whether it is positive or negative, and to what extent. For AI to truly make a difference, adoption is key. If adoption rates are low, the benefits of AI become negligible. However, with higher adoption rates, such as 90 per cent in domestic Online



BINDU DOMINIC
Principal Global Travel, Meetings and Events
Haleon

“Real differentiator for travel professionals will be the ability to provide human touch—offering empathy and problem-solving in AI-driven world.”

RAJDEV BHATTACHARYA, Global Head, Travel & Expenses, Wipro



agents, replacing human voices with AI. This integration leads to cost savings, predictive analysis, and improved trend forecasting. It aids in areas such as duty of care and safety measures.”

ONLINE VS OFFLINE DYNAMICS

Explaining the varying impacts of AI depending on adoption models, **Sunil Bhaskaran Menon**, Global Category Manager, Travel and Fleet, Otis Global Services Center, highlighted, "In the U.S. and Europe, where 90 per cent of travel bookings are online, AI enhances the experience through chatbots and automated solutions. Conversely, markets such as the Middle East, Africa, and parts of Asia Pacific, which rely more on offline processes, are yet to experience the full benefit." As AI transforms corporate travel, the question remains - Are traditional TMCs equipped to adapt? Menon highlighted the rise of TMCs that are embracing

While AI is being hailed as a transformative force in the corporate travel industry, the stakeholders are yet not fully aware which adoption model will truly benefit their business

technology rather than sticking to traditional methods, "There are TMCs in the market that are more technology driven. They have integrated AI into their online booking tools, including chatbots enhancing the experience.

He added, "Apart from personalisation, these tools provide live data dashboards and enable data analytics to optimise travel programmes. If the bookings are not aligned with set objectives, the programme can be adjusted accordingly in real-time."

However, Menon also pointed out the challenges for offline-driven TMCs, "If we look at an Indian company that operates offline, the impact of AI will be there, but it will be less compared to an online-driven model." As per him, the key takeaway is to transition to online platforms, as that is where AI can have the most impact. The message is clear: adapt to technology or risk being left behind in a rapidly evolving landscape.



Menon's perspective makes it apparent that while AI is being hailed as a transformative force in the corporate travel industry, the stakeholders are yet not fully aware which adoption model will truly benefit their business.

DEPENDENCE ON AI

Parameshwaran addressed one of the primary concerns with AI adoption i.e. data security. He said, "There is a lot of concern about the level of security AI provides and how much we can rely on it. People want everything at their fingertips, but they are also wary of the costs involved and the security risks. It is essential to have a clear understanding of your requirements and conduct realistic checks before diving into AI." He also pointed out the importance of defining clear objectives for AI adoption, particularly in areas such as employee compliance and fraud detection, where AI can offer significant advantages.



AJAY BHATT
Group Head, Corporate Services
Godrej

COST CHALLENGES

Taking the discussion towards the barriers faced by many organisations in implementing AI, **Ajay Bhatt**, Group Head, Corporate Services, Godrej, added another layer to the conversation. He said, "The cost of implementing AI

technologies is still quite high, which is a significant challenge for many organisations. While some companies, particularly those with fewer financial constraints, have successfully adopted AI, for others, investment is too steep."

He further noted the complexity of adoption, explaining that while some organisations are using technology in their travel operations, they are not yet fully utilising AI. According to Bhatt, full integration could take a few more years, particularly with the advent of Gen Z and Gen Alpha, who will have different expectations for travel arrangements. Their needs will surely evolve and will impact its adoption with the evolving times.

RISK AND IMPLEMENTATION

Highlighting the risk factor in AI adoption, Bindra pointed out, "AI is on many wish lists, but the question is whether companies are ready to take the



While AI offers immense potential to transform corporate travel, the journey towards its adoption is one of gradual progress, with companies needing to balance innovation with caution



leap. Are they willing to implement AI in a phased manner or go all-in? The market has limited partners offering such advanced solutions, which makes the decision even more challenging. Still, we are witnessing companies implement AI in their booking tools, with predictive features and helpful chatbots already in the market."

MEASURING ROI

Dominic underlined another significant challenge, determining the Return on Investment (ROI) for AI, "The biggest hesitation for many businesses is understanding the ROI. We have not reached the point where we can measure the impact. It is essential to define what success looks like and how we can quantify the value that AI brings to the table for customers and stakeholders."

While there is enthusiasm for AI in corporate travel, there are still significant gaps in readiness. Dominic shared, "I think some of us are ready, and some are uncertain, but I would not say they are not ready." Dominic emphasised that increasing awareness and providing education is crucial to overcome hesitation. "The more awareness you bring, the more education you can do,

and the more sessions like this can bring people together to discuss, and will make people ready for adoption,” she added. She drew a parallel with long-discussed topics such as sustainability and New Distribution Capability (NDC), where early skepticism has been replaced by growing interest and serious questions about how these technologies can be effectively implemented in the industry.

The discussion underscored that educating the industry stakeholders on AI can influence the hesitation related to its adoption in the coming years and in overcoming hurdles. In addition to that, businesses must carefully evaluate their needs and capabilities before diving in. They should increase awareness on data security and evaluate their ROI in detail as the journey towards AI-driven corporate travel is one of gradual progress, with companies needing to balance innovation with caution.

COLLABORATIVE APPROACH

For AI to reach its full potential, **Devendra Saraiya**, Head-Procurement and Travel, Deloitte stressed the importance of collaboration between travel buyers and suppliers. “We need to ensure that our suppliers are equally equipped and consult us during the development of technology, so that we can create something that travellers can truly use,” he said. With travellers already accustomed to using AI in their



DEVENDRA SARAIYA
Head, Procurement and Travel
Deloitte

personal lives, Saraiya sees no reason why they would not adopt it in the corporate travel space as long as it is user-friendly.

OVERCOMING CHALLENGES

Both Dominic and Saraiya highlighted scalability and ROI as critical issues in the successful adoption of AI solutions. “When DMCs are able to build a scalable model, ROI will still be an issue,” Saraiya pointed out. For AI to gain widespread acceptance, it needs to deliver clear value while being efficient and cost-effective. Without these factors in place, the potential of AI in corporate travel will remain unrealised.

As the industry looks ahead, it is clear that while AI may have its influences but cost and ROI will remain paramount in deciding whether to adopt it or not. If these concerns are addressed timely during various phases of its implementation, the corporate travel industry can successfully navigate the path to AI adoption, unlocking new opportunities for efficiency, personalisation, and innovation.

AI FOR A BETTER FUTURE

As AI rapidly evolves, its potential to transform corporate travel is undeniable. When asked about the future of AI, Parameshwaran emphasised its inevitability. He said, “It is going to significantly change our lives in the next five years, so it is better to accept it, embrace it, and learn about it.” However, he cautioned against over-reliance, citing examples such as the misuse of AI tools



AI IN ACTION

Enhancing efficiency, personalisation, and decision-making

Adoption will **offer flexibility**

Improves predictive analysis, cost savings, safety, and trend forecasting

Technology-driven TMCs use AI for enhanced traveller experience with chatbots and live analytics

Offline TMCs face challenges in fully leveraging AI compared to online ones

Data security and cost are key obstacles in AI adoption

Determining ROI of adopting AI is a challenge

Focusing on cost, control, and convenience, is key for AI adoption



AI adoption must align with corporate objectives while focusing on traveller satisfaction and preferences





DR. SANJAY PAI

Vice President, Facilities, Corporate Travel,
Hospitality & Director Aviation, Larsen & Toubro

such as ChatGPT. “People use it to avoid thinking; they just copy-paste answers without reading them,” he noted, urging a balanced approach. “We need to see how we can embrace it, use it to our advantage, and take the best out of it while staying informed and confident,” he added. It should be used to enhance the efficiency of the process.

ROLE OF SERVICE PROVIDERS

Menon highlighted the crucial role service providers play in embedding AI into travel technologies, such as online booking tools. He underscored the importance of adopting AI-driven insights for data analytics and policy adjustments, urging service providers and corporates to move forward collaboratively for better results. He further stressed that AI adoption must align with corporate objectives while focusing on traveller satisfaction and changing preferences.

PROACTIVE APPROACHES

Moreover, the pace of change in technology adoption was addressed by Bindra. “We are talking about five years, but with the speed of execution required for analytics and compliance, it might happen much sooner,” he said. He encouraged organisations to act quickly, warning against delays in implementing AI solutions. Similarly, **Dr. Sanjay Pai**, Vice President, Facilities, Corporate

Travel, Hospitality & Director Aviation, Larsen & Toubro, emphasised the need for balance in leveraging AI. “AI offers a proactive approach, filling gaps before damage is done,” he said, adding, “Without proper understanding, AI’s potential can be underutilised.”

THREE Cs

Summing up the benefits, Dominic reflected on how AI can address key priorities for corporate travel managers. “In five years, it will help achieve the three Cs—cost, control, and convenience,” she stated.

The consensus among panelists was clear, AI will surely impact corporate travel by enhancing efficiency and delivering data insights. However, its success will depend on a collective effort of the sector and collaboration between service providers and corporates. As Parameshwaran aptly concluded, “There is no running away from AI—it is about how well we adapt and use it to our advantage.” →

Building connections key in business

With shifting priorities from tech efficiency to empathy, travel trends will prioritise human-centric strategies for meaningful experiences in 2025, says **Rajdev Bhattacharya**.

Travel
MICE & CORPORATE SHOW

I am no astrologer. However, having spent over 30 years in this space, I have come to understand that the travel industry is not just about technology or efficiency; it is about people. At the heart of every successful travel programme lies a deep understanding of human connection.

While I cannot predict what will surely happen, I can confidently say what it is not. In 2025, it is not about predicting every trend or chasing the latest tools—it is about focusing on relationships with travellers, teams, and our partners.

Here is my take on how every travel and hospitality professional can lead the way by connecting with what truly matters.

KEY TRENDS FOR 2025

I have adopted this concept for the last 10 years successfully. Corporate travel programmes have



RAJDEV BHATTACHARYA
Global Head, Travel & Expenses
Wipro

traditionally been shaped by the 3C principles: Cost, Control, and Convenience. In 2025, it will expand to the 4Es: Economy, Employee preferences, Environment, and Evolutionary technology.

Here are the trends redefining the industry:

- **Eco-friendly acts:** Sustainability is not just a nice-to-have; it is a must-have. Today's travellers expect organisations to align with their values by prioritising eco-friendly practices. For example, a recent report from Booking.com found that 76 per cent of travellers want to make sustainable choices in 2025. Implementing carbon-offset programmes or promoting green-certified accommodations can build trust and loyalty.
- **Hyper-personalisation:** Let us face it, you and I crave experiences designed for just us. While AI-driven tools enable personalisation at scale, the human touch remains vital. Companies





like Marriott International are leading the way, using data insights to craft experiences—from room preferences to local recommendations, that resonate on an individual level.

- **Rise of bleisure:** With 89 per cent of business travellers expressing interest in adding leisure to work trips (according to a GBTA survey), the blending of business and leisure is no longer a fringe concept. Encouraging bleisure travel can increase employee satisfaction, reduce burnout, and create memorable travel experiences that benefit both employer and employee.
- **Safety and building trust:** Safety protocols are non-negotiable, but care and compassion amplify their impact. Whether it is offering 24/7 support or communicating clear health measures, prioritising traveller's well-being generates confidence and loyalty. In 2024, almost

In 2025, the travel industry will emphasise the 4Es: Economy, Employee preferences, Environment, and Evolutionary technology

all airlines and hotel chains have demonstrated this by enhancing in-flight safety while providing flexible rebooking policies.

- **Technology enabling connection:** While an AI-first approach will steal the limelight, I strongly believe technology should enhance the human experience, not replace it. I want

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ADOPTING TO CHANGE

Travel & Hospitality Trends 2025

Rajdev Bhattacharya



to be the rider and not the horse. Tools like biometric check-ins and AI-powered chatbots simplify logistics, but the real value lies in how these tools free up time for meaningful human interactions. For instance, Accor hotels' mobile app streamlines booking while offering curated local experiences.

- **Prioritising value over cost:** One thing is for sure, we need to get ready for higher airfares and room rates globally. Tight budgets do not mean sacrificing quality. By focusing on flexibility and authenticity, travel managers can deliver impactful programmes within constraints. For example, dynamic pricing models allow businesses to secure better deals while addressing traveller preferences.
- **Mastering empathy:** Empathy is the cornerstone of modern travel management. It allows you to anticipate traveller needs, breeds loyalty, and create meaningful experiences. In an industry that often prioritises efficiency, empathy ensures travellers feel valued and understood.

Consider this—a simple gesture, such as accommodating an employee's personal preferences during a business trip or event, can transform a routine and monotonous journey into a positive experience. Empathy turns data into insights, policies into care, and transactions into long-term and meaningful relationships.

PRACTICAL APPROACHES IN 2025

- **Eco-conscious partnerships:** Sustainability is not a checkbox; it is a commitment. Partner with vendors, who follows eco-friendly practices and transparently report on your programme's environmental impact.
- **Leverage data for personalisation:** Use AI tools to analyse traveller behaviours but always let empathy guide how insights are applied. Tailored recommendations can transform journeys into lasting memories.
- **Encourage work-life harmony:** Introduce policies and strategies that make bleisure travel seamless for the customer. Partner with

Beyond implementing safety measures, communicate with compassion. Proactive support like wellness apps can reassure travellers

destinations to offer discounts on extended stays or family-friendly packages.

- **Prioritise safety with care:** Beyond implementing safety measures, communicate with compassion and empathy. Proactive support such as wellness apps or 24/7 assistance can reassure travellers.
- **Adopt human-centric technology:** Choose tech solutions that enhance connection like platforms, that enable easy itinerary changes or apps offering curated local experiences.
- **Focus on value creation:** Align budgets with traveller needs and preferences. For example, flexible rebooking policies or bundled deals for frequent destinations can maximise impact without overspending.

CALL TO LEAD WITH CONNECTION

The future of travel management lies in building connection. I truly believe that by embracing empathy, prioritising people, and aligning with human-centric values, we can create strategies that resonate deeply with the traveller. As a travel leader, I have asked myself this simple question—how can I turn your next travel programme into a catalyst for human connection? The answer will define not just 2025 but the future of our industry. →

(The views expressed are solely of the author. The publication may or may not subscribe to the same)

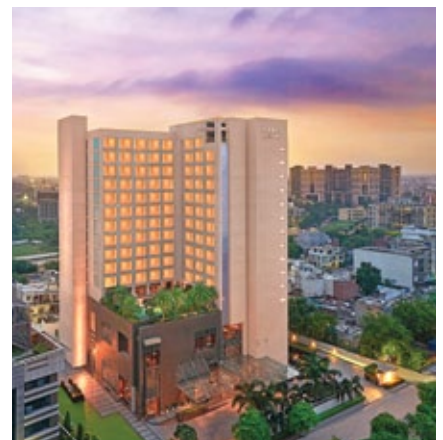


Lucknow attracts biz events



ROSHAN MENDONSA
General Manager, Hyatt Regency Lucknow

“MICE currently accounts for 30 to 35 per cent of Hyatt Regency Lucknow’s overall business.”



With a blend of modern amenities, personalised service, and strategic location, Hyatt Regency Lucknow has established itself as one of the premier venues for MICE.

By **MT Bureau**

Hyatt Regency Lucknow continues to be the preferred destination for MICE and other major events in the city, emphasised **Roshan Mendonsa**, General Manager of the hotel. Speaking about the hotel’s winning edge, Mendonsa said, “We offer pillar-less ballrooms, a pre-function area, and breakout rooms, all conveniently located on one floor to ensure seamless communication and coordination for organisers and guests.”

He emphasised the importance of personalised service, noting, “We

have dedicated event planners who serve as the single point of contact for organisers.” While the property offers customised packages for events and weddings, Mendonsa clarified that full buyouts are not currently available due to high occupancy driven by corporate clientele. Nevertheless, the hotel remains one of the top choices for MICE events in the city, and has seen an impressive occupancy rate of 85 per cent last year.

Mendonsa also expressed his appreciation to Travel MICE and Corporate Show for selecting Hyatt Regency Lucknow as their event venue, highlighting the growing importance

of tier II cities such as Lucknow in the MICE sector. “Although Lucknow is considered a tier II city, it is rapidly progressing towards tier I status, and we are thrilled to be part of that growth,” he said.

Looking ahead, Mendonsa shared that MICE currently accounts for 30 to 35 per cent of Hyatt Regency Lucknow’s overall business, with projections of 40 to 45 per cent growth in the coming year. Major source markets for the hotel include Delhi, Mumbai, Bengaluru, and Gujarat, with plans to expand further into southern regions such as Hyderabad and Kerala. ➔



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FITUR reigns as largest travel show

FITUR 2025 exceeded expectations, attracting nearly 255,000 attendees, including 155,000 professionals, reaffirming its leadership position.

By MT Bureau

The 45th edition of the International Tourism Fair (FITUR), held in Madrid and organised by IFEMA Madrid, has solidified its position as the largest travel show globally, both in terms of visitors and exhibitors. With nearly 255,000 attendees, including 155,000 professionals, the event showcased the robust recovery of the tourism sector.

FITUR 2025's nine exhibition halls hosted over 9,500 companies across 884 stands, representing 156 countries, including 101 with official delegations. This influx generated a significant economic impact of €445 million on Madrid. Under the theme 'Proud. We Are Tourism,' FITUR championed sustainability, diversity, and innovation as key pillars for the industry's future.

Sustainability emerged as a central focus, with stakeholders advocating for

FITUR 2025 generated a significant economic impact of €445 million on Madrid while championing sustainability, diversity, and innovation

inclusive tourism models that benefit local communities and ensure long-term environmental and economic viability.

The event's inauguration by their Majesties, the King and Queen of Spain, highlighted its prominence. Brazil's role as the partner country underscored the importance of international collaboration, with numerous business transactions and knowledge-sharing sessions driving the sector's dynamism. This definitely makes FITUR an influential platform for tourism sector.

Looking ahead, IFEMA Madrid has announced FITUR 2026 is scheduled to

take place from 21 to 25 January 2026, with Mexico as the partner country.

With the strong recovery of the global tourism industry in 2024, Spain and Madrid saw the arrival of 94 million and 16 million visitors, respectively. It is anticipated that these figures will continue to grow along with tourism spending, driven by strong demand. Worldwide, tourism-related revenues have reached US\$1.9 trillion, with Spain and Madrid following this trend. Tourist spending figures have risen to €126 billion nationally and €16 billion in the Madrid region. ➔



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Celebrating the pioneer of travel protection

Since its inception, Asego has been driven by the mission of delivering unparalleled insurance solutions ensuring mutual growth of agent partners in the ancillary business.



By MT Bureau

Team Asego recently celebrated 25 momentous years in the Indian travel trade serving the industry as the preferred travel assistance and insurance provider. Sharing a special message on the occasion, **Dev Karvat**, Founder & CEO, Asego, said, “I extend my deepest gratitude to our esteemed clients, partners, and every member of the Asego family. Your support, trust, and belief in our vision have been instrumental in shaping Asego into what it is today. This milestone and success are as much as yours as it is ours.”

He added that Asego, since its inception, has been driven by the mission of not only delivering unparalleled travel assistance and insurance solutions to travellers but also ensuring the mutual growth of agent partners in ancillary business. “It not merely reflects in our growth but is a testament to our commitment towards the Indian travel trade and the unwavering confidence the Indian travel trade has shown towards Team Asego,” Karvat said.



DEV KARVAT
Founder & CEO, Asego

“From emergency medical services to covering flight delays and cancellations, Asego ensures that travellers are fully supported.”

KNOW MORE ABOUT ASEGO

The company is redefining travel protection in India with innovation and care. As one of India’s leading providers of travel assistance and insurance, Asego has created a robust global network of hospitals and service partners, allowing the company to offer seamless, end-to-end assistance to travellers worldwide. From emergency medical services to covering flight delays and cancellations, Asego ensures that travellers are fully supported, no matter where they are.

The company’s suite of travel assistance and insurance solutions acts as a safety net against the unexpected happenings.

What truly sets Asego apart is its singular focus on travel protection. This focused vision has allowed the company to create products that deeply resonate with the needs of travellers. With a portfolio of over 200 customised offerings—spanning leisure, business, and student travel—Asego has built a legacy of trust, innovation, and customer-centric service. ➔

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'I Do' trends to drive 2025



From trends to expert views, explore how wedding segment will steer the growth of tourism and hospitality this year.

By **Amita Pandey**

India's rich wedding traditions evolve each year, weaving fresh trends into the cultural fabric. These shifts spark new demands, compelling industry players to adapt and innovate. As 2025 unfolds, experts explore the emerging trends set to redefine the future of weddings and revealed how much the wedding segment will contribute to their business this year.

BUSINESS INSIGHTS

Revealing an impressive contribution of the wedding segment to Royal Orchid Hotel's revenue in 2024, **Philip Logan**, Chief Operating Officer, Royal Orchid Hotel, said "With over 1,000 weddings hosted across Royal Orchid and Regenta Hotels, the segment contributed a remarkable 22 per cent of our total revenue, indicating the strong demand for premium venues and services in previous year."

Looking ahead to 2025, Logan anticipated a moderate uptick in room rates during the wedding season, driven by surging demand and inflation. "We project weddings to account for around 30 per cent of our overall business this year, reflecting their pivotal role in our growth strategy," he added.

Emphasising the far-reaching benefits of weddings, **Vikas Suri**, Vice President, Operations & Development, Lords Hotels & Resorts, noted, "Beyond venue rentals and catering, weddings generate additional revenue through accommodations, spa treatments, and pre-wedding celebrations such as sangeet and mehendi ceremonies. At some of our properties, weddings contribute as much as 20 to 30 per cent of total annual revenue." However, the wedding planner, **Abhishek Poddar**, CEO, Colossal Weddings & Events, called



PHILIP LOGAN
Chief Operating Officer
Royal Orchid Hotel



VIKAS SURI
VP, Operations & Development
Lords Hotels & Resorts



for the availability of more venues as he anticipates an upward curve in the demand. “India still lacks sufficient venues to meet this growing demand,” Poddar remarked.

WEDDING TRENDS FOR 2025

Painting an exciting picture of the evolving wedding landscape for 2025, Logan underscored, “In 2025, we anticipate a surge in personalised and experiential weddings, with themes rooted in sustainability, cultural heritage, and technology integration taking center stage. Couples are

leaning towards intimate gatherings but with elevated budgets per guest, prioritising curated and memorable experiences.” With similar opinion, Suri, remarked, “Our religious destinations such as Nathdwara, Somnath, and Dwarka have seen an increase in enquiries related to intimate weddings.” In fact, Poddar too recognised the surge in demand for intimate events. He elaborated, “While some are willing to invest in extravagant celebrations, others are opting for intimate gatherings to keep costs down. The market is diverse, with clients spanning from lavish affairs to more modest affairs.

Referring to other trends, Logan added, “The growing appetite for destination weddings is unmistakable. To meet this demand, we are actively expanding our portfolio.” Suri concurred, “Scenic and exotic locales outside hometowns are becoming the go-to choice for many couples for destination weddings. Popular destinations within our group include Udaipur, Jaipur, Goa, Karjat, and Jammu.”

In addition to that, highlighting the continuous demand for sustainable weddings, Suri averred, “Couples are increasingly embracing eco-friendly practices, prompting hotels to offer sustainable options such as zero-waste catering, organic or locally sourced flowers, and eco-conscious decor.”

Chetan Vohra, Co-Founder & Director of Weddingline, reflected on the 2024 wedding scene, which was marked by lavish, multi-event



ABHISHEK PODDAR
CEO
Colossal Weddings & Events

DESTINATIONS IN FOCUS

DOMESTIC

Rajasthan, Goa, Mahabalipuram, Kovalam, Cochin, Karjat, Jammu, Nathdwara, Somnath, and Dwarka



INTERNATIONAL

UAE, Middle East, Maldives, Thailand, and Vietnam

celebrations alongside intimate affairs. “However, in 2025, there will be a growing awareness around sustainability, especially since weddings contribute significantly to waste. Locally sourced products and artisans will take center stage,” he added. Regarding budgets, Vohra noted, “Wedding budgets are a matter of personal choice—those with the means are spending, but with a growing emphasis on making every penny count.”

EXCLUSIVE INCENTIVES

While speaking about the unique offerings of Royal Orchid Hotel for wedding segment, Logan informed, “We offer tailor-made packages including venue decor, gourmet catering, exclusive bridal suites, and complimentary honeymoon stays. Our maximum capacity for hosting weddings varies by property, with our largest venue accommodating up to 2,000 guests.”

Key amenities, he noted, include state-of-the-art banquet halls, picturesque outdoor spaces, and expert event planners. “Our team handles every detail of the wedding logistics, from vendor coordination to guest accommodations. We also

Nathdwara, Somnath, and Dwarka have seen an increase in enquiries related to intimate weddings.



CHETAN VOHRA
Co-Founder & Director
Weddingline

offer pre-and post-wedding activities, including rejuvenating spa services, heritage tours, and themed brunches ensuring everything is seamless.”

Speaking about their brand's special wedding package, Suri emphasised, “Lagan by Lords is more than just a wedding service; it is a curated experience blending the warmth of traditional Indian hospitality with the comfort of modern luxuries. To make your special day even more extraordinary, we include a 2-night, 3-day complimentary stay for the bride and groom, complete with candlelight dinners and a rejuvenating couple's spa once during their visit.”

TECH-DRIVEN WEDDINGS

Emphasising the role of technology in wedding





Maldives has begun easing restrictions on certain venues for Indian rituals, which has boosted its appeal as a wedding destination for Indian couples

destination wedding scene. Emerging hotspots like Mahabalipuram, Kovalam, and Kochi are gaining momentum. On global front, he believed that Thailand and Vietnam will remain top picks for Indian couples.

Highlighting the ‘Wed in India’ initiative of Indian government, aimed at attracting foreign couples to celebrate their special day in India, Vohra remarked that India is steadily becoming a trending brand in the global wedding market. He agreed with Poddar that for domestic travellers, Rajasthan and Goa remain perennial favourites. Lesser-explored gems like Jaisalmer and Kishangarh are also emerging destinations due to increasing number of luxury hotels. He also noted, "Rajasthan is promoting unknown destinations like Dholpur, home to breathtaking palaces now transformed into captivating hotels—perfect for intimate weddings hosting 200 to 250 guests.

For Vohra, when it comes to international wedding destinations, the UAE and the Middle East have stepped up, offering attractive packages as most Indian weddings, which traditionally take place between October and February or March, Europe is often off the table due to its chilly winters during these months. “Additionally, Maldives has begun easing restrictions on certain venues for Indian rituals, which has boosted its appeal as a wedding destination for Indian couples and has made it a rising star for them,” Vohra added. ↴

Inputs from Surbhi Sharma

planning in 2025, Logan, said “We harness platforms like WhatsApp Business and Metaverse to help clients visualise setups and make informed decisions. In 2025, we expect AI-driven personalisation, augmented reality for decor previews, and blockchain to bring enhanced transparency to contracts.” Highlighting how technology is streamlining wedding management in hotels, Suri pointed out, “Our chatbots and virtual assistants handle wedding inquiries. We have also introduced Tablets on guest tables, allowing guests to explore food and beverage options directly from their seats.”

In case of wedding planners, Poddar said, “Technology has helped a lot in managing the guest list, and logistics pretty smoothly.” In addition to that, Vohra said, “Now, everything has become tech-oriented, everything is on the app. So, right from your travel, it has played a very important role in easing off the ecosystem in terms of dependability, wastage, and sustainability practices.”

WEDDING DESTINATIONS

Experts predict that destination weddings will upswing in 2025, with certain locations stealing the spotlight. According to Poddar, Jaipur and Goa continue to dominate the Indian





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India

crucial market for AIME

As outbound tourism continues to grow, India emerges as a dominant force on global stage transforming MICE sector, says **Silke Calder**.

RISE OF OUTBOUND TOURISM

The rising demand for outbound tourism from Asia, particularly India, is injecting great energy into the MICE sector. “With Indian travellers seeking experiences that combine luxury with authenticity, destinations worldwide are tailoring their offerings to meet these expectations,” said **Silke Calder**, Event Director, AIME.

“Indian companies are looking for unique, culturally immersive experiences. In Melbourne, we see strong interest in activities that highlight our iconic laneway culture, curated food tours, street art walks, and exclusive hidden bar experiences,” she added.

By **Janice Alyosius**

As Indian corporate travellers continue to redefine the MICE landscape across the globe, events like Asia Pacific Incentives and Meetings Event (AIME) play an important role in bridging the gap between buyers and suppliers. Scheduled to take place from 10 to 12 February 2025 at the Melbourne Convention and Exhibition Centre (MCEC), AIME 2025 will offer Indian corporates the opportunity not just to explore new horizons but also a platform to influence the global MICE industry globally.





“India is an essential market for us. We have enhanced our outreach and tailored our offerings to highlight the diverse experiences across the Asia Pacific region.”

SILKE CALDER, Event Director, AIME



APPETITE FOR LUXURY

Indian corporate travellers have a reputation for demanding the best services. They expect high-end accommodations, impeccable services, and meticulously curated experiences. What sets Indian travellers apart is their desire for personalised luxury

Indian groups value exclusivity and are drawn to experiences that create lasting impressions. “Whether it is hosting events in iconic venues or integrating local traditions into itineraries, the focus is on creating meaningful and memorable moments,” Calder pointed out.

STRATEGIC DEVELOPMENT

Recognising India’s growing prominence, AIME has recalibrated its approach to better serve the market. “India is an essential market for us. We have

enhanced our outreach to Indian buyers and tailored our offerings to highlight the diverse experiences across the Asia Pacific region,” Calder shared.

To woo Indians, the Hosted Buyer programme is a key element of AIME’s strategy. “This programme ensures Indian buyers connect with global suppliers who match their unique requirements. Our AI-powered meeting platform takes it a step further by providing personalised recommendations, ensuring every meeting is meaningful and productive,” she explained.

TECHNOLOGY INTEGRATION

Technological advancements are playing a key role in the MICE industry. Discussing how AIME is at the forefront of this evolution, Calder said, “Interactive apps, personalised digital

itineraries, and immersive virtual reality experiences are becoming integral to MICE events. These tools cater to the tech-savvy Indian market by ensuring seamless event management and elevating attendee engagement.”

On sustainability, AIME is setting its benchmarks with various initiatives. MCEC is a shining example with a 6-star Green Star rating and EarthCheck Platinum Certification. “We are committed to sustainable practices. From showcasing eco-friendly venues to promoting carbon-offsetting initiatives, we are making sustainability a priority,” Calder added.

AIME has grown significantly post-pandemic as there is a palpable rise in demand for in-person meetings. With its 2025 edition set to be the largest, this year will host over 660 exhibitors and 640 hosted buyers. →

MOVEMENTS



GAURAV SINGH
Chief Operating Officer
Chalet Hotels

Chalet Hotels has appointed Gaurav Singh as the Chief Operating Officer (COO). In his new role, Singh will be focusing on asset management, driving operational excellence, ensuring efficiency to strengthen the business and design scalable processes for the brand. With 26 years of experience in hospitality Singh will play a crucial role in steering Chalet's growth. With a strong foundation already in place and Singh's strategies, the brand will build an ethos resonating customer's expectations.



RAHOOL MACARIUS
Market Managing Director,
Eurasia, Wyndham Hotels &
Resorts

Rahoool Macarius has been appointed as the Market Managing Director, Eurasia for Wyndham Hotels & Resorts. Macarius will be responsible for regional operations and driving the growth of Wyndham's diverse portfolio of brands across Eurasia, covering India, Nepal, Sri Lanka, Bangladesh, Bhutan and the Maldives. He holds 25 years of experience in commercial and operational facets, where he has worked towards financial growth and stakeholder relationship management in the industry.



NITIN SACHDEVA
President
Society for Incentive Travel
Excellence (SITE)

Nitin Sachdeva has been appointed as the President of the Society for Incentive Travel Excellence (SITE). Presently, Sachdeva is the CEO of Venture Marketing. He brings over two decades of experience in the incentive travel and tourism industry. As CEO of Venture Marketing, he has been instrumental in promoting incentive travel as a key driver for business performance and employee engagement. As the new President, he will focus on expanding the global reach.



RAVI DHANKHAR
General Manager
Holiday Inn Amritsar Ranjit
Avenue

Holiday Inn Amritsar Ranjit Avenue has designated Ravi Shankar as the new General Manager. With two decades of experience, Dhankhar has consistently delivered leadership across prestigious hotel brands, such as The Leela Palace, Taj Hotels, Sarovar Hotels, Lemon Tree Hotels, Narendra Bhawan Bikaner, Pride Group of Hotels and Ramada Jaipur. Dhankhar will oversee hotel operations, focusing on enhancing guest satisfaction, improving operational efficiency, and maintaining the hotel's commitment to excellence.



HARKARAN SINGH SETHI
General Manager
Hilton Gurugram Baani City
Centre

Hilton Gurugram Baani City Centre has appointed Harkaran Singh Sethi as the General Manager. In his new role, Sethi brings extensive expertise in operations management, food and beverage innovation, and strategic leadership. Previously, Sethi has held leadership roles with renowned brands, including General Manager and Associate Director of Operations, South Asia at the Radisson Hotel Group, where he supported and managed strategic operations for hotels in the region and delivered successful results.



ANIRBAN BANERJEE
General Manager
Lords Inn, Kankidham

Anirban Banerjee has been appointed as the General Manager of Lords Inn, Kankidham. With an extensive experience in the industry, Banerjee has a proven track record of leading operations and driving revenue growth for prestigious hotels across India. In his new role, Banerjee will focus on operational excellence, enhancing service quality, and promoting sustainable practices at the hotel. His expertise will play a vital role in ensuring the continued success of the brand.



UDAY BHATNAGAR
Director, Revenue
Management
Pullman & Novotel, New Delhi

Uday Bhatnagar has been appointed as Director of Revenue Management at Pullman and Novotel, Aerocity, New Delhi. With an expansive career in revenue optimisation, he brings expertise in strategic pricing, yield management, and demand forecasting and has been instrumental in maximising revenue at several Accor properties. In his previous role, Bhatnagar has overseen Novotel Goa Resort & Spa, Novotel Goa Candolim & Novotel Goa Panjim as Director of Revenue Management.



GOVIND DHANU NAIK
Director, Security,
NICC & HICC

Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre (NICC & HICC) has designated Govind Dhanu Naik as the Director of Security. Naik specialises in managing security teams and implementing security strategies for large properties. His expertise lies in addressing potential security risks and enforcing proactive measures to ensure the safety of employees and guests, particularly in high-traffic environments. He has a proven track record in analysing trends and detect suspicious behaviours.



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A LIFETIME EXPERIENCE

Assam, the jewel of East India, has been ranked 4th on The New York Times list of “52 Places to Visit in 2025”, highlighting its unparalleled natural beauty, rich cultural heritage, and iconic landmarks. From the timeless charm of Charaideo Moidams, also known as the Pyramids of Assam, to the lush tea gardens that define the state, Assam offers a truly extraordinary experience.

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