

EVENT WATCH

# Kerala Travel Mart (KTM 2026) Inaugurated at Grand Hyatt, Kochi

The Chief Minister was inaugurating the 13th edition of the Kerala Travel Mart (KTM 2026), one of the country's premium tourism and trade events, at Grand Hyatt, Bolgatty, here.



Tourism, Culture and Cinema Minister  
**Shri P.C. Vishnunadh** presided  
over the function.



Cooperation and Excise Minister  
**Shri M. Liju** was the Guest of Honour.

## KERALA TRAVEL MART (KTM 2026)



One of the country's  
premium tourism  
and trade events.



Brings together  
global buyers and  
sellers.



Showcases Kerala's  
diverse tourism  
offerings.



Strengthens  
partnerships for  
a sustainable and  
inclusive tourism future.





THE BIG TRAVEL MOVE

# India's Connectivity Boom: Are New Airports Creating India's Next Tourism Destinations?

New airports. More routes. Better connections. India's aviation expansion is not just improving mobility — it is opening up new tourism destinations, boosting local economies and reshaping the country's travel map.



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**UDAN**  
KEY FIGURES  
(AS OF 30 JUNE 2026)



**95**  
connected airports  
including 17 heliports  
and 2 water aerodromes



**677**  
routes



**3.58 lakh**  
flights



**168 lakh**  
passengers



**MODIFIED UDAN  
NEXT PHASE**

Targets 120 new  
destinations over  
2026 – 2036.

*Connectivity is becoming  
a tourism-development  
story.”*





# INDIAN WEDDING IN EUROPE



WHERE ROYAL TRADITIONS  
MEET EUROPEAN ELEGANCE

Create timeless memories in the lap  
of nature, luxury & culture.



## EXCLUSIVE VENUES

Lakeside palaces, vineyards  
& luxury resorts



## ROYAL HOSPITALITY

World-class catering, décor  
& personalized service



## MULTI-DAY EXPERIENCES

Welcome dinners, pheras,  
parties & local excursions



## SEAMLESS PLANNING

End-to-end wedding planning  
with dedicated concierge

## BEYOND TRAVEL. INTO ROYALTY.



### EXCLUSIVE ACCESS

Private entry to  
heritage palaces,  
forts & monuments



### CURATED CULINARY

Royal dining, cultural  
meets & gourmet  
journeys



### SPIRITUAL & CULTURAL

Sacred rituals, temple  
ceremonies & immersive  
experiences



### BESPOKE & PERSONALIZED

Tailor-made itineraries with  
dedicated concierge & 24/7  
assistance

LUXURY. HERITAGE. SPIRITUALITY. — ALL IN ONE EXTRAORDINARY JOURNEY.



HOTEL & HOSPITALITY WATCH

# India's Next Hotel Boom: Why Tier-2 & Emerging Destinations Matter

More destinations.  
More stays.  
More opportunities.

India's hotel development pipeline is increasingly spreading beyond traditional metros, with new projects in emerging destinations making it easier for tour operators to create itineraries for leisure, corporate and MICE travel.

Recent examples include Fairmont Rishikesh, Hyatt Place Vithalapur, Ginger Siwan and Gateway Chhattisgarh, highlighting the geographic expansion of organised hospitality. Branded accommodation in Tier-II and Tier-III locations can help tour operators build itineraries where reliable inventory was previously limited.

HVS ANAROCK data in 2026 showed branded hotel signings and openings across Tier 1, Tier 2 and Tier 3/4 markets. Royal Orchid also announced in June 2026 that it planned at least 50 new hotels within 12-18 months, including smaller towns and pilgrimage destinations.



NEW AIRPORTS



NEW DESTINATIONS



NEW HOTELS



NEW TOURISM ECONOMIES



HOTEL OPENINGS

**New properties  
in emerging markets.**

From Rishikesh to Chhattisgarh, new hotel projects are bringing branded stays to previously underserved locations.



NEW BRANDS

**Global and Indian  
brands expand.**

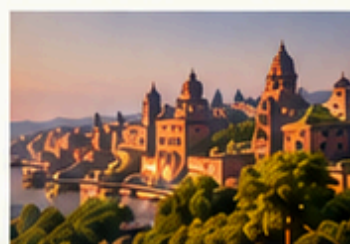
More hotel brands are entering Tier-II and Tier-III markets, strengthening choice and consistency for travellers.



RESORTS

**Leisure destinations  
get a boost.**

New resorts are opening in scenic and experiential locations, adding depth to India's tourism offerings.



TIER-2 CITIES

**Smaller cities,  
bigger opportunities.**

Improved connectivity and new hotel inventory are making Tier-2 cities attractive for both leisure and business travellers.



INVESTMENT

**Growing confidence  
in hospitality.**

Expanding development pipelines and strong demand are encouraging greater investment in new markets.



 **INDUSTRY SIGNAL**



Expansion is moving beyond the traditional metros.



Branded inventory can unlock new circuits.



“

*When reliable rooms arrive,  
emerging destinations  
become easier to sell.*





*Inspired  
by Nature  
Driven by  
Progress*

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SMALL  
FLOWERS  
**BIG**  
POSSIBILITIES

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Enriching future.

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SCAN TO VISIT

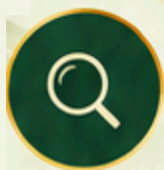


THE TRAVEL BUSINESS

# Can India Sell the ‘Incredible India’ Story Better?

India has one of the world’s richest tourism propositions — a unique blend of cultural heritage, natural beauty, adventure, wellness, gastronomy and diverse destinations. From iconic landmarks to untouched landscapes, from vibrant traditions to modern cities, the country offers experiences that appeal to every kind of traveller.

But in a crowded global travel market, the real question is — how can India tell this story better? And how can easier planning, better digital tools and stronger storytelling turn interest into bookings?



DISCOVER



DECIDE



BOOK



ARRIVE



EXPERIENCE

“  
*India doesn’t need another tourism slogan. It needs better tourism storytelling — and easier ways to buy the story.*”

By connecting its incredible assets with smart storytelling, seamless planning and modern travel technology, India can inspire more travellers, for longer stays, and unlock greater value for its tourism ecosystem.

## THE TOURISM PROPOSITION



HERITAGE



NATURE



WILDLIFE



SPIRITUALITY



FOOD



CULTURE



WELLNESS

## FROM DISCOVERY TO EXPERIENCE

The official Incredible India platform presents India’s destinations, attractions, experiences and itineraries, helping travellers explore the country’s rich diversity. It features curated content across categories such as heritage, wildlife, spiritual, adventure, gastronomy and wellness — making it easier to plan and experience the real India.

## Incredible India

*More than a destination.  
A feeling.*

DIVERSE LANDSCAPES.  
TIMELESS EXPERIENCES.







**INNOVATIVE**  
— SOLUTIONS —

SMART SOLUTIONS  
STRONGER TOMORROW

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Seamless Experience.

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IT solutions that keep your  
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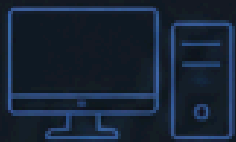
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SOLUTIONS THAT **SIMPLIFY**. TECHNOLOGY THAT **EMPOWERS**.



TOURISM INDUSTRY FEATURE

THE POWER OF

# Sustainable Travel

Greener choices. Stronger communities.  
A more resilient tomorrow.

As the travel industry evolves, sustainability is no longer a trend — it's a responsibility. From conservation efforts to local empowerment, responsible travel is shaping a better future for people, places and the planet.



Better  
Travel  
Brighter  
Future

HOW SUSTAINABLE TRAVEL MAKES AN IMPACT

## Small Changes, Big Difference

Sustainable travel supports local economies, protects natural habitats and preserves cultural heritage. It also helps reduce carbon footprints and promotes more mindful tourism — ensuring that future generations can experience the same beauty and diversity we enjoy today.



### PROTECTS NATURAL SPACES

Conserves wildlife, reduces pollution and preserves ecosystems.



### SUPPORTS LOCAL COMMUNITIES

Creates jobs, empowers local businesses and keeps culture alive.



### REDUCES CARBON FOOTPRINT

Encourages eco-friendly transport, energy and responsible choices.



### PRESERVES CULTURAL HERITAGE

Helps maintain traditions, history and authentic experiences.



 Sustainable stays. A brighter tomorrow.

INDUSTRY INSIGHTS

## The Future of Responsible Travel

Travelers today are more conscious than ever. They want meaningful experiences that leave a positive impact. The industry is responding with innovative solutions — from carbon-neutral travel options to community-led tourism initiatives.

KEY TRENDS

-  Eco-friendly travel products
-  Carbon offset programs
-  Community-based tourism
-  Green hotel certifications

THE TRAVELER'S GUIDE

## How You Can Travel Sustainably

-  Choose eco-friendly accommodation.
-  Support local businesses and artisans.
-  Reduce plastic and minimise waste.
-  Respect local culture and traditions.

“Sustainable travel isn't about giving up luxury — it's about making better choices.”

— THE TRAV NAVIGATOR



Responsible travel today, preserves paradise tomorrow.



SUSTAINABLE TRAVEL • STRONGER COMMUNITIES • A HEALTHIER PLANET





# SRI LANKA FOR MICE:

## THE ISLAND THAT CAN TURN A BUSINESS EVENT INTO AN EXPERIENCE

Convention infrastructure, international hotels, short travel distances and experiences beyond the meeting room are strengthening Sri Lanka's proposition for Indian conferences, incentives and corporate groups.

*Business  
Meets  
Breathtaking*



PROXIMITY  
TO INDIA



MODERN  
CONVENTION  
INFRASTRUCTURE



INTERNATIONAL-  
STANDARD  
HOSPITALITY



DIVERSE  
EXPERIENCES  
BEYOND MEETINGS



STRONG  
GOVERNMENT  
SUPPORT



### COLOMBO'S CONVENTION INFRASTRUCTURE

Purpose-built venues for meetings, exhibitions, banquets and large events.

Bandaranaike Memorial  
International Conference  
Hall (BMICH)



1,000+  
DELEGATES  
(Main Hall)



4,330 sq m  
EXHIBITION SPACE  
(Adjacent Exhibition Centre)

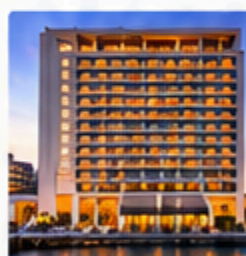


MULTIPLE  
EVENT SPACES  
Meetings | Exhibitions  
Banquets | Large Events



### WORLD-CLASS HOTELS & EVENT VENUES

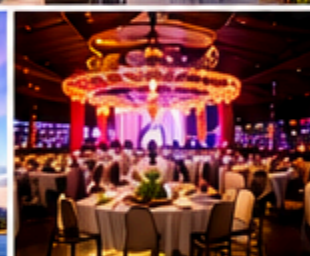
From integrated city developments to premium hotels, Colombo offers ballrooms, meeting rooms and unique venues for every format.



CINNAMON GRAND  
COLOMBO



CINNAMON LIFE  
AT CITY OF DREAMS COLOMBO



THE MARQUEE  
AT PORT CITY



### GOVERNMENT SUPPORT FOR MICE

The Sri Lanka Convention Bureau (SLCB) assists with bids, venue selection, government coordination, local partners, and more.



**SLCB**  
SRI LANKA  
CONVENTION BUREAU

- Bid support & presentations
- Site inspections & venue selection
- Financial support (as applicable)
- Local service providers & logistics
- Spouse programmes & pre/post tours
- Airport meet-and-greet for VIPs



### A DESTINATION OF MANY EXPERIENCES

Beaches, heritage, wildlife, tea country, wellness, gastronomy and adventure can all become part of your MICE programme — all within one island.



BEACHES  
& ISLAND ESCAPES



HERITAGE  
& CULTURE



WILDLIFE  
& NATURE



TEA COUNTRY  
& WELLNESS



GASTRONOMY  
& LOCAL EXPERIENCES



ADVENTURE  
& INCENTIVE ACTIVITIES



### STRONG CONNECTIONS WITH INDIA

Sri Lanka is a priority market for conferences, incentives, exhibitions, destination weddings and executive travel.



531,511  
INDIAN VISITORS IN 2025  
(22% of total arrivals)



221,000+  
INDIAN TRAVELLERS  
(Jan-May 2026)



### COMPACT. ACCESSIBLE. COMMERCIAL ADVANTAGE.

Short travel distances mean less time in transit, lower costs and smoother logistics — ideal for 3-5 night corporate programmes.



*Sri Lanka can make the meeting easy to organise — and the hours outside the meeting room unforgettable.*



CONFERENCES



INCENTIVES



DEALER MEETINGS



LEADERSHIP RETREATS



ASSOCIATION EVENTS



EXHIBITIONS



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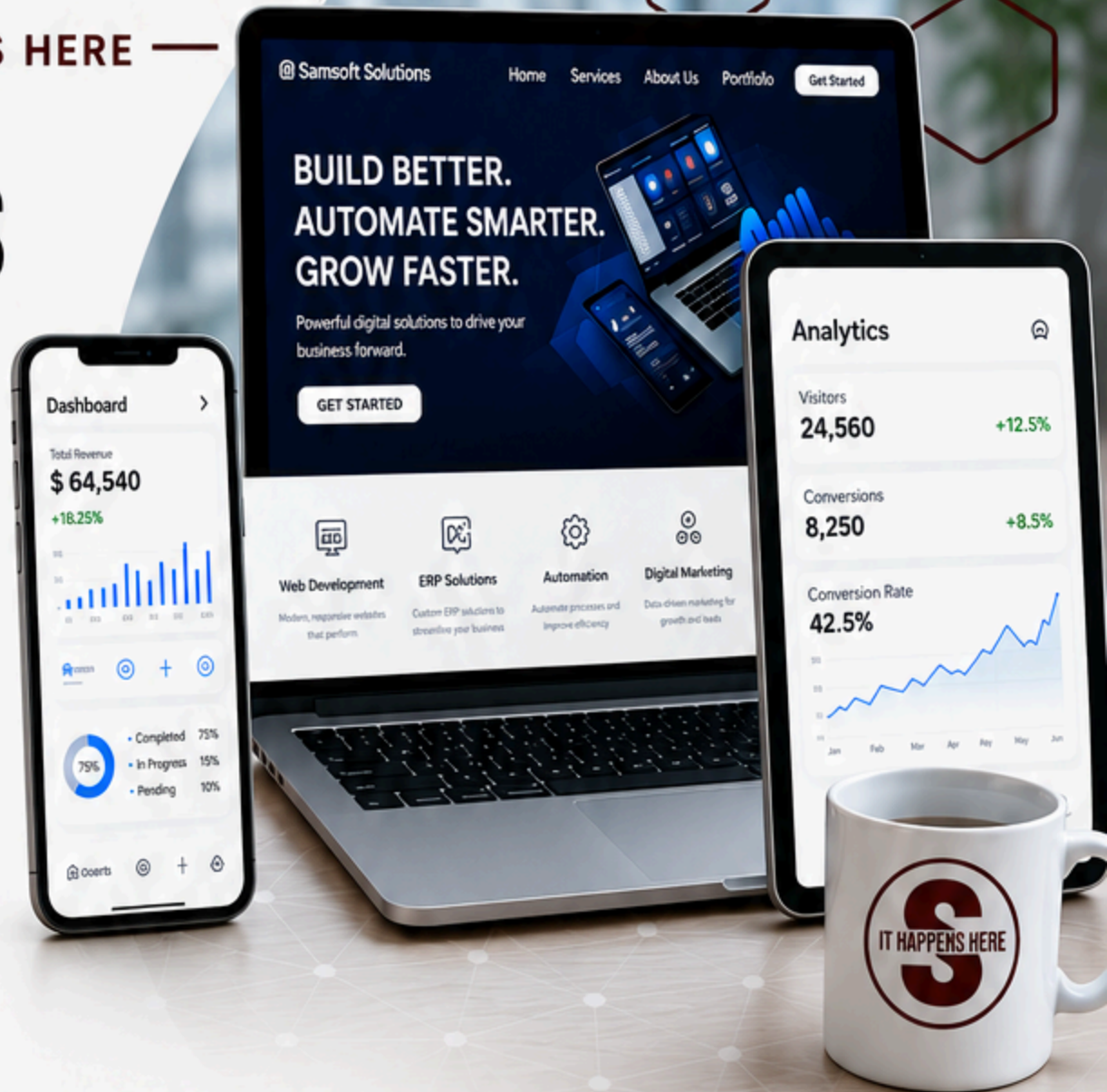


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— IT HAPPENS HERE —

## SMART SOLUTIONS FOR A DIGITAL TOMORROW

We build. We automate. We grow.  
All under one roof.



### OUR SERVICES



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- ▶ Custom Website Development
- ▶ User-Friendly UI/UX Design
- ▶ Responsive & Modern Solutions
- ▶ E-Commerce Development
- ▶ Scalable Web Applications



#### ERP – AUTOMATION SOFTWARE

- ▶ Business Process Automation
- ▶ Custom ERP Solutions
- ▶ Workflow & Task Automation
- ▶ Inventory & HR Management
- ▶ Real-time Reports & Analytics



#### DIGITAL MARKETING

- ▶ SEO (Search Engine Optimization)
- ▶ Social Media Marketing
- ▶ Google Ads & PPC
- ▶ Content Marketing
- ▶ Brand Visibility & Lead Generation



#### TAILORED SOLUTIONS

Built for your  
business needs



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performance driven



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you can trust



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& deadlines



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# PENANG FOR MICE:

## WHERE BUSINESS EVENTS MEET THE ISLAND EXPERIENCE

Strong convention infrastructure, integrated hospitality and experiences beyond the meeting room are making Penang increasingly relevant for Indian MICE planners.

*Business  
Beyond  
the Ballroom*

### WHY PENANG WORKS FOR MICE



EASY  
CONNECTIVITY  
FROM INDIA



LARGE-SCALE  
CONVENTION  
INFRASTRUCTURE



INTEGRATED  
HOSPITALITY  
OPTIONS



RICH CULTURE,  
FOOD & HERITAGE  
EXPERIENCES



DEDICATED  
DESTINATION  
SUPPORT

### SETIA SPICE CONVENTION CENTRE

A PURPOSE-BUILT VENUE  
FOR LARGE EVENTS



Up to  
**8,000**  
people  
(theatre style)



~**4,000 sq m**  
pillarless  
Grand Ballroom



Multiple  
function  
rooms



**453-room**  
Amari SPICE Penang  
directly connected

### PENANG WATERFRONT CONVENTION CENTRE (PWCC)

ANOTHER MAJOR OPTION  
FOR EXHIBITIONS AND CONFERENCES



~**10,443 sq m**  
multipurpose hall



Suitable for  
exhibitions,  
congresses and  
large corporate events



Modern facilities  
for a variety of  
event formats



### DESTINATION SUPPORT FOR YOUR EVENT

The Penang Convention & Exhibition Bureau (PCEB) assists organisers with:

- 1 Bidding support
- 2 Destination information
- 3 Venue selection
- 4 Conference promotion
- 5 Access to local partners
- 6 Integration of destination experiences

**PCEB**

penang convention  
& exhibition bureau



### BUSINESS MEETS THE ISLAND EXPERIENCE

From UNESCO-listed George Town to beaches, culinary journeys, heritage walks and resort stays, Penang offers experiences that turn corporate events into unforgettable programmes.



GEORGE TOWN  
HERITAGE WALKS



WORLD-CLASS  
CUISINE



BEACHES  
& ISLAND ESCAPES



CULTURE  
& EXPERIENCES



INCENTIVE  
PROGRAMMES



### GROWING INTEREST FROM INDIA

PCEB's 2026 India Roadshow covered Mumbai, New Delhi, Kochi and Chennai, engaging more than 800 qualified buyers across travel and MICE segments.



### A COMPELLING CHOICE FOR INDIAN PLANNERS

Large venues, hospitality infrastructure, destination support and unique experiences — all within one destination.



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INSIGHTS | PEOPLE | DESTINATIONS | OPPORTUNITIES

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STAY CONNECTED  
BE A PART OF  
OUR JOURNEY

PEOPLE  
PLACES  
BUSINESS  
OPPORTUNITIES  
ALWAYS  
CONNECTED



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THETRAVIGATOR WELLNESS 50 - CALL FOR ENTRIES

# Directory Format,

Transparent. Independent. Industry-Focused.

Each property selected for TheTravigator Wellness 50 will receive a concise 120–150-word profile.

Every entry will include:

- 

**Property Name**  
Location | Category | Ideal Stay
- 

**Positioning**  
Who the property is really for.
- 

**What It Offers**  
Ayurveda, Panchakarma, yoga, naturopathy, detox, longevity, mental wellness or clinical care.
- 

**Why It Stands Out**  
The real differentiators.
- 

**Long-Stay Appeal**  
Ideal duration and international traveller suitability.
- 

**Guest Verdict**  
Balanced praise and recurring criticism where relevant.
- 

**TheTravigator Verdict**  
Final editorial assessment.

“Kerala’s wellness ecosystem is world-class, but it needs sharper curation. TheTravigator 50 is built to provide exactly that.”

PLACES  
THAT HEAL  
PEOPLE WHO  
GO FURTHER

KERALA  
A DEEPER  
KIND OF  
LUXURY

SAMPLE DIRECTORY ENTRY (ILLUSTRATIVE ONLY)



## Ananda Kerala

Kovalam, Kerala | Ayurveda & Panchakarma | 7–21 Nights

**Positioning**

A serene, treatment-led retreat for serious Ayurveda seekers.

**What It Offers**

Authentic Ayurveda, Panchakarma, yoga, naturopathy, personalised nutrition and wellness consultations.

**Why It Stands Out**

Experienced doctors, beachfront setting, strong repeat clientele and genuine clinical depth.

**Long-Stay Appeal**

Ideal for 14–28 day programmes with international guest support.

**Guest Verdict**

Highly rated for treatments, food and service. Some guests note limited nightlife (which aligns with its wellness focus).

**TheTravigator Verdict**

A credible, treatment-led property that delivers on its promise.

HEALING ROOTED IN TRADITION. EXPERIENCES FOR TOMORROW.

## CALL FOR ENTRIES

Properties wishing to be considered should review the five criteria, gather supporting evidence and contact TheTravigator editorial team with property details, category interest and proof of eligibility.



Submission Deadline  
**30 October 2026**



Publication Date  
**13 November 2026**



Submit Your Property →

info@thetravigator.com

AUTHENTIC  
WELLNESS  
REAL PEOPLE  
LASTING  
JOURNEYS.



KERALA  
A STRONGER  
TOMORROW  
THROUGH  
WELLNESS TRAVEL.







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decision makers.



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