



ASSOCHAM Tourism Conclave 2026 Puts Investment and Industry Partnerships in Focus

The New Delhi programme puts tourism's economic contribution at the centre of policy, technology, investment and business collaboration.



**30 SEPTEMBER
2026**



**Shangri-La Eros
New Delhi**



THEME
Tourism as an Economic Engine:
Technology, Policy, Investment
& Global Partnerships

KEY TAKEAWAYS



Stable policy and
modern infrastructure



Technology
adoption in tourism



Investment-ready
destinations



Stronger public-private
collaboration



B2B TAKEAWAY

The commercial test is what follows: partnerships advanced, investment discussions progressed and operational barriers addressed.

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INDIA'S DIGITAL TOURISM STACK: THE GLOBAL LESSONS THAT COULD MAKE OR BREAK THE BIG BET

India has launched the National Digital Tourism Stack with ONDC to create a shared digital layer for tourism suppliers, with a pilot planned for January 2027 and a target of 23,000 tourism offerings by 2028.



LAUNCHED

27 SEPTEMBER
2026



PILOT PHASE

JANUARY
2027



TARGET

23,000 TOURISM
OFFERINGS BY 2028

WHAT INDIA MUST GET RIGHT



Easy onboarding
for tourism suppliers



Interoperability
across platforms



Trust and
data privacy



Measure real
bookings and impact

GLOBAL LESSONS



SINGAPORE

Evolve and expand
continuously



SPAIN

Digitise destination
management



EUROPE

Build trusted
data sharing



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WATCH VIDEO →





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SCAN TO VISIT



SRI LANKA

MICE EXPO 2026

Showcases the Island Nation as a Premier MICE Destination

Sri Lanka MICE Expo 2026 brought together global buyers, industry leaders and tourism stakeholders, highlighting the country's world-class venues, unique experiences and strong potential as a meetings, incentives, conferences and exhibitions destination.



2026
Colombo, Sri Lanka



Sri Lanka
MICE Expo



Bringing together
global buyers, industry leaders
and tourism stakeholders

KEY TAKEAWAYS



World-class
venues and
infrastructure



Unique
experiences and
diverse offerings



Stronger global
connectivity and
business opportunities



Reinforces Sri Lanka's
position as a premier
MICE destination



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



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ISRAEL ROLLS OUT RED CARPET FOR INDIAN TRAVEL TRADE AS TOURISM REVIVAL GATHERS PACE

Israel is rebuilding its tourism proposition with India among its priority markets, combining policy cooperation, trade engagement, broader experiences and the prospect of restored direct connectivity.



Top 4

India is among Israel's top four priority global source markets.



69,100+

Indian travellers visited Israel in 2019.



NIS 4 million

Earmarked for the India initiative, contingent on matching funds from India.



0

Direct India-Israel flights as of July 2026.



50+

B2B meetings at MILT 2026 in Goa after Israel returned following a five-year hiatus.



100,000

Indian arrivals had been on track to exceed 100,000 annually before disruption.

FOUR PILLARS FOR GROWTH



**Policy
Partnership**



**Investment
& Access**



**Trade
Re-engagement**



Connectivity

BEYOND THE HOLY LAND



CULINARY



WELLNESS



ADVENTURE



MICE

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- ▶ Inventory & HR Management
- ▶ Real-time Reports & Analytics



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- ▶ Social Media Marketing
- ▶ Google Ads & PPC
- ▶ Content Marketing
- ▶ Brand Visibility & Lead Generation



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THETRAVIGATOR WELLNESS 50

Directory Format,

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A curated directory of India's finest wellness centres and resorts, showcasing authentic, credible and world-class wellness experiences across the country.



HIMALAYAN
WELLNESS



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RETREATS



BEACH & COASTAL
WELLNESS



DESERT
REJUVENATION

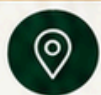


RIVERSIDE &
BACKWATER WELLNESS



YOGA &
HOLISTIC WELLNESS

WHAT TO PROVIDE



Wellness Centre/Resort

Name | Location | Category | Ideal Stay



Positioning

Who the property is really for.



What It Offers

Ayurveda, yoga, naturopathy, spa, integrated wellness, detox, longevity, etc.



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.

SAMPLE DIRECTORY ENTRY (ILLUSTRATIVE ONLY)



INTEGRATED WELLNESS
AYURVEDA & YOGA

Ananda in the Himalayas

Narendra Nagar, Uttarakhand | Integrated Wellness Resort | 7–21 Nights



Positioning

A globally renowned destination for holistic wellness and transformative experiences.



What It Offers

Ayurveda, yoga, meditation, naturopathy, spa therapies, wellness cuisine and personalised programmes.



Why It Stands Out

World-class practitioners, serene Himalayan setting, deep programme depth and personalised care.



Long-Stay Appeal

Ideal for 7–21 day programmes with international guest support.



Guest Verdict

Highly rated for treatments, food, serene environment and service. Some guests note premium pricing.



TheTravigator Verdict

A benchmark for integrated wellness in India, delivering on its promise of transformative wellbeing.

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WELLNESS
— 50 —

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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.



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30 OCTOBER 2026



Publication Date

13 NOVEMBER 2026



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LATEST NEWS

Key updates from the world of travel and tourism



NEW ZEALAND: WALTER PEAK FIRE FORCES TOURIST EVACUATIONS NEAR QUEENSTOWN

A wildfire at Walter Peak has prompted evacuations, affecting popular tourist areas near Queenstown.

[READ MORE →](#)



MADHYA PRADESH TRAVEL MART OPENS WITH 250+ INTERNATIONAL BUYERS, ₹1,100 CRORE IN INVESTMENTS

The travel mart has drawn strong global participation, with major investments announced for the state's tourism sector.

[READ MORE →](#)



UTTAR PRADESH TAPS WOMEN ENTREPRENEURS AS DESTINATION STORYTELLERS

The state is empowering women entrepreneurs to showcase its diverse destinations through authentic local stories.

[READ MORE →](#)



UPCOMING EVENTS

Key travel and tourism events to watch



TTF
Hyderabad 2026

TTF Hyderabad 2026

📍 Hyderabad

📅 October 9–11, 2026



 **Anthurium Festival**

Anthurium Festival

📍 Mizoram

📅 October 14–17, 2026



 **International Shri Ramleela Festival**

International Shri Ramleela Festival

📍 India

📅 October 14–19, 2026



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