

India's Wellness Tourism Opportunity: Hotspots, Demand and the Business of Wellbeing

From Kerala's Ayurveda centres to Himalayan retreats, India offers a diverse wellness landscape. Its next challenge is to build trusted programmes, stronger distribution and clearer market data.

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INDIA'S WELLNESS TOURISM BY THE NUMBERS

Source: Global Wellness Institute, 2025 (data for 2024)


US\$ 26.2 billion
wellness tourism expenditure in 2024


205.5 million
wellness-related trips in 2024


7th largest
globally by wellness tourism expenditure

A DIVERSE WELLNESS PROPOSITION



Ayurveda
Traditional treatment programmes



Yoga
Learning and retreat experiences



Meditation
Mindfulness and spiritual wellbeing



Naturopathy
Lifestyle and holistic programmes



Hospitality
Resort-based and integrated wellness stays

KEY WELLNESS HOTSPOTS IN INDIA



KERALA
Ayurveda, residential programmes and resorts



UTTARAKHAND
Yoga, meditation and premium retreats



KARNATAKA
Integrative wellness destinations



MAHARASHTRA
Destination wellness programmes



GUJARAT
Naturopathy and lifestyle programmes



GOA
Yoga, Ayurveda and hotel-based wellness



DEMAND



Strong domestic travel base



Growing international demand for specialist programmes



GOVERNMENT SUPPORT



National strategy for medical and wellness tourism



Ayush Visa (for eligible international visitors)



State promotion and service frameworks



INDUSTRY INITIATIVES



Structured wellness stays with accommodation, meals and consultations



Trade platforms and international engagement



Focus on transparency, qualified practitioners and measurable outcomes



KEY ORGANISATIONS

- Ministry of Ayush
- Ministry of Tourism
- National Medical & Wellness Tourism Promotion Board
- ITDC
- NABH (QCI)
- Yoga Certification Board
- Morarji Desai National Institute of Yoga
- CCRAS
- Indian Yoga Association
- CII
- Ayurveda Promotion Society
- State tourism departments

“India's advantage lies in the depth and diversity of its offering. The opportunity now is to turn this into trusted, clearly defined and internationally marketable wellness programmes.”

India's MICE Opportunity: Turning Convention Capacity into Global Business

States are investing in venues and convention bureaus, while Indian companies generate significant demand overseas. India's next challenge is converting its infrastructure into sustained business.

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INDIA'S MICE MARKET (ESTIMATE)



US\$ 49.4 billion
in 2024



US\$ 103.7 billion
by 2030
(Projection)



Strong growth across meetings, incentives, conferences and exhibitions

KEY VENUES STRENGTHENING INDIA'S POSITION



Bharat Mandapam
New Delhi



Yashobhoomi
New Delhi



Jio World Convention Centre
Mumbai

STATES DRIVING MICE GROWTH



Maharashtra
Convention Bureau
(~₹81.06 crore over 4 years)



Telangana
Strengthening Hyderabad Convention Visitors Bureau



Rajasthan
Jaipur, Ajmer, Jodhpur and Udaipur as key MICE cities



Kerala
Wedding and MICE Conclave 2025
400+ buyers
65 sellers

GOVERNMENT PUSH



"Meet in India" launched under Incredible India (Feb 2026)



Guidelines for city MICE promotion bureaus



Expanding convention infrastructure across multiple states



Focus on coordinated promotion, better facilitation and stronger global positioning

TOP DESTINATIONS FOR INDIAN MICE ABROAD



United Arab Emirates
Major Indian corporate retreat in 2026
2,500 delegates



Thailand
India among top source markets (56% share with China). Strong focus on IT, pharma and biotechnology.



Singapore
Secured Indian groups including 6,000 pharma delegates and 1,100 real estate participants.

THE ROAD AHEAD



Convert capacity into confirmed events



Align events with local industry strengths



Deliver seamless execution and buyer confidence



Create distinctive incentive and cultural programmes

“India's MICE future will depend on how consistently its destinations deliver events that organisers want to book again.”

THE ASSOCHAM NATIONAL TOURISM CONCLAVE 2026: INDIA'S \$1 TRILLION TOURISM DREAM TAKES CENTRE STAGE

From AI-powered destinations to bankable investment pipelines, the capital's most anticipated travel industry gathering delivers a blueprint for Viksit Bharat 2047.

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KEY TAKEAWAYS



TOURISM A
MAJOR ECONOMIC
ENGINE



GREATER
PRIVATE SECTOR
INVESTMENT



AI & DIGITAL TOOLS
NOW A NECESSITY



STATES
COMPETING FOR
INVESTMENT



STRONGER
CENTRE-STATE-
INDUSTRY
COLLABORATION

CBRE REPORT KEY FIGURES



HIGH-GROWTH VERTICALS FOR INVESTMENT



SPIRITUAL
TOURISM



MICE



WELLNESS



CRUISE



RURAL



WILDLIFE

“

The next phase is about destinations, experiences, investment and visitor management.”

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.



CURATED TRAVEL JOURNEYS

Royal dining, cultural
tours & gourmet
experiences



SPIRITUAL & CULTURAL EXPERIENCES

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ceremonies & immersive
local culture



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dedicated concierge &
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KERALA TRAVEL MART 2026: 25 YEARS YOUNG, AND JUST GETTING STARTED

Record 58,000 B2B meetings, 1,500 buyers, and a decisive pivot from backwaters to “living traditions” — how God’s Own Country rewrote its own tourism playbook. [READ MORE](#)



58,000
B2B MEETINGS



1,500
TOTAL BUYERS
(800 INTERNATIONAL
& 1,200 DOMESTIC)



383
SELLER STALLS



25
GOVERNMENT
INSTITUTION EXHIBITS



A QUARTER CENTURY OF PURPOSE

From a state showcase in 2000 to Asia’s most impactful regional travel mart, KTM has built global connections, driven business for Kerala’s tourism ecosystem and set a benchmark for destination-led trade events.



BEYOND BACKWATERS: THE EXPERIENTIAL PIVOT

Delegates moved from business meetings to living traditions — interacting with artisans, witnessing Theyyam, Kathakali, Pulikali and traditional boat-building, and experiencing Kerala’s culture, cuisine and communities firsthand.



WEDDINGS, MICE AND WELLNESS IN FOCUS

Kerala is positioning itself as a premier destination for luxury weddings, corporate MICE and wellness tourism, offering backwater venues, heritage properties, hill stations and world-class Ayurveda experiences.



AI AND DIGITAL EFFICIENCY

A revamped website and mobile app powered buyer-seller matchmaking, online registrations and real-time itineraries. AI took centre stage at the seminars, with industry leaders stressing that technology must enhance — not replace — Kerala’s human touch.



INCLUSIVE AND RESPONSIBLE GROWTH

Panel discussions highlighted accessible tourism, community-led enterprises and sustainability, reinforcing that Kerala’s tourism growth must be inclusive and benefit local communities.



STRONG LEADERSHIP, BIGGER AMBITION

Inaugurated on 24 September by Kerala’s Chief Minister Sri V.D. Satheesan, with Tourism Minister P.C. Vishnunadh, Hon. Minister M. Liju and senior officials, KTM 2026 outlined a bold vision for high-value, personalised travel ecosystems.



“Kerala is no longer selling sightseeing. It is selling living traditions — and the world is buying.”



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Driven by
Progress*

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FLOWERS
BIG
POSSIBILITIES



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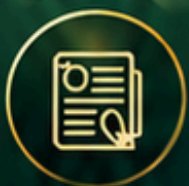
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INDIA'S ASIAN GAMES SURGE PUTS AICHI-NAGOYA ON THE GLOBAL TRAVEL MAP

Historic performances are turning Aichi-Nagoya 2026 into a powerful showcase for Japan's event-led tourism, hospitality and regional destinations.

[READ MORE](#)

INDIA 5TH
IN MEDAL STANDINGS

76 TOTAL
MEDALS



16
GOLD



25
SILVER



35
BRONZE

SIX-GOLD FRIDAY

India beat China 1-0 to win Asian Games women's hockey gold for the first time since 1982 and secure direct qualification for Los Angeles 2028.

SPORT → STAY → EXPLORE

A BIGGER OPPORTUNITY FOR TRAVEL & BUSINESS



HOTELS



RAIL & AIR



MICE &
INCENTIVES



FOOD &
CULTURE



PRE/POST
TOURS

*“The medals create attention.
The destination experience
can turn it into travel demand.”*

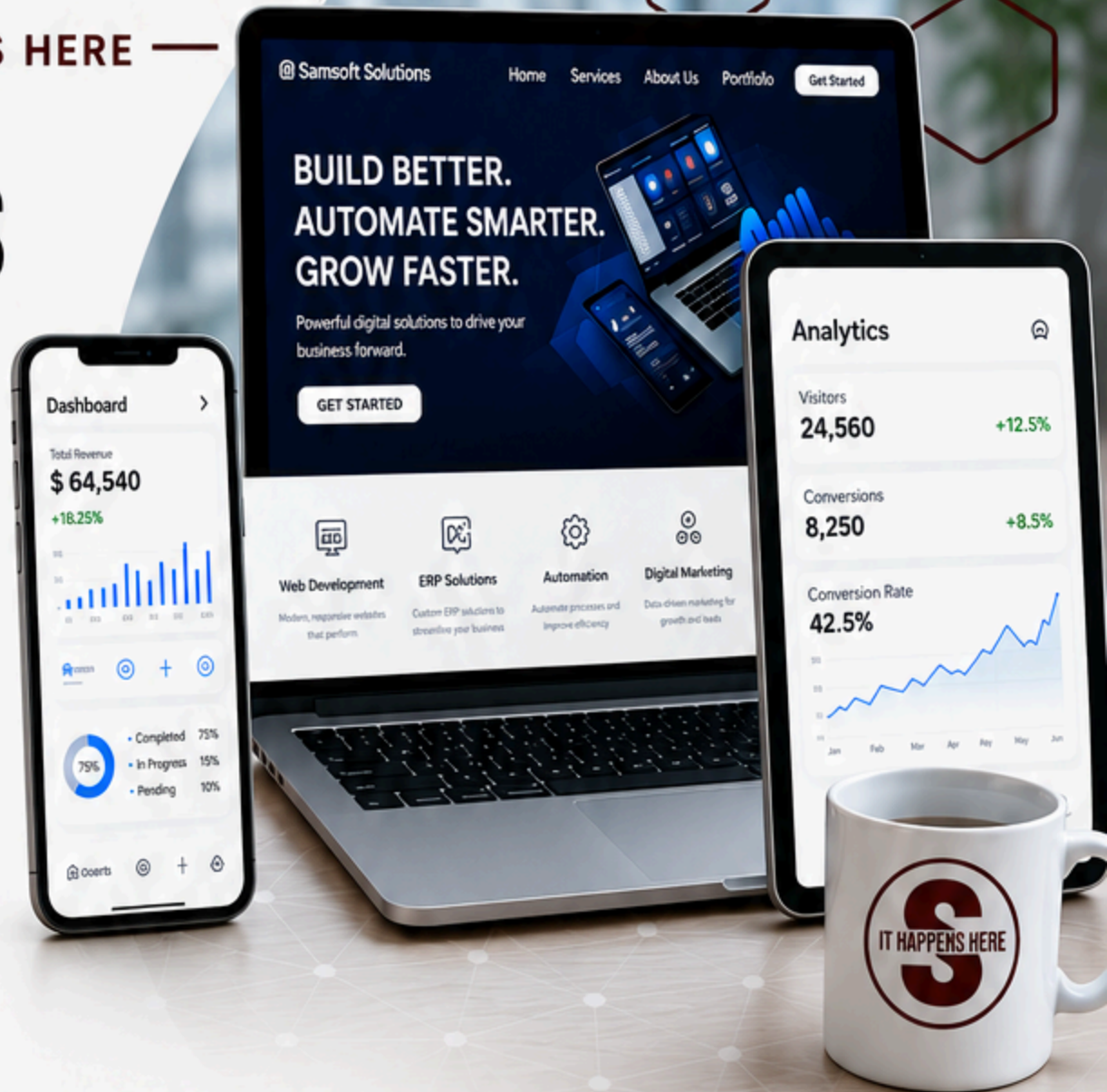


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- ▶ Scalable Web Applications



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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,

TRANSPARENT. INDEPENDENT. INDUSTRY-FOCUSED.

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



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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- 

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30 OCTOBER 2026
- 

Publication Date
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TOP TRAVEL NEWS

Key developments
shaping the travel industry



New Zealand's cruise season begins with 642 port calls

New Zealand is entering the 2026–27 cruise season with approximately 642 port calls nationwide.

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ASEAN wants to rewrite the rules of regional tourism cooperation

ASEAN is looking to strengthen cross-border tourism with deeper collaboration, easier travel and shared strategies for sustainable growth.

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Goa opens the winter charter season with Russia back on the map

Goa has launched its winter charter season with Russia back in focus, strengthening the state's international connectivity and tourism demand.

[READ MORE →](#)



UPCOMING EVENTS

Key travel and tourism
events to watch



ODISHA
TRAVEL BAZAAR
— 2026 —



Bhubaneswar
 October 3–5, 2026



VIJAYAWADA
UTSAV
— 2026 —



Andhra Pradesh
 October 11–20, 2026



MYSURU
DASARA



Mysuru
 October 11–21, 2026

“ New destinations.
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A more connected travel world.
”



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