



TIME FOR ACTION
ON TO BEING A
**\$5 TRILLION
ECONOMY**

THE INDIA
2022



TOURISM TRAVEL &
HOSPITALITY
EVENT INDIA



▀▀ To experience the best tourist destinations and warm hospitality of people, come to India. India awaits you with open arms ▀▀

- PM. SHRI NARENDRA MODI

**INVESTMENT
& BUSINESS
Summit
cum
Awards**

INVITED GUEST

SHRI G. KISHAN REDDY

Hon'ble Minister of Tourism
Government of India



21st MARCH 2022

The Lalit, NEW DELHI



THE INDIA AWARDS 2022

DIPLOMATS MEET

THE INDIA SUMMIT 2022

THE SKYLINE : MAGAZINE

THE BUSINESS BOX



About THE INDIA 2022

A WAY TO REJUVENATE FOR ACHIEVING \$5 TRILLION ECONOMY

Everyone is aware about the impact of Covid-19 on the tourism and hospitality industry and now we have to follow the protocols to revive the sector. India's tourism industry has already lauded the proposed Budget allocation of ₹2,500 crore for the financial year 2020-21. Government of India showed its intention to get the Indian economy on track and for that Travel, tourism and hospitality, health and wellness services can be big contributors.

We need to grow tourism and hospitality sector by five times and become a major part of contribution towards Indian economy. Identify 20 top destinations in India, privatise, incentivise to build massive infrastructure around each of them - hotels, roads, hotspots and global live events. The public-private partnership (PPP) model can also work for the same which will also create a huge platform to achieve the targets.

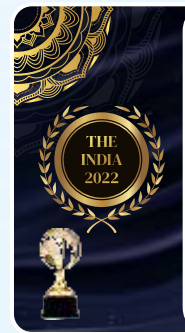


UNDER THE ROOF OF TOURISM & HOSPITALITY EVENT (THE) INDIA 2022



Diplomats Meet Networking Reception for Diplomatic Missions

Networking Reception for Overseas Diplomatic Missions in the inaugural session. This Diplomatic Meet will provide an opportunity to discuss & explore the mission of the India program – THE INDIA 2022 among bilateral discussions and meetings.



THE INDIA AWARDS 2022

The Awards have been conceptualized with an aim to recognize States, Organizations and individuals for their contributions to the Indian Economy.



THE INDIA SUMMIT 2022

Summit Panel session's would examine the urgent need and to understand the problems/challenges faced and opportunities at large for achieving \$5 Trillion Economy Dream.



THE Skyline: Magazine

Global Reach edition

Profiles featurisation of those who changed the scenario of India beyond imagination.



THE India BUSINESS BOX an initiative for one to one Interaction

Business Boxes is all about creating meaningful connections between partners and participants (B2B & B2G) of THE INDIA 2022

INTERACTION ON

Rejuvenate Tourism

We are Stronger Together...

There is no doubt that the social distancing pandemic has most affected the tourism sector. For an industry which accounts for 6.8% of the GDP and support 8% of total employment (World Travel & Tourism Council), it is about time that India has a strategy in place for reviving the ailing tourism sector that also has strong linkages with the MSME and informal sectors.

Domestic tourism already help to some extent for the revival of the tourism sector but we have to focus on other promotional strategies that will be help us to rejuvenate this sectors at a very large scale in coming year 2022. We have to give a greater focus to rejuvenate travel, tourism & hospitality sector in many different ways.

Digital Tourism & Virtual Technologies

Key to unlocking India's huge Tourism and Hospitality potential..

Digital Tourism is also the key to unlocking India's huge Tourism and Hospitality potential. Digital is now a huge influencing factor - helping people decide where to go, what to do, and why they should be so excited by it.

In India, the use of virtual technologies in the tourism and hospitality industry though increasing, is limited. It has been used by the larger players, mainly in the hotel industry, and merely as a marketing tool. This could be a stepping stone to the near-term strategy for promoting international tourism in Covid times. India has already taken steps in this direction, by having virtual tours, webinars, among others. By now it is also established that the revival of tourism sector will take longer than expected but together we definitely rejuvenate the same.

The Futuristic Approach towards Tourism

We will have to create a new mindset and diverting possibilities for Domestic Tourism with focus on our cultural heritage and beyond. The year 2022 should mark an new era in Domestic Tourism.

Sustainable-Responsible Tourism

During & Post Covid: a need of an hour

The impact of Covid has been very high on tourism and hospitality sector at large, sustainable-responsible tourism fights back and will trigger revival.

Sustainable tourism practices in India are not new, bound together by the twin travel dicta of Bharat Darshan and Atithi Devo Bhavah, now known the world over through the medium of the Incredible India campaign.

Making tourism more sustainable is not just about controlling and managing the negative impacts of the industry. Tourism is in a very special position to benefit local communities, economically and socially, and to raise awareness and support for conservation of the environment.

There is also a clear need for Governments to take a leading role if truly significant progress is to be achieved in making tourism more sustainable and responsible. This is because:

The tourism industry is very fragmented. It is difficult for the individual actions of many micro and small businesses to make a positive difference, hence a coordinator is required.

Sustainability relates to areas of public concern-air, water, natural and cultural heritage and the quality of life. These and many other relevant resources are managed by Governments.

Governments have many of the tools that can be used to make a difference-such as the power to make regulations and offer economic incentives, and the resources and institutions to promote and disseminate good practice.

Film Tourism

A \$3 Billion Opportunity for Rural & Urban India

Film tourism also has a scope to generate \$3 billion by 2022 in India as there is potential for up to 1 million film tourists to visit the country by 2022 according to the latest report of E&Y.

Village & City Tourism

a smart concept

Village Tourism, though a new concept in India and rapidly gaining in popularity. Hence, there is a need to identify the scope of rural tourism which is vast, where 74 per cent of the total population lives in its more than half million villages. It not only to strengthen the tourism sector but also boost the tertiary sector, in general.

Smart city tourism can be enhanced with new Internet of Things (IoT) technologies. Crowd management and augmented reality experiences are just two of the thousands of ways that smart city tourism is going to continue to develop quickly in the future. Traveling will become easier and more enjoyable through the IoT and smart city tourism investment.

Medical & Wellness Tourism

Getting Better & Bigger in India...

Medical & Wellness Tourism is also Getting Better & Bigger in India. Global healthcare and wellness is an \$8 trillion industry, which would require over 100 million health workers in the next 15 years. Now, the Medical Tourism in India has further expanded in its scope and regarded much as clinical, whereas Wellness Tourism encompasses both spiritual and clinical needs of the tourists to keep them in a right frame of health and mind. There is a great potential to further expand the Wellness Tourism framework in India. The Naturopathy, Yoga and Meditation can be promoted as tourism products. Hon'ble Prime Minister Shri Narendra Modi has given a good start for evangelizing yoga, and even got the UN to declare the International Day of Yoga. But this needs to be taken to the next level. If we are going to own yoga, we must own it around the world.

MICE Tourism

Emerging Hospitality Industry

Meetings Incentives Conferences Exhibitions (MICE) Tourism continues to be one of the major revenue spinners of modern times. Not only does this bring into play the various aspects of tourism into one solid concept but also allows the opportunity for the host city to develop its economy in leaps and bounds. The estimated Global market size for MICE is in excess of USD 808 Bn in 2017 which is going to touch down to 1439 Bn in 2025 years from now.

TARGET AUDIENCE

Diplomats, Heads of Embassy's, National and Regional presidents of Tourism associations and various chambers, Indian State Government Sr. representatives, Corporates, Professionals and Individuals

Tour operators, Tourism organizations, Tourism agencies, Hotel operators, Hotel agencies, Consultants, Restaurants, Travel Trade Members, Travel Trade Professionals, Corporate / Business / Group Travel Decision Makers, Business Travellers, Leisure and Holiday Travellers (FIT & Groups), Destination marketing organization, Hotels/motels, Vacation rental companies, Restaurants,, Resorts, Retail outlets, Tour- Travel Operators, Hospitality Law Attorneys, Consultants and Financer-Investors for the hospitality industry, Indian Tourism Fair witnesses of Travellers, Travel Trade Association Members, Travel Trade Agents and Distributors, Destination Management Companies, Corporate Travel Decision Makers, Potential Holiday Planners, Key Tour and Holiday Planners. Also include Golf Tourism, Polo Tourism, Rural Tourism, Cruise Tourism, Adventure Tourism, Medical Tourism, Wellness Tourism, Eco Tourism, Caravan Tourism, Heliport Tourism and Accessible Tourism, tour and holiday packages, State Government Tourism Departments, National, Regional Tourist Organization, Destination Management Companies, Wild Live Resorts and Eco tourism Camps, Corporate Clubs and Amusement Theme Parks, MICE Operators, Convention and Exhibition Centres, Publications and Map Guides, Online Travel Portals and Hotel Reservation Networks, Railways, Shipping and Cruise Liners, Airport, Airlines and Air Charters, Car Rental, Bank and Travel Insurance, Credit Card and Foreign Exchange, Film Institutes, Education Institutes, Travel Accessories and Equipment's such as Adventure Gears, Baggage, Biking, Camping, Jungle Camping, Mountaineering, Photography and Tracking and Other relevant Participant.



**TARGET
AUDIENCE**



PARTNERSHIP BENEFITS - QUICK COMPARISON CHART

SPONSORSHIP BENEFIT	State Partner (3 Lacs)	Country Partner (6000 US \$)	Panel Session Partner (4 Lacs : 1 Lac each session)	Business Box
Online Logo Visibility	✓	✓	✓	
Speaking opportunity in the Inaugural	Tourism Minister of Partner State	Tourism Minister/ Ambassadors/High Commissioner of Country to India		
Speaking opportunity in Business session	S1 or Interested Session	S1 or Interested Session	Partner Session	
Free Registration Passes Bag	4 Items	4 Items	1 Items	
Business Box	3 x 2 (6 Sq.mt)	3 x 2 (6 Sq.mt)	3 x 2 (6 Sq.mt)	1 LAKHS National Participation
"Welcome Board" Logo Recognition	✓	✓		
"Thank You" Logo Recognition	✓	✓	✓	
Stage Backdrop Logo Recognition	✓	✓	Particular Session	
Registration Area Logo Recognition	✓	✓		2000 US\$ International Participation
Standees	4	3		
Reserved Seating	✓	✓	✓	

SPONSORSHIP BENEFITS - QUICK COMPARISON CHART

SPONSORSHIP BENEFIT	DIAMOND (6 Lacs)	PLATINUM (5 Lacs)	GOLD (4 Lacs)	SILVER (3 Lacs)	BRONZE (2 Lacs)	LOGO (1 Lac)
Online Logo Visibility	✓	✓	✓	✓	✓	✓
Speaking opportunity in the Inaugural	✓	✓				
Speaking opportunity in Business session	S1	S1	S2	S3		
Free Registration Passes Bag	6 Items	5 Items	4 Items	3 Items	2 Items	1 Item
Business Box	3	2	1	1		
"Welcome Board" Logo Recognition	✓	✓	✓	✓	✓	✓
"Thank You" Logo Recognition	✓	✓	✓	✓	✓	✓
Stage Backdrop Logo Recognition	✓	✓	✓	✓	✓	✓
Registration Area Logo Recognition	✓	✓	✓	✓	✓	✓
Standees	3	2	1	1	1	
Reserved Seating	✓	✓	✓	✓	✓	





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