

ASSOCHAM Conclave Calls for Greater Investment to Drive India's Tourism Growth

Union Minister for Culture and Tourism Gajendra Singh Shekhawat has called for greater investment and private-sector participation to strengthen India's tourism sector, emphasising the need to develop new destinations, create distinctive travel experiences and improve destination management. Addressing a national tourism conclave organised by ASSOCHAM in New Delhi, he highlighted tourism's growing role in employment generation and India's vision of Viksit Bharat 2047.

Held under the theme "Tourism as an Economic Engine: Technology, Policy, Investment & Global Partnerships," the conclave brought together government and industry stakeholders to discuss tourism infrastructure, connectivity, technology adoption, skills development and investment opportunities. Shekhawat emphasised that improving the visitor experience would require investment in hospitality infrastructure, trained manpower, technology and better destination management.

An ASSOCHAM-CBRE report released at the conclave highlighted emerging opportunities across spiritual, MICE, wellness and medical, cruise, rural and wildlife tourism. These segments are expected to generate demand across hotels, transport, food and beverage, retail and local enterprises. The report also noted that organised hotel occupancy rose to 64.1% in 2025, compared with 42% in 2021, reflecting the sector's recovery and growing demand.

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