

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1475
ANSWERED ON 09.02.2026**

ESTABLISHMENT OF CONVENTION PROMOTION BUREAUS FOR MICE

1475. SHRI VISHALDADA PRAKASHBAPU PATIL:

MS. PRANITI SUSHILKUMAR SHINDE:

DR. BACHHAV SHOBHA DINESH:

ADV GOWAAL KAGADA PADAVI:

SHRI VIJAY BAGHEL:

SHRI VIJAY KUMAR DUBEY:

SMT. SANJNA JATAV:

SHRI CHINTAMANI MAHARAJ:

SHRI KHAGEN MURMU:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to establish city-level Convention Promotion Bureaus especially as autonomous bodies to strengthen the national MICE tourism ecosystem, and if so, the objective and scope plan, timeline and estimated budget;**
- (b) the details of the priority cities that have been identified across the country for setting up Bureaus including those in Maharashtra, and the details of any proposed initiatives particularly for Solapur, Nandurbar, Bhandara, Sangli and Dhule;**
- (c) the criteria for their selection and stakeholder consultations envisaged to attract national and international MICE events, and the anticipated benefits for tourism, MSMEs, hospitality and local employment across the country particularly in the said districts;**
- (d) the details of institutional structure and coordination mechanism envisaged with existing State initiatives, city authorities and industry stakeholders including the Maharashtra Convention Bureau, to avoid duplication and ensure synergy;**
- (e) whether any baseline or impact assessment has been undertaken and the monitoring and accountability mechanisms proposed to track outcomes for local communities; and**
- (f) the extent to which these bureaus are expected to enhance India's competitiveness in global business and convention tourism?**

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (f): Development and promotion of tourist destinations and products, including MICE tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, as part of its on-going activities, the Ministry of Tourism regularly promotes India as a holistic tourism destination including MICE tourism through various mediums including social media and websites.

The Ministry of Tourism has formulated guidelines for setting up of MICE Promotion Bureaus which have been circulated to all States and Union Territories for establishing City MICE Promotion Bureaus.

The Ministry has also formulated a National Strategy and Roadmap for MICE Industry to promote the growth of MICE industry in the country. The following key pillars have been identified in the MICE strategy document:

- i. Institutional support for MICE**
- ii. Developing Eco-system for MICE**
- iii. Enhance competitiveness of Indian MICE industry**
- iv. Enhance ease of doing business for MICE events**
- v. Marketing India as a MICE destination**
- vi. Skill development for MICE industry**

The Ministry has introduced 'Meet in India' as a specialized sub-brand within the 'Incredible India' campaign. This sub-brand aims to enhance promotional initiatives, showcasing India as an appealing MICE destination equipped with top-tier connectivity, cutting-edge infrastructure, a vibrant knowledge hub and a plethora of distinctive tourist attractions.

The Ministry has developed a comprehensive Digital MICE Catalogue, highlighting infrastructure and facilities across 60+ Indian cities that successfully hosted G20 meetings during India's presidency. This resource catalogue is designed to support global and national MICE planners in organizing events in India, while promoting Indian cities as premier destinations on the world stage.
