

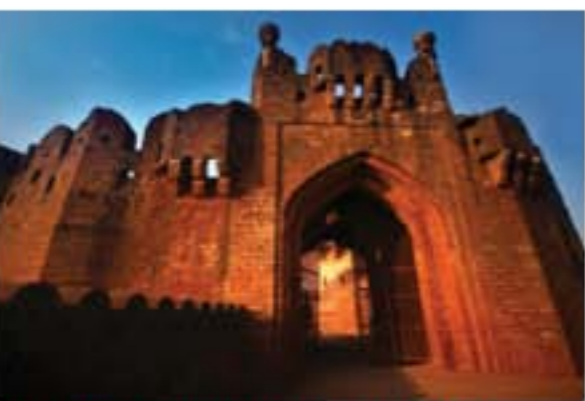
India's big diplomatic push



A fresh push for stronger bilateral connect with nations around the world will have positive implications for tourism into India.

[Read more...](#)

Posted in [Tourism Currents](#) | By [Navin Berry](#)



Drought hit Bidar turns to tourism for jobs with 'Swadesh Darshan'

Bidar district of Karnataka lies far

Green shoots in economy encouraging, but inadequate infra continues to haunt Bengaluru, says GM, CCEL

Published May 30, 2016 | By [Shashank Shekhar](#)

Bengaluru, long established nerve-centre for service based businesses in India, is grappling with the shortage of world-class convention centres, feels Gurmeet Singh, the GM for CCEL – a venture of Brigade Hospitality Services. He adds that while the Indian economy has demonstrated green shoots, global challenges and political upheavals in the larger Asian continent may continue to impact corporate footfalls. An interview:

Share with us some key trends in MICE and wedding segments. How are they shaping up in Bangalore?

Four must follow key trends in MICE market are:

1. QR Codes for quick downloads of Vcards, checking in at a special event.
2. Event Apps: get conference attendees to interact through exclusive apps where content agenda and bonus materials can be shared prior to, during and after an event.
3. Video Conferencing: live streaming opportunities, where an event can be broadcasted to a wider audience.
4. 360 Content Recording: Live content recording can take place; the trend is to add to the experience through virtual reality.

Being the IT capital, Bangalore has the advantage of availing advanced technology and ultra-modern facilities clubbed with natural beauty, rich cultural heritage and warm hospitality. It offers unique conference destinations with world class accommodation facilities and conference support facilities in place. The addition of new centers of information technology, convention centers, hotels and improved surface transportation makes it an attractive for MICE tourism.

Wedding trends are getting back to more traditional styles with ethnic décor and of course the famous big fat Indian weddings are all-time hot favorites. Food takes the center stage with a whole lot of live counters and multiple cuisine options including the regional cuisine.

Has there been a profound change in inflow, in the past year, given India's enhanced engagement with the larger world, and visibility of green shoots in the economy?



GURMEET SINGH
GM FOR CCEL – A
VENTURE OF BRIGADE
HOSPITALITY SERVICES

BITB
Bharat International Travel Bazaar
3-6 OCTOBER 2016, NEW DELHI

ITB
International Travel Bazaar
3-6 OCTOBER 2016, NEW DELHI

THE BEST OF 'GLOCAL' IS HERE!
Global player ITB Berlin, the world's biggest tourism fair, joins hands with the most experienced local in India!

ONLINE TRAVEL, HOTELS & RESORTS, MICE, AVIATION, UNUSUAL, NTOs, EASE OF TRAVEL, INFRASTRUCTURE, TOURISM, HERITAGE & CULTURE, LUXURY, LEISURE, DOMESTIC TRAVEL, OUTBOUND

B2B BUYING & SELLING • FOCUSED CONCLAVES IN LEADING SEGMENTS OF THE BUSINESS

BOOK NOW
Express your interest at [connect@bitb.org](#)

READ THE LATEST ISSUE



One of its kind, TourismFirst is a monthly magazine that brings together the larger tourism product of India. It connects tourism with its diverse linkages, most notably

infrastructure, and many of India's current national programmes