

# Travel Scapes



## Smart Way to Go Digital

White Label  
&  
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The State governments and the Union government have also taken a keen interest in this industry and are working to build more MICE venues that will attract both business and leisure travellers, further driving growth. There is huge potential for MICE tourism in India, as the country has much more to offer compared to its neighbours in Asia.

### Where the next chapter of MICE growth will come from

In my view, Asia, especially countries like India, Singapore, Thailand and UAE, presents the most compelling opportunities for growth in the MICE sector. These markets are investing heavily in world-class infrastructure, expanding air connectivity and presenting themselves as

global business hubs. India, in particular, is emerging strongly because of its fast-growing economy, modern convention centres, and a large pool of skilled professionals. The key drivers behind this growth include rising corporate travel, government support, strong sectors like technology, pharmaceuticals and renewable energy and the appeal of combining

business with cultural and leisure experiences. In addition, easier visa policies (including e-visa) and a focus on sustainability are further fuelling the upward trajectory of the MICE industry in these regions.



**Sumit Mitruka,**  
CEO and founder, Summit Hotels & Resorts

service are complemented by the natural beauty and culture surrounding each hotel. For organizers, this means they can deliver events that feel intimate, refreshing, and memorable.

### Balancing in-person impact with virtual engagement

Our focus has been to simplify hybrid hosting for clients. We've strengthened internet infrastructure across key properties, ensured our event spaces are camera- and audio-friendly, and partnered with technology providers to make live broadcasting seamless. Smaller groups find our settings ideal for hybrid board meetings or team workshops, while larger hotels provide scale for blended conferences and weddings. The goal is to make hybrids an easy extension, not an obstacle.

### Leveraging AI to enhance event planning and attendee

#### engagement

For us, AI is less about flashy tech and more about making the guest journey smoother. From smart chat assistants that help with pre-event planning and local recommendations to demand forecasting that helps us staff and stock efficiently, AI quietly enhances the experience. We also use AI-driven feedback tools to capture guest sentiment quickly, allowing us to respond in real time during events.

### Positioning India as a driving force in the future of MICE

India is increasingly being seen as more than just a business destination; it's a place where work and experience merge. Summit is proud to contribute to this by showcasing destinations like the Eastern Himalayas and Northeast, which were rarely on the MICE map a decade ago. As infrastructure and connectivity grow, India will stand out for offering

organizers a vast spectrum—high-energy metros, tranquil hill retreats, and everything in between.

### Where the next chapter of MICE growth will come from

For Summit Hotels & Resorts, the Himalayan corridor—Darjeeling, Sikkim, and the Northeast—presents the strongest MICE growth opportunities. Our upcoming convention hotel in Siliguri will serve as a gateway hub for large-format events, while our resorts in Darjeeling, Gangtok, and Kaziranga are seeing rising demand for leadership off-sites and mid-sized conferences. Corporates are increasingly drawn to our blend of professional infrastructure, natural settings, and value-driven hospitality, supported by improved air connectivity, government tourism initiatives, and our adoption of AI call centre executives to deliver seamless guest engagement.

## Krinal Thaker,

### Marketing Head, Evoke Experiences

### What sets a state-of-the-art MICE convention centres apart

What sets us apart is that we don't just offer venues, we create destinations. At Rann Utsav – The Tent City, events unfold against the White Desert, enhanced by curated cultural programs, artisan hubs, and luxury tented accommodation. At the Statue of Unity Tent City-1, delegates engage in India's most iconic tourism precinct,

with easy access to the world's tallest statue and purpose-built event infrastructure. Evoke Dholavira allows organizers to host world-class events beside a UNESCO World Heritage Harappan site, with modular tented pavilions and curated heritage immersions. Our edge lies in blending modern event facilities with storytelling, sustainability, and seamless hospitality, creating state-of-the-

art yet soul-filled venues.

### Balancing in-person impact with virtual engagement

Evoke's destinations are designed with flexibility at their core. We have invested in broadcast-ready setups, high-speed connectivity, and adaptable staging. At Tent City-1, for instance, amphitheatres double as hybrid broadcast zones. At Rann Utsav, sessions

can be streamed directly from the Tent City while virtual delegates enjoy curated online tours of crafts and performances.

### Leveraging AI to enhance event planning and attendee engagement

We use AI to make events more efficient and personalized. Predictive analytics help us plan capacity for peak seasons like Rann Utsav.

