

Date: 8th July, 2026

Dear Industry Colleagues,

Subject: Invitation to SEPC Tourism and Hospitality Industry Consultation on 11th July 2026 | SEPC office, Okhla Phase-1 | 11:00AM onwards

Hybrid Mode: Link: https://zoom.us/webinar/register/WN_-llwOM-Syg2NmyVlp_tzA

Greetings from the Services Export Promotion Council (SEPC).

As a Member of the Committee of Administration (COA), Services Export Promotion Council (SEPC), representing the Travel and Tourism sector, I am pleased to invite you to an important industry consultation being organised by SEPC on the Tourism and Hospitality sector.

The consultation is being convened to engage with industry stakeholders on key issues concerning the sector, including Free Trade Agreements (FTAs), opportunities for tourism and hospitality services exports, the proposed Export Promotion Mission (EPM), Pre-Budget proposals, sectoral challenges and the way forward.

Tourism and hospitality is one of India's most employment-intensive and foreign exchange earning service sectors. However, despite India's rich tourism assets, civilisational heritage, wellness traditions, medical capabilities, hospitality strength, cultural diversity and growing global visibility, the sector is yet to realise its full inbound and services export potential. There is a strong need for the industry to collectively identify practical measures to enhance India's global tourism positioning, improve market access, increase foreign exchange earnings, strengthen destination promotion and address policy and operational bottlenecks.

Given the limited seating capacity of the SEPC conference room, physical participation will be restricted to around 15 persons on prior confirmation. Most stakeholders are requested to join online so that wider participation from the industry can be ensured.

Your participation and inputs will be valuable in helping SEPC prepare a consolidated industry perspective for appropriate policy advocacy, including inputs for Free Trade Agreement utilisation, Export Promotion Mission support, Pre-Budget recommendations and future engagement with Government.

You are requested to kindly join the consultation and also share your written inputs, wherever possible, on the opportunities, challenges and policy suggestions for strengthening tourism and hospitality services exports from India.

Please find attached herewith the details. Please confirm your participation on abhishek.sahdev@servicesepc.org with a copy to dqdesk@servicesepc.org

Warm regards,



Rajeev Kohli

Member, Committee of Administration, Services Export Promotion Council (SEPC)
Representing Travel and Tourism Sector

SERVICES EXPORT PROMOTION COUNCIL (SEPC)

(Set up under Ministry of Commerce and Industry, Govt of India)

Industry Consultation with Tourism and Hospitality Sector

Invitation and Interactive Agenda

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_-lllwOM-Syq2NmyVlp_tzA

Meeting Details

Date	11 July 2026, Saturday
Time	11:00 AM to 12:30 PM
Venue / Mode	SEPC Office / Online Hybrid Meeting
Physical Seating	Limited to 15 persons in the SEPC conference room, subject to prior confirmation.
Participation Advisory	Most industry participants are requested to join online to ensure wider and inclusive participation.
Participants	Tourism and hospitality industry stakeholders, hotel chains, tour operators, destination management companies, meetings, incentives, conferences and exhibitions (MICE) organisers, wellness and medical value travel providers, online travel platforms, skilling institutions and sector associations.
Industry-only interactive consultation. SEPC will make an initial presentation, followed by moderated open-floor discussion.	

Context and Rationale

Tourism and hospitality is one of the most employment-intensive and foreign exchange earning segments of India's services economy. Inbound tourism contributes directly to hotels, accommodation providers, tour operators, transport, food services, guides, handicrafts, wellness, medical value travel, events, local retail, digital travel platforms and state economies. In this sense, tourism and hospitality must be viewed not only as a domestic sector, but also as a services export opportunity.

Despite India's civilisational heritage, diversity of destinations, wellness traditions, medical capabilities, cuisine, festivals, spiritual circuits, adventure destinations, hospitality base and growing global visibility, the present level of inbound tourism and related foreign exchange earnings is still below India's full potential. The consultation should therefore focus on what is holding the sector back and what practical interventions can help India increase arrivals, length of stay, average spend per visitor, repeat visits and premium tourism segments.

The discussion will also examine how Free Trade Agreements (FTAs), Export Promotion Mission (EPM), Pre-Budget proposals and SEPC-industry collaboration can be used to strengthen India's tourism and hospitality services exports.

Purpose of the Industry Consultation

- To capture practical industry inputs on opportunities available through existing and upcoming Free Trade Agreements (FTAs).
- To identify support required under Export Promotion Mission (EPM), including overseas promotion, hosted buyer programmes, reverse buyer-seller meets, international branding and digital outreach.
- To obtain Pre-Budget proposals from industry on taxation, incentives, skilling, infrastructure, standards, data, ease of doing business and global marketing.
- To discuss why inbound tourism is not achieving its full potential and to document industry-level challenges and solutions.
- To define a clear way forward for SEPC-industry engagement, including working groups, written submissions, priority markets and action-oriented follow-up.

Proposed Interactive Agenda

The consultation is designed as an interactive working session rather than a conventional seminar. SEPC will make a focused 30-minute presentation after the opening remarks, followed by open-floor discussions moderated by Mr. Rajeev Kohli and Director General, SEPC. The discussion will focus on concrete industry inputs, immediate issues and a practical way forward.

Time	Session	Discussion Focus
11:00 AM - 11:05 AM	Welcome and Opening Context	Brief welcome by SEPC, introduction of participants and setting out the purpose and expected outcomes of the consultation.
11:05 AM - 11:10 AM	Opening Remarks by Mr. Rajeev Kohli	Context of the consultation from the perspective of the Travel and Tourism industry and the need for collective industry inputs.
11:10 AM - 11:40 AM	Presentation by SEPC	Focused SEPC presentation on tourism and hospitality as a services export sector, inbound tourism potential, Free Trade Agreements (FTAs), Export Promotion Mission (EPM), Pre-Budget proposals, key challenges and possible areas for industry engagement.
11:40 AM - 12:10 PM	Moderated Open House Discussion: Opportunities, Free Trade Agreements and Export Promotion Mission	Interactive discussion moderated by Mr. Rajeev Kohli and Director General, SEPC on priority markets, Free Trade Agreement utilisation, overseas promotion, hosted buyers, reverse buyer-seller meets, international branding, digital campaigns and support required under Export Promotion Mission.
12:10 PM - 12:25 PM	Moderated Open House Discussion: Pre-Budget	Focused industry inputs on taxation, Goods and Services Tax, cost competitiveness, visa and

Time	Session	Discussion Focus
	Proposals, Challenges and Policy Issues	connectivity concerns, destination marketing, skilling, data gaps, standards, sustainability, small operator challenges and policy support required.
12:25 PM - 12:30 PM	Way Forward and Closing Remarks	Summary of key points emerging from the discussion, request for written inputs from stakeholders, proposed next steps by SEPC for preparing consolidated recommendations and closing remarks by the moderators.

Focus Areas for Discussion

The consultation will remain interactive and industry-led. Stakeholders are requested to share specific and actionable inputs on the following points:

- How India can increase inbound tourism earnings and strengthen tourism and hospitality as a services export sector.
- How Free Trade Agreements (FTAs) can be better used for tourism, hospitality, wellness, Medical Value Travel (MVT), Meetings, Incentives, Conferences and Exhibitions (MICE), destination management and allied services.
- What specific support should be sought under the Export Promotion Mission (EPM), including overseas promotion, hosted buyers, reverse buyer-seller meets, international branding, digital campaigns and support for small and medium tourism enterprises.
- What should be included in SEPC's Pre-Budget recommendations for the tourism and hospitality sector.
- What are the major operational, policy, taxation, market access, branding, skilling, infrastructure and data-related challenges faced by industry.
- What practical way forward should be adopted by SEPC and industry for structured engagement, written inputs, follow-up and advocacy.

Suggested Output from the Meeting

- A consolidated SEPC note on tourism and hospitality services for Government consideration.
- A structured set of Pre-Budget proposals from the tourism and hospitality industry.
- Industry recommendations for using Free Trade Agreements (FTAs) to expand tourism and hospitality services exports.
- Suggested activities under Export Promotion Mission (EPM), including market promotion, digital outreach and buyer-seller engagement.
- A practical SEPC-industry engagement mechanism with clear next steps, timelines and responsibilities.

Please Register

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