

PRESS NOTE



FAITH CONCLAVE 2026: INCREDIBLE INDIA: INVALUABLE ECONOMICS CHARTER TO UNLOCK INDIA'S TOURISM ECONOMY

NEW DELHI, JULY 16, 2026: The Federation of Associations in Indian Tourism & Hospitality (FAITH), the apex body representing the country's tourism, travel and hospitality sector, advocates the "Tourism Growth Charter" at the **FAITH Conclave 2026**, calling for a time-bound action agenda to unlock India's travel and tourism opportunity. Under the theme "**Incredible India: Invaluable Economics**," the Conclave will focus on strategies to accelerate tourism-led economic growth, employment generation and regional development, while realising sector's immense economic potential and strengthening India's position as a leading global tourism destination.

The Charter lays out immediate, measurable key priorities including:

1. Granting tourism **Infrastructure status** by the centre and **Industry status** across all states. This will improve access to capital and reduce financing costs enhancing sector's investment attractiveness.
2. Fast-track the development of **50 tourism destinations on Mission Mode**, supported by clear implementation timelines.
3. Dedicated global tourism promotion campaign under the strong '**Incredible India**' brand with sustained funding to increase foreign tourist arrivals and strengthen India's positioning in international markets.
4. **Liberal visa regime**, including expanded **e-visa** access and simplified entry procedures, can significantly boost inbound tourism.
5. Investment in **tourism infrastructure** ranging from last-mile connectivity and convention centres to wayside amenities, cruise terminals and digital infrastructure will further elevate visitor experience.
6. **Rationalizing taxation** to align with global benchmarks and creating a **single-window clearance** will encourage greater private sector participation.

Mr. Puneet Chhatwal, Chairman, FAITH said, "The challenge before us is no longer proving tourism's potential, it is harnessing it at scale. Tourism is a growth engine that has a multiplier effect on both economic and social development. By acting now on industry status, 50 destinations, Brand Bharat and ease of travel, we can position India as a global tourism powerhouse this decade. This is the essence of **Incredible India: Invaluable Economics**, building tourism as the pathway to national growth and global influence."

The FAITH Conclave on **16th and 17th July 2026** in **New Delhi** on "**Incredible India: Invaluable Economics**" will bring together policymakers and industry leaders to foster collaboration, shape a shared vision and identify actionable priorities to strengthen India's position as a leading global tourism destination.

About FAITH

The **Federation of Associations in Indian Tourism & Hospitality (FAITH)** is the apex policy body of India's tourism, representing the collective voice of the sector. FAITH works closely with government and stakeholders across the tourism ecosystem including airlines, hotels, travel companies, tour operators, investors and policymakers to drive sustainable tourism growth and strengthen India's position as a leading global destination.