

Govt showcasing India as premier wedding destination

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Dhaka: India's Ministry of Tourism on August 19 launched a campaign to showcase the country as a premier wedding destination globally, by enticing couples from around the world to embark on a remarkable journey to celebrate their special day in India.

This campaign also envisions exploring avenues of great potential, for scaling tourism in India to new heights, the ministry said.

Launching the campaign, Union Minister for Tourism G Kishan Reddy said, "Today marks the beginning of a remarkable journey. A mission to position India as the epitome of wedding destinations worldwide".

Reddy said the "360-degree approach" of the campaign will "ensure that every moment, from the first 'hello' to the final 'I do' is a testament to India's warm embrace and rich heritage".

The campaign begins with profiling about 25 key destinations across the country, exploring how India fits into their wedding aspirations in more than one way.

From breathtaking landscapes to sacred traditions, from tantalising culinary delights to cutting-edge infrastructure, this campaign captures the essence of India's grandeur, inviting couples to say "I do" against a backdrop that transcends imagination.

It celebrates the fusion of India's ancient heritage with modern elegance, weaving a narrative that entices the world to embark on an unforgettable journey of love and celebration.

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A key highlight of the campaign lies in its collaborative approach, developed in close consultation with industry experts, associations, and seasoned wedding planners.

Their feedback has shaped a comprehensive narrative that unravels India's allure as a wedding tourism destination, addressing diverse aspirations and showcasing the myriad facets of this nation, said the ministry.

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