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The Hotel Association of India applauds the Hon'ble Prime Minister's clarion call urging citizens to prioritise domestic travel as a means to discover our own country.

This sentiment has the ability to accelerate a significant and measurable boost in domestic consumption and presents a huge opportunity for India's tourism and hospitality sector. Increased domestic travel is expected to boost demand for hotels, resorts, local destinations, and regional tourism experiences across the country. It can further strengthen employment generation by supporting small tourism businesses, and accelerate growth in tier II and tier III destinations. HAI members fully support the Government's vision of strengthening India's tourism economy through greater domestic travel and regional tourism development. India's domestic travel market has emerged as one of the strongest demand engines globally, driving hospitality growth, employment generation and infrastructure utilisation across metros as well as Tier 2 and Tier 3 destinations. In the current volatile geopolitical environment, stronger domestic tourism also contributes meaningfully towards conserving foreign exchange while building a more resilient and self-reliant travel ecosystem. At the same time, there is also the need for the Government to encourage and support inbound travel, which will in turn help build foreign exchange reserves for the country.

The Association and the industry stands fully committed to partner with the government in realising PM Modi's vision to make India a world-class tourism destination, for domestic and foreign travellers alike.