Embassy of India
Guatemala City

PRESS RELEASE

India–Guatemala Tourism Business Seminar Strengthens Bilateral Cooperation

The Embassy of India in Guatemala City organized the *"India–Guatemala: Business Seminar to Build Bridges through Tourism and Cultural Exchange"* with the participation of leading Guatemalan tour operators, travel agencies, and representatives from the Guatemalan Ministry of Tourism. The seminar aimed at deepening tourism cooperation, expanding business linkages, and promoting India as a major global travel destination. The event saw the participation of around 40 Guatemalan tour operators, who appreciated the opportunity to explore India's diverse tourism offerings and strengthen partnerships with Indian tourism stakeholders.

2. Amb. H.E. Raj Kumar Singh delivered the opening address, highlighting India's rich and varied tourism landscape—from spiritual and wellness retreats to heritage routes, nature and adventure circuits, culinary tourism, and Bollywood-inspired travel experiences. He stressed that tourism acts as a powerful bridge between nations, fostering people-to-people connections, cultural understanding, and shared prosperity. He encouraged Guatemalan travel companies to actively participate in India's premier tourism platforms, especially the Great Indian Travel Bazaar (GITB) 2026, and assured full support from the Embassy in facilitating linkages with Indian partners.

2. Ms. Samanda S. Syiem, Additional Director at FICCI, delivered a detailed presentation on the Great Indian Travel Bazaar (GITB) 2026, outlining it as one of India's most prominent global tourism marts. She highlighted the opportunities available for Guatemalan tourism companies including B2B meetings, destination showcases, partnership collaborations, and familiarization visits to India's iconic tourism circuits. Ms. Syiem emphasized that GITB serves as a powerful gateway for international buyers to engage directly with India's tourism ecosystem, offering unmatched opportunities for expanding market presence.

3. Dr. Rajesh Ingle delivered an insightful presentation on Bollywood-driven tourism, explaining how India's film industry significantly influences global travel patterns. He showcased India's iconic filming destinations, cultural richness, and vibrant experiences that attract international travelers. His session encouraged Guatemalan tour operators to incorporate Bollywood-themed packages and strengthen links with India's entertainment and tourism sectors.

4. Shri Ramesh Khulbey, Head of Chancery, presented a comprehensive overview of India's tourism potential, highlighting heritage circuits, wellness and yoga tourism, adventure opportunities, ecological destinations, and spiritual journeys. His presentation encouraged Guatemalan operators to diversify their India offerings and explore collaborative travel initiatives.

5. The seminar concluded with a Vote of Thanks, where Shri Khulbey expressed gratitude to all speakers, partners, and participants for their enthusiastic engagement and reaffirmed the Embassy's commitment to expanding India–Guatemala tourism and cultural cooperation. The seminar successfully created a platform for dialogue, collaboration, and future partnerships between Indian and Guatemalan tourism stakeholders. The Embassy of India remains committed to supporting such initiatives that strengthen bilateral relations, promote cultural exchange, and encourage mutually beneficial tourism growth.

Guatemala City, 13 November 2025