

September 18, 2026

WORLD TOURISM DAY
Interaction on "Digital Agenda and Artificial Intelligence to Redesign Tourism"
Wednesday, September 30, 2026 from 4:00 p.m. to 5:00 p.m.

Dear Sir/Madam,

We are pleased to inform you that the Travel, Tourism and Hospitality Committee of the IMC Chamber of Commerce and Industry is organizing its annual event on the occasion of World Tourism Day as per the following schedule:

Day and Date: Wednesday, September 30, 2026

Time : 4:00 p.m. to 5:00 p.m.

**Venue : Babubhai Chinai Committee Room, 2nd Floor,
IMC Building, IMC Marg, Churchgate, Mumbai – 400 020**

The interaction is on the UNWTO's theme of World Tourism Day 2026 **"Digital Agenda and Artificial Intelligence to Redesign Tourism"**.

We are pleased to inform you that **Dr. Sanjay Sethi**, Non-Executive Director, Chalet Hotels Limited & Founder, SS Advisory, Mumbai has kindly consented to be the **Chief Guest** for the event.

World Tourism Day is commemorated globally each year on 27th September to highlight tourism's social, cultural, political, and economic value. The day addresses global challenges outlined in the 2030 Agenda for Sustainable Development.

The World Tourism Organization (UNWTO) has set the 2026 theme as **"Digital Agenda and Artificial Intelligence to Redesign Tourism."** World Tourism Day 2026 will explore how artificial intelligence can build a smarter, more inclusive, and sustainable sector. It highlights how digital tools improve decision-making, upgrade workforce skills, and transform how destinations are managed and experienced.

The Chamber firmly believes that integrating AI is vital to support entrepreneurship, advance women's empowerment, and boost competitiveness across the tourism sector. This interaction also gives members a key opportunity to review current state and national government tourism strategies.

Kindly note there is **NO PARTICIPATION FEE**. However, **registration is mandatory**. The **dress code** for the event will be **formal**.

We would appreciate your confirmation for the event by registering at <https://www.imcnet.org/events-2839>

For more details and help in registration, you may contact **Ms. Bharati Salunkhe** at bharati@imcnet.org or by telephone at **71226706**.

We do hope you will be able to seize this opportunity and participate on September 30, 2026.

Looking forward to your valued presence.

With regards,

Ajit Mangrulkar
Director General