

# India Destination Wedding Market Size, Share & Trends Analysis Report By Type (Beach & Island, Royal & Heritage, Hill Station & Mountain), By Service (Event Planning, Catering & Venue), By Expenditure, And Segment Forecasts, 2025 - 2033

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## Abstracts

### India Destination Wedding Market Trends

The India destination wedding market size was estimated at USD 16.25 billion in 2024 and is projected to reach USD 55.39 billion by 2033, growing at a CAGR of 14.8% from 2025 to 2033. The demand for destination weddings in India has seen an impressive uptrend in recent years, shaped by a blend of rising consumer affluence, aspirational lifestyles, and evolving expectations around marriage ceremonies. Increasingly, Indian couples are moving away from traditional hometown weddings in favour of immersive, curated experiences at picturesque locations.

From a policy standpoint, destination weddings have attracted strategic attention at both national and state levels. The Ministry of Tourism launched the “Wed in India” campaign in 2023 to promote the country as a global wedding destination. This initiative emphasises regional diversity by showcasing 25 handpicked venues across beaches, mountains, heritage towns, and cultural heartlands. Designed to attract both domestic and international clientele, the campaign leverages influencer marketing, digital media, and destination-focused storytelling.

A more recent policy push emerged from the Prime Minister’s appeal to Indians to choose India over overseas locations for their weddings, reflecting both an economic and cultural imperative. These moves align with the country’s broader tourism mission, aiming to formalise the wedding industry as a significant contributor to the national

economy while simultaneously preserving and promoting local heritage and hospitality ecosystems.

Furthermore, state-level developments are reinforcing the national strategy. The Delhi government, for instance, has announced a comprehensive plan to position the capital as a global hub for destination weddings. The proposal involves opening up 70 to 80 heritage sites, including Ghalib Haveli and Mutiny Memorial, for private events. The initiative also includes a digital single-window clearance system to streamline permissions, alongside infrastructural upgrades covering safety, sanitation, lighting, and accessibility. This holistic approach not only unlocks new revenue streams through heritage tourism but also supports local artisans, event planners, and service providers by integrating them into the formal wedding economy. The state aims to attract high-spending domestic weddings as well as international NRI clients by offering venues that combine cultural gravitas with logistical convenience.

The hospitality industry has responded proactively to these trends by introducing wedding-centric services tailored specifically for destination events. Luxury hotel chains such as Taj, Oberoi, ITC, and Marriott have launched integrated destination wedding packages that cover accommodation, venue styling, cuisine, local rituals, entertainment, and guest management. Resorts located in heritage-rich areas such as Udaipur, Jaipur, and Khajuraho, as well as scenic coastal and mountain regions in Kerala, Goa, and Uttarakhand, are being repositioned as wedding-ready properties. These hotels are increasingly collaborating with regional florists, traditional artisans, and local performers to deliver culturally resonant and visually arresting wedding experiences. Services often extend beyond the wedding day itself; spa treatments, curated bridal menus, and locally inspired welcome kits are becoming standard components of premium packages. The goal is to transform weddings into holistic guest experiences that reflect both luxury and local flavour.

The rise in destination weddings in India can be attributed to a convergence of lifestyle shifts, strategic marketing, policy backing, and robust private sector innovation. As government campaigns like “Wed in India” scale further, and states implement enabling infrastructure and regulations, the country is poised to retain domestic wedding spending and attract cross-border wedding tourism. Together, consumer demand, policy direction, and private sector adaptability are laying the foundation for India’s emergence as a global leader in the destination wedding economy.

## India Destination Wedding Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis on the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the India destination wedding market report on the basis of type, service type and expenditure:

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Beach & Island

Royal & Heritage

Luxury Resort

Hill Station & Mountain

Others

Service Type Outlook (Revenue, USD Billion, 2021 - 2033)

Event Planning

Makeup Services

Catering & Venue

Photography & Videography

Decoration Services

Logistics

Invitations & Gifting

Music & DJ

Expenditure Outlook (Revenue, USD Billion, 2021 - 2033)

Under USD 18,000

USD 18,000 - USD 30,000

USD 30,000 - USD 60,000

USD 60,000 - USD 120,000

Above USD 120,000

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