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Hindi Diwas Special



As September unfolds, it brings with it the celebration of one of our nation's most beloved languages - Hindi. The country comes together to appreciate the linguistic beauty of this Rajbhasha, culminating in the grand observance of Hindi Diwas on September 14. In this spirit, The Global Times presents 'Part II' of our two-part Hindi Special Edition, featuring four pages (pages 5-8) dedicated to Hindi. As you explore these pages, let the essence of Hindi inspire you with its timeless charm and cultural significance.

THE GT POLL

Which word best describes your view on the 'whimsy-maxxing' aesthetic?

- A) Creative expression
- B) Overconsumption
- C) Indifferent

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THE GT POLL RESULT for GT Edition Sept 7, 2026

Bill Gates proposed that governments should tax employers for AI, reserve jobs for humans, and set regulatory bodies to check automation. Do you agree?

73% Yes

9% No

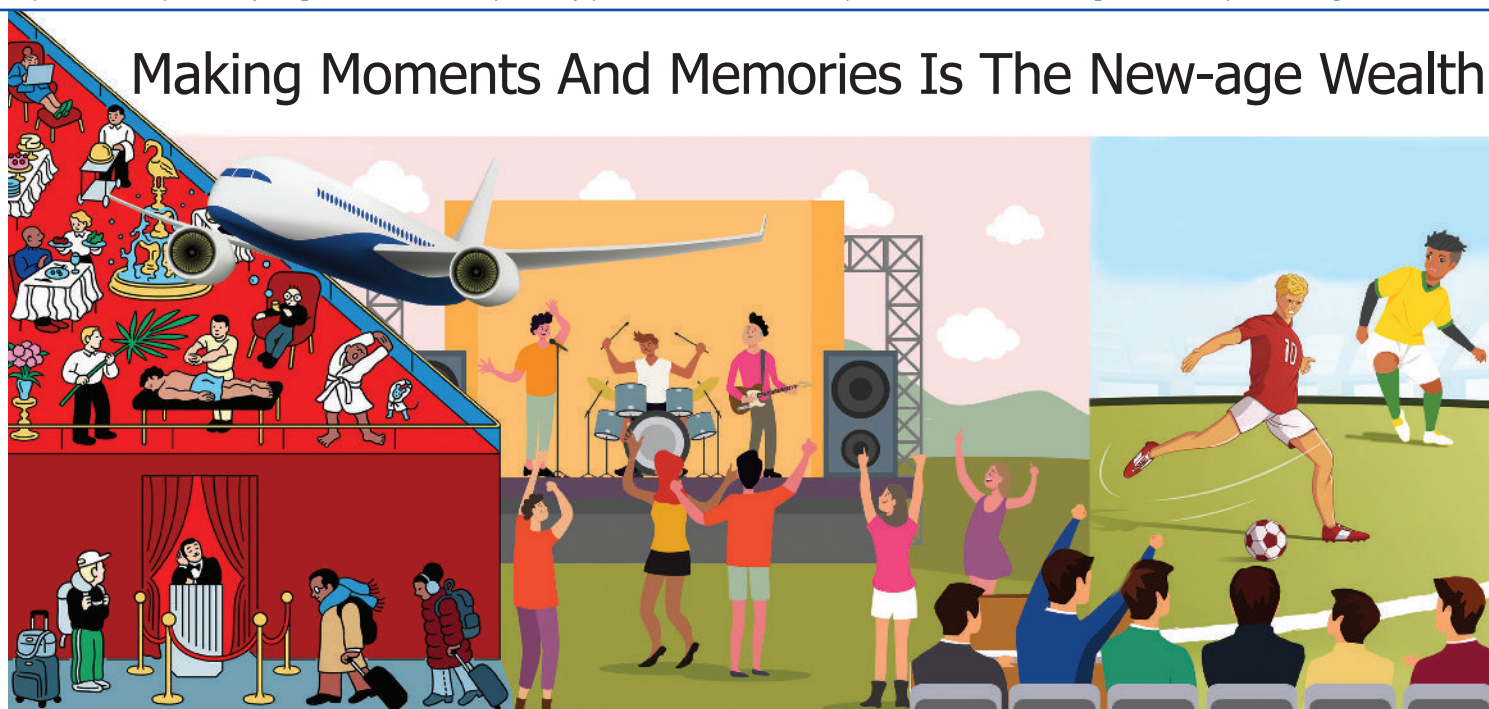
18% Can't say

Results as on Sept 12, 2026

Coming Next

Science Behind Snacks: Chips

Making Moments And Memories Is The New-age Wealth



Experience economy on the rise

Varnika Nagpal Nafees
AIS Mayur Vihar, XI C

Forget diamonds, experiences are forever. The real flex isn't owning a designer watch, but waving your wristband from Burning Man. The sound of success is no more in the roar of a Mustang, but in the ping of a geo-tag from Bali. Across generations, people are choosing moments over merchandise, stories over stuff. Today, wealth is measured in moments and memories, and the likes, shares, and serotonin boosts that they bring along with them.

The glow-up quest

What is experiential luxury? Think immersive dining, wellness retreats, and premium events. Shaped by the 2008 recession and reshaped by the pandemic, our world has grown not only more financially savvy but also more dopamine hungry. And what delivers that thrill better than a front-row ticket or a passport stamp? Music festivals today are cultural milestones. For instance, in 2025, Coldplay's Music of the Spheres Tour shattered records, becoming the most-attended concert tour in history. For just 1,50,000 available tickets in India, 13 million people tried to buy seats on BookMyShow. Prices soared on resale

platforms, with 6,000 INR tickets reselling for 50,000 INR, and VIP seats going for over 3.3 lakh INR. The FIFA World Cup 2026 took this even further, with 6.81 million fans attending matches and more than nine million visiting FIFA Fan Festivals across 13 host cities, turning football into an experience beyond the stadium.

Wanderlust craze

And it doesn't stop at live shows and matches. Gen Z isn't waiting for retirement; most of them are planning solo trips instead. Millennials are flocking to wellness retreats, while boomers are booking cruises and heritage tours at record levels. This cross-generational wanderlust is driving an unprecedented boom. According to the UN Tourism's World Tourism Barometer, global travel surpassed pre-pandemic highs to reach a record 1.52 billion travellers worldwide in 2025. The World Travel & Tourism Council expects the sector to inject 12 trillion USD into the global economy this year, accounting for nearly 10% of global GDP. We are living in an era deeply obsessed with experience, where a concert wristband, a yoga retreat, or a photo in front of a neon-lit landmark feels less like an indulgence and more like a core part of existence.

The need to flex

The 'Material Girl' mindset is now passe as today modern spending isn't driven by need, but by the 'this is so me' phenomenon. Whether it's Versace sneakers or a solo trip to Santorini, purchases today act as performance props in the theatre of self. They're less about utility and more about identity alignment. This shift is rooted in behavioural science. Daniel Kahneman's Peak-End Rule explains that we evaluate experiences by their emotional highs and how they end, rather than their overall duration. It is these intense, curated highlights that define our personal narratives, and why younger generations prioritise them. It explains why 60% of millennials earning under 50,000 USD a year still manage to plan three or more leisure trips annually. The preference for experiences over things is stark: 78% of Gen Z globally state they prefer travel over buying fashion, tech, or dining out, according to Booking.com. Indian millennials now spend over 5 lakh INR a year on travel, while Gen Z clocks in at 2.2 lakh INR. Flexing a boarding pass isn't just an ego trip; it is a calculated pursuit of emotional ROI.

Brands cash in

Smart brands aren't just selling

stuff anymore; they're selling moments driven by status. Theme parks offer VR rides and multi-verse storylines. Airlines hype their lifestyle lounges more than their legroom. Even banks want in: JP Morgan, Capital One, and American Express now offer lounge experiences with cocktails, fine dining, and wellness spas. Not to miss here is AmEx's Centurion Lounge in New York where people don't mind paying 10,000 USD initiation fee plus 5,000 USD annual fee just to get access to this lounge; and it has a long waitlist too. IKEA launched sleep pods and mindfulness rooms. Even Air India's recent rebrand now sells 'timeless Indian hospitality with modern luxury', proving that aviation is now lifestyle, not logistics.

Flex, feel, repeat

The experience economy isn't shallow; it is identity dressed up as dopamine-fuelled adventure. Every trip, concert, or live event is a badge of 'living authentically', whether it ends up on your Instagram grid or just in your heart. So, the next time you see someone posting a faceless selfie outside the Burj Khalifa, remember it's not just about the picture. It's about seeing a version of themselves that's bigger, brighter, and totally unforgettable. **GT**