

**GOVERNMENT OF INDIA  
CIVIL AVIATION  
LOK SABHA**

UNSTARRED QUESTION NO:4603  
ANSWERED ON:22.04.2002  
HOLIDAY TRAVELLERS  
A. VENKATESH NAIK

**Will the Minister of CIVIL AVIATION be pleased to state:**

- (a) whether the attention of the Government has been drawn to the news-item captioned `Offers fail to enthuse holiday travellers in India` appearing in the Times of India dated February 22, 2002;
- (b) if so, the facts of the matter reported therein;
- (c) whether airlines have failed in attracting the tourists in India; and
- (d) if so, the reasons therefor?

**Answer**

THE MINISTER OF CIVIL AVIATION ( SHRI SYED SHAHNAWAZ HUSSAIN )

(a), (b), (C) and (d) : Post 11th September, 2001 - incident, the airlines have generally witnessed a decline in their load factors world over. Therefore with a view to improve their load, several airlines introduced promotional schemes. But it appears that these schemes have not been fully successful in attracting potential tourists. However there has been continuous recovery in demand for air travel. Air India has, in fact, carried 7.3% more passenger in March 2002 as compared to March 2001.