

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3026
ANSWERED ON:24.07.2009
ROADSHOWS IN AUSTRALIA AND NEW ZEALAND
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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has postponed the adventure tourism roadshows to be held in Australia and New Zealand from July-September, 2009 to promote India as a destination for adventure tourism;
- (b) if so, the details thereof and the reasons therefor;
- (c) by when these roadshows are now likely to be held; and
- (d) the estimated expenditure likely to be incurred on these roadshows?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (KUMARI SELJA)

(a) to (c): The Ministry of Tourism has received a proposal from the Adventure Tour Operators Association of India for support of the Indiatourism office in Sydney for their road shows in Australia and New Zealand for promoting India as a destination for adventure tourism. These road shows were originally proposed to be organized during July 2009, but the Association subsequently intimated their postponement from July to September 2009.

(d): The road shows are being facilitated by the Indiatourism office in Sydney as part of their promotional activities during the current financial year, for which an amount of Rs. 12 crore has been allocated. These funds are utilized by the Indiatourism office in Sydney for various promotional activities such as advertising, participation in travel fairs and exhibitions, organising road shows, India evenings, seminars and workshops, organizing and supporting Indian food and cultural festivals, publication of brochures, offering joint advertising and brochure support, inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry, etc. during the year.