

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2091  
ANSWERED ON:06.08.2010  
IMPACT OF INCREDIBLE INDIA CAMPAIGN  
Singh Shri Jagada Nand

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has spent huge amount on promotional activities of tourism abroad;
- (b) if so, the details there of during each of the last three years and the current year; and
- (c) the impact of "Incredible India" Campaign on tourist inflow in the country?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI. SULTAN AHMED)

(a)&(b): The Ministry of Tourism conducts various activities for promotion of tourism like printing and distribution of literature, participation in the Travel fairs and Roadshows, advertising, promotions with the stakeholders in the markets abroad through its 14 offices overseas and through the "Incredible India" campaigns.

Besides, the Ministry has taken several other steps to promote India which include the Marketing Development Assistance Scheme for Service Providers promoting India, organizing Road Shows in important tourist generating markets overseas to assure the Tour Operators and local Media of the ground realities, arranging familiarization tours to India for international travel trade and media representatives to keep them updated regarding the new developments in the country.

The budget allocated for the Restructured scheme of Overseas Promotion & Publicity including Marketing Development Assistance is given below:

2007-08	- Rs. 169.30 crores
2008-09	- Rs. 220.00 crores
2009-10	- Rs. 240.00 crores
2010-11	- Rs. 275.00 crores

(c): The impact of the "Incredible India" campaign is seen in the increase in the number of international tourist arrivals from 2.38 million in the year 2002 to an estimated 5.11 million in the year 2009.