

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3240
ANSWERED ON:13.08.2010
VISIT INDIA PROGRAMME
Sugavanam Shri E.G.

Will the Minister of TOURISM be pleased to state:

- (a) whether the "Visit India 2009" programme is still being observed;
- (b) if so, the details thereof;
- (c) the expenditure incurred on the said programme; and
- (d) the impact of the said programme on the promotion of tourism in the country?

Answer

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

(a) to (d): The scheme "Visit India 2009" was announced by the Ministry of Tourism in the year 2009 and extended till March 2010 in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India during the Visit India year. The incentives offered by the stakeholders included complimentary air tickets, hotel rooms, local tours etc.

Though, the foreign tourist arrivals are subject to various external factors such as global economic slowdown, terrorist activities, H1N1 influenza pandemic, natural disasters etc., the foreign tourist arrivals (FTA) to India have shown an upward trend in 2010.