

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:458
ANSWERED ON:27.08.2010
SHOWCASING OF TOURISM POTENTIAL
Singh Shri Jagada Nand

Will the Minister of TOURISM be pleased to state:

- (a) the details of the funds sanctioned and the expenditure incurred on the promotional activities including Incredible India Campaign to showcase tourism potential abroad during each of the last three years and the current year;
- (b) whether the Incredible India Campaign has influenced the inflow of foreign tourists and the foreign exchange earnings during the said period; and
- (c) if so, the details thereof?

Answer

THE MINISTER OF TOURISM(KUMARI SELJA)

(a) to (c): A Statement is laid on the table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.458 ANSWERED ON 27-08-2010 REGARDING SHOWCASING OF TOURISM POTENTIAL.

(a): The details of the funds sanctioned and expenditure incurred under the Budget Head `Restructured Scheme of Overseas Promotion & Publicity including Marketing Development Assistance (OPMD)` for the last three years and upto 31st July , 2010 are given below:

(Rs. in crores)

Year	Revised Estimates	Expenditure
2007-08	165.00 (final grant 169.30)	170.87
2008-09	220.00	211.35
2009-10	240.00	242.67
2010-11 (upto 31-07-10)	275.00	68.05

(b) & (c): The Ministry of Tourism as part of its on-going activity, releases campaigns in the international source markets, under the Incredible India brand-line, to promote various tourism destinations and products of India, to increase foreign tourist arrivals (FTAs). From the year 2002, the year in which Incredible India brand line was launched, to 2009 `(FTAs)` to the country have increased from 2.38 million to 5.11 million (provisional). During the same period, Foreign Exchange Earnings (FEE) have increased from Rs. 15064 crore to Rs. 54960 crore(advance estimates). The domestic visits during the same period have increased from 269.60 million to 650.04 million (provisional).

The number of (FTAs) to India and (FEE) from tourism during the years 2007, 2008, 2009 are as given below:

Year	FTAs (in Millions)	FEE (In US\$ Billion)
2007	5.08	10.73
2008	5.28	11.75
2009	5.11@	11.39

@ Provisional Revised Estimates Advance Estimates