

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:133
ANSWERED ON:04.03.2011
INCREDIBLE INDIA CAMPAIGN
Devappa Anna Shri Shetti Raju Alias

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has assessed the impact of "Incredible India Campaign" on tourist inflow;
- (b) if so, the details thereof;
- (c) the expenditure incurred on the said campaign during each of the last three years and the current year;
- (d) whether the Government proposes to give incentives to tourists including the Government employees to promote tourism; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF TOURISM(SHRI SUBODH KANT SAHAY)

(a) to (e): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.133 ANSWERED ON 04.03.2011 REGARDING INCREDIBLE INDIA CAMPAIGN

(a) & (b): The Ministry of Tourism promotes India as a holistic tourist destination in the international and domestic markets under its brand line 'Incredible India'. Since the launch of the brand line 'Incredible India', foreign tourist arrivals to the country have increased from 2.38 million to 5.58 million (provisional) in 2010 and domestic tourist visits have increased from 269.60 million to 650.04 million (provisional) in 2009.

(c): The expenditure on promotion of India as a tourist destination under the 'Incredible India' brand line in International and Domestic Markets is incurred from funds allocated under the "Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance" and "Domestic Promotion and Publicity including Hospitality" heads respectively. Details of expenditure incurred under these heads during the last three years and the current year are given below:

(Rs. in crore)

Year	Expenditure under the Budget head "Restructured Scheme of Overseas Promotion & Publicity including Marketing Development Assistance"	Expenditure under the Budget head "Domestic Promotion and Publicity including Hospitality"
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2007-08	170.89	64.12
2008-09	211.35	77.31
2009-10	242.67	53.86
2010-11	182.49 (upto Feb, 2011)	72.30 (upto Feb, 2011)

(d) & (e): As an incentive to boost tourism, the Government of India in relaxation of the Central Civil Services (Leave Travel Concession) Rules, 1988 has permitted Central Government employees to convert one Home Town LTC for visiting the North- East Region with effect from May 2008 and Jammu & Kashmir from June 2010. Group 'A' and 'B' Officers have been permitted air travel from place of their posting and Group 'C' and 'D' staff from Kolkata / Guwahati for visiting the North East region. For visiting Jammu & Kashmir, non-entitled officials have been permitted air travel from Delhi/Amritsar.