

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:945  
ANSWERED ON:05.08.2011  
TOURISM POTENTIAL  
Rani Killi Krupa

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

- (a) whether the Government has launched any campaign to showcase India's tourism potential abroad during the last three years and the current year;
- (b) if so, the details thereof alongwith the countries selected therefor; and
- (c) the new features likely to be highlighted during this campaign?

**Answer**

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

(a) to (c): The Ministry of Tourism, Government of India, as part of its publicity, promotional and marketing activities, releases print, electronic, online and outdoor media campaigns in the international markets, under the Incredible India brand-line, to showcase India's tourism potential and to increase inbound tourism to the country. These campaigns are launched in the important and potential source markets overseas to promote various tourism destinations and products of the country, including new niche products such as Medical & Wellness Tourism, Rural Tourism, MICE (Meetings, Incentives, Conventions and Exhibitions) Tourism, etc.