

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:4858
ANSWERED ON:07.08.2009
PROMOTION OF TOURISM
Panda Shri Baijayant

Will the Minister of TOURISM be pleased to state:

(a) the details of complimentary packages developed by airlines and hotels and the wellness tourism offered to International tourist; and

(b) the feed-back on online initiative launched in select markets world-over in various countries to attract tourism?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (KUMARI SELJA)

(a): A "Visit India 2009" Scheme has been announced by the Ministry of Tourism in collaboration with all stakeholders, under which participating airlines and hotels are providing incentives by way of one complimentary air passage for a traveling companion and one night complimentary stay in the hotel booked by the tourist. Wellness packages are also being offered under this scheme by some health / ayurveda resorts. The Ministry of Tourism has created a website <http://visitindia2009incredibleindia.org>, on which the offers from all participating stakeholders have been uploaded, with a view to giving wide publicity to the same in the overseas markets.

(b): The online initiatives as well as other promotional initiatives undertaken by the Ministry have shown positive results. Due to these initiatives, the downward trend in foreign tourist arrivals to the country has shown improvement with the month of June 2009, for the first time in the last 8 months, registering an increase of 0.2% in foreign tourist arrivals to the country as compared to the corresponding month of the previous year.