

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:227
ANSWERED ON:09.12.2011
INCREDIBLE INDIA CAMPAIGN
Patel Shri Lalubhai

Will the Minister of TOURISM be pleased to state:

- (a) whether the promotion of 'Incredible India Campaign' has brought the desired result on the overall growth of tourism industry in the country;
- (b) if so, the details thereof alongwith the funds sanctioned, expenditure incurred thereon by various agencies on this campaign during each of the last three years and the current year;
- (c) whether the Government proposes to continue with the said campaign in future also; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF TOURISM (SHRI SUBODH KANT SAHA)

(a)to(d): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO. 227 ANSWERED ON 09.12.2011 REGARDING INCREDIBLE INDIA CAMPAIGN

(a): The Ministry of Tourism as part of its on-going activity, releases campaigns in the International and Domestic markets, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country, to increase foreign tourist arrivals and promote domestic tourism in the country. Since the launch of the brand line, till 2010, Foreign Tourist Arrivals (FTAs) to the country have increased from 2.38 million to 5.78 million, Foreign Exchange Earnings (FEE) have increased from Rs. 15064 Crore to Rs. 64889 Crore (advance estimates). Domestic Visits have increased from 269.60 million to 740.21 million (provisional).

(b): The expenditure on promotion of India as a tourist destination 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 funds allocated and expenditure incurred under these heads during the last three years and the current year (as on 31.10.2011) are given below:

Year	"Restructured Scheme of Overseas Promotion & Publicity including Marketing Development Assistance"		"Domestic Promotion and Publicity including Hospitality"	
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	Final Allocation	Expenditure incurred	Final Allocation	Expenditure incurred
2008-09	220.00	211.35	76.99	77.31
2009-10	240.00	242.67	56.00	53.86
2010-11	249.00	249.02	74.75	74.67
2011-12	280.00	104.79 (P)	70.00	32.89 (P)

(as on 31.10.2011)

Budget Allocation (P) : Provisional

(c)&(d): The "Incredible India Campaign" has been very successful worldwide. At present, there is no proposal to discontinue the Campaign.