

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1880
ANSWERED ON:02.12.2011
INCREDIBLE INDIA CAMPAIGN
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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has assessed the impact of the ongoing 'Incredible India Campaign' to promote tourism abroad;
- (b) if so, the achievements made during each of the last three years and the current year; and
- (c) the other steps taken/proposed by the Government to boost tourism inflow of foreign tourist in the country?

Answer

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

(a) and (b): The Ministry of Tourism promotes India as a holistic tourist destination in the International markets under its brand line 'Incredible India'. Since the launch of the brand line 'Incredible India', foreign tourist arrivals in the country have increased from 2.38 million in the year 2002 to 5.28 million, 5.17 million and 5.78 million in the years 2008, 2009 and 2010 respectively.

(c): The Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand- line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

The Ministry of Tourism also provides financial assistance to stakeholders for promotion of tourism in the international and domestic markets under the Marketing Development Assistance (MDA) Scheme.