

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:3710  
ANSWERED ON:27.04.2012  
CAMPAIGN FOR PROMOTION OF TOURISM  
Singh Shri Ravneet;Tanwar Shri Ashok

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

- (a) whether the Government has launched any campaigns in the international and domestic markets to promote various tourism destinations and products;
- (b) if so, the details thereof alongwith the budgetary allocation and funds utilised for the purpose during each of the last three years and for the current year;
- (c) the name of the countries where campaign has been organized during the said period; and
- (d) the extent to which the arrival of foreign tourists increased after such campaign in the country?

**Answer**

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

(a): The Ministry of Tourism, Government of India, as part of its on-going activities, releases campaigns in the print, electronic, online and outdoor media in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country.

(b): The expenditure on campaigns released in the International and Domestic Markets is incurred from funds allocated under the "Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance (OPMD)" and "Domestic Promotion and Publicity including Hospitality (DPPH)" heads respectively. Details of budgetary allocation and funds utilized under these heads during the last three years and current year are given below:

(Rs. in crore)

|  | OPMD                  |                   | DPPH                  |                   |
|--|-----------------------|-------------------|-----------------------|-------------------|
|  | Revised<br>Allocation | Funds<br>Utilised | Revised<br>Allocation | Funds<br>Utilised |

|         |        |                        |       |                        |
|---------|--------|------------------------|-------|------------------------|
| 2009-10 | 240.00 | 242.67                 | 56.00 | 53.86                  |
| 2010-11 | 249.00 | 249.02                 | 74.75 | 74.67                  |
| 2011-12 | 238.50 | 238.50#                | 60.00 | 60.00#                 |
| 2012-13 | 267.00 | Nil as on<br>23.4.2012 | 84.00 | Nil as on<br>23.4.2012 |

# Provisional

(c): The International media campaigns have been released globally in important and potential tourist generating markets, covering the Americas, Europe, Africa and Asia – Pacific regions.

(d): Foreign Tourist Arrivals have increased from 2.38 million in 2002 when the "Incredible India" Campaigns were launched, to 6.29 million (P) in 2011.

(P : Provisional)