

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1364
ANSWERED ON:17.08.2012
INCREDIBLE INDIA CAMPAIGN
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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is implementing the 'Incredible India Campaign' to promote various tourism destinations and products of the country;
- (b) if so, the details thereof indicating the places included in the campaign;
- (c) the details of funds sanctioned and expenditure incurred on the campaign along with the assistance provided/being provided to State Governments thereunder during each of the last three years and the current year, State-wise;
- (d) whether the Campaign has brought the desired results on the overall growth of the tourism industry in the country;
- (e) if so, the details thereof indicating the achievements made thereunder along with the boost in inflow of tourists in the country; and
- (f) the further steps taken/proposed to be taken by the Government to intensify the campaign for overall development of tourism industry?

Answer

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

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

(c): Incredible India campaigns are undertaken centrally by the Ministry of Tourism and no funds are released to the State Governments/ Union Territory Administrations for the purpose. 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 Funds Revised Funds
Allocation Utilised Allocation 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	25.93#	84.00	3.86#
(BE)	(Upto 6th	(B.E)	(Upto 6th	
	August 2012)		August 2012)	

Provisional

(d) and (e): The campaigns have helped in achieving a steady increase in foreign tourist arrivals to the country as well as the foreign exchange earnings through tourism. The foreign tourist arrivals have grown from 2.38 million in the year 2002 (when the campaigns were launched) to 6.29 million (provisional) in 2011, Foreign Exchange Earnings from tourism have increased from Rs.15064 Crore to Rs.77591 Crore (advance estimates) during the same period. The Domestic Tourist Visits increased from 269.60 million in 2002 to 850.86 million in 2011 (Provisional).

(f): The Incredible India campaigns are part of an ongoing and continuous process for promotion of tourism to and within the country.