

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:391
ANSWERED ON:20.11.2009
VISIT INDIA 2009
Panda Shri Baijayant

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any proposal to place ``Incredible India`` spots on the International campaigns in big-ticket events like the Oscar, Grammy and World Economic Forum;
- (b) if so, the details thereof; and
- (c) the feedback of ``Visit-India 2009`` and the extent to which we have been able to give a fillip to foreign tourist arrivals in India as a result thereof?

Answer

THE MINISTER OF TOURISM(KUMARI SELJA)

(a): Yes.

(b): As part of the Incredible India publicity and promotional activities in the overseas markets, Ministry of Tourism takes advantage of high viewership of prestigious events like Cannes Film Festival, World Economic Forum at DAVOS etc. to promote India as an attractive tourist destination.

(c) : The feedback on Visit India Year 2009 scheme indicates that greater awareness and interest in India has been generated during the year. Foreign Exchange Earnings (FEE) in Rupees terms from tourism sector during the period Jan-March 2009 showed a negative growth of -13.2% over the corresponding period of previous year. However for the period April-Oct. 2009, the FEE figures have shown an increase of 14.98% over the corresponding period of the previous year.