

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:851

ANSWERED ON:01.03.2013

INCREDIBLE INDIA CAMPAIGN

Jakhar Shri Badri Ram ;Swamygowda Shri N Cheluvarama Swamy

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government implements the 'Incredible India Campaign' to promote various tourism destinations and products of the country;
- (b) if so, the details thereof indicating the places which have been included therein;
- (c) the details of budgetary allocation and funds utilised on the campaign during each of the last three years and the current year, State/UT-wise;
- (d) the desired results brought by the campaign on the overall growth of the tourism industry and to boost inflow of tourists in the country; and
- (e) the further steps taken/proposed to be taken by the Government to intensify the said campaign for overall development of tourism industry?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) and (b) : 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. Besides, the Ministry through its overseas offices, inter alia, organises Road Shows, Know India Seminars, Workshops; participates in various Fairs, Exhibitions and Events to promote various Indian tourist destinations and products. The campaigns include holistic promotion of various Indian tourism products and destinations of the country.

(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.

(d) & (e): From the year 2002, the year in which Incredible India brand line was launched, to 2012, 'Foreign Tourist Arrivals (FTAs)' to the country have increased from 2.38 million to 6.65 million (provisional). During the same period Foreign Exchange Earnings (FEE) have increased from ₹ 15064 Crore to ₹ 94487 Crore (advance estimates). The domestic visits during the same period have increased from 269.60 million to 850.90 million (provisional). The Campaigns are regular feature of the Ministry's promotional activities and are carried out keeping in mind the Ministry's goal of overall development of tourism to and within the country.