

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2512
ANSWERED ON:23.08.2013
CAMPAIGN FOR TOURISM PROMOTION
Chanabasappa Shri Udasi Shivkumar

Will the Minister of TOURISM be pleased to state:

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

Answer

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

(a): The Ministry of Tourism as part of its promotional activities releases campaigns in the international and domestic markets under the Incredible India brand-line, to promote various tourism destinations and products of India.

(b): The details of budget allocation and expenditure for the Domestic Promotion & Publicity and Overseas Promotion & Publicity including Marketing Development Assistance Heads are as follows:

Year Budget Allocated under Domestic Actual Expenditure
Promotion & Publicity Head (DPPH) (Rupees In Crore)
(Rupees In Crore)

	B.E	R.E	
2010-11	70.00	70.00	72.64
2011-12	70.00	65.00	56.24
2012-13	84.00	62.00	58.21
2013-14	110.00	-	15.77

(as on date)

Year Budget Allocated under Actual Expenditure
Overseas Promotion & (Rupees In Crore)
Publicity including Marketing
Development Assistance (Rupees In Crore)

	B.E.	R.E.	
2010-11	275	250	249.02
2011-12	280	250	243.06
2012-13	267	180	182.83
2013-14	350	-	20.83

(as on date)

(c): The global media campaigns are released in Americas, Asia Pacific, Africa, Europe & Middle East Region.

(d): The media campaigns have resulted in increase in foreign tourist arrivals to India. These have increased from 2.38 million in 2002, when the "Incredible India" campaigns were launched to 6.58 million (Provisional) in 2012.