

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:4325

ANSWERED ON:12.12.2016

Participation of India in World Travel Market

Adsul Shri Anandrao ;Raut Shri Vinayak Bhaurao;Shinde Dr. Shrikant Eknath;Yadav Shri Dharmendra

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government of India has participated as Official Premier Partner at World Travel Market (WTM), London, 2016, if so, the details thereof;
- (b) whether Incredible India was the Second Most Talked About Destination During World Travel Market (WTM), 2016 in London, if so, the facts thereof;
- (c) whether Indian Tourism is already showing signs of an upswing by way of growth of Foreign Tourist Arrivals (FTAs) in the current year, if so, the facts thereof; and
- (d) the steps taken by the Government to promote India as an international tourist hub?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): Yes, Madam. The Ministry of Tourism (MoT) participated as Official Premier Partner at World Travel Market (WTM) London from November 07-09, 2016. As part of the package, MoT received various opportunities for on-site and on-line branding including social media and print and electronic promotions through WTM collaterals etc.

(b): According to an online article by Travel Weekly UK, India was the 2nd most talked about destination at WTM London 2016.

(c): Foreign Tourist Arrivals (FTAs) were 69.62 lakh during the period January to October 2016 registering a growth of 10.5% as compared to 62.98 lakh for the corresponding period 2015.

(d): The Ministry of Tourism (MoT) promotes India as a holistic destination and 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.

MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These include participation in travel fairs and exhibitions; road shows, Know India seminars & workshops etc.; Indian food and cultural festivals; publication of brochures; joint advertising and brochure support and Hospitality Programme of the Ministry.

Financial support is also extended under the Marketing Development Assistance Scheme to approved service providers and State Governments/Union Territory Administrations for promotional activities undertaken by them in the overseas markets.
