

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:418
ANSWERED ON:22.12.2014
OVERSEAS MARKETING CAMPAIGN
Thakur Shri Anurag Singh

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has conducted any study to ascertain the effectiveness of the overseas marketing campaign and if so, the details thereof;
- (b) the amount allocated and the expenditure incurred on the 20-year Perspective Plan of Market Research for development of tourism in India; and
- (c) the outcome of the said research?

Answer

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

(a) to (c): A Statement is laid on the table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.418 ANSWERED ON 22.12.2014 REGARDING OVERSEAS MARKETING CAMPAIGN

(a): A study "Assessment of International media campaigns of the Ministry of Tourism" was conducted in 3 countries namely USA, France and Australia to assess the impact of media campaigns launched in these countries from August, 2011 to March, 2012. The study was conducted in the following two phases:

Phase I of the study focussed on assessing the reach, quality, effectiveness of the campaigns and perception of people about the campaigns in the source countries.

Phase II of the study aimed to assess their effectiveness in building India's image as a future tourist destination and impact on traveller's decisions travelling abroad in the coming one year.

The Phase I findings revealed that the campaigns were rated as excellent in terms of quality, theme and appearance with the overall perception being rated as good. The Phase II findings revealed a positive impact of Incredible India campaigns on the targeted masses.

The survey covered travellers planning to visit other countries in the coming one year, which revealed significant impact on respondents, who decided to change their travel bookings to visit India in the coming one year after watching the Incredible India campaign advertisements.

(b): To facilitate development of tourism in a systematic and holistic manner, the Ministry of Tourism had commissioned preparation of 20 Year Perspective Plans for States/Union Territories (UTs) at the beginning of the 10th Five Year Plan. During the 10th Five Year Plan, overall allocation of ₹20.00 crore was made for the Market Research activities including 20 Year Perspective Plan. However, no separate allocation was earmarked for preparing the 20 Year Perspective Plans for States/UTs. An expenditure of ₹2.70 crore was incurred in preparing the 20 Year Perspective Plans for States/UTs.

(c): Preparation of 20 Year Perspective Plans was commissioned with the objective of development of tourism in the States in a systematic manner.

These perspective plans, which give action plans for tourism development in the short-term and long-term, were sent to the State Governments/UT Administrations to guide them in initiating action for development and promotion of tourism.