

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2279
ANSWERED ON 08.03.2021**

‘BHARAT KO JANO’ SEMINAR

†2279. SHRI JUGAL KISHORE SHARMA:

SHRIMATI GEETA KORA:

SHRI DILESHWAR KAMAIT:

Will the Minister of TOURISM be pleased to state:

- (a) the number of times “Bharat Ko Jano” seminar was organized in foreign countries during the last three years along with the country-wise details thereof;**
- (b) whether the ministry had participated as presenting partner in the New York Time Travel Show in the year, 2019; and**
- (c) if so, the amount of funds spent thereon along with the benefits accrued thereof in regard to India tourism?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): The Ministry of Tourism with the view to create awareness about India’s tourism products and destinations amongst the overseas tour operators and media regularly organises 'Know India' seminars through India Tourism offices and Indian Missions, overseas. Details of Know India seminars organised in some of the countries in 2018, 2019 and 2020 are at Annexure.

(b) and (c): Yes, Sir. The Ministry of Tourism, had participated as Presenting Partner in the New York Times Travel Show (NYTTS) organised from January 25-27, 2019 in New York. The cost of participation as Presenting Partner in the said event was US\$ 4,00,000.

The NYTTS is the leading travel show in North America and it attracts a large number of travel trade and consumer visitors. In addition, over 170 countries/ organisations participated in the show. India was the focus of the event, generated high visibility and wide publicity for India in the US market. The show also provided an opportunity to showcase India's rich cultural heritage, performing arts, cuisine, destinations, etc. before the global audience. With sustained promotion undertaken in the US market, India received 1.51 Million tourists from the US in 2019 as against 1.45 Million in 2018.

ANNEXURE**STATEMENT IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION No.†2279 ANSWERED ON 08.03.2021 REGARDING 'BHARAT KO JANO' SEMINAR**

Details of 'Know India Seminars organized in the overseas markets during 2018, 2019 and 2020.

Year	Number of Know India Seminars organised	Country -wise details
2018	28	Casablanca (Morocco), Al Ain & Dubai (UAE), Bogota (Colombia), Manchester, Belfast, London, Cardiff & Glasgow (UK), Dublin (Ireland), Bali, Malang, Surabaya & Yogyakarta (Indonesia), Bangkok (Thailand), Busan, Ulsan, Incheon, Busan, Seoul & Chuncheon (Korea), Fukuoka, Tokyo, Okinawa, Yokohama, Tokyo & Nagoya (Japan) and Taipei (Taiwan).
2019	57	Wuhan & Xian (China), Cairo (Egypt), Lusaka (Zambia), Doha (Qatar), Cyprus (Nicosia), Amman (Jordan), Kuwait City (Kuwait), Frankfurt, Berlin, Cologne & Frankfurt (Germany), Barcelona & Valencia (Spain), Porto (Portugal), Vienna (Austria), Glasgow & Birmingham (UK), Cork (Ireland), Amsterdam (Netherlands), Brussels (Belgium), Bogota (Colombia), Vancouver & Montreal (Canada), Buenos Aires (Argentina), Guatemala City (Guatemala), Port of Spain (Trinidad & Tobago), Warsaw (Poland), Thessaloniki (Greece), Baku (Azerbaijan), Zagreb (Croatia), Vladivostok, Kazan, Samara, Volgograd, Novosibirsk (Russia), Bukhara, Samarkand, Tashkent (Uzbekistan), Dushanbe (Tajikistan),

		Sofia (Bulgaria), Johor Bahru & Penang (Malaysia), Sydney (Australia), Medan (Indonesia), Ho Chi Minh City (Vietnam), Sendai, Kyoto, Osaka, Nagoya, Tokyo, Morilka, Nakama city, Fukuoka (Japan) and Gwang-ju, Iksan & Seoul (Korea).
2020	09	Luxembourg (Luxembourg), Houston, Dallas & Los Angeles (USA), Toronto & Ottawa (Canada), Bogota (Colombia), Sao Pualo (Brazil) and Adelaide (Australia).
