

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

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UNSTARRED QUESTION NO.138
ANSWERED ON 20.07.2023

MARKETING CAMPAIGNS TO PROMOTE TOURISM

138 SHRI KARTIKEYA SHARMA:

Will the Minister of **TOURISM** be pleased to state:

- (a) the details on the aggressive marketing campaigns that are being planned or executed by the Ministry to showcase India's diverse cultural heritage, natural beauty, and tourist attractions, to increase its visibility on the global stage;
- (b) the manner in which Government intend to collaborate with various stakeholders, such as state tourism boards, travel associations, and private sector entities to ensure the effective implementation of these policy changes and marketing initiatives; and
- (c) whether the Ministry have any targets or benchmarks with respect to the anticipated increase in tourist arrivals and revenue generation from tourism activities following the implementation of these measures?

ANSWER

THE MINISTER FOR TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism, Government of India promotes India as a holistic destination in tourism generating markets to showcase various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market. The following activities were undertaken:

- (i) Ministry of Tourism, India and various State Tourism departments attended WTM 2022 in London, FITUR 2023 in Madrid, ITB 2023 in Berlin, ATM 2023 in Dubai and IMEX 2023 in Frankfurt, Germany. During the participation, the Ministry of Tourism had B2B meetings with foreign Tour Operators, Travel Agents and various other stakeholders. The Ministry also organized the Press Meet to apprise the travel media of India's preparedness to welcome international tourists post pandemic. To facilitate the networking of travel trade, India Evenings were also organized. Further, India pavilion showcased varied tourism products including niche tourism products such as cuisine, wellness, yoga, wildlife, and luxury etc.
- (ii) Ministry of Tourism had conducted first round of virtual road shows-Incredible India Reconnect event in Nine countries in the month of April-June, 2022 Oman, USA, Germany, Australia, Singapore, Thailand, Spain, UK and France. The second round of India Reconnect event for top Nine source countries/Road Shows were conducted in the month of July - September, 2022 in Italy, Portugal, Japan, South Korea, Malaysia, Sri Lanka, Netherlands, Canada and France.

- (iii) To increase the footfall of international tourists in Buddhist destinations in India, Ministry of Tourism had organized international quiz competition focused on the life of Buddha and various places/sites associated with Buddha and Buddhism in India. The objective of the quiz competitions was to increase the footfall of international tourists in Buddhist destinations in India, and to arouse the curiosity among the youth and students in Buddhist countries such as China, Vietnam, Cambodia, Sri Lanka etc. to visit India.

(b) & (c): The above objectives were met through an integrated marketing and promotional strategy in association with the Travel Trade, State Governments, Indian Missions and Indian diaspora. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India.

On the request of Ministry of Tourism, the MEA has designated Tourism officers in the Indian Missions.

In order to boost visitor arrival Ministry of Tourism, Government of India has declared “Incredible India! Visit India Year 2023”.
