

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.141
ANSWERED ON 20.07.2023

DECLARATION OF YEAR 2023 AS 'VISIT INDIA' YEAR

141 SMT. SHANTA CHHETRI:

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

- (a) whether the Ministry Plans to declare 2023 as 'Visit India' year;
- (b) steps taken in this regard;
- (c) whether Darjeeling Hills find mention on the tourism map of the proposal; and
- (d) if so, the details thereof and if not, the reasons therefor?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): Ministry of Tourism has launched the Visit India Year 2023 campaign on 31.01.2023. As a part of the campaign, logo and campaign film for Visit India Year 2023 were released.

Through Visit India campaign, tourists from all across the globe are invited to our country to experience the heritage, culture, cuisines, wildlife, adventure, arts and much more. The Ministry is working with Indian Missions abroad, Central Ministries, State Governments and Industry Stakeholders and social media influencers to amplify the campaign and attract more domestic and international tourists to our country.

(c) & (d): Ministry of Tourism, inter-alia, promotes India including Darjeeling Hills, in a holistic manner. The destination, is regularly promoted through the Social Media handles of the Ministry as well as through the official web-site www.incredibleindia.org.

In addition, it is pertinent to mention that the 2nd G20 Tourism Working Group (TWG) meeting was held in Siliguri, in April 2023. As part of the G20 TWG promotions, the tourist destinations in and around Darjeeling Hills were promoted. The TWG meeting has helped in establishing Darjeeling Hills firmly on the global tourism map.
