

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1251
ANSWERED ON 05.12.2024

PROMOTION OF INDIA AS A TOURIST DESTINATION

1251 SHRI SAKET GOKHALE:

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

- (a) the reasons for reduction in the expenditure done by the Ministry for overseas promotion of India as a tourist destination; and
- (b) the details of the concerns received by the Ministry from various stakeholders regarding the reduction in expenditure on promoting India as a tourist destination overseas?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): The detail of expenditure on overseas promotions and publicity of India as a tourist destination during the last three years is as follows:—

(In Rupees)

2021-22	2022-23	2023-24
9.42 crore	15.89 crore	51.31 crore
