

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.463
ANSWERED ON 28.11.2024

INCREASING FOOTFALL OF INTERNATIONAL TOURISTS

463. DR. K. LAXMAN:
SHRI BRIJ LAL:

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

- (a) the marketing and promotional strategies incorporated by Government in order to increase the footfall of international tourists in the country; and
- (b) the current rate structure pertaining to services provided as part of tours thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets with the objective of showcasing India's tourism potential and promoting tourism to the country. Details of promotional activities undertaken to increase footfall of the inbound tourists are as follows:

- i. Participation in international travel fairs and exhibitions such as World Travel Market (WTM) London, Feria Internacional de Turismo (FITUR) Madrid, International Travel & Hospitality Show (MITT) Moscow, Asia-Pacific Incentives and Meetings Event (AIME) Sydney, Internationale Tourismusbörse (ITB) Berlin, Arabian Travel Market (ATM) Dubai, International Meeting Exchange (IMEX) Frankfurt, International & French Travel Market (IFTM) Top Resa Paris, Japan Expo, Internationale Tourismusbörse Asia (ITB Asia), Singapore etc.
- ii. The Chalo India initiative has been launched to encourage the huge Indian diaspora to become Incredible India ambassadors and encourage their five non-Indian friends to visit India, every year.
- iii. A Chalo India portal has also been developed for registration of the Indian diaspora. Further gratis e visa to one lakh foreign tourists, visiting India under the referral program was announced.
- iv. Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in) on 27th September, 2024. The Incredible India Content Hub is a comprehensive digital repository of high-quality

images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe required to amplify Incredible India in all their marketing and promotional efforts. The revamped Incredible India Digital Portal is aimed to be a tourist-centric, one-stop digital solution designed to enhance the travel experience for visitors to India.

- v. Invite social media influencers, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.
- vi. The promotions are carried out in association with the State Governments and the Overseas India Missions, including the 20 identified Indian Missions.

(b): Ministry of Tourism, Government of India is not the regulatory authority for deciding the rate structure charged by Tourism Stakeholders.
