

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.615
ANSWERED ON 04.12.2025

PROMOTION OF TOURISM IN ANDHRA PRADESH

615 SHRI SANA SATHISH BABU:

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

- (a) the funds allocated to Andhra Pradesh under the Domestic Promotion and Publicity including Hospitality (DPPH) scheme during the last five years;
- (b) the initiatives taken under the Dekho Apna Desh programme to promote tourism, fairs and festivals specific to that State;
- (c) the details of Domestic Tourist Visits (DTV's) and Foreign Tourist Visits (FTV's) recorded there during that period, year-wise; and
- (d) whether any promotional events, webinars or campaigns have been organised in State to boost domestic tourism and attract foreign tourists?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): Ministry of Tourism promotes the tourism destinations of the country, including Andhra Pradesh, in a holistic manner. Funds are not allocated, State-wise, under the Domestic Promotion and Publicity including Hospitality (DPPH) Scheme.

(b) to (d): The Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020 for the promotion of domestic tourism in the country. Under this initiative, the Ministry promotes tourism destinations and products of India, including those in Andhra Pradesh, through various activities such as Webinars, Quiz, Pledge, Seminars, Tourism promotional events, Fam tours, web-site, social media etc.

Further, the Ministry promotes fairs and festivals as tourism products and experiences in domestic and international markets through UTSAV portal, website and Social Media handles. Central Financial Assistance (CFA) is also provided to State Governments/UT Administrations for organising fairs, festivals and tourism-related events. Further, Ministry regularly conducts tourism promotional events in the State, to engage with the public and the different travel stakeholders, including tour operators, hoteliers etc.

Ministry of Tourism also organized the Krishnaveni Sangeetha Neerajanam Music Festival, in 2023 and 2024 at Viyajwada, Andhra Pradesh to promote the traditional music, arts, crafts, cuisine and textiles of the region, while positioning Andhra Pradesh as a key cultural destination.

The details of Domestic Tourist Visits (DTV's) and Foreign Tourist Visits (FTV's) to Andhra Pradesh, year-wise, during the last 5 years is given below:-

Years	Domestic Tourist Visits (DTV's)	Foreign Tourist Visits (FTV's)
2020	7,08,28,590	67,591
2021	9,32,77,569	27,551
2022	19,27,16,721	1,65,845
2023	25,47,06,328	60,426
2024	29,02,66,452	2,62,431

Source: Andhra Pradesh State Tourism Department
