

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.139
ANSWERED ON 29.01.2026

FALL IN INTERNATIONAL TOURIST ARRIVALS

139 DR. KANIMOZHI NVN SOMU:

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

- (a) whether Government has observed a recent fall in international tourist arrivals in India and if so, the details thereof;
- (b) whether any assessments, surveys, or studies have been conducted to identify the key factors behind this decline;
- (c) whether Government has examined the reasons for international travellers increasingly preferring other Southeast Asian countries despite India offering diverse landscapes, heritage and tourism experiences; and
- (d) if so, the corrective steps proposed to enhance India's competitiveness as a global tourism destination and if not, the reasons therefor?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) and (b): In terms of international tourist arrivals, the latest data indicates a significant upward trend, as reflected in the table below:

International Tourist Arrivals in India	
Year	ITA (in million)
2019	17.91
2020	6.33
2021	7
2022	14.33
2023	18.89
2024 (Provisional)	20.57

Source: Bureau of Immigration

(c): No specific study on the subject has been undertaken by the Ministry of Tourism. However, according to the latest UN Tourism Barometer, international tourist arrivals in India surpassed the 2019 pre-pandemic benchmark in 2023, whereas Southeast Asia as a region has not yet exceeded its 2019 levels even in 2024. Within the region, Malaysia is the only country that has recorded a higher growth rate than India.

(d): The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets with the objective to promote tourism to the country, in

association with the Indian Missions located in the respective countries, State Governments/ Union Territories Administrations and travel trade sector. These promotional activities undertaken during the last five years include participation in various international travel trade exhibitions, fairs and events; organization of familiarization (FAM) tours for foreign tour operators, media and influencers; organisation of Tourism Roadshows, India food festivals; engagement with local tour operators and other industry stakeholders; publicity through social media handles.
