

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 777
ANSWERED ON 05.02.2026

PROMOTION OF TOURISM IN MAHARASHTRA

777 SHRI DHANANJAY BHIMRAO MAHADIK:

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

- (a) whether Government has formulated any new strategy to attract foreign tourists and boost tourism-led economic growth and if so, the details thereof;
- (b) whether Maharashtra, despite having major tourism destinations such as Mumbai Ajanta, Ellora, Konkan coast and religious circuits, has witnessed stagnation in foreign tourist inflows in recent years and if so, the details thereof;
- (c) whether Government proposes specific international marketing campaigns, visa facilitation measures or infrastructure support to promote Maharashtra as a global tourism destination and if so, the details thereof; and
- (d) whether consultations have been held with Government of Maharashtra to address these concerns and if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): The Ministry of Tourism promotes India as a holistic destination, in the global tourism generating markets, to promote various tourism products and destinations of the country. The promotion is carried out through 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. These activities are undertaken in association with Indian Missions, industry and the State Governments / Union Territory Administrations, including the State Government of Maharashtra.

Further, in order to develop tourism infrastructure in the country, the Ministry under its schemes of 'Swadesh Darshan (SD)', 'Swadesh Darshan (SD2.0)', 'Challenge Based Destination Development (CBDD)' a sub-scheme of Swadesh Darshan 2.0 scheme, 'Special Assistance to States for Capital Investment (SASCI)', 'Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' provides financial assistance in consultation with the concerned State Governments/UT Administrations.

The number of foreign tourists visits in Maharashtra in last three years is as follows –

(In Million)

2022	2023	2024
1.512	3.388	3.705

Maharashtra accounted for the highest share of foreign tourist visits in India in 2024 at 17.69 percent.

(d): The Ministry regularly holds consultation meetings with the tourism departments of State Governments / Union Territory Administrations including Maharashtra to discuss issues related to the development and promotion of tourism in the country.
