

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2198**  
ANSWERED ON 06.08.2026

**INCREDIBLE INDIA 2.0 INITIATIVE**

2198 SHRI R. GIRIRAJAN:

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

- (a) the details of strategic focus areas of the Incredible India 2.0 initiatives in Tamil Nadu;
- (b) the nature of promotional efforts undertaken including global events, partnerships and digital campaigns;
- (c) the impact of these efforts on strengthening India's tourism profile and generating interest among foreign tourists; and
- (d) whether the Government has put in place any evaluation mechanism to measure the effectiveness of Incredible India 2.0 and if so, the details thereof?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry of Tourism promotes India's diverse tourism experiences in a holistic manner across domestic and international markets, including the State of Tamil Nadu. Under the Incredible India 2.0 initiative, launched following the Union Budget 2017–18, the Ministry adopted a market-specific, theme-based, and digital approach to tourism promotion.

The Ministry undertakes various promotional activities through digital and social media, the Incredible India portal, participation in major international travel fairs and exhibitions, roadshows, destination presentations, familiarisation visits, engagement with the travel trade, and partnerships with technology platforms, industry stakeholders, and content creators. Several of these activities are implemented in coordination with Indian Missions abroad, which support destination promotion, facilitate engagement with the local travel trade, media, and other stakeholders, and disseminate Incredible India promotional material in their respective countries.

The Ministry regularly reviews these promotional activities through stakeholder feedback, participation in events and tourism indicators, including International Tourist Arrivals (ITAs). Promotional strategies are updated from time to time in line with changing travel trends to improve outreach and strengthen India's position as a preferred global tourism destination.

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