

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3017
ANSWERED ON 13.08.2026

INCREDIBLE INDIA DIGITAL CAMPAIGN IN ANDHRA PRADESH

3017 SHRI SANA SATHISH BABU:

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

- (a) the number of destinations from Andhra Pradesh that featured on the Incredible India digital platform and other official digital promotional campaigns of Government;
- (b) the strategies like digital storytelling, collaborations and multilingual content adopted as branding strategy under the campaign to promote tourism destinations of the State;
- (c) the steps taken to provide multilingual digital content to improve the visibility of tourist destinations in the State among domestic and international visitors; and
- (d) whether any proposal is under consideration to strengthen digital discoverability of the State's tourism destinations through innovative technologies under the campaign and if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry of Tourism launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travelers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions including that of Andhra Pradesh. The platform offers the visitors a virtual experience of tourism attraction of the country including cultural, heritage, adventure, gastronomical, wellness, art & craft, rural etc. The IIDP offers real-time weather updates, city exploration, and essential travel services. The platform also includes a content hub for sharing and managing digital assets.

The platform is available in multiple language (Hindi, English, Russian, Spanish, French, Chinese and Arabic) and offers curated travel content, essential information, and seamless booking of flights, hotels, cabs, buses, and ASI monument tickets through partnerships with Online Travel Agents (OTAs) and other stakeholders.

The Ministry of Tourism actively promotes the country's tourism destinations and products, as well as various activities and initiatives, through its official social media platforms on a regular basis. The Ministry regularly collaborates with influencers, including travel bloggers, YouTubers, and photographers, through public outreach initiatives to showcase and enhance the visibility of India's diverse tourism offerings.
