

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3018
ANSWERED ON 13.08.2026

TOURISM PROMOTION CAMPAIGNS IN FOREIGN COUNTRIES

3018 SMT. RENUKA CHOWDHURY:

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

- (a) the number of Foreign Tourist Arrivals (FTAs), Overseas Citizens of India (OCI) cardholders, Non-Resident Indians (NRIs) and other foreign visitors arriving in India since 2021, category-wise and year-wise;
- (b) the details of funds allocated, released and utilised for overseas tourism promotion, branding and marketing of India since 2021 under various schemes and programmes, scheme-wise, country-wise and year-wise; and
- (c) the details of promotional campaigns undertaken by Government in foreign countries during the said period, indicating the countries covered and expenditure incurred?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): As per the data received from Bureau of Immigration (BoI), the Foreign Tourist Arrivals (FTAs) including Overseas Citizens of India (OCI) and Non-Resident Indians (NRIs) from 2021-2025 are as follows:

(in number)		
Year	Foreign Tourist Arrivals (FTAs)	Non-Resident Indians (NRIs)
2021	15,27,114	54,82,521
2022	64,37,467	78,92,210
2023	95,20,928	93,78,282
2024	99,51,722	1,06,16,900
2025	91,48,766	1,10,69,003

Source: Bureau of Immigration (BoI)

(b) & (c): The Ministry of Tourism promotes tourist destinations and experiences of the country in important and potential overseas tourist generating markets. The promotion is carried out through participation in international travel fairs and exhibitions, organising roadshows and Familiarization (FAM) tours, influencer programmes, supporting and organising tourism events, and digital and social media outreach. The expenditure is met from Restructured Scheme of Overseas Promotion & Publicity (RSOPP) Scheme, the details of budget allocated and actual expenditure for last 5 years are as below:

Year	Budget Allocated (Rupees in Crore)	Actual Expenditure (Rupees in Crore)
2021-22	89.00	9.42
2022-23	60.00	12.29
2023-24	100.00	51.04
2024-25	33.00	32.26
2025-26	43.48	26.13
