

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.624#
ANSWERED ON 23.07.2026

PROMOTION OF DOMESTIC AND INTERNATIONAL TOURISM

624# SMT. DARSHANA SINGH:

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

- (a) the promotional and public awareness campaigns being run by Government to attract domestic and international tourists;
- (b) the initiatives taken to promote India's tourist destinations through digital platforms and social media;
- (c) whether Government is working on a special strategy to increase the number of foreign tourists; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry of Tourism promotes India's tourism destinations and experiences in a holistic manner in both domestic and international markets through various promotional initiatives, including participation in major travel fairs and exhibitions, roadshows, destination presentations, familiarisation visits, stakeholder engagement, and the organisation of promotional events.

The Ministry promotes tourist destinations through the Incredible India Digital Platform (IIDP), which provides information on destinations, itineraries, cultural events, and travel guidance. In addition, tourism promotion is undertaken through the official Incredible India social media platforms. Ministry also carries out influencers programme to promote the tourism destinations and products for a wider reach.

As part of its strategy to enhance foreign tourist arrivals, the Ministry is leveraging digital technologies, strategic partnerships, and innovative storytelling to strengthen the visibility of India's tourism offerings and attract a larger global audience. As a result, Foreign Tourist Arrivals (FTAs) have increased from 76.79 lakh in 2014 to 99.51 lakh in 2024.
