

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.627
ANSWERED ON 23.07.2026

TOURISM-RELATED EARNINGS

627 SHRI S NIRANJAN REDDY:

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

- (a) whether Government is aware of the fact that India's international tourism receipts stood at approximately USD 35 billion in 2024, significantly lower than countries such as Turkey (USD 56.3 billion), Thailand (USD 42.7 billion) and Saudi Arabia (USD 42 billion) despite India's diverse cultural and heritage tourism assets;
- (b) whether Government has undertaken any comparative assessment to identify the factors responsible for India's relatively lower tourism-related foreign exchange earnings;
- (c) the average expenditure per foreign tourist and average length of stay in India during the last five years; and
- (d) the measures taken or proposed to increase high-value inbound tourism?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): As per the Balance of Payment data released by the Reserve Bank of India, India's international tourism receipts were 2.93 lakh crore Rupees in 2024, which was 10.44% more than the previous year. The data shows that the earnings of foreign exchange through tourism has been growing over the years. Also, India's share in world tourism receipts has shown a steady upward trend, increasing from 0.69% in 2001 to over 2% in 2024.

Foreign Exchange Earnings and Average length of stay in India

Year	Foreign Exchange Earnings (Rs Lakh Crore)#	Average length of stay in India (in Days)*
2020	0.96	32
2021	0.64	27
2022	1.70	23
2023	2.66	18
2024	2.93	18

#BoP, Reserve Bank of India

*Bureau of Immigration

(d): Strengthening the tourism ecosystem is continuous process primarily undertaken by the concerned State Governments/Union Territory Administrations. However, the Ministry of Tourism complements these efforts by extending financial assistance under its central sector schemes like Swadesh Darshan 2.0, PRASHAD, etc. In order to increase high-value inbound tourism, the Government strategically promotes Niche Tourism Products such as Medical and Wellness, Cruise, and MICE (Meetings, Incentives, Conferences, and Exhibitions) to attract international visitors with specific interests. Further, 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.
