

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1591
ANSWERED ON 05.03.2018**

INCREDIBLE INDIA CAMPAIGN

1591. SHRI A. ARUNMOZHITHEVAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether it is true that the country's spiritual and wellness traditions will form the highlights to Tourism Ministry's incredible India 2.0 campaign;**
- (b) if so, the details thereof;**
- (c) whether the Incredible India 2.0 campaign proposes to focus on developing at least 10 cities where it will promote their spirituality quotient and also develop their medical and wellness potential; and**
- (d) if so, the details thereof?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K.J. ALPHONS)**

(a) and (b): Ministry of Tourism has launched the Incredible India 2.0 campaign, during the financial year 2017-18 to promote various destinations and tourism products of the country including spiritual, medical and wellness tourism in important and potential source markets overseas.

(c) and (d): The Incredible India 2.0 campaign aims at a shift from generic promotions undertaken across the world to market specific promotional plans and content creation with thematic creatives on different niche products including spiritual, medical and wellness tourism.
