

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.435  
ANSWERED ON 05.02.2018**

**PROMOTING INDIA AS TOURISM DESTINATION**

**435. SHRI MAHEISH GIRRI:**

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

- (a) whether the Government has taken any steps during the last three years to promote India as tourism destination in richer countries/countries such as Malaysia, Sri Lanka, Singapore that share cultural similarity with us;**
- (b) if so, the details of all such promotional and advertising campaigns undertaken in this regard; and**
- (c) the country-wise details of amount spent in such campaigns, tourist traffic and revenue generated from tourists during the said period?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)**

**(SHRI K.J. ALPHONS)**

**(a) and (b): The Ministry of Tourism (MoT), through its India tourism Offices overseas undertake various promotional activities with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country in important tourist generating markets including Malaysia, Sri Lanka and Singapore. These promotional activities include outdoor advertising, participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry. In addition, MoT annually releases global print, electronic and online media campaigns in important and potential markets overseas, under the Incredible**

**India brand-line, to promote various tourism destinations and products of the country including Malaysia, Sri Lanka and Singapore. Promotions are also undertaken through the website and Social Media accounts of the Ministry.**

**(c): The expenditure incurred for promotion of India Tourism in the overseas markets under the 'Restructured Scheme of Overseas Marketing Promotion and Publicity including Marketing Development Assistance' for the last 3 financial years is as under:**

<b>Financial Year</b>	<b>Expenditure Incurred (Rs. in crore)</b>
<b>2014-15</b>	<b>166.36</b>
<b>2015-16</b>	<b>170.83</b>
<b>2016-17</b>	<b>192.24</b>

**The Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs) during the last three calendar years are as under:**

<b>Financial Year</b>	<b>Foreign Tourist Arrivals (FTA) to India (million)</b>	<b>Foreign Exchange Earnings through Tourism (Rs. in Crore)</b>
<b>2015</b>	<b>8.03</b>	<b>135193</b>
<b>2016</b>	<b>8.80</b>	<b>154146</b>
<b>2017</b>	<b>10.18*</b>	<b>180379*</b>

**\*Provisional**

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