GOVERNMENT OF INDIA
MINISTRY OF TOURISM

LOK SABHA
UNSTARRED QUESTION NO.5551
ANSWERED ON 02.04.2018

BEST EXHIBITOR AWARD

5551. ADV. JOICE GEORGE:
SHRI C. MAHENDRAN:

Will the Minister of TOURISM be pleased to state:

(a)   whether India has won the Best Exhibitor Award at ITB-Berlin World Tourist Meet convened at Berlin, Germany recently and if so, the details thereof;
(b)   whether ITB is represented by companies from tourism sector including hotels, tourist boards, tour operators, system providers, airlines and car rental companies and if so, the details thereof;
(c)   whether this will result in more influx of international tourists and if so, the details thereof;
(d)   whether the Government is planning for a campaign internationally for attracting more tourists; and
(e)   if so, the details thereof?

ANSWER

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

(a), (b) & (c):   Yes, Madam. India was awarded the "Best Exhibitor" Award for Asia/Australia/Oceania region at Internationale Tourismus Borse (ITB), 2018. More than 45 stakeholders comprising State Governments/UT Administrations, tour operators, hotels/resorts, Air India, IRCTC etc. participated as co-exhibitors from the India pavilion to showcase their varied tourism destinations/products.

The prime objective of the Ministry of Tourism (MoT) to participate in such events is to promote various tourism products and destinations of the country and to increase India's share in the global tourism market. The said goals are met through an integrated marketing and promotional strategy.

(d) & (e): 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. 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.

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