

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 2020
ANSWERED ON 19.12.2022**

PARTICIPATION IN WORLD TRAVEL MARKET 2022

2020. SHRI JANARDAN SINGH SIGRIWAL:

Will the Minister of TOURISM be pleased to state:

- (a) whether India is participating in the World Travel Market 2022 at London;**
- (b) if so, the details and objectives thereof;**
- (c) the manner in which India's participation will be helpful in promoting tourism; and**
- (d) the measures taken/being taken by the Government to boost India's tourism at international level?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): Yes, Sir.

The Ministry of Tourism, Government of India and various State Tourism department attended WTM 2022 during 07th to 09th November, 2022.

The theme of this year's exhibition was 'The Future of Travel Starts Now'. During the event the Ministry of Tourism had a business to business (B2B) meetings with Tour Operators, Travel Agents and various other stakeholders and organized the press Meet to apprise the travel media of India's preparedness to welcome international tourists post pandemic. Further, India pavilion showcased varied tourism products of India including culture, heritage and niche tourism products such as cuisine, wellness, yoga, wildlife and luxury etc.

(c)&(d): The WTM is a prestigious platform and among the top 3 international travel shows, where travel professionals come together to connect and showcase destinations and tourism products.

Ministry of Tourism promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.

The above objectives are met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India. In order to boost visitor arrival, Ministry of Tourism, Government of India has declared "Incredible India! Visit India Year 2023".
