

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1200
ANSWERED ON 11.12.2023**

STEPS TO PROMOTE FOREIGN TOURIST ARRIVAL

1200.SHRI BALASHOWRY VALLABHANENI:

SHRI MAGUNTA SREENIVASULU REDDY:

Will the Minister of TOURISM be pleased to state:

- (a) the steps taken by the Government to promote foreign tourist arrivals under 'Incredible India! Visit India Year 2023';**
- (b) whether foreign tourist arrivals in the first half of the current year has reached at the same level as much as it was in the first half of 2019;**
- (c) if so, the details thereof and if not, the reasons therefor along with the efforts being made to push Foreign Tourist Arrivals (FTAs) into India; and**
- (d) the quantum of India's share in global tourism market and the steps taken/proposed to be taken to double the share?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): The Ministry of Tourism undertakes an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions in the Overseas Markets. The Ministry of Tourism 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".

The foreign tourist arrival in the first half of 2019 and current year are given below:

Foreign Tourists Arrival (FTAs)

2019 (Jan to June)	2023 (Jan to June)
52,96,025	43,80,239

In order to increase the footfall of international tourists in India, Ministry of Tourism, participated in various International travel fairs during the Year 2023 such as FITUR 2023, Madrid, Spain (18-22 January 2023); ITB Berlin (7-9 March 2023); Arabian Travel Market 2023, Dubai (1-4 May 2023); IMEX Frankfurt (17-19 Oct 2023); OTDYKH Leisure, Moscow, Russia (12-14, September 2023); TOP Resa, Paris, France (3 - 5 October 2023); PATA Travel Mart 2023 (4-6 October 2023) in New Delhi; ITB, Asia, Singapore (25 - 27 Oct 2023); JATA, Osaka, Japan (26-29 October 2023); WTM London (6-8 Nov 2023).

India's Share in Global tourism market as on 2022 is 1.48*% (provisional).

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.
