

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 41
ANSWERED ON 18.11.2019**

PROMOTION OF TOURISM IN DELHI

41. SHRI PARVESH SAHIB SINGH VERMA:

Will the Minister of TOURISM be pleased to state:

- (a) the number of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) in Delhi since the last five years;**
- (b) whether the Swadesh Darshan Scheme and PRASAD Scheme has been extended to Delhi for Integrated Development along with tourism;**
- (c) whether the Government has taken any steps in promoting Delhi on International platforms and if so, the details thereof and if not, the reasons therefor; and**
- (d) the quantum of allocations made for promotion of tourism in Delhi *vis-a-vis* other States during the last five years?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a): The estimated number of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) in Delhi for the last five years are given below:

| Year | DTVs | FTVs |
|--------------|-----------------|----------------|
| 2014 | 22626859 | 2319046 |
| 2015 | 25258051 | 2379169 |
| 2016 | 28460832 | 2520083 |
| 2017 | 29114423 | 2740502 |
| 2018* | 29114423 | 2740502 |

*** Figures of 2017 repeated for 2018.**

(b): No site has been sanctioned for Delhi under PRASHAD / Swadesh Darshan Schemes.

(c): Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities to promote various tourism destinations and products in the different States and Union Territories of the country including those in the National Capital Region of Delhi. In addition to that, Promotions are also undertaken through the website and Social Media accounts of the Ministry. The India Tourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the different States.

(d): The Ministry of Tourism does not allocate funds to State/UTs for the promotion of tourism. However, the Ministry provided Central Financial assistance to State Governments/UT administrations for the following promotional activities, based on proposals received from the states/Union territories, subject to adherence to scheme guideline and availability of funds:

- (i) Organizing Fairs, Festivals and Tourism related Events**
- (ii) Joint advertising in Print Media Campaign.**
- (iii) Production of Publicity Material in collaboration with private Sector.**
- (iv) Promotion of Film Tourism.**

The Ministry produced a promotional film on Delhi which has been promoted across the globe. The Delhi film is shown on Air India flights originating or terminating in Delhi. In addition, photo shoot of Delhi has also been carried out by the Ministry. Publicity material on Delhi has also been produced.
