

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†4808
ANSWERED ON 23.03.2020**

STATES WHICH HAVE CONTRIBUTED MOST IN TOURISM SECTOR

†4808. SHRI HARISH DWIVEDI:

Will the Minister of TOURISM be pleased to state:

- (a) the names of the States which have contributed the most in the development of tourism industry in the country;**
- (b) whether the Government has made any efforts to promote the said States; and**
- (c) if so, the details thereof?**

ANSWER

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

(a): Details of top 5 States in terms of tourist visits during 2018 are given below:

Sr. no.	State	Tourist Visits	% Share
1	Tamil Nadu	391983721	20.8%
2	Uttar Pradesh	288860600	15.3%
3	Karnataka	214850172	11.4%
4	Andhra Pradesh	195048957	10.4%
5	Maharashtra*	124270053	6.6%
6	total of top 5	-----	64.5%

***Data for 2017 is repeated for 2018**

Further, as per the reports of Regional Tourism Satellite Account prepared by National Council of Applied Economic Research (NCAER) for reference year 2015-16, Maharashtra, Tamil Nadu, Karnataka, Uttar Pradesh and Kerala are the top 5 States in terms of tourism direct gross value added.

(b) & (c): The Ministry of Tourism, Government of India promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country including those in the top States. Promotions are also undertaken through the website and social media accounts of the Ministry. In addition, the India tourism offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country including those in the top States.
