

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.37
ANSWERED ON 25.11.2024**

INTERNATIONAL TOURIST FOOTFALL

**37 SHRI VIJAY KUMAR DUBEY:
SMT. APARAJITA SARANGI:
SHRI SURESH KUMAR KASHYAP:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of marketing and promotional strategies incorporated by the Government in order to increase the footfall of international tourists in the country especially in Himachal Pradesh State and Shimla constituency; and**
- (b) the details of current rate structure pertaining to services provided as part of tours?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets with the objective of showcasing India's tourism potential and promoting tourism to the country, including the state of Himachal Pradesh. Details of promotional activities are as follows:

- i. Participation in international travel fairs and exhibitions such as World Travel Market (WTM) London, Feria Internacional de Turismo (FITUR) Madrid, International Travel & Hospitality Show (MITT) Moscow, Asia-Pacific Incentives and Meetings Event (AIME) Sydney, Internationale Tourismusbörse (ITB) Berlin, Arabian Travel**

- Market (ATM) Dubai, International Meeting Exchange (IMEX) Frankfurt, International & French Travel Market (IFTM) Top Resa Paris, Japan Expo, Internationale Tourismusbörse Asia (ITB Asia), Singapore etc.**
- ii. The Chalo India initiative has been launched by the Ministry to encourage the huge Indian diaspora to become Incredible India ambassadors and encourage their five non-Indian friends to visit India, every year.**
 - iii. A Chalo India portal has also been developed for registration of the Indian diaspora. Further gratis e visa to one lakh foreign tourists, visiting India under the referral program was announced.**
 - iv. Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in) on 27th September, 2024. The Incredible India Content Hub is a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe required to amplify Incredible India in all their marketing and promotional efforts. The revamped Incredible India Digital Portal is a tourist-centric, one-stop digital solution designed to enhance the travel experience for visitors to India.**
 - v. Inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.**
 - vi. The promotions are being carried out in association with the State Governments and the Overseas Indian Missions including the 20 identified Indian Missions.**

(b): Ministry of Tourism, Government of India is not the regulatory authority for deciding the rate structure charged by Tourism Stakeholders.
