

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3726
ANSWERED ON 24.03.2025**

WEDDING TOURISM

3726. SHRI PRAVEEN PATEL:

SHRI BASAVARAJ BOMMAI:

DR. BHOLA SINGH:

SHRI PRATAP CHANDRA SARANGI:

DR. VINOD KUMAR BIND:

SMT. SHOBHANABEN MAHENDRASINH BARAIYA:

SHRI GAJENDRA SINGH PATEL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched 'Wedding Tourism' in the country;**
- (b) if so, the details thereof along with the steps taken/being taken by the Government to ensure uniform and simplified marriage registration processes across all States and Union Territories;**
- (c) the details of the measures taken/being taken to address concerns regarding legal validity and documentation requirements for marriages registered under the proposed uniform system;**
- (d) whether the Government intends to introduce any legislative or policy reforms to facilitate inter-state marriage registrations and eliminate domicile-based restrictions;**
- (e) whether States and Union Territories have responded positively to the Centre's request for easing marriage registration for non-residents; and**
- (f) if so, the details along with the numbers thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (f): Development and promotion of tourist destinations and products, including wedding tourism is undertaken by the respective State Government/Union Territory Administration. The Ministry complements the efforts of States/UTs by promoting various tourism

products of the country, including wedding tourism through various initiatives.

The Ministry of Tourism launched a promotional campaign "India says I do" which aims at showcasing India as a premier wedding destination on the global stage. The campaign aims to leverage digital marketing, website, social media campaigns, influencers, offline and online activations.

The Ministry of Tourism in collaboration with Department of Tourism, Government of Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI) organized the 'Wed in India' expo alongside the Great India Travel Bazaar at Jaipur on 5th May 2024. The event was attended by wedding planners from India and abroad, State Governments, media, international and domestic tour operators and event management companies.

Registration of marriages is dealt by the local administrations in various States and Union Territories.
