

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.+139
ANSWERED ON 01.12.2025**

REVAMPED INCREDIBLE INDIA DIGITAL PLATFORM

+139. SHRI ALOK SHARMA:

SHRI SURESH KUMAR KASHYAP:

SHRI VIJAY BAGHEL:

SHRI MUKESH RAJPUT:

SHRI ASHISH DUBEY:

SHRI VIJAY KUMAR DUBEY:

Will the Minister of TOURISM be pleased to state:

- (a) the salient features of the revamped “Incredible India Digital Platform” launched by the Government with the aim of strengthening India’s global tourism presence and enhancing visitor experience;**
- (b) the details of innovative digital features introduced through the said platform and their impact on providing seamless and user-centric travel planning experience to travelers;**
- (c) whether the said platform is integrated with travel agents and other digital service providers to enable seamless booking of flight, accommodation, transport and monument entry tickets and whether the wildlife sanctuaries in and around Jabalpur such as Kanha, Bandhavgarh, Pench and Panna are also included therein; and**
- (d) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): The Ministry of Tourism has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travellers and stakeholders interested in exploring the country’s rich cultural heritage, natural beauty, and diverse attractions. The platform offers the visitors a virtual experience of tourism attraction of the country including cultural, heritage, adventure, gastronomical, wellness, art & craft, rural etc. The IIDP uses an AI-powered tool that personalizes visitor experiences by

offering real-time weather updates, city exploration, and essential travel services.

(c) & (d): The portal has also partnered with several OTAs (Online Travel Agents) and Stakeholders for seamless booking of flights, hotels, cabs, and buses and tickets for ASI monuments.
