



discussions with Archaeological Survey of India (ASI) and Ministry of Tourism officials.

- The tourism fraternity of Tamil Nadu also met the Hon'ble Minister and presented their representations on various issues related to development of tourism in the state.
- Luxury Cruise liner Magellan called at the Chennai Port on 8th April 2017. India Tourism Chennai extended traditional welcome to 650 passengers arrived by the cruise liner. Tourist Information service was also provided to them on arrival.
- Joint Secretary (Tourism) visited Indian Culinary Institute, Tirupati functioning at State IHM Campus. He also inspected the construction site of upcoming Indian Culinary Institute at Tirupati on 20th April 2017.
- International Yoga Day was celebrated in a grand manner on 21st June 2017 by India Tourism Chennai. Staff of India Tourism Chennai, faculty members and students of IHM Chennai and Travel Trade members participated in this event.
- Travel Club of Madurai organized a Map releasing function on 3rd

June 2017 for releasing the map of Madurai City.

#### India Tourism – North

- India Tourism North participated in the “Wedding Summit” organized by CII and co-sponsored by the Ministry of Tourism. An Incredible India booth was set up and the footfalls were substantial. During the summit, IATO members were persuaded to launch “Wedding and Honeymoon” packages.
- India Tourism North presented Welcome Kit to two prize winners of “Swadese India Quiz Contest” from Thailand on their arrival.

#### India Tourism North- East

- India Tourism Guwahati participated in the road show cum conference on “National Waterway – A Gateway in North East” on 22nd & 23rd May, 2017 organized by Inland Waterways Authority of India & Ministry of Development of Northeastern Region.



- A Regional Review Meeting of Northeast was held on 16th June at Hotel Vivanta by Taj chaired by Mrs. Rashmi Verma Secretary (Tourism) Govt of India.
- India Tourism, Imphal had participated in Shirui Lily Festival 2017, at Ukhrul, Manipur organised by Department

of Tourism, Government of Manipur from 16th May to 20th May, 2017. Shirui Lily is the state flower which grows only at Shirui Hill at Ukhrul district Manipur

#### India Tourism West

- India Tourism Mumbai celebrated



International Day of Yoga on 21.06.2017 by organising Yoga Demonstrations for Travel & Tourism Stakeholders and students at Institute of Hotel Management, Mumbai and the General Public at Churchgate Railway Station, Mumbai.

- India Tourism Mumbai participated in Textile India Exhibition at Gandhinagar, Gujarat from 30.6.17 to 02.07.17, Regional Director attended this event. Hon'ble Minister for Tourism, Dr. Mahesh Sharma visited the Exhibition.

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Ministry of Tourism  
Government of India



## MINISTRY OF TOURISM

QUARTERLY NEWSLETTER

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#### Tourism- A Figurative Status

The Foreign Tourist Arrivals (FTAs) during April- June 2017 were 2.04 million as compared to 1.67 million during the same period in 2016, showing a growth of 22.5%. The Foreign Exchange Earnings (FEEs) for the Quarter were 40,183 Crores as compared to 32,432 Crores in the corresponding period in 2016, registering a growth of 23.9 %. In US\$ terms, the FEEs stood at US \$6.23 billion in April- June, 2017 as compared to US \$4.85 billion in 2016 for the same period. The FTAs on e- tourist Visa stood at 2,49,762 in April- June, 2017 as compared to 1,50,860 in April- June, 2016 registering a growth of 65.6 %.

#### Updates On Activities of Ministry Of Tourism

##### Schemes/ Initiatives

A total of 7 projects amounting to 486.04 Crores were sanctioned under the Swadesh Darshan Scheme in the quarter April- June, 2017. The projects have been sanctioned for the Development of Spiritual, Heritage, Buddhist and Coastal Circuits.

Under PRASAD Scheme, 1 project amounting to 40.67 Crores has been sanctioned for the development of Omkareshwar temple in Madhya Pradesh.

#### GST Cell

A GST Cell has been constituted in the Ministry of Tourism headed by Economic Advisor (Tourism). As a part of creation of GST facilitation centre, a dedicated email ID has been created and a temporary telephone number has been given for the purpose.

A letter is sent to various stakeholder associations of tourism sector informing them about the creation of the GST facilitating centre/call centre. Contact details of the facilitation centre have also been communicated for sending any GST related query on Tourism.

The GST Cell is interacting with the Working Group on Tourism setup by the GST Council and the stakeholders for smooth transition into the GST regime.

#### Important Events

##### Celebration of 3rd International Yoga Day

Ministry of Tourism celebrated 03rd International Yoga Day Event on 21st June, 2017 by hosting a MEGA FAM TOUR on Yoga and Wellness as a product of Niche Tourism. A group of 51 foreign delegates from 23 countries consisting of Tour operators/Travel Agents/Media Persons/



Opinion Maker/Scholars participated the event from 19th to 25th June; 2017.

The main objective was to promote Yoga and Wellness in the international market countries. 8 delegates were invited specifically from Russian market as part of the 70th year of India-Russia friendly relationship.

India Tourism overseas offices also participated in the events organized to celebrate International Day of Yoga.



Minister of State for Culture and Tourism (Independent Charge), Dr. Mahesh Sharma participated in the 3rd International Day of Yoga – 2017 celebrations, at Isha Foundation, Coimbatore on June 21, 2017.

#### Smart India Hackathon

The Ministry of Tourism, Government of India hosted the Grand Finale of Smart India Hackathon on 1-2 April, 2017 at the Mar Baselios Institute of Technology and Science [MBITS], Kothmangalam, Kochi.

48 teams from technology institutes/engineering colleges across the country participated in the event which aimed to institutionalize the model of harnessing the creativity and technical expertise of youth in technical institutions. Smt. Meenakshi Sharma, Additional Director General, Ministry of Tourism, Government of India, Shri Shreevats Sanjay, Deputy Director General / Regional Director (South) and Shri D. Venkatesan, Assistant Director

General were amongst the judges for the competition.

The Hackathon for Tourism sector focussed on the use of technology to solve problem statements pertaining to Tourism Sector posed by Ministry of Tourism such as Safety & Security of Tourist, Path breaking technological solutions that would catapult India as a leading tourist destination, Museum Commentary etc.

#### Strengthening of tourism cooperation between India and abroad

- Dr. Mahesh Sharma, Hon'ble Minister of State for Tourism & Culture(IC) held a meeting along with Mr. Giorgi Gakharia, Hon'ble Minister of Economy & Sustainable Development, Government of Georgia on 10th April 2017 to discuss the strengthening of tourism cooperation between India and Georgia.

- Additional Director General(Tourism) attended the 29th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia at Chittagong, Bangladesh from 15th to 17th May,2017.

- Dr. Mahesh Sharma, Hon'ble Minister of State (IC) for Tourism & Culture held a meeting along with a delegation from the Embassy of Saudi Arabia, New Delhi on 18th April 2017. Both sides discussed strengthening of tourism cooperation between India and Saudi Arabia.

#### Meetings of National Medical and Wellness Tourism Board & India Golf Tourism Committee

- Dr. Mahesh Sharma, Hon'ble Minister of State for Tourism(IC) chaired a meeting of the National Medical and Wellness Tourism Board on 19th June,

2017 at Hotel Samrat, New Delhi to discuss the issues related to Medical Tourism.



- Secretary(T) chaired the meeting of the India Golf Tourism Committee on 9.06.2017. During the meeting, the Committee considered the recommendations of the Sub-committee on the proposals for promotion of Golf Tourism.

#### Joint Working Group meeting between India & Australia

The 2nd meeting of the India-Australia Joint Working Group (JWG) on Tourism Cooperation was held in New Delhi on 28th June 2016. The Indian delegation was led by Shri SumanBilla, Joint Secretary, Ministry of Tourism and the Australian delegation was led by Mr. Robert Owen-Jones, Assistant Secretary, Department of Foreign Affairs and Trade (DFAT), Government of Australia.



Both sides exchanged views for establishing a mechanism to encourage exchange of information and data related to tourism resources and tourist arrivals to understand the dynamics of the tourism sector in both the countries, as well as the requirements and expectations of overseas travellers from both countries. It was mutually agreed that a video conference may be held between statistical teams of both countries for exchange of data.

#### Promotional Activities

- Ministry of Tourism published an advertisement in major dailies on pan India basis to highlight the achievements of Ministry of Tourism and to announce the advancement of 25 ranks for India in Travel and Tourism Competitive Index.

- Ministry of Tourism also participated in the Textile India Exhibition-2017 organized by Ministry of Textiles at Gandhinagar from 30th June, to 2nd July, 2017.

- On the occasion of International Yoga Day, Ministry of Tourism participated in "India International Health & Wellness Exhibition, The Yogshala Expo 2017" held at Pragati Maidan, New Delhi from 16th to 18th June 2017. On the same occasion, a radio campaign was released through DAVP on private FM radio channels & one-month long Yoga TV campaign on major Doordarshan channels.

- One-month long campaign was launched airing on Doordarshan for promoting Jammu & Kashmir and the North Eastern states of the country

- During the month of May, 2017, the International Campaign of the

Ministry of Tourism commenced on major online portals and websites.

- Ministry of Tourism continued its Global media campaign on print and online media with an objective of promoting India in the potential sources market.

#### Activities Of India Tourism Offices Overseas

##### Arabian Travel Market (ATM), Dubai

India Tourism – Dubai along with 24 co-exhibitors from India on various tourism service providers participated in the Arabian Travel Market (ATM) from 24th to 27th April, 2017 at Dubai World Trade Centre (DWTC) to promote various India Tourism products. Buyers and sellers of travel and tourism sector from 150 countries participated in this Exhibition.

##### World Travel Market (WTM), Africa

India Tourism – Johannesburg participated in the World Travel Market (WTM) Africa at Cape Town, South Africa from 19th to 21st April, 2017 with a theme of Yoga & Wellness. More than 9,000 prospective tourists visited WTM Africa, out of which more than 3000 visitors enquired about various tourist attractions in India and packages to India.

##### World Tourism Forum Lucerne

India Tourism- Paris participated in World Tourism Forum Lucerne 2017, Switzerland from 04th- 05th May, 2017, the opening session started with the topic 'Stay relevant in uncertain Times'. Several panels were formed for discussion on various issues with eminent speakers

from trade, academic and political establishment.

#### Road Shows

India Tourism- New York organized Pacific Asia Travel Association (PATA) India Chapter Road Show in Boston at Hotel Marriott Copley Place, Boston on 31st May, 2017 which was attended by 27 Buyers and 18 Sellers. India Tourism Toronto organized Incredible India - PATA Road Show in Toronto on the May 30, 2017 at the Sheraton Centre Toronto.

#### Other important activities of India Tourism Offices Overseas

- India Tourism Offices Overseas organized the following events:

- India Golf Cup 2017, in collaboration with the Indian Chamber of Commerce in Italy at Golf Club Le Fonti on 08th April, 2017 and Golf Club Franciscorta on 25th April 2017.

- Mega India event in collaboration with Salento International Film Festival in Tricase from 27th to 30th April, 2017. The focus was on Indian cinema, cuisine, tourism and spirituality with a photo exhibition showcasing KumbhMela at Nashik.

- Besides, India Tourism Offices Overseas participated in various events like Travel & Adventure Show, Taxidi fair, Dance Festival, Trade Expo, Road Shows etc. to promote the India Tourism Products.

#### Activities of Regional Offices of MOT

##### India Tourism- South

- Hon'ble Minister of Tourism visited Chennai on 28.05.2017 and had