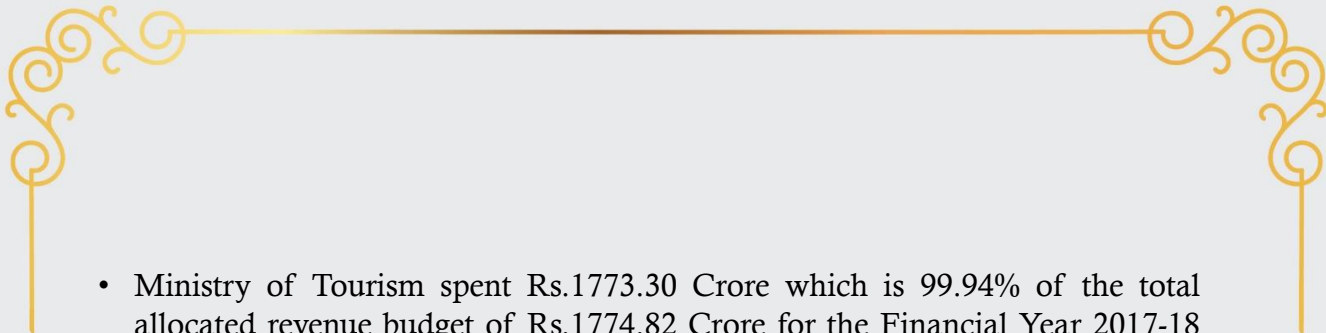


**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF MARCH, 2018

- Foreign Tourist Arrivals (FTAs) in India during February, 2018 were 10, 52,766 showing an increase of 10.1% over the same period of the previous year which was 9,56,337.
- FTAs on e-tourist visa in India during February, 2018 were 2, 75,802 showing an increase of 62.0% over the same period of the previous year which was 1, 70,205.
- Foreign Exchange Earnings (FFEs) were Rs.17,407 Crore during February, 2018 showing an increase of 10.2% over the same period of previous year, which was Rs.15,790 Crore.
- Minister of State for Tourism (I/C) attended the Internationale Tourisme-Bourse (ITB)-2018 held at Berlin, Germany from 07th March to 11th March, 2018 which is one of the biggest Travel and Tourism Mart in the World.
- Ministry of Tourism through SPIC MACAY organized a music series in Varanasi, Delhi and Kochi. The Incredible India Heritage Series were held over a period of 6 weekends with the objective to promote the rich cultural heritage of the country and to reinforce the principle of 'Tourism for All'.
- During the month of March, 2018, the Incredible India 2.0 campaign also continued on several international electronic and online media platforms in important source markets of India.
- A separate media campaign targeting the Indian Diaspora which was launched in February 2018 continued to be aired during the month of March. A dedicated Twitter campaign was undertaken during the ITB Berlin 2018.
- During the month of March 2018, stakeholder consultations were held for the development of following Iconic Sites:
 - 16th and 17th March, 2018: Kerala (Kumarakom)
 - 19th March, 2018: Delhi (Red Fort, Humayuns Tomb & Qutub Minar)
 - 21st and 22nd March, 2018: Agra (Taj Mahal and Fatehpur Sikri)

The above meetings were attended by representatives from Central Ministries, ASI, State Tourism Departments, Local Development Authorities, Police, Local Associations of Hotelier, Tour Operators, Guides, Taxi operators, NGOs, Local Self-Help Groups etc. working in the area.

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- Ministry of Tourism spent Rs.1773.30 Crore which is 99.94% of the total allocated revenue budget of Rs.1774.82 Crore for the Financial Year 2017-18 which is one of the highest booked amount in recent years.
 - Ministry of Tourism received 326 Public Grievances and disposed 308 at the end of March, 2018.

