

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF OCTOBER, 2018

- Foreign Tourist Arrivals (FTAs) in India during September, 2018 were 7,19,121.
- FTAs on e-tourist visa in India during September, 2018 were 1,58,884 showing an increase of 35.0% over the same period of the previous year which were 1,17,669.
- Foreign Exchange Earnings (FFEs) were Rs. 15,135 Crore during September, 2018 showing an increase of 9.4% over the same period of previous year, which was Rs. 13,840 Crore.
- Hon'ble Minister of State for Tourism (IC) attended the 2nd Indian Ocean Rim Association (IORA) Tourism Ministers meetings held at Port Elizabeth, Eastern Cape Province, South Africa from 21st to 23rd October 2018.
- Hon'ble Minister of State for Tourism (IC) attended the 109th Session of UNWTO Executive Council held from 30th October to 1st November 2018 at Manama, Bahrain.
- A Global Media Campaign targeting the Indian Diaspora, was launched in October 2018 on television channels and online portals popular with the diaspora. These included the Star Network, Zee Network, Sony Network, Colors, Times Now, Aaj Tak, Times.com and Viacom Digital.
- The Ministry of Tourism undertook the following promotional campaigns to publicize and generate awareness about the Statue of Unity of Sardar Vallabhbhai Patel:
 - i. Promotion on Social Media accounts of the Ministry of Tourism
 - ii. Television Campaign on Doordarshan and Private Channels in the country
 - iii. Campaign in Cinema Houses across the country
 - iv. Domestic Online Campaign (videos and Banner advertisements)
 - v. Television Campaign overseas on channels targeting the Indian Diaspora
- The Adopt a Heritage Project which was launched in 2017 has received encouraging response. In the month of October 2018, 4 MoUs were finalized and signed which include:
 - i. Ajanta Caves, Maharashtra
 - ii. Qutb Minar, Delhi
 - iii. Hampi & Hazara Rama Temple, Karnataka
 - iv. Leh Palace, Jammu & Kashmir

In addition, 12 MoUs are close to finalization.

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- During the month of October, 2018, Ministry of Tourism redressed 121 Public Grievances and 63 remained pending.

