

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.4754
ANSWERED ON 22.07.2019**

RELAUNCHING OF INCREDIBLE INDIA SCHEME

4754. SHRI REBATI TRIPURA:

SHRI VIJAY KUMAR DUBEY:

SHRI SANTOSH KUMAR:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any proposal to relaunch Incredible India Scheme in different parts of the country in near future,**
- (b) if so, the details thereof and the detailed list of Tourist spots thereof, State/UT-wise specially in North East, Uttar Pradesh and Bihar;**
- (c) if not, the reasons therefor; and**
- (d) the progress achieved so far in this regard?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (d): The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns under the 'Incredible India' brand line in the international and domestic markets, to promote various tourism destinations and products of the country, including those in the states of the North East Region, Uttar Pradesh and Bihar. Promotions are also undertaken through the Social Media accounts and website of the Ministry. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country. The Ministry has launched the Incredible India 2.0 Campaign in 2017 which marks a shift from generic promotions undertaken across the world to market specific promotional plans and content creation. The campaign focuses on digital and social media and the promotion of Niche Tourism products in important as well as potential source markets overseas.
