

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1217
ANSWERED ON 25.11.2019**

FEATURES OF THE INCREDIBLE INDIA 2.0 CAMPAIGN

**1217. SHRI A. RAJA:
SHRI RAMALINGAM S.:**

Will the Minister of TOURISM be pleased to state:

- (a) the salient features of the Incredible India 2.0 campaign;**
- (b) the details of the funds sanctioned, allocated and utilized under this campaign since its inception across the country, State/UT-wise including Tamil Nadu;**
- (c) the details of the numbers of cities/ districts specially rural areas covered under this campaign so far within the country state-wise including Tamil Nadu;**
- (d) the details of the target set along with the achievements made so far;**
- (e) whether the Government is also planning to expand this campaign and promote eco-tourism as part of this campaign, if so, the details thereof and the reasons therefor along with the number of States likely to be covered under this programme; and**
- (f) the steps taken/being taken by the Government for maximum coverage specially rural tribal areas of Tamil Nadu including promotion and development of their products through tourism across the country?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (f): The Ministry has launched the 'Incredible India 2.0' campaign in the Country including Tamil Nadu in September 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, including eco-tourism, rural and tribal tourism of the Country.

The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases domestic and international print, electronic and online media campaigns under the 'Incredible India 'brand-line, to promote various tourism destinations and products of the Country including Tamil Nadu. Promotions are also undertaken through the Website and Social Media accounts of the Ministry. In addition, the India Tourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the different States.

The Ministry of Tourism does not allocate funds to State/UTs for the promotion of tourism. However, the Ministry provides Central Financial Assistance to State Governments/UT Administrations for the following promotional activities, based on proposals received from the States/Union Territories, subject to adherence to scheme guidelines and availability of funds:

- (i) Organising Fairs, Festivals and Tourism related Events.**
- (ii) Joint Advertising in Print Media Campaign.**
- (iii) Production of Publicity Material in collaboration with private Sector.**
- (iv) Promotion of Film Tourism**

Details of Foreign Tourist Arrivals and Foreign Exchange Earnings for the last three years is as under: -

Year	Foreign Tourist Arrival (in Million)	Foreign Exchange Earning# (in Rs. Crore)
2016	8.80	154146
2017	10.04	177874
2018	10.56	194881

#: Revised Estimates
