## LOK SABHA
## UNSTARRED QUESTION NO.43
## ANSWERED ON 03.02.2020

### STRATEGIC CHANGES UNDER INCREDIBLE INDIAN CAMPAIGN

**43.    DR. SHASHI THAROOR:**

Will the Minister of TOURISM be pleased to state:

(a)    the details of the "Find the Incredible You" campaign released globally by the Ministry of Tourism during 2019;

(b)    whether the campaign is the winner of the PATA (Pacific Asia Travel Association) Gold Award 2019;

(c)    if so, the relevant details of PATA awards including its purpose, field, region, number of entries worldwide and India's winning campaign category; and

(d)    the strategic changes made under the 'Incredible India 2.0' campaign launched in September 2017?

### ANSWER

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

(a) & (b):    "Find the Incredible You" Campaign focuses on the promotion of niche tourism products of the Country on digital and social media. It focuses on transformative experiences brought alive through unique storytelling in the format of autobiographies of travellers, with the tagline 'Find the Incredible you'.  Yes, the Campaign was the winner of the Pacific Asia Travel Association (PATA) Gold Award 2019.

(c):    PATA awards this year attracted 197 entries from 78 Organizations and individuals worldwide.  The winners were selected by an independent judging Committee.  The PATA grand awards are presented to outstanding entries in four principal categories: Marketing; Education and Training; Environment and Heritage and Culture. India won the award in 'Marketing – Primary Government Destination' category.

(d):    The Ministry has launched the 'Incredible India 2.0' campaign in the Country 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 yoga, wellness, luxury, cuisine, wildlife etc.

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