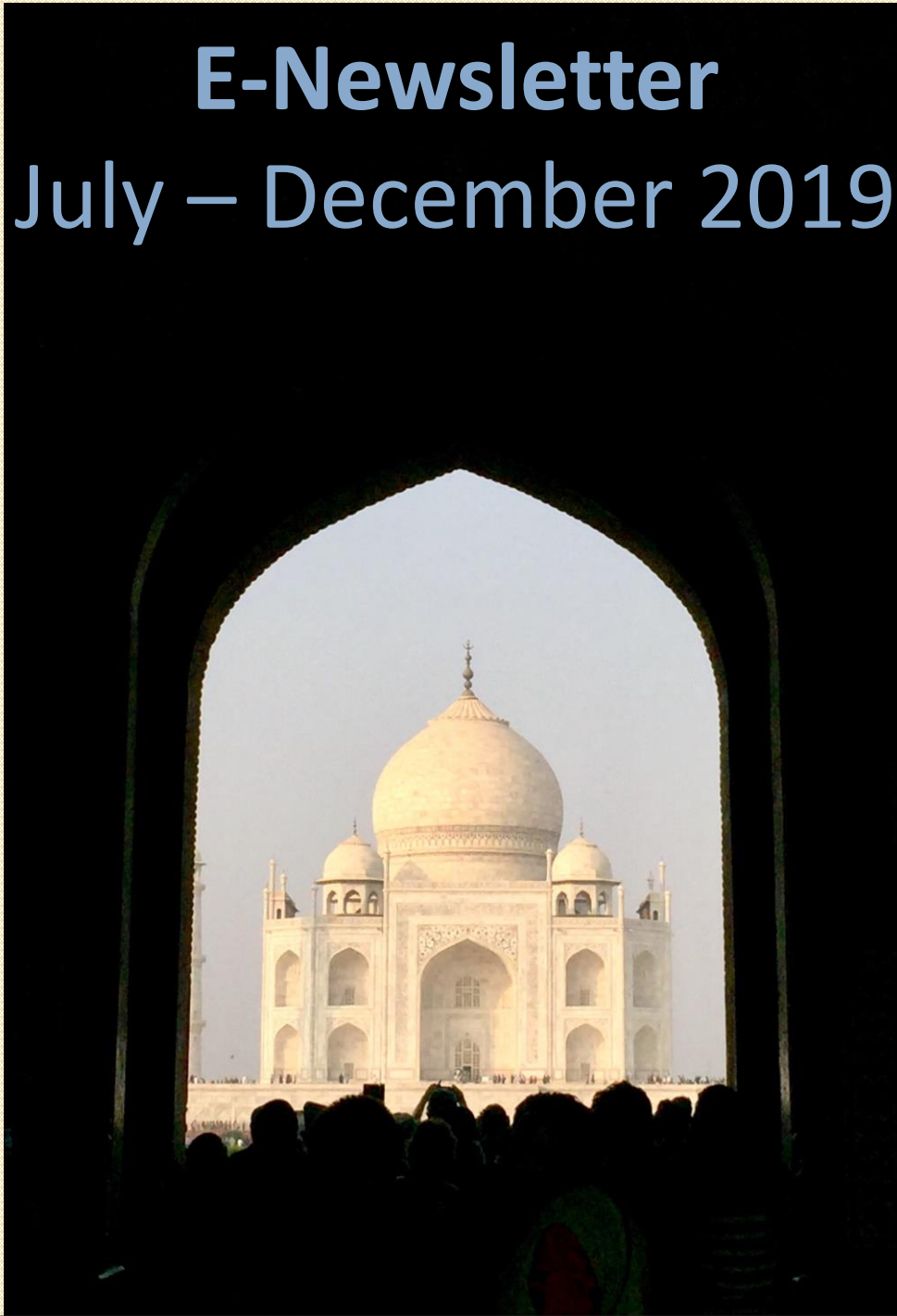


Ministry of Tourism

E-Newsletter July – December 2019



अतुल्य!भारत
Incredible!India

Tourism – A Figurative Status

The Foreign Tourist Arrivals (FTAs) in India during July to November 2019 were 4.40 million (Provisional) as compared to 4.22 million during the same period in 2018, showing a growth of 4.4%.

The Foreign Exchange Earnings (FEEs) through tourism for July to November 2019 ₹ 89,683 Crores (Provisional) as compared to ₹79,903 Crores in the corresponding period in 2018, registering a growth of 12.2 %.

In US\$ terms, the FEEs stood at US \$12.672 billion (Provisional) during July to November 2019 as compared to US \$11.239 billion in 2018 for the same period registering a growth of 12.8 %.

The FTAs on e- Tourist Visa were 1.19 Million during July-November 2019 as compared to 0.95 Million during July-November, 2018 registering a growth of 25.5 %.

Important Events

International Travel Mart

The second edition of India Tourism Mart (ITM) was held from 23rd to 25th September, 2019 at New Delhi and was organized by the Federation of Association in Indian Tourism and Hospitality (FAITH) with the support of the Ministry of Tourism. It was an industry driven event supported by the Government.

Approximately 240 Tour Operators from 58 countries were selected to participate in this event. The objective of this Mart was to provide a national platform to various tourism stakeholders from India including Tour Operators, State Governments etc. to interact with their foreign counterparts, in order to increase tourism to the country and to create business opportunities in particular. Exhibition highlighting various tourism destinations & products, networking sessions, cultural programmes, familiarization trips to the foreign delegates etc. were the important activities undertaken during the event.



Hon'ble Ministers for Tourism and Road Transport & Highways graced the Mart.



Overseas Marketing

The Ministry of Tourism, through its India Tourism Offices Overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India's share in the global tourism market. Some of the important promotional activities undertaken during the last 6 months are as follows:

World Travel Market (WTM) London: November, 2019

The Ministry of Tourism participated in the World Travel Market (WTM) held at Excel London from 4th to 6th November, 2019. The theme of the India Pavilion at WTM 2019 was 'Find the Incredible You'. The India pavilion at WTM focused on targeting internal experiences of travellers by showcasing not only India's culture and heritage but also niche tourism products such as cuisine, wellness, yoga, wildlife and luxury.

The India Pavilion had 35 co-exhibitors comprising State Governments, Tour Operators, Hotels, etc. Secretary (Tourism) headed the Indian delegation and Additional Director General, Ministry of Tourism was also part of the delegation.

There was a new element introduced in the press conference at WTM London 2019. With the objective of making the Press Conference more interactive and addressing the current issues instead of presentation on India a panel discussion focusing on tourism potential of India was held. The panel discussion was moderated by CNN's Europe Editor in London and the Panellists included Secretary (Tourism), Additional Director General (Tourism), Tourism & Development Practitioner & Special Advisor to CNN and Managing Director, Steppes Travel, United Kingdom. The panel discussion was followed by question and answer session.

An India Evening was also organized during WTM and the theme of the evening was 'Luxury experiences in India'. The venue was decorated accordingly so that guests could experience the Luxury element 'Incredible India' has to offer. A cut out of the Mysore Place was prominently displayed as the backdrop to bring in the element of luxury in the ambience of the event. In addition, guests were given a traditional Indian welcome by Thavil performers and Kathakali mascots. Shehnai and cultural performances were also part of the evening. The evening provided an opportunity to guests to network with fellow travel trade partners and the Indian delegation.

Road Shows

As part of the promotional initiatives undertaken, Road Shows were organised in important tourist generating markets overseas with participation of the different segments of the travel industry. The Road Shows comprised presentations and one-to-one business meetings between the trade delegation from India and the travel trade in the respective countries.

During the period August to December, 2019, Road Shows were organised in the following countries - Hanoi (Vietnam), Manila (Philippines), Jakarta (Indonesia), Seoul and Busan (South Korea), Manchester and Glasgow (UK), Dublin (Ireland), Amsterdam (Netherlands), Brussels and Antwerp (Belgium), Madrid, Barcelona and Seville (Spain), Lisbon (Portugal), Chengdu, Chongqing, Kunming

(China), Singapore, Kuala Lumpur (Malaysia) and Bangkok (Thailand).

Incredible India Public Event in Jakarta, Indonesia: As a part of the Road Shows in three cities in ASEAN countries, India Tourism Singapore organized a public event in Jakarta with the support of Embassy of India on 30th August, 2019 at the Pacific Place Mall.

Indian dance, culture, Yoga, cinema, culinary shows were organized during the day. Tourism Pavilion showcased the various destinations of India and the Indian tour operators interacted and disseminated information to the public. The event was jointly inaugurated by the Ambassador of India to Indonesia, Economic Adviser, Ministry of Tourism, Government of India Acting Deputy Minister, Ministry of Tourism, Government of Indonesia. The fashion show by Indian fashion designers depicted the rich textile tradition of Khadi and Batik from India to the Indonesian audience.

CHINA INTERNATIONAL TRAVEL MART (CITM) KUNMING CHINA

The Ministry of Tourism, Government of India in collaboration with Confederation of Indian Industry (CII) participated and showcased 'India Pavilion' at China International Travel Mart (CITM) held at Kunming, China from 15th – 17th November, 2019.

CITM is one of the largest Travel show in Asia that offers great ideas and concepts for travel in Asia. The objective of large India Pavilion at CITM was to promote Indian Tourism and attract Chinese Tourists to India including to the Buddhist Circuit. The platform strengthened tourism and trade between both countries and facilitated many Business to Business (B2B) and Business to Government (B2G) meetings.

Additional Director General, Ministry of Tourism led a strong 34 member delegation comprising prominent Indian tourism players such as Hoteliers, Travel agents, Airlines, Railways amongst others.

Indian tourism destinations and products were showcased at CITM. Various activities were also organised including cultural performance, Yoga, bollywood dance etc.

Some significant meetings with and interactions with Chinese media, tourism stakeholders etc. were held during the Mart.

Paryatan Parv 2019

The Ministry of Tourism celebrated Paryatan Parv, 2019 from 2nd to 13th October, 2019 at national level. The Delhi leg of the Parv was successfully organized from 2nd to 6th October, 2019 at Rajpath Lawns between Rafi Marg and Janpath.

The objective of Paryatan Parv, 2019 was to propagate the idea of 'Dekho Apna Desh', 'Tourism for All' and 'Tourism and Governance' during which domestic tourism was widely promoted. The entry to the Parv was open for general public. central theme of Paryatan Parv, 2019 was dedicated to celebrating '150th birth anniversary of Mahatma Gandhi'.

Festive atmosphere was created during the Parv. Stakeholders from various State Governments / Union Territory Administrations, Central Ministries and other organizations participated in the Delhi leg of Paryatan Parv, 2019 during which they interacted with the visitors and information on various tourism destinations and products was also disseminated. Tourism themed pavilions, handicraft/handloom stalls, food court, cultural programmes, yoga demonstrations etc. were the highlights of Paryatan Parv.



World Tourism Day 2019 and National Tourism Awards

United Nations World Tourism Organisation (UNWTO) had chosen India as the host country to celebrate World Tourism Day 2019 on the theme '*Tourism and Jobs: A better future for all*'. Celebrated every September 27 around the world, the purpose of World Tourism Day (WTD) is to foster awareness among the international community on the importance of tourism and its social, cultural, political and economic value.

Hon'ble Vice President of India, Shri M. Venkaiah Naidu graced the World Tourism Day Celebration on 27th September 2019 at Vigyan Bhawan, New Delhi as the Chief Guest. Shri Prahlad Singh Patel, Hon'ble Union Minister of State for Tourism & Culture (IC) along with Mr. Zurab Pololikashvili, Secretary-General of UNWTO were present during the occasion. A total of 82 international delegates also participated in the World Tourism Day Celebration.

The programme for the World Tourism Day Celebration included, a Key Note Talk, Workshop and Panel Discussion on the topics '*The Faces that Make Up Tourism*', '*Tourism Jobs of the future*', '*The Future in Now*' and

'Maximising Tourism's Potential to Create More and Better Jobs'.

The National Tourism Awards 2017-18 were given away on the occasion of World Tourism Day 27th September 2019 by the Hon'ble Vice President of India at Vigyan Bhawan, New Delhi. A total of 76 Awards under various categories were presented this year.



8th International Tourism Mart at Imphal, Manipur

The Ministry of Tourism, Government of India, in association with the North Eastern States held the "International Tourism Mart" (ITM) in Imphal, Manipur from 23 November to 25 November, 2019. The first day of the event was held in Hotel Imphal, and was inaugurated on 23rd November by His Excellency, Shri N. Biren Singh, Chief Minister of Manipur in the presence of Shri Prahlad Singh Patel, MoS for Tourism & Culture (IC), Union Secretary Shri Yogendra Tripathi and other dignitaries from North Eastern States.

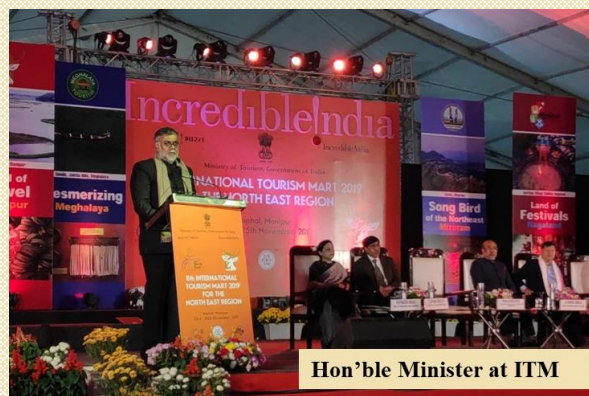
The 8th International Tourism Mart, put the spotlight on "Sustainable Tourism as Engine of Economic Growth and Employment". Besides deliberations on promotion of tourism in the North East Region in general, the Mart also gave a platform for promoting cultural ties, providing enhanced connectivity to the States of North Eastern Region with other countries in our neighborhood.

A total of 35 foreign Buyers from over 18 countries, 32 Domestic Buyers and 79 sellers from the North Eastern States participated in the Mart. Representatives of State Tourism Departments of North East States to interact with the delegates. International and Domestic Buyers were engaged in B to B meetings with sellers from the North Eastern Region.

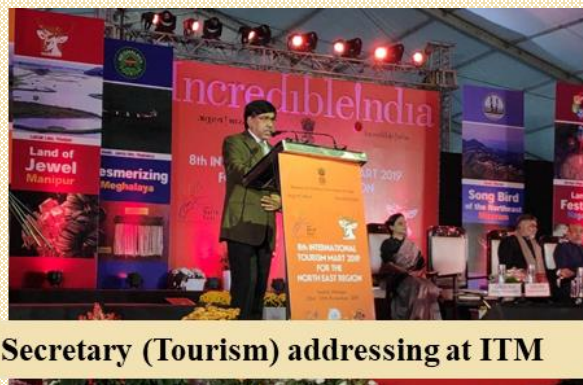
In addition to these, the three-day annual event also included presentations by North East State Governments and an exhibition by State Tourism Departments which included display of beautiful handicrafts and handlooms of the respective States. The Foreign Delegates participated in the post mart FAM tours organized by all the 8 North Eastern States.



ITM Inauguration



Hon'ble Minister at ITM



Secretary (Tourism) addressing at ITM



Cultural Program at ITM

ITM B to B
Meeting



Swachh Bharat Mission

Swachhta Action Plan (SAP)

“Swachhta” is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run, which attracts tourism as well as investment. This also results in good health and a sense of pride amongst the local residents and a feeling of satisfaction amongst the tourists. Considering the importance of cleanliness & hygiene, Ministry of Tourism has implemented the Swachhta Action Plan (SAP) activities through Indian Institute of Tourism and Travel Management (IITTM), Gwalior in various States/UTs to create awareness among tourists, School / college students and stake-holders at tourist centres. The awareness activity covered 1000 tourists, 500 students and 60 stake-holders at each site involving activities of awareness on cleanliness amongst tourists, school/college students, and

stake-holders of tourist centers, pilgrimage centers & famous archaeological monuments. So far, 383 activities have been completed out of allocated 540 activities during 2019-20 (as on 31st December 2019).



School Awareness activity as part of Swachhta Action Plan (SAP)



Stakeholders Awareness activity as part of Swachhta Action Plan (SAP)

Swachhta Pakhwada

Ministry of Tourism had organized Swachhta Pakhwada during 16th – 30th September 2019 by conducting various cleanliness drives within the offices of Ministry, its field offices as well as its educational institutions. Various cleanliness campaigns were organized at important tourist spots all over the country. Nine Awards were also presented for the best maintained Indiatourism offices / educational institutions during the Swachhta Pakhwada.



Swachhta Pakhwada activity undertaken by MoT



Swachhta Pakhwada activity undertaken by Indiatourism, New Delhi.

Activities by Indiatourism, Mumbai



India Tourism Mumbai along with Mumbai Port Trust organised its second sensitisation programme of the season on 12.07.2019 in Mumbai for the officials of Mumbai Port Trust, Customs, Immigration, Security, CISF etc.



India Tourism Mumbai participated in TTF Ahmedabad from 30th August to 1st September, 2019 and won the Best Theme Pavilion Award for "Celebrating the 150th years of the Mahatma

Activities by Indiatourism, Mumbai



Indiatourism Mumbai Organised 5 State Western Region Tourism Roadshow On The Indian Cruise Ship -Jalesh Karnika On 20th September, 2019. The Roadshow was inaugurated by Additional Director General Tourism, Ministry of Tourism, Govt of India.

India Tourism Mumbai participated in TTF Surat – 6th to 8th September, 2019 and won the Award for “Most Informative Booth”



India Tourism Mumbai participated in TTF Mumbai – 13th to 15th September, 2019 and won the Award for “Most Informative Booth”

Activities by Indiatourism, Mumbai



India Tourism Goa participated in the third Edition of Goa International Travel Mart held from 23 to 25 October, 2019 at Dr. Shyama Prasad Mukherjee Stadium, Talegaon, Goa which was inaugurated by Hon. Chief Minister of Goa Dr. Pramod Sawant. A total of 90 attractive pavilions were bustling with activity at GITM 2019 with 110 international buyers from 40 countries and over 150 domestic buyers were part of this event.



India Tourism Mumbai held a Seminar for members of Association of Domestic Tour Operators of India on Tiger Tourism with the objective of promoting responsibly the Tiger Capital of India, i.e. the Tiger Parks near Nagpur namely Tadoba, Melghat, Nagzira, Pench, Bor in Maharashtra and Kanha, Bandhavgarh in Madhya Pradesh.

Activities by Indiatourism, Chennai



Indiatourism, Chennai participated in the Karnataka International Travel Expo from 25th – 27th August 2019 and showcased the tourist destinations of India including Incredible India Logo branding. The event was inaugurated by Hon'ble Chief Minister of Karnataka Shri B.S. Yediyurappa. Shri. C.T. Ravi, Hon'ble Tourism Minister, Govt. of Karnataka also visited KITE 2019. Ms. Aashima Mehrortra, Director, MoT, Regional Director(South) and Director, ITO Bangalore participated in the event.



Indiatourism, Chennai jointly with Indian Coast Guard organized an International Coastal Cleanup 2019 in the Elliots Beach on 21st September 2019.

Around 1500 participants including Indiatourism Chennai Staff, IHM Chennai, Coast Guard Staff and College students from various colleges in Chennai were involved in the cleaning activity.



Activities by Indiatourism, Chennai



The 2nd Edition of Tamil Nadu Travel Mart was inaugurated on 19th September 2019 at Chennai Trade Centre, Nandambakkam, Chennai. The three day travel mart was inaugurated by Hon'ble Tourism Minister, Govt. of Tamil Nadu, Hon'ble Minister for Fisheries Development, Govt. of Tamil Nadu, Secretary (Tourism), Govt. of India, Additional Chief Secretary (Tourism), Govt. of Tamil Nadu. A grand cultural program was organized under the theme of promoting Tamil Nadu and Indian Hospitality.

Indiatourism Chennai had put up Incredible India stall along with information desk from 20th to 22nd September 2019. The stall was well decorated with digital displays in which tourist destinations were promoted.

Mega Wall Painting by Indiatourism, Chennai

Indiatourism, Chennai along with Airports Authority of India, Chennai organized a 'Mega Wall painting' programme at G.S.T. Road, Chennai on 23rd November 2019. The event was organized under the "Ek Bharat Shrestha Bharat" activity. Around 380 wall panels of the Airport compound wall in the G.S.T Road have been painted by the artists and students. Around 1500 members participated. The event was given wide media coverage.

This event has been recognized as World Record for largest wall painting in the World received from 'Universal Achievers' Book of record. The award function held at Chennai airport was attended by Regional Director AAI, Airport Director, Regional Director (South), and General Manager, TTDC on 27th November 2019.

Activities by Indiatourism, Chennai

As a part of Paryatan Parv 2019 Celebrations, Indiatourism Chennai organized various events at Chennai, Thanjavur, Gangaikonda Cholapuram, Madurai etc. The inauguration of the 3rd edition of Paryatan Parv was celebrated at Chennai International Airport by organizing a grand cultural program involving 55 traditional folk artists in front of the arrival area of the airport. Commemorating the 150th Birthday of Mahatma Gandhi the event started with Naatak based on the preachings of Mahatma. The cultural program and naataks continued for the whole day from 10 AM to 6 PM. The folk and classical art forms viz *Thappattam*,

Mayilattam, *Oyilattam*, *Silambattam*, *Poikkaal*, *Kudhirai*, *Kolattam*, *Nadhaswaram* & *Thavil*, *Naiyandi Melam* were performed during the event. Around 5000 tourists and general public at the airport witnessed and joined the celebrations. The event was given a wide publicity and media coverage.

Similar Mega Cultural Events, Heritage Walks, Traditional Food Contest were held in Thanjavur, Gangaikonda Cholapuram, Madurai.



Chennai International Airport



Thanjavur Brihadeeswarar Temple



Gangaikonda Cholapuram Temple



Traditional Food Contest at Thanjavur

Activities by Indiatourism, New Delhi

Himachal Pradesh Global Investors' meet in Dharamshala, Himachal Pradesh

ITO Delhi participated in the Exhibition / Trade Show during Global Investors' meet on 7th -8th Nov. '19. The Event was also attended by the high level delegation from the Ministry and the delegation was led by Hon'ble Minister (Tourism). Incredible India Stand was first viewed by the Hon'ble Prime Minister of India in the morning of 7th Nov'19. The Exhibition was opened for the Investors, Guests, Visitors and Media in the afternoon. Incredible India Stand drew continuous attention of the visitors. Promotional brochures were distributed to the visitors and Tourism Promotional videos were shown at the exhibition.



Panasonic Open India Golf Tournament 2019

Panasonic Open India 2019 Golf Tournament was organized from 15th to 17th November 2019 at Classic Golf & Country Club Manesar, Gurugram, Haryana. The event was supported by Ministry of Tourism, Government of India. India Tourism Delhi distributed maps, brochures and other give away items during the event. The counter was visited by many celebrities associated with Golf. Incredible India posters & hoardings were displayed at vantage points.



"Run For Unity" in Dwarka and Ghaziabad

Run for unity was organised by India tourism Delhi in association with Dwarka xpress runners Dwarka on 31st October 2019. The run was flagged off by a renowned athlete and Kargil war hero Capt Satender Sangwan. More than 225 runners including children, women's and India tourism officials took part in Run for Unity. The participants were presented Atulaya Bharat Run for Unity Medal. Incredible India T-shirts were also distributed during the event.

A similar run was organized on the same at Swarn Jayanti Park at Indiapuram, Ghaziabad, which was participated by 150 runners from the locality.



FIT India Campaign

Hon'ble Minister of Tourism Shri Prahlad Singh, participated in 45 minutes morning walk between 06.00 to 07.00 AM on 31st August 2019 at Humayun's Tomb to promote FIT INDIA Campaign. India tourism Delhi officials also participated in the walk and Incredible India T-shirts with Fit India Campaign logo was distributed during the event.

Activities by Indiatourism, New Delhi

Paryatan Parv 2019 activities.

Cleanliness and Swachachta Hi Sewa Campaign with IHM Pusa at Rajapath, New Delhi during the opening of Paryatan Parv. The *Swachchta Hi Seva abhiyan* was done from 1600 to 2200 Hrs. the venue. The objective was to spread the message of No Single Use Plastic and Keep the environment clean.



Cleanliness and Swachachta Hi Sewa Campaign in association with Regional Level Guide Association at Rajpath, New Delhi at the Rajpath (between Rafi Marg & Janpath)



Painting and Slogan Competition was organized in the campus of IITTM, Noida with the theme of Paryatan Parv & 150th Years of Celebrating of the Mahatma. More than 200 students participated in the event.

A Heritage Walk from Chawri Bazar to Chadni Chowk was organized to sensitize the local community about the importance of heritages directly connected to the Paryatak (Tourist).

“Cycle Rickshaw Pullers” Sensitization Programme at Purani Delhi in association with Guide Association. 40 Rickshaw pullers attended the event. Incredible India T Shirts were distributed during the event.



Cycle Rickshaw Pullers” Sensitization Programme

Yoga Demonstration at Lodhi Garden, New Delhi: Approximately 100 people participated in the demonstration and T shirts distributed.

Rangoli, Poster Making and Debate Competition at IHM Pusa. Approx 50 students participated and T shirt were provided to all.

Familiarization Tour for Underprivileged Students in New Delhi. Approx 50 students participated in the Trip and T shirt were provided to all.



Fam Trip

Activities by Indiatourism, Kolkata

Indiatourism Kolkata in association with approved Hoteliers & Tour Operators organized Incredible India Road Show “Purvaiya 2019” at Kolkata on 28th July 2019 at Kolkata. More than 30 buyers & 200 sellers participated in Incredible India Road Show.



“Purvaiya-2019” Incredible India Road Show was organized on 26th July 2019 at Hotel Mayfair Lagoon, Bhubaneswar for promoting Odisha. Tour operators from all across the country were invited and B2B meeting were organized by Ministry of Tourism and participants enjoyed the local cuisine.

Incredible India Road show “Purvaiya 2019” at Bodhgaya on 30th July, 2019 with the coordination of Indiatourism Patna. More than 100 stakeholders such as local hoteliers, tour operators and buyers attended the event.



Indiatourism Kolkata participated in Eastern Himalayas Travel and Tour Operator's Association's (EHTTOA) Annual Convention at Lataguri on 6th August 2019 and organized a sensitization workshop to aware among the participants about various schemes of the Ministry.



Keeping in view of this year's World Tourism Day's theme, "Tourism & Jobs: A better future for all", Indiatourism Kolkata in association of the Institute of Hotel Management Kolkata organized a 5 day long (23rd to 27th September 2019) Career Festival titled 'CareerEast-2019' which is by far the largest placement drive for Hospitality Management students. CareerEast-2019, a first time event facilitated the creation and handing over of 1068 job offers to students from 27 institutes across Eastern India.



Activities by Indiatourism, Guwahati

Eco-Tourism and Rural Tourism awareness program

Awareness Programme on Eco-Tourism and Rural Tourism was organised by Indiatourism, Guwahati in association with Bhorelli Conservation Association on 13-07-2019 at Nameri Eco Camp near Nameri National Park, Balipara, Assam. Village people participated in programme. An art competition was also organised among the school students on preservation of forest.



Indiatourism, Shillong participated in the Northeast travel conclave on 23rd August, 2019. The Chief guest of this conclave was the Hon'ble State Tourism Minister.



"Selfie corner" created by Indiatourism Shillong at Umroi Airport for the passengers/tourists coming to Meghalaya to experience Meghalaya's rich Tradition. The selfie corner was inaugurated by Hon'ble CM of Meghalaya on 20th of July, 2019.



Indiatourism, Guwahati celebrated World Tourism Day with a colourful cultural programme by local people.



Paryatan Parv at weaver's workshop at Majuli



Indiatourism Guwahati participated in the inaugural ceremony of Brahmaputra Pushkar & Sanskrit Mahotsav on the banks of the mighty river Brahmaputra, Guwahati on the 5th of November, 2019. The auspicious event marks the significance of River Brahmaputra as in Hindu mythology and socio-cultural sentiments of the people of Assam.

EK BHARAT SHRESTHA BHARAT Quiz

Participate Now

Ek Bharat Shrestha Bharat Quiz Contest

The 'Ek Bharat Shrestha Bharat' programme, aims to actively enhance interaction between people of diverse cultures living in different States and UTs in India, with the objective of promoting greater mutual understanding amongst them. As per the programme, each year, every State/UT would be paired with another State/UT in India for reciprocal interaction between the people. It is envisaged through this exchange, that the knowledge of the language, culture, traditions and practices of different states will lead to an enhanced understanding and bonding between one another, thereby strengthening the unity and integrity of India. The States and UTs are to embark on a mission to enhance their cultural, academic and economic ties by entering into a wide range of mutual engagements with the paired States/UTs covering the spheres of music, drama, cuisine, language, history, tourism and other forms of exchange between the people. As a part of 'Ek Bharat Shrestha Bharat' activities, Ministry of Tourism, Government of India is conducting Quiz Competition from 1st January 2020 to 30th June 2020. In these quiz, contestants from each state will be quizzed on respective pairing state and winners will be taken on tour to their respective pairing state as reward.

Link for the Quiz is <https://quiz.mygov.in/quiz/ebsb/>

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Languages supported: English, Hindi, Arabic, French, German, Italian, Spanish, Japanese, Korean, Chinese, Portuguese and Russian.

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