

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.955
ANSWERED ON 27.07.2021

RELAUNCH OF INCREDIBLE INDIA CAMPAIGN

955. DR. AMEE YAJNIK:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether Government has any proposal for relaunching Incredible India campaign in post Covid situation in near future;
- (b) if so, the details thereof and, if not, the reasons therefor; and
- (c) whether there is any other proposal in this regard?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (b): The Ministry of Tourism undertakes promotion of Incredible India both in the international and domestic markets. Due to the restrictions on inbound travel, domestic component is being focussed on. Promotional activities like webinars, online pledge and Quiz programmes are being deployed to promote domestic tourism and to generate awareness among the public about the country and its tourism destinations / products including lesser known destinations, Heritage, culture, wellness, local tourism destinations etc.

Promotion has also been extensively carried out on social media platforms and website of the Ministry and also by the Domestic and Overseas India Tourism offices.

(c): No, Sir at present there is no further proposal in this regard.
