

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF MAY 2023

- The Ministry of Tourism organized the 3rd G-20 Tourism Working Group Meeting held at Srinagar, Jammu & Kashmir from 22-24 May, 2023. The event was inaugurated by the Hon'ble Lt. Governor of Jammu & Kashmir Shri Manoj Sinha, in the presence of Union Minister of State (Independent Charge) Science & Technology, MoS PMO, Personnel, Public Grievances & Pensions, Atomic Energy and Space, Dr Jitendra Singh and the Union Minister of Culture, Tourism and DoNER Shri G Kishan Reddy along with Union Minister of State for Tourism and Defence Shri Ajay Bhatt. The inaugural ceremony was attended by the delegates of G20 nations, international organisations and invited countries. Also present on the occasion were Shri Amitabh Kant, G-20 Sherpa and Shri Harsh Vardhan Shringla, Chief Coordinator G-20. On the sidelines of the 3rd G-20 Tourism Working Group Meeting, side events on 'Promoting Incredible India through Film Tourism' and 'Film Tourism for Economic Growth and Cultural Preservation' were also organized on furthering the scope of the film tourism sector and highlighting all the aspects of Incredible India. Present on the occasion was the Indian film actor, producer and entrepreneur, Shri K. Ram Charan who also took part in the fireside conversation with film critic and journalist Shri Mayank Sharma. The draft 'National Strategy on Film Tourism' was unveiled on the occasion to provide a roadmap for harnessing the role of films in promoting tourist destinations.
- The Ministry of Tourism participated in the Arabian Travel Mart 2023 held at Dubai, U.A.E. from 01-04 May 2023. On this occasion, Ministry of Tourism showcased the various facets of 'Incredible India' and launched the 'Visit India Year 2023' campaign. The Arabian Travel Mart is a major international travel fair, and participation in it will significantly help in promoting India as a preferred travel destination among the Middle East and North Africa (MENA) markets. The India pavilion was inaugurated on 1st May 2023 by the Indian Ambassador to UAE, along with senior officers of the Ministry, and members of the travel trade.
- Recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism, the Ministry of Tourism is focusing on the promotion of Domestic Tourism by arranging a series of webinars under the overall theme of "DekhoApnaDesh." The objective of these Webinars is to promote various tourism destinations of India - including the lesser-known destinations and lesser known facets of popular destinations with glimpses of the culture, heritage, handicrafts and cuisine of the destinations, in addition to the tourist spots. The webinars commenced on 14th April 2020 and a total of 177 webinars have been organised till the end of May 2023.

- In this regard, the Domestic Offices of the Ministry carried out various activities, under different themes like Dekho Apna Desh, Ek Bharat Sresth Bharat, Azadi ka Amrit Mahotsav, India@75 etc. some of which are as follows:
 - From 15-19 May 2023, IHM Bhopal organized a Homestay Management Training Program in association with Madhya Pradesh Tourism Board. 27 candidates from villages of Khokhara, Thadipathar, Ladpura & Mitaoli attended this training program. On the last day of training, the candidates were sensitized about Responsible Travel & the "Travel for LiFE" Pledge was undertaken by all the participants.
 - On the auspicious occasion of Buddha Purnima on 05.05.2023, India Tourism Bhubaneswar organized a Heritage Walk from the Ashokan Rock Edicts to Shanti Stupa at Dhaulagiri Hills and a Tourism Stakeholders Meet in association with Aitihya organization and Odisha Tourism Development Corporation (OTDC). The event was flagged off by the Chairman, OTDC. 80 college students including 30 Yuva Tourism Club students from IHM Bhubaneswar and 50 students from Kalinga College of Commerce, Bhubaneswar participated in the Heritage Walk.
 - On 24.05.2023 India Tourism Mumbai welcomed the last ship of the season MS Nautica with a team of traditional Lezim dancers and Yuva Tourism Club of H R College, Mumbai. MS Nautica arrived with 450 passengers and the passengers stepped out to the warm welcome of Mumbai. Cruise tourism is important for the tourism industry as many service providers and businesses thrive on its success.
 - On 29.05.2023 India Tourism Mumbai promoted Yuva Tourism Club concept to 1500 attendees of Spic Macay Annual Convention held at Nagpur, Maharashtra. Students came from all over India who got introduced to the idea of the Yuva Tourism Club concept of Ministry of Tourism, Government of India.
 - Coinciding with the Year of Millets, a Millet Fair was organized on 01.05.2023 by the students and members of the Yuva Tourism Club, Kendriya Vidyalaya, Ooty. Students displayed their Millet based snacks along with a write up of the same.
- ITDC registered its best ever financial performance during the financial year 2022-23, achieving the highest ever Turnover and Profit. ITDC Board approved its Audited Financial Results for the year ended 31.03.2023 in its meeting held on 24.05.2023. The total revenue from operation reached Rs.458.08 crore representing a substantial increase of over 58% as compared to the previous year which stood at Rs. 289.53 crore. The unprecedented Profit Before Tax (PBT) for FY 2022-23 reached Rs. 86.12 crore, with a jump of 983% in comparison to the previous year, while PAT stood at Rs. 60.33 crore this year in comparison with PAT last year of Rs.4.38 crore. Further, for the quarter ended on 31.03.2023, the company has earned the total revenue from operation of Rs.154.76 crore and Profit Before Tax was Rs.25.24 crore. ITDC Board in its aforesaid meeting also recommended a dividend of 22% representing Rs.2.20 per equity share for

FY 2022-23 which is subject to approval of shareholders in upcoming Annual General Meeting.

- Both the social media handles of Ministry of Tourism viz. @incredibleindia and @tourismgoi continued the aggressive campaign and promotion of all relevant subjects/hashtags/posts/tweets of importance.
- A total of 48,429 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11,273 units have self-certified for SAATHI standards.
- The Ministry disposed of 295 Public Grievances by the end of May 2023 and 66 remained pending.
- Foreign Tourist Arrivals (FTA) during April was 6,03,985 (Provisional). The Foreign Tourist Arrivals (FTA) from January to April 2023 was 31,33,751 (Provisional).
