

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF APRIL 2024**

1. Ministry of Tourism restructured its divisions in order to maximize its efficiency and increase productivity. Ministry organized a Chintan Shivir for its officials on 12<sup>th</sup> & 13<sup>th</sup> April, 2024 at Surajkund, Haryana. The Shivir included team building exercises, Healing & Stress management session, deliberations and idea sharing on challenges, goals and initiatives on various tourism areas.
2. Ministry of Tourism organized a **familiarization trip for office bearers of Portuguese Travel Association** viz., APAVT to Rajasthan, Uttar Pradesh and Maharashtra to apprise them with the different tourism product offerings of these destinations both popular as well as lesser known in connection with hosting the 51<sup>st</sup> edition of PAVT Annual Congress in India in 2026. The initiative aims to reach the Portuguese market which is a new source market for India, carrying an ample scope of increasing tourist inflows to the country.
3. Ministry of Tourism participated in the **Sea-Trade Cruise Global 2024** event in Miami, USA, from April 8<sup>th</sup> to 11<sup>th</sup>. The four-day exhibition serves as the largest event within the cruise ship industry worldwide, drawing in senior industry professionals and decision-makers from various corners of the globe. More than 10,000 visitors from 120 countries attended the event along with over 600 leading exhibitors and 2700 plus cruise lines executives. The delegation held extensive discussions with decision makers of stakeholders of global cruise business covering entire gamut of cruise industry including Cruise Lines, Ports, Destinations, Tour Operators, Associations, CLIA, Seatrade, etc. In all the delegates attended 8 sessions, more than 25 meetings and visited three cruise terminals /two ports/one marina.
4. Ministry of Tourism attended the 7<sup>th</sup> session of **Working Party on Tourism Statistics** organised by OECD at Paris from April 9<sup>th</sup> to 10<sup>th</sup>. The session focused on Programme of Work and Budget (PWB) 2025-26, Using new data sources and tools to measure and monitor tourism, data collection and statistics inputs to OECD Tourism Trends and Policies 2024 and forecasting tourism demand measuring the digital transformation of tourism.
5. Ministry of Tourism participated in **BRICS Tourism Expert Meeting** held on April 12<sup>th</sup> in virtual mode. During the meeting discussions were held to advance key Agenda items like promoting people-to-people connectivity, enhancing cooperation between the public and private sectors and sharing tourist statistics among BRICS countries. During the meeting BRICS countries

also deliberated on the draft Communiqué of the **BRICS Tourism Ministers' Meeting 2024 and the draft Road Map for BRICS Tourism Cooperation 2024 - 2026.**

6. Ministry of Tourism participated in **BIMSTEC Inter-Ministerial Meeting** held on April 23<sup>rd</sup> at New Delhi. The purpose of the meeting was to underscore India's leadership role in promoting regional integration and strengthening cooperation among BIMSTEC countries. This meeting covered discussions on the seven core verticals that BIMSTEC focuses on: Security, Transportation and Connectivity, People-to-People Plan.
7. Ministry of Tourism joined the **26th ASEAN-India Senior Officials' Meeting** held on April 16th via virtual mode. The Key Objectives of the meeting was to strengthen ASEAN-India Tourism Cooperation, enhance Connectivity, promote Sustainable Tourism Practices, encourage Cultural Exchanges and People-to-People Ties, expand Collaboration in Education and training.
8. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of April 2024, some of which are as follows:
  - (i) India tourism Delhi commemorated World Heritage Day on April 18, 2024, with a Heritage Walk and painting competition at Safdarjung Tomb, Delhi.
  - (ii) India Tourism Office, Varanasi organized cultural program "Varuna Sandhya" at Nehru Park, Varanasi. Padam Shree awardee Dr. Soma Ghosh was the Chief Guest of this cultural program. Many domestic and foreign tourists as well as locals attended the programme.
  - (iii) To spread awareness about Bed & Breakfast/Homestay scheme of the Ministry of Tourism amongst the house owners, tourism fraternity, etc., India Tourism Office Varanasi organized "A workshop on Incredible India Bed & Breakfast /Homestay" on 24th April, 2024 at Hotel Radisson, Varanasi. The workshop was attended by 110 Industry Stakeholders.
  - (iv) On the occasion of World Heritage Day, Indiatourism Agra organised Heritage Walk for the Yuva Tourism Club Students at World Heritage Monuments of Agra Fort on 18.04.2024.
  - (v) India Tourism Office Mumbai organised a presentation for Travel Agents /Tour Operators on 24.04.2024 on Ministry of Tourism's scheme for Recognition of Tourism Service Providers and Incredible India Tourist Facilitator (IITF) Certification Programme.

- (vi) India Tourism Office, Mumbai participated in the Korea MICE programme held in Mumbai with the local travel and tourism stakeholders.
  - (vii) India Tourism Mumbai showcased India's MICE offerings to the delegation from Korea to bring their stakeholders to India and to experience the MICE facilities first hand.
  - (viii) India Tourism Office, Kochi, facilitated the international tourist who disembarked from the international cruises coming from Bahamas, Malta at Sagarika International Cruise Terminal, Willingdon island Kochi.
  - (ix) With spirit of engagement and responsibility towards heritage conservation, India Tourism Office, Bhubaneswar organized a Heritage Walk at the iconic Sun Temple, Konark, a UNESCO World Heritage on the occasion of World Heritage Day.
  - (x) India Tourism Office, Guwahati organised a workshop on sustainable, Eco tourism and Development of Heritage Site on 22nd April 2024 at Pauripotia High School.
9. A total of 50340 accommodation units (both classified and un-classified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal.
10. The Ministry of Tourism disposed of 171 Public Grievances by the end of April 2024 and 118 remained pending.
11. To cater to the growing need for skilled human resources in the employment intensive travel & tourism sector, Indian Institute of Tourism and Travel Management (IITTM), an autonomous body under the Ministry of Tourism trained 464 persons in areas like Life Saving Techniques for water sports operators, Power boat Handling for tiller, Snorkelling guide, etc. under the Skill Testing & Certification programme.
12. Foreign Tourist Arrivals (FTAs) during March 2024 were 8,59,688 (Provisional as compared to 7,95,827 in March, 2023 registering a growth of 8.0% with respect to 2023. FTAs during the period January- March, 2024 were 28,21,085 (Provisional) as compared to 25,29,766 in January-March 2023 registering a growth of 11.5% with respect to 2023.
13. India Tourism Development Corporation (ITDC) a Public Sector Undertaking under administrative control of the Ministry of Tourism hosted Padma Awardees at Hotel The Ashok, New Delhi. The Ashok celebrated a summer harvest festival in collaboration with an NGO, featuring Baisakhi songs and activities like Mascot coloring and summer coolers making with media and influencers.

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