

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

SUMMARY OF ACTIVITIES FOR THE MONTH OF MAY 2024

1. Ministry of Tourism attended the **PATA Annual Summit** held in Macau from 15- 17 May, 2024. The delegation was headed by Director General (Tourism). Issues pertaining to co-operation between Ministry of Tourism and PATA forum on different areas were discussed.
2. **The SCO Expert Working Group meeting and Meeting of Heads of Tourism Administrations of the SCO Member States** were held from 22-23 May 2024 at Almaty, Kazakhstan. The SCO meeting was attended by Additional Secretary (T) wherein the SCO Joint Action Plan 2024-25 was adopted. The Expert Working Group meetings of the SCO Member States on cooperation in tourism was held on 20-21 May 2024 via virtual mode to reach a consensus on the Joint Action Plan, the same was attended by Joint DG (Tourism).
3. A **meeting between Ministry of Tourism and Embassy of Japan in India** was held on 31.05.2024 at New Delhi. The Indian side was led by Joint DG (T). Discussion on collaboration in digital marketing and promotion were held in the meeting.
4. Ministry of Tourism participated in **IMEX, Frankfurt** from **14th-16th May'2024**. **IMEX** is a hub for the global events industry, which offers a valuable and lucrative opportunity for professionals to enhance businesses, foster genuine connections, and gain invaluable insights. Ministry showcased the strengths of India as a leading 365-days MICE destination to the global market. The India pavilion was inaugurated by Shri M. R. Synrem, Joint Secretary, Ministry of Tourism. The India Convention Promotion Bureau along with other MICE planners, Conference organizers and Destination Management companies participated in the Pavilion.
5. Ministry of Tourism participated in **Arabian Travel Mart** held from **6th to 9th May'2024 at Dubai**. The event marks a significant step in strengthening India's presence in the tourism and travel market of Middle East and North Africa. Incredible India pavilion was inaugurated by the Counsel General of India to Dubai. The Indian delegation comprised representation from all verticals including tour operators, luxury hotels, wellness resorts, and the Indian Railway Catering and Tourism Corporation.
6. Highlighting lesser-known yet refreshing destinations, the Ministry of Tourism has launched the '**Cool Summers of India**' campaign at the Arabian Travel Mart. This digital campaign challenges the notion of India being too hot for summer travel, emphasizing its offerings in hill resorts, including the

Himalayas. The campaign seeks to promote India as a holistic destination throughout the year.

7. The **2nd Joint Working Group Meeting between India and Philippines** was held in Manila, Philippines from 21-22 May, 2024. Delegation of Ministry of Tourism was led by Additional DG (MR). Matters pertaining to exchange programs and exploring avenues for enhancing bilateral tourism, including knowledge sharing on infrastructure development, training in hospitality management and fostering joint ventures in the hotel industry were discussed in the meeting.
8. Ministry of Tourism attended the **UN Tourism Conference on Empowerment of Women in Tourism in Asia and the Pacific** held in Bali, Indonesia from 2-4 May 2024. The agenda of the conference included dialogue with leaders from both the public and private sectors who are driving social innovation, discussing strategies for the global tourism industry to confront and combat gender inequality.
9. Ministry of Tourism facilitated the four member motorcyclists group "**Rota de Gama**" from Portugal on the occasion of the 500th anniversary of **Vasco da Gama**, the famous Portuguese traveller who visited India in **15th Century**. The bikers group travelled to Diu, Daman, Goa and Kochi from **27th April to 13th May'2024** highlighting the focus on India's coastal shoreline to be abiding hotspot.
10. The Ministry of Tourism in collaboration with Department of Tourism, Government of Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI) organised the '**Wed in India' Expo** alongside the Great India Travel at Jaipur on 5th May 2024. The event saw participation of approximately 250 pax which included foreign and domestic wedding planners, State Govts, media, international and domestic tour operators, event management companies. The event was inaugurated by the Director General (Tourism). During the event, the experts discussed India's preparedness and opportunities for making India a wedding destination.
11. A **meeting** was held under the chairmanship of Secretary (T) with the **domestic offices of Ministry of Tourism and Central Institutes of Hotel Management (CIHMs)** on 9th and 10th May 2024 at Bangalore to discuss the issues and challenges faced by the IHMs in terms of its role, admissions, curriculum, the infrastructures gaps and the way forward. This meeting was followed by a meeting with the officials of Domestic India tourism offices to discuss Marketing and Promotion strategy for the current financial year.
12. A total of 50437 accommodation units (both classified and un-classified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11294 units have self-certified for SAATHI standards.

13. The Ministry of Tourism disposed of 228 Public Grievances by the end of May 2024 and 101 remained pending.
14. 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 871 persons in areas like Life Saving Techniques for water sports operators, Jet Ski Operations, parasailing operations, etc. under the Skill Testing & Certification programme.
15. Foreign Tourist Arrivals (FTAs) during April 2024 were 6,50,748 (Provisional) as compared to 6,03,985 in April, 2023 registering a growth of 7.7% with respect to 2023. FTAs during the period January- April, 2024 were 34,71,833 (Provisional) as compared to 31,33,751 in January-April 2023 registering a growth of 10.8% with respect to 2023.
16. India Tourism Development Corporation (ITDC) a Public Sector Undertaking under administrative control of the Ministry of Tourism registered highest ever Turnover and profit during the financial year 2023- 24. The corporation recorded a total turnover of Rs. 526.58 Crore, reflecting an impressive 16% increase compared to the previous financial year. Additionally, the Profit Before Tax (PBT) surged to Rs. 109.93 Crore, marking a 34% rise over the preceding period, with a Profit After Tax (PAT) of Rs. 71 .86 Crore this year marking a 28% rise over the preceding period.
