

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2151  
ANSWERED ON 05.08.2024**

**DOMESTIC TOURIST ARRIVAL IN KERALA**

**2151 SHRI V K SREEKANDAN:**

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

- (a) whether it is a fact that there has been lull in the arrival of domestic tourists to Kerala State in recent times, including the current season;**
- (b) whether it is also true that domestic tourist prefer to travel abroad than to Kerala by availing leave travel allowance;**
- (c) whether it is a fact that tourism players in Sri Lanka, the US, South East Asian and European countries were offering competitive rates; and**
- (d) if so, the steps taken by the Government to attract tourists of both domestic and foreign tourists to Kerala?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (d): The details of domestic tourist visits (DTVs) in Kerala during 2022-2024 (till March) is given below:**

**(in lakh)**

<b>Month</b>	<b>2022</b>	<b>2023(P)</b>	<b>2024(P)</b>
<b>January</b>	<b>12.34</b>	<b>18.29</b>	<b>18.29</b>
<b>February</b>	<b>11.62</b>	<b>15.71</b>	<b>16.11</b>
<b>March</b>	<b>13.99</b>	<b>15.37</b>	<b>15.98</b>
<b>April</b>	<b>16.11</b>	<b>19.28</b>	<b>-</b>
<b>May</b>	<b>19.11</b>	<b>21.74</b>	<b>-</b>
<b>June</b>	<b>15.79</b>	<b>16.46</b>	<b>-</b>
<b>July</b>	<b>14.32</b>	<b>16.69</b>	<b>-</b>
<b>August</b>	<b>14.81</b>	<b>18.95</b>	<b>-</b>
<b>September</b>	<b>15.72</b>	<b>17.22</b>	<b>-</b>
<b>October</b>	<b>17.39</b>	<b>17.96</b>	<b>-</b>
<b>November</b>	<b>16.83</b>	<b>18.74</b>	<b>-</b>
<b>December</b>	<b>20.65</b>	<b>22.33</b>	<b>-</b>
<b>Total</b>	<b>188.67</b>	<b>218.72</b>	<b>50.37</b>

**Source: State Tourism Department**

**P: Provisional**

**Ministry of Tourism does not maintain the data on preferences of tourists to travel abroad or the incentives for the same provided by the other**

**countries.**

**Ministry of Tourism has taken several steps/initiatives over the years to attract tourists of both domestic and foreign in the country including the State of Kerala, details of which are given below:**

- i. Ministry of Tourism provides financial assistance to States/UTs including Kerala, for organizing fairs & festivals and tourism related events such as seminars, conclaves, conventions etc. under the Domestic Promotion & Publicity including Hospitality (DPPH) scheme. Under this scheme, financial assistance of Rs.25.00 lakh was provided to Kerala for organizing Sargalaya International Arts and Crafts Festival in 2022-23.**
- ii. The Ministry of Tourism is also promoting cultural and heritage tourism by providing financial assistance to State Governments/Union Territory Administrations/Central Agencies under the 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' Schemes for the development of tourism related infrastructure and facilities to provide an enriching tourism experience to the visitors.**
- iii. Ministry of Tourism has revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach. Under SD2.0, Kumarakom and Kozhikode (Bey pore) destinations have been identified for development in the State of Kerala.**
- iv. With an aim to enable lawful inward movement of foreigners including foreign tourists, Government has taken a number of initiatives over the last few years to liberalize, streamline and simplify visa regime with a view to facilitate the legitimate foreign travellers. Facility of e-Visa for 07 sub-categories i.e., e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa, e-Ayush Visa, e-Ayush Attendant Visa and e-Conference visa for the nationals of 167 countries has been provided.**
- v. Under the Marketing Development Assistance Scheme, financial assistance is provided to the State Government/Union Territory (UT) Administration for undertaking tourism promotional activities including Sales tours, participation in Fairs/Exhibitions and Road Shows in the overseas markets, and online promotion of tourism destinations and products, tour packages in the overseas markets, including content creation/production of digital promotional brochures/leaflets etc.**

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