

Measures Adopted to Enhance Foreign Tourism

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As per data from the Bureau of Immigration, India recorded 9.52 million Foreign Tourist Arrivals (FTAs) in 2023, reflecting a 47.9% increase compared to 2022. Furthermore, Foreign Exchange Earnings from tourism grew by 36.5% in 2023 over the previous year. Details are given in the **Annexure**.

The Ministry of Tourism has formulated National Strategies for Adventure Tourism, MICE Tourism, Rural Tourism, Rural Homestays, Eco Tourism, Sustainable Tourism and Medical & Wellness Tourism to promote various Niche Tourism products.

In order to provide impetus to the development of adventure tourism in the Country, National Strategy for adventure tourism has been formulated. Following strategic pillars have been identified for development of sustainable tourism, adventure tourism and ecotourism:

- (i) State assessment, ranking and strategy
- (ii) Skills, capacity building and certification
- (iii) Marketing and Promotion
- (iv) Strengthening adventure tourism safety management framework
- (v) National and State-level rescue and communication grid
- (vi) Destination and Product Development
- (vii) Governance and Institutional Framework

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

Sunil Kumar Tiwari

ANNEXURE

Foreign Tourist Arrivals (FTAs) in India during 2022-2024 (till August)

Month	FTAs			Growth Rate (%)	
	2022	2023	2024 @	2023/22	2024/23
January	2,15,935	8,91,084	9,58,733	312.7	7.6
February	2,54,538	8,93,352	10,02,664	251.0	12.2
March	3,58,023	8,24,549	8,59,688	130.3	4.3
April	4,11,010	6,25,772	6,50,748	52.3	4.0
May	4,45,690	6,18,086	6,00,496	38.7	-2.8
June	5,47,074	6,67,720	7,06,045	22.1	5.7

July	6,69,499	7,86,486	7,76,110	17.5	-1.3
August	5,24,756	6,64,155	6,36,277	26.6	-4.2
September	5,51,580	6,66,946	-	20.9	-
October	6,77,055	8,32,233	-	22.9	-
November	7,89,330	9,48,631	-	20.2	-
December	9,92,977	11,01,914	-	11.0	-
Total (Jan-August)	34,26,525	59,71,204	61,90,761	74.3	3.7
Total (Jan-Dec)	64,37,467	95,20,928	-	47.9	-

@: Provisional

Source: Bureau of Immigration

Foreign Exchange Earnings (FEE) from tourism during 2022-2024 (till August)

Month	FEE (in Rs. Crore)			Growth Rate (%)	
	2022	2023 #1	2024 #1	2023/22 #1	2024/23
January	5,406	18,492	24,897	242.06	34.64
February	6,371	18,435	24,927	189.36	35.22
March	8,963	16,903	22,866	88.59	35.28
April	10,634	17,405	17,962	63.67	3.20
May	11,531	17,206	17,758	49.22	3.21
June	14,155	18,737	19,217	32.37	2.56
July	17,671	22,261	23,654	25.97	6.26
August	13,851	18,687	20,006	34.91	7.06
September	14,559	18,534	-	27.30	-
October	18,383	19,008	-	3.40	-
November	21,432	21,552	-	0.56	-
December	26,961	24,707	-	-8.36	-
Total (Jan-August)	88,582	1,48,126	1,71,287	67.22	15.64
Total (Jan-Dec)	1,69,917	2,31,927	-	36.49	-

#1: Provisional estimates

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