

Boosting of Leisure Tourism in India

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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 47.90% increase compared to 2022. The number of FTAs for Leisure, Holiday, and Recreation in 2023 was 4.40 million, registering an 86.96% growth compared to 2022. Similarly, FTAs for Business and Professional purposes stood at 0.98 million in 2023, marking a 49.66% increase from the previous year.

FTAs have recovered to 87.1% of the pre-pandemic levels closely aligning with the global recovery rate of 88.8% and surpassing the Asia-Pacific region's recovery rate of 65.4%.

The growth in Foreign Tourist Arrivals (FTAs) is mainly driven by the post-pandemic revival of global travel and increasing confidence in India as a diverse and culturally rich destination. Enhanced air connectivity has improved accessibility to key tourist spots, while continuous development of tourism infrastructure has elevated the visitor experience. Additionally, targeted domestic and international marketing campaigns have strengthened India's global appeal, positioning it as a premier destination for travelers worldwide.

Ministry of Tourism has taken several measures/initiatives over the years to increase tourist arrivals in the country, details of which are:

- The Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/ Union Territory Administrations/ Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country.
- Ministry of Tourism through its various campaigns and events promotes various tourism destinations and products of India in domestic and international markets. Some of the initiatives are Dekho Apna Desh campaign, Chalo India campaign, International Tourism Mart, Bharat Parv.
- The Incredible India Content Hub was launched which is available in the public domain. Promotions are also carried out through the web-site – www.incredibleindia.org and social media handles of the Ministry.
- Thematic tourism like wellness tourism, culinary tourism, rural, eco-tourism, etc. amongst other niche subjects are promoted so as to expand the scope of tourism into other sectors as well.
- Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as 'Capacity Building for Service Providers' 'Incredible India Tourist Facilitator' (IITF), 'Paryatan Mitra' and 'Paryatan Didi'.
- For improving air connectivity to important tourist destinations, Ministry of Tourism has collaborated with Ministry of Civil Aviation under their RCS-UDAN Scheme. As on date, 53 tourism routes have been operationalized.
- e-Visa scheme is now available to 167 countries and it is available for 9 sub-categories:

- i. e-Tourist Visa

- ii. e-Business Visa
- iii. e-Medical Visa
- iv. e-Conference Visa
- v. e-Medical Attendant Visa
- vi. e-Ayush Visa
- vii. e-Ayush Attendant Visa
- viii. e- Student Visa
- ix. e-Student X Visa

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

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