

Dekho Apna Desh Initiative

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The Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020 for promotion of domestic tourism in the country. Under this initiative, the Ministry promotes tourism destinations and products of India through various activities such as Webinars, Quiz, Pledge, Seminars, Tourism Promotional Events, Fam tours, Roadshows, Website, Social media etc.

Under this initiative, Ministry has launched Dekho Apna Desh People's Choice poll to engage with citizens to identify most preferred tourist attractions in the country.

Ministry of Tourism has launched the revamped version of www.incredibleindia.gov.in, wherein information pertaining to various Tour programmes, package tours are being provided in collaboration with stakeholders.

Increased Domestic Tourist visits to various destinations, under this initiative, is expected to boost local economies, create employment opportunities, and support hospitality services, thereby promoting sustainable tourism growth.

Details of State-wise Domestic Tourist Visits (DTV) since 2020 is at **Annexure**.

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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ANNEXURE

List of States/UTs wise Domestic Tourists Visit (DTV)

Sl. No.	States/UTs	DTV 2020	DTV 2021	DTV 2022	DTV 2023
1	Andaman & Nicobar Islands	191207	126238	235061	321000
2	Andhra Pradesh	70828590	93277569	192716721	254700000
3	Arunachal Pradesh	42871	102915	222437	104000
4	Assam	1266898	1409161	8382003	760000
5	Bihar	5638024	2501193	25330364	815000
6	Chandigarh	417953	228809	3027165	300000
7	Chhattisgarh	2810227	4747417	23636291	260000

8	UT of Dadra & Nagar Haveli and Daman and Diu	402395	661222	799602	100
9	Delhi*	9583671	10642477	27186209	394
10	Goa	3258715	3308089	7011992	81
11	Gujarat	19464517	24525210	135811325	1780
12	Haryana	2114731	2025450	2108496	20
13	Himachal Pradesh	3170714	5632270	15070944	159
14	Jammu & Kashmir	2519524	11314920	18499332	206
15	Jharkhand	2574704	3383642	38284379	357
16	Karnataka	77453339	81333659	182413203	2841
17	Kerala	4988972	7537617	18867414	218
18	Lakshadweep	3462	13500	22844	4
19	Ladakh	6743	303023	510137	7
20	Madhya Pradesh	23519632	25554067	35848781	1119
21	Maharashtra*	39234591	43569238	111297624	1613
22	Manipur	49669	49371	139518	5
23	Meghalaya	24734	154409	937091	13
24	Mizoram	30890	87232	218420	20
25	Nagaland	10979	23968	97431	9
26	Odisha	4622273	3742221	7867909	97
27	Puducherry	1114942	1253213	1760480	20
28	Punjab	16692197	26640429	26089425	357
29	Rajasthan	15117239	21988734	108328156	1790
30	Sikkim	316408	511669	1625573	13
31	Tamil Nadu	140651241	115336719	218584846	2860
32	Telangana	39997001	32000620	60748425	584
33	Tripura	127815	177816	235600	30
34	Uttar Pradesh	86122293	109708435	317913587	4785
35	Uttarakhand	7005264	19434475	54642559	581
36	West Bengal	28841732	24325984	84542195	1456
	Grand Total	610216157	677632981	1731013539	25096

*Estimated Data

Source: States/UTs Tourism Department

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