

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2598  
ANSWERED ON 17.03.2025**

**BOOSTING OF LEISURE TOURISM**

**2598. SHRI DUSHYANT SINGH:**

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

- (a) whether there has been an increase or decrease in the number of tourist arrivals in the country, particularly in the leisure tourism sector as opposed to business travel during the last one year, if so, the details thereof along with the key factors influencing these trends;**
- (b) the details of the specific measures have been taken by the Government to boost leisure tourism in the country post-pandemic, particularly since 2021 and the outcomes of these efforts;**
- (c) whether the Government has set any long-term targets for increasing tourist arrivals in the Country and if so, the details of the strategies that are in place to achieve these goals;**
- (d) the manner in which these targets compare with the Asian average in terms of tourism growth; and**
- (e) the details of the projected estimates for tourist arrivals in the country over the next five years and the initiatives that are planned by the Government to support and facilitate this growth?**

**ANSWER**

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

**(a) to (e): 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](http://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**

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