GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1424
ANSWERED ON 31.07.2025

PROMOTION OF TOURISM UNDER MDA SCHEME

1424   SHRI S. SELVAGANABATHY:

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

(a)   the plan of action to motivate stakeholders to promote tourism in the country from the overseas markets under Marketing Development Assistance (MDA) scheme;

(b)   the details of the country visited to enhance the visibility of brand "Incredible India" in the overseas markets;

(c)   the details of foreign tourists who visited India post Covid-19 during the last three years State-wise and UT-wise; and

(d)   the quantum of financial support extended to the State/UT-wise under the MDA scheme during the last three years?

ANSWER

THE MINISTER OF TOURISM   (SHRI GAJENDRA SINGH SHEKHAWAT)

(a):   The Ministry of Tourism extends financial assistance to the approved tourism service provider (TSPs) across the country for undertaking promotion and marketing of tourism to the country from the overseas markets, under the Marketing Development Assistance (MDA) Scheme. The Scheme is under review to align with the evolving requirements of the industry.

(b):   Ministry of Tourism promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and destinations of the country. To enhance the visibility of brand 'Incredible India' in the overseas markets, the Ministry participated in various international travel trade exhibitions, fairs and events. In 2024-25, Ministry of Tourism participated in different international trade events including Arabian Travel Mart in United Arab Emirates, IMEX in Germany, Pacific Asia Travel Association (PATA) Travel Mart in Thailand, World Tourism Mart in United Kingdom, Internationale Tourismus Börse in Germany and Feria Internacional de Turismo (FITUR) in Spain.

(c):   The State-wise and UT-wise details of Foreign Tourist Visits (FTVs) visiting India during the last three years may be seen at Annexure.

(d):   No financial assistance was extended to any of the State Governments/UT Administrations under the MDA scheme during the last three years.

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STATEMENT IN REPLY TO PART (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1424 ANSWERED ON 31.07.2025 REGARDING PROMOTION OF TOURISM UNDER MDA SCHEME RAISED BY SHRI S. SELVAGANABATHY

State/UT-wise data on Foreign Tourist Visits (FTVs) in India during 2022, 2023 and 2024 is given below:

S. No.	State/UT	2022	2023	2024 (P)
1	Andaman & Nicobar Islands	4,461	9,025	11,497
2	Andhra Pradesh	1,65,845	60,426	2,62,431
3	Arunachal Pradesh ($)	1,055	3,816	4,210
4	Assam	9,001	23,818	27,170
5	Bihar	86,829	5,46,576	7,36,720
6	Chandigarh	28,439	31,498	39,058
7	Chhattisgarh	238	953	3,485
8	Dadra & Nagar Haveli and Daman & Diu	1,791	4,049	2,626
9	Delhi*	8,15,713	18,28,116	19,99,410
10	Goa	1,74,799	4,52,692	4,67,911
11	Gujarat	17,77,215	28,06,871	22,74,477
12	Haryana	2,439	1,346	1,265
13	Himachal Pradesh	29,333	62,806	82,765
14	Jammu & Kashmir	19,985	55,337	65,452
15	Jharkhand	1,92,319	1,89,261	45,273
16	Karnataka	1,28,520	4,09,333	4,85,204
17	Kerala	3,45,549	6,49,057	7,38,374
18	Ladakh ($)	21,259	36,315	39,704
19	Lakshadweep	125	755	898
20	Madhya Pradesh	2,04,454	1,82,685	1,67,535
21	Maharashtra*	15,11,623	33,87,739	37,05,170
22	Manipur	3,908	3,668	2,518
23	Meghalaya	7,774	19,973	20,023
24	Mizoram ($)	2,611	3,884	5,911
25	Nagaland	2,923	4,725	5,623
26	Odisha	22,121	45,173	53,392
27	Puducherry	S862	31,214	17,819
28	Punjab	3,29,458	7,41,734	5,41,784
29	Rajasthan	3,96,684	16,99,869	20,72,407
30	Sikkim	68,645	93,908	84,820
31	Tamil Nadu	4,07,126	11,74,899	11,61,302
32	Telangana	68,401	1,60,912	1,55,313
33	Tripura	8,493	66,708	1,02,624

34	Uttar Pradesh	6,48,986	16,01,503	23,64,996
35	Uttrakhand ($)	61,561	1,48,412	1,76,408
36	West Bengal	10,37,017	27,06,942	31,24,462
	Grand Total	85,87,562	1,92,45,998	2,10,50,037

Source: States/UTs Tourism Department

*: Estimated Data

$: Revised figure

(P): Provisional

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