

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2422
ANSWERED ON 04.08.2025**

**HIRING OF SOCIAL MEDIA INFLUENCERS
FOR TOURISM PROMOTION**

2422. SHRI SHAFI PARAMBIL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware of the increasing role of social media influencers in the promotion of tourism;**
- (b) whether the State Governments and the Central Government has any plans/guidelines for hiring social influencers for tourism promotion; and**
- (c) if so, the details thereof along with the funds utilised by the Union Government and State Government thereon during the last three years and the current year, State-wise?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Yes, the Ministry actively promotes the country's tourism destinations, products and various activities through its official social media platforms on a regular basis. The Ministry engages with social media influencers both through collaboration requests received and through public engagement initiatives to promote tourism destinations, products, experiences and events organised by the Ministry from time to time.
