

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.3337#**  
ANSWERED ON 21.08.2025

**LEISURE TOURISM**

3337# SHRI RAMESWAR TELI:

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

- (a) whether there has been an increase or decrease in the number of tourists arriving in the country, especially in the leisure tourism sector, during the last five years;
- (b) if so, the details thereof and the major factors influencing these trends;
- (c) whether Government has set any long-term targets to attract foreign tourists to the country; and
- (d) if so, the details of the measures being taken and the schemes being implemented to achieve these targets?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The details of Foreign Tourist Arrivals (FTAs) in India and percentage share of leisure tourists during the last five years is given below:

| Year | FTAs (in lakh) | % of Leisure Holiday and Recreation |
|------|----------------|-------------------------------------|
| 2020 | 27.45          | 58.4                                |
| 2021 | 15.27          | 5.8                                 |
| 2022 | 64.37          | 36.5                                |
| 2023 | 95.21          | 46.2                                |
| 2024 | 99.52          | 45.0                                |

Source: Bureau of Immigration

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, International Tourism Mart, Bharat Parv etc.
- 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'.
- e-Visa scheme is now available to 171 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

\*\*\*\*\*