

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF SIGNIFICANT ACTIVITIES FOR THE MONTH OF OCTOBER 2025

To align on an approach for developing at least one world-class destination in every State and Union Territory based on the vision of the Hon'ble Prime Minister, Ministry of Tourism organized a 2-day consultation with all the State/UT Tourism Ministers & Secretaries on 14th & 15th October 2025.

Implementation of Learnings from the Conference on Outreach and Communication for Viksit Bharat

Key Learnings:

1. Institutionalizing '*Inform*' as a consistent activity by prioritizing it equally with activities carried out under '*Reform, Perform, and Transform*'
2. Moving from Ministry-specific 'announcement' and 'press-release' based sporadic communication to consistent communication based on Whole-of-Government messages and narratives. For example, amplifying benefits for tourism when a Vande Bharat train has been flagged off, or a new expressway has been launched
3. Leveraging support lying in *Ministry of Information & Broadcasting* and *Ministry of Electronics & Information Technology* for outreach, communication, and use of emerging technologies
4. Deploying a *digital-first multi-platform strategy* for consistently engaging with the primary beneficiaries of Ministry of Tourism's initiatives, i.e. tourism & hospitality industry, international and national traveller communities, etc.
5. Ensuring that a pre-planned communication strategy is implemented for every initiative, event, policy, scheme, or activity undertaken by the Ministry

Specific Steps to implement the learnings:

S. No.	Actionable	Current Progress & Way Forward
1.	A digital-first multi-platform strategy for dissemination of the right information to intended audiences will be implemented and institutionalized with standard operating procedures	Various initiatives, events, and activities of Ministry of Tourism are posted on X and Instagram as and when they occur. Going forward, a digital first multi-platform strategy will be implemented with at least 2 weekly posts on each of the following platforms: a. X for important announcements, launches, events, meetings, and key updates on ongoing initiatives b. Instagram for videos & reels related to upcoming events, consultations, videos of completed projects

		& their impact, bytes from leading tourism & hospitality industry experts, influencers, etc. c. LinkedIn for posts regarding success stories and before-after impact of various initiatives, projects, events, and other activities d. WhatsApp Community posts for regular updates on key initiatives, announcements, consultation invites, and upcoming events of MoT e. Periodic formal press releases through PIB for information on various initiatives and activities
2.	Building an institutional database of industry leaders, experts, and opinion makers for amplifying / reposting articles, posts, and other communication material	Ministry of Tourism routinely engages with various industry leaders and experts for consultations and feedback on ongoing initiatives. Going forward, the Ministry will ensure that a database is maintained with the coordinates of such individuals and experts for amplification of social media posts and other material.
3.	Constant discussion and dialogue with industry experts and opinion makers who have critical views & feedback on the workings of the Ministry and the state of the tourism sector	While the Ministry undertakes constant efforts to address key issues inhibiting the growth of the Indian tourism sector, concerted efforts will be made to apprise key industry experts and opinion makers on efforts being taken to address such issues through constant discussion and dialogue.
4.	Ensuring presence of IIS Officer attached to the Ministry in the weekly Senior Officer's Meetings	A Deputy Director General in the Ministry has been designated as the nodal point for all interactions and coordination with the Ministry's IIS Officer. This will further be strengthened through the presence and active involvement of the IIS Officer in the weekly Senior Officer's meetings.
5.	Support of relevant teams from Ministry of Information & Broadcasting and Ministry of Electronics & Information Technology will be leveraged as per need	Ministry of Tourism is already working in collaboration with the Central Bureau of Communication, Ministry of Information & Broadcasting for onboarding a professional social media agency. Going forward, the Ministry will use the digital marketing & influencer management capabilities of CBC for consistent and targeted tourism promotion and other outreach.
