

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.185
ANSWERED ON 01.12.2025**

INCREDIBLE INDIA 2.0 INITIATIVE

185. SMT. PRATIMA MONDAL:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the targeted promotional campaigns launched in key international markets under the Incredible India 2.0 initiative along with the manner in which their effectiveness is being assessed;**
- (b) the details of the specific policy interventions undertaken by the Government to promote sustainable and responsible tourism practices across ecologically fragile regions; and**
- (c) the manner in which the Government plans to position India as a preferred destination for MICE (Meetings, Incentives, Conferences and Exhibitions) tourism globally?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism launched the Incredible India 2.0 campaign with paradigm shift from general promotions to thematic offerings in major source and potential countries with focus to attract more international tourists to India.

(b) to (c): Ministry of Tourism promotes India as a holistic tourism destination including sustainability, responsible tourism practices. Ministry also promotes Meetings, Incentives, Conferences and Exhibitions (MICE) tourism destinations through various medium including social media, websites and participation in fairs and exhibitions.
