

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.120
ANSWERED ON 29.01.2026

PROMOTION OF INDIAN TOURISM

120 SHRI ANIL KUMAR YADAV MANDADI:

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

- (a) whether Government is taking steps to showcase the tourism potential of the country in the foreign countries/destinations with a view to attract more tourists to India as their favourite destination;
- (b) if so, the details of promotional activities that have been undertaken during the last five years;
- (c) the details of amount spent in undertaking such promotional activities;
- (d) whether Government has undertaken any survey to assess if there is substantial increase in number of tourists who are visiting India;
- (e) if so, the details thereof; and
- (f) if not, the reasons therefor?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets with the objective to promote tourism to the country, in association with the Indian Missions located in the respective countries, State Governments/ Union Territories Administrations and travel trade sector. These promotional activities undertaken during the last five years include participation in various international travel trade exhibitions, fairs and events; organization of familiarization (FAM) tours for foreign tour operators, media and influencers; organisation of Tourism Roadshows, India food festivals; engagement with local tour operators and other industry stakeholders; publicity through social media handles.

(c): The details of amount spent in undertaking such promotional activities are as under:

Year	Actual Expenditure (Rs. in crore)
2020-21	108.09
2021-22	09.42

2022-23	15.89
2023-24	51.03
2024-25	31.99

(d) to (f): The Ministry of Tourism annually compiles international tourist footfalls to the country. The details of International Tourist Arrivals (ITAs) in India during 2020 to 2024 are given below:

Year	ITAs (in lakh)
2020	63.37
2021	70.10
2022	143.30
2023	188.99
2024	205.69
