

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.146
ANSWERED ON 29.01.2026

ARRIVALS OF FOREIGN TOURISTS

146 SHRI MOHAMMED NADIMUL HAQUE:

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

- (a) the top five States in terms of foreign tourist arrivals in India;
- (b) the reasons for foreign tourist arrivals in 2024 remains below 2019 level despite India's G20 visibility;
- (c) whether overseas promotion and Market Development Assistance funds were substantially reduced in Budget 2025-26;
- (d) whether the Ministry has assessed the reasons why competing countries have recovered faster in attracting foreign tourists; and
- (e) whether any review has been conducted to examine the employment impact of this stagnation, including on women and rural tourism programmes?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry compiles annual tourism statistics based on data received from the Bureau of Immigration (BoI), which include foreign tourist arrivals to India. Ministry does not maintain further disaggregation of foreign tourists' travel patterns or destinations within the country.

As per data furnished by States and Union Territories on foreign tourist visits, the top five States receiving the highest number of foreign tourist visits in 2024 were Maharashtra, West Bengal, Gujarat, Uttar Pradesh, and Rajasthan.

(b): In 2024, FTAs to India stood at 9.95 million, showing a recovery of 4.52% over 2023 and a shortfall of 8.95% compared to 2019, the last pre-pandemic benchmark year. The data reflects varied regional dynamics, with some regions exceeding pre-COVID levels while others continue to lag. However, the International Tourists Arrivals has already surpassed the 2019 figure of 17.91 million in 2023 itself. In 2023, ITA was 18.89 million and in 2024 it further increased to 20.57 million.

(c): No. Funds allocated under the Restructured Scheme of Overseas Promotion and Publicity (RSOPP), for international promotion and Market Development Assistance during the last year and the current year is as given below:

2024-25 - Revised Estimates – Rs.33.00 crores

2025-26 - Revised Estimates – Rs.43.48 crores

(d): In 2024, India's global ranking in terms of international tourists was 20th, attracting 20.57 million, marking a 14.85% increase over 2019. In comparison to other countries, the recovery of Indian tourism sector was not slower, as can be seen in the table.

| International Tourist Arrivals in million | | | |
|--|-------------|--------------|-------------------------|
| Region/Sub region | 2019 | 2024* | Change (%) 24/19 |
| World | 1466 | 1465 | -0.07 |
| Asia and the Pacific | 362.1 | 317.5 | -12.32 |
| South Asia | 59.2 | 59.6 | 0.68 |
| India | 17.91 | 20.57 | 14.85 |

(e): As per the estimates based on the third Tourism Satellite Account and the Periodic Labour Force Surveys, the employment in tourism sector (direct and indirect) has increased from 75.85 million in 2018-19 to 84.63 million in 2023-24. Gender wise and rural-urban wise estimate of employment in Tourism is not available with the Ministry.
