

Ministry of Tourism



Digital Tourism Platform

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The Ministry of Tourism launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travelers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions. The platform offers the visitors a virtual experience of tourism attraction of the country including cultural, heritage, adventure, gastronomical, wellness, art & craft, rural etc. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering **real-time weather updates, city exploration, and essential travel services**. The platform also includes a content hub for sharing and managing digital assets.

Further, the portal has partnered with several OTAs (Online Travel Agents) and Stakeholders for seamless booking of flights, hotels, cabs, and buses and tickets for ASI monuments provide information on registered tour operators and travel agents. It is also integrated with the National Integrated Database of Hospitality Industry (NIDHI) portal to provide information on registered tour operators and travel agents.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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