

Ministry of Tourism



# INCREDIBLE INDIA 2.0 INITIATIVE

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As part of the Union Budget announcement for the year 2017–18, the Ministry of Tourism launched the Incredible India 2.0 campaign. The campaign represented a shift from a generic promotional approach to a more focused, market-specific and theme-based strategy for the promotion of tourism in the country.

Under this initiative, India's diverse tourism destinations and products, including those in the State of Rajasthan, are promoted in identified overseas source markets.

Promotional activities are undertaken through a mix of digital and conventional media, including official tourism websites, social media platforms, and participation in international tourism fairs and exhibitions.

The campaign strengthened India's global brand presence and contributed to a notable increase in foreign tourist arrivals.

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

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