

Ministry of Tourism



# International Tourist Arrivals to India Surge to 20.57 million in 2024, Marking Strong Post-Pandemic Growth

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In terms of international tourist arrivals, the latest data indicates a significant upward trend, as reflected in the table below:

<b>International Tourist Arrivals in India</b>	
<b>Year</b>	<b>ITA (in million)</b>
2019	17.91
2020	6.33
2021	7
2022	14.33
2023	18.89
2024 (Provisional)	20.57

Source: Bureau of Immigration

No specific study on the subject has been undertaken by the Ministry of Tourism. However, according to the latest UN Tourism Barometer, international tourist arrivals in India surpassed the 2019 pre-pandemic benchmark in 2023, whereas Southeast Asia as a region has not yet exceeded its 2019 levels even in 2024. Within the region, Malaysia is the only country that has recorded a higher growth rate than India.

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.

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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