

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 786#
ANSWERED ON 05.02.2026

DIGITAL TOURISM PLATFORM

786# SHRI MOKARIYA RAMBHAI:

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

- (a) the key features of restructured Incredible India digital platform;
- (b) the digital tools launched for tourist engagement and travel planning;
- (c) whether this platform has been integrated with booking and ticketing services; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): 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.
