

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.251
ANSWERED ON 02.02.2026**

INCREDIBLE INDIA 2.0 INITIATIVE

**251. SHRI P P CHAUDHARY:
SHRI CHAVDA VINOD LAKHAMSHI:
SHRI VIJAY KUMAR DUBEY:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of strategic focus areas of the Incredible India 2.0 initiative;**
- (b) the nature of promotional efforts undertaken in recent months, including global events, partnerships and digital campaigns;**
- (c) the impact of these efforts on strengthening India's tourism profile and generating interest among foreign tourists;**
- (d) whether the Government has put in place any evaluation mechanism to measure the effectiveness of Incredible India 2.0;**
- (e) if so, the details thereof;**
- (f) whether any State-specific or destination-focused promotional strategies have been undertaken under Incredible India 2.0 for the State of Rajasthan, particularly for heritage and cultural sites in Pali Lok Sabha Constituency; and**
- (g) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (g): 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.
