

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3833
ANSWERED ON 16.03.2026**

INTERNATIONAL TOURIST ARRIVALS

3833.SHRI PRABHAKAR REDDY VEMIREDDY:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware of the increase in international tourists in 2024 when it touched record nearly 21 million as compared to pre-pandemic figures of 18 million;**
- (b) the details of the number of the international tourist arrivals in 2025 and the manner in which this be compared with 2024;**
- (c) the details of the promotional, policy and other activities undertaken by the Government to push foreign tourist arrivals in potential tourist destinations in the country; and**
- (d) the role Indian Missions abroad to promote/facilitate and propagate Indian destinations to foreign tourists and the extent to which their role proved to get positive results?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): International Tourist Arrivals (ITAs) in India reached 20.57 million (Provisional) in 2024, marking a significant increase over the pre-pandemic figure of 17.91 million in 2019. The growth in 2024 reflects a 14.82% increase compared to 2019 levels.

(b): As per the latest available data, the details of International Tourist Arrivals (ITAs) during 2024 and 2025 (Provisional) are as under:

Year	International Tourist Arrivals (ITAs)	Percentage Change
2024	2,05,68,622	8.9% (over 2023)
2025 (Provisional)	2,00,85,644	-2.4% (over 2024)

Source: Bureau of Immigration

(c) and (d): The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets with the objective to promote inbound tourism to the country. The activities are undertaken in association with the Indian Missions located in the respective countries, State Governments/ Union Territories Administrations and travel trade sector. The promotional activities include organization of Tourism Roadshows, participation in international travel trade exhibitions, fairs and events; organization of familiarization (FAM) tours for foreign tour operators, media and influencers; India food festivals; engagement with local tour operators and other industry stakeholders; publicity through social media handles, etc.
