

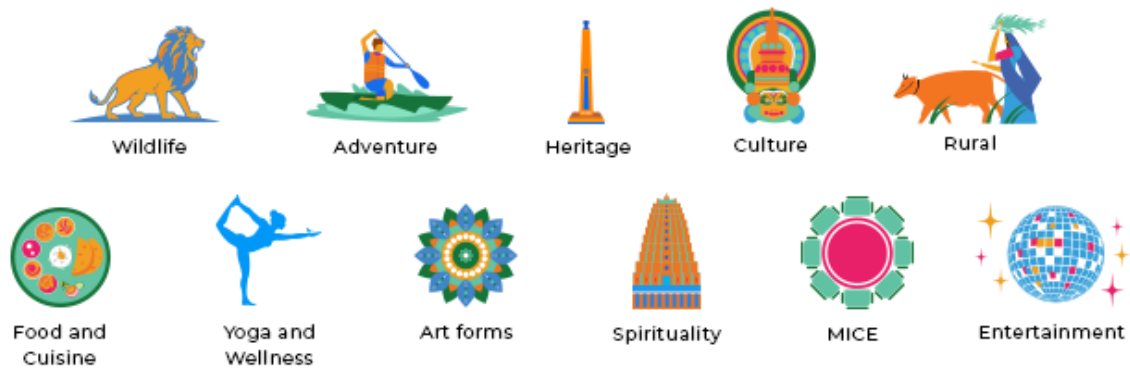


An Incredible India experience begins with an incredible welcome

This year is going to be a landmark year for India. For this is the year when we set out on an historic journey into 'Amrit Kaal' - a period of development and glory for the country. Not only we've assumed the G20 Presidency, we're also proudly marching ahead with the vision of becoming the world's most preferred tourism destination.

And that's why, we're celebrating this year as the 'Visit India' year - a global campaign that lends out an open invitation to travelers across the world to visit and experience India. To capture the spirit of the campaign, we're proud to launch a visual identity that embodies a vibrant medley of the incredible experiences India has to offer.

Every element of the logo
represents India across a variety of memorable experiences



With a vision to make India a 365-days destination, an array of initiatives and concerted efforts are being taken up under the ‘Visit India Year 2023’ movement.



Improving infrastructure and framework conditions impacting the growth of tourism



Developing theme-based tourist destinations and circuits



Focusing on promoting rural tourism, sustainable tourism, and unexplored destinations



Highlighting digitalization of the tourism sector for seamless travel



Extending loan guarantee schemes for covid-affected tourism services sector



Actively promoting the 24x7 toll free tourist helpline

Today, with the launch of this initiative, we’ve embarked on a year-long journey and a lineup of exciting affairs are waiting to be experienced. So, join us in inviting the world to India, by using the Visit India logo on your social profiles, email signatures and more. Let’s join hands and truly make this the year of ‘Visit India’!

Watch the logo come alive!
Don’t forget to share this video with your friends and family.

