

In Credible India Campaign



04-March, 2013

From the year 2002, the year in which Incredible India brand line was launched, to 2012, 'Foreign Tourist Arrivals (FTAs)' to the country have increased from 2.38 million to 6.65 million (provisional). During the same period Foreign Exchange Earnings (FEE) have increased from ₹ 15064 Crore to ₹ 94487 Crore (advance estimates). The domestic visits during the same period have increased from 269.60 million to 850.90 million (provisional). The Campaigns are a regular feature of the Ministry's promotional activities and are carried out keeping in mind the Ministry's goal of overall development of tourism to and within the country.

The Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line. Besides, the Ministry through its overseas offices, inter alia, organises Road Shows, Know India Seminars, Workshops; participates in various Fairs, Exhibitions and Events to promote various Indian tourist destinations and products. The campaigns

include holistic promotion of various Indian tourism products and destinations of the country.

This information was given by the Union Minister for Tourism Shri K.Chiranjeevi in a written reply in Lok sabha today.

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