

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†1376  
ANSWERED ON 19.09.2020**

**DRIVES LAUNCHED BY TOURISM INDUSTRY**

**†1376. SHRI SANGAM LAL GUPTA:**

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

- (a) the details of all the promotional drives launched in the international and domestic market by tourism industry during the last three years;**
- (b) the details of the funds granted and released under various heads for promotion and launching of drives in international market;**
- (c) whether the Government is expecting an increase in the percentage of tourists due to Swadesh Darshan and PRASAD yojana; and**
- (d) if so, the details thereof?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI PRAHLAD SINGH PATEL)**

**(a): Ministry of Tourism undertakes various activities for promotion and publicity within the country. The main activities undertaken for Domestic Promotion & Publicity include Media campaigns in the different domestic media including Electronic (Television, Radio and other), online/digital/Social Media, outdoor and other Media. Promotional activities are undertaken through dissemination of information, release of advertisements, participation in travel fairs / exhibitions, organizing Roadshows, Know India Seminars, India Food Festivals.**

**The Ministry of Tourism (MoT) in association with India Tourism offices and Indian Missions overseas and stakeholders in the India's**

**tourism industry promotes India as a holistic destination in the tourism generating markets overseas. As part of its marketing / promotional activities, the Ministry of Tourism releases Global media campaigns in electronic, digital and print media in the overseas market. Promotional activities are undertaken through dissemination of information, release of advertisements, participation in travel fairs / exhibitions, organizing Roadshows, Know India Seminars, India Food Festivals, Joint promotion with overseas tour operators, airlines, Indian Missions etc. India Tourism offices, overseas also extend brochure support to overseas tour operators to motivate them to promote various tour packages on India.**

**Detailed promotional activity in the domestic and international market for the last three years is given at Annexure.**

**(b): Promotional activities in the overseas markets are carried out from the funds earmarked under the Scheme, 'Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance (OPMD)'. Details regarding allocation of funds and expenditure incurred under OPMD Scheme in the last three years are tabulated below:**

<b>Year</b>	<b>Budget Allocation at R.E stage. (Rs. Crores)</b>	<b>Expenditure incurred (Rs. Crores)</b>
<b>2017-18</b>	<b>297.59</b>	<b>273.91</b>
<b>2018-19</b>	<b>416.23</b>	<b>415.00</b>
<b>2019-20</b>	<b>312.39</b>	<b>312.04</b>

**(c) to (d): Swadesh Darshan Scheme was launched in 2015 to develop theme-based tourist circuits in India. It is a Central Sector Scheme (which means 100% sponsored by the GOI). Under the Scheme 15 circuits have been identified for development namely Himalayan Circuit, North East Circuit, Krishna Circuit, Buddhist Circuit and Coastal Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit and Sufi Circuit.**

**Ministry of Tourism under the 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' scheme provides Central Financial Assistance to the State Governments /Union Territory Administrations with the objective to develop Tourism infrastructure at the identified pilgrimage / heritage destinations/ places in the Country. The projects under the scheme are identified in consultation with the State Governments/ Union Territory Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier. It is expected that the upgradation of facilities and better tourism infrastructure shall result in increased footfalls of tourists, both international as well as domestic.**

**\*\*\*\*\***

**STATEMENT IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO.†1376 ANSWERED ON 19.09.2020 REGARDING DRIVES LAUNCHED BY TOURISM INDUSTRY.**

**Promotion Drives launched in the International and Domestic market during the last three years**

**International**

**The “Incredible India 2.0” Campaign of the Ministry was launched by the Hon’ble President of India on 27th September 2017, during the National Tourism Awards function. The 2.0 Campaign marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced and used in the Campaign.**

**Television**

**Global Media Campaigns for promoting “Incredible India” in the overseas markets launched on leading international Television Channels — CNN, BBC, Discovery, TLC, National Geographic Channel, Euro Sports (spots aired during US Open 2017), Euro News, CNBC, CBS — USA, TAB1 — Japan, History (Global, China and Australia).**

**Online Global Campaigns launched on CNN, BBC, Euro News, TAB1, Time.com, YouTube, Twitter.**

**Besides the regular promotional efforts, some of the major promotional activities organized/participated by the Ministry of Tourism in the last three years include:**

- i) The Ministry of Tourism in association with the Indian Missions, overseas organised India Food Festivals in a number of countries.**
- ii) Organised annual International Day of Yoga Mega Fam Tour with the participation of a large number of Yoga experts, travel writers, opinion makers, tour operators, travel agents, etc. from overseas.**

- iii) India participated as the 'Partner Country' at the Feria International de Turismo (FITUR), one of the world's leading travel show/exhibitions held from January 17-21, 2018 in Madrid, Spain.
- iv) Organised the 6<sup>th</sup> International Buddhist Conclave (IBC) on the theme 'Budha Path – The Living Heritage' from August 23-26, 2018 in collaboration with the State Governments of Maharashtra, Bihar and Uttar Pradesh at New Delhi and Ajanta followed by site visits to Rajgir, Nalanda, Bodhgaya and Sarnath. Hon'ble President of India inaugurated the Conclave in the presence of a large number of overseas delegates.
- v) India participated as the 'Presenting Partner' in the New York Times Travel Show (NYTTS), the largest travel shows in North America, organized from January 25-27, 2019 in New York.
- vi) Organised a large number of Roadshows and Know India Seminars in the major source markets and emerging markets, overseas.
- vii) Undertook outdoor campaigns at prominent locations in various countries

Promotional activities in the overseas markets are carried out from the funds earmarked under the Scheme, 'Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance (OPMD)'. Details regarding allocation of funds and expenditure incurred under OPMD Scheme in the last three years are tabulated below:

Year	Budget Allocation at R.E stage. (Rs. Crores)	Expenditure incurred (Rs. Crores)
2017-18	297.59	273.91
2018-19	416.23	415.00
2019-20	312.39	312.04

#### Global Media Campaigns 2018-19

- **Television: Global Media Campaigns launched on leading international Television Channels. CNN, BBC, Discovery, TLC, National Geographic Channel, Euro Sports, Euro News, CNBC, History, CBS - USA, TABI — Japan, CCTV 4 - China, France Public TV 2, 3 &5, Channel M6— France, MBC— Middle East and RTL- Germany.**
- **Inflight TV Campaign released on American Airlines, Lufthansa, Cathay Pacific and Emirates Airlines.**

- **Campaigns targeting Indian Diaspora released on the major Indian International Television Channels popular with the Diaspora such as Zee, Star, Sony, Colors, NDTV, Aaj Tak, Times Now.**
- **Specific TV promotions undertaken on the Kumbh Mela 2019, India — the Land of Buddha and the Statue of Unity.**

#### **Digital & social Media:**

**Campaigns released on Facebook, Twitter, LinkedIn, YouTube. Google Search, Display and Gmail, Trip Advisor, Expedia, Time.inc, The Economist, National Geographic Traveller, NY Times, Forbes, Nikkei & Asahi (Japan), C-trip (China), Channel News Asia (Singapore), t-online, Focus.de and Ho1idaycheck.de (Germany), Le Monde (France), Yandex & Life.ru(Russia), X-Social Ad Network(China & Russia) and on websites / portals across 17 countries & regions (USA, Canada, US, Germany, France, Japan, Italy, Korea, Russia, Australia, Spain, Singapore, Thailand, Malaysia, Middle East, LATAM & China),through the HTTPPOOL Ad Network**

**2019-20**

#### **Social Media Promotion**

- **Wide publicity was given on social media channels of Ministry of Tourism on India's participation as Partner Country in the world's leading travel fair FITUR-20 19' held in Madrid, Spain.**
- **Global Campaigns were released in the electronic, online and print Media, with greater focus on digital and social media.**
- **Focussed campaigns undertaken to target the Indian Diaspora and to promote the Buddhist Sites in India, Kumbh Mela and Statue of Unity.**
- **Thematic promotional films were produced on Yoga, Wellness, Wildlife, Luxury and Cuisine. Destination promotional films were also produced on Delhi, Mumbai and Chennai.**
- **In addition promotional films on various themes, Products and Destinations have also been produced in association with Media Partner as value addition of the Global Media Campaign.**
- **The Incredible India "Find the Incredible You" campaign released globally by the Ministry of Tourism during 2018-19 has been declared winner' of the PATA (Pacific Asia Travel Association) Gold Award 201 9 in the "Marketing - Primary Government Destination" category. This year's awards attracted 198 entries from 78 organisations and individuals worldwide.**

## **Domestic Campaign 2017-18**

<b>Financial Year</b>	<b>RE (Crores)</b>	<b>Incurred Expenditure (Crores)</b>
<b>2017-18</b>	<b>90</b>	<b>89.84</b>

- **TV Campaign on the North-East Region released on Doordarshan to promote tourism to the North East Region.**
- **TV Campaign on the State of Jammu & Kashmir released on Doordarshan to promote Jammu & Kashmir.**
- **Outdoor Branding undertaken across India to promote FIFA U-17 World Cup**
- **Radio Campaign undertaken for promoting the International Day of Yoga**
- **Radio Campaign for promoting Paryatan Parv.**
- **TV Campaign to promote tourism tti the North-East Region released on Doordarshan**
- **SMS Campaigns to publicize the Tourist Helpline and Paryatan Parv.**
- **Television Campaign undertaken or private TV channels to promote tourism**
- **Campaign in Cinema Houses across the country being undertaken to promote Tourism.**
- **Advertising Campaign being undertaken on Railway Tickets to promote the Tourist Helpline and Social Awareness Messages.**
- **Advertising Campaign being undertaken on Boarding Passes of Air India to promote the Tourist Helpline and Social Awareness Messages.**

**Print Advertisements were released In various newspapers for:**

- I. National Tourism Awards**
- II. Showcasing improvement of India's ranking in the Travel and Tourism Competitive Index (TTCI) of World Economic Forum**
- III. Promoting Paryatan Parv 2017**
- IV. Promoting 'Adopt a Heritage initiative of the Ministry of Tourism.**
- V. Promoting Doinestlc Tourism on the "Go Beyond" theme in Mail Today**

### **Production of Creatives and Collaterals**

- **Promotional film on Mumbai**
- **Film on 'Swachhta' (Cleanliness of tourist spots)**
- **Film promoting 'Adopt a Heritage Scheme'**
- **Creatives designed and produced for all newspaper advertisements released**

- **Films Promoting Golf Tourism, Fashion, River Cruising in India and Indian Cuisine produced in association with CNN**
- **Brochure on “Paryatan Parv” detailing the activities and events.**

**The 2017 Calendar on the theme “Go Beyond” produced by the Ministry of Tourism, was winner of the PATA Gold Award 2017.**

#### **Social Media**

- **Promoted International Day of Yoga on Incredible India Social Media accounts.**
- **Social Media amplification of India’s impressive jump in ranking in the Travel & Tourism Competitive Index 2017 of World Economic Forum was undertaken.**
- **In August 2017, a special promotion was undertaken to Publicize Ahmedabad as India’s first World Heritage City of UNESCO.**
- **Creatives designed and posted for promoting National Tourism Awards 2015-16 through Facebook, Twitter, Google+, etc.**
- **Creative designed and posted on Social Media Accounts of the Ministry on the occasion of World Tourism Day 2017.**
- **A month long promotion of Paryatan Parv Including various activities undertaken across the country was showcased on social media channels.**
- **India’s participation in the World Travel Market 2017 (WTM) was highlighted on social media.**
- **Special film and social media posters were produced to highlight Dekho Apna Desh’ — Blog, Photo & Video Contests and Incredible India Quiz Contest organized on My Gov Portal as part of Paryatan Parv.**
- **Wide publicity on e-Visa and 24x7 Multilingual Tourist Helpline provided through social media promotion.**
- **World Food India 2017 was publicized through Social Media handles of the Ministry of Tourism.**
- **Social media promotion of Telangana through a tourism promotional film produced by the State Government Was undertaken.**

#### **Domestic Campaigns 2018-19**

<b>Financial Year</b>	<b>RE (Crores)</b>	<b>Incurred Expenditure (Crores)</b>
<b>2018—19</b>	<b>127.40</b>	<b>127.34</b>

- **TV Campaigns were released on Doordarshan and on private channels in the country to promote tourism to the North-East Region and to the State of Jammu & Kashmir. Various TV**

**campaigns were also released in these channels on subjects like yoga, identified Iconic sites, Swachhta at tourist sites, Statue of Unity.**

- **Digital Outdoor Campaign on Swachhta.**
- **Campaign in Cinema Houses to promote niche products like Yoga and to promote and publicise the Statue of Unity**
- **Radio and SMS Campaign and Print Advertisements for promoting Bharat Parv and Paryatan Parv**
- **Advertising on Airline Boarding Passes and on Railway Tickets to publicise the Statue of Unity.**
- **“Do You Know” Campaign released on Doordarshan to coincide with Paryatan Parv.**
- **Photo Contest — Musafir Hoon Yaaron!’ undertaken on Doordarshan to coincide with Paryatan Parv.**

#### **Production of Creatives and Collaterals**

- I. Promotional Films on (i) Yoga — “Yogi of the Racetrack”, (ii) Wellness “Reincarnation of Mr. & Mrs. Jones”,**
  - **Luxury —“Maharani of Manhattan”,**
  - **Cuisine — “The Masala MasterChef”,**
  - **Wildlife — “The Sanctuary in Paris”,**
  - **“India - the Land of Buddha”, in association with CNN**
  - **Kumbh Mela, in association with BBC,**
  - **“Splice Trail” in association with BBC,**
  - **“Incredible India — The Land of Gandhi” in association with Discovery,**
  - **Adventure (Land, Water and Sky) in association with CNN.**
- II. Short Films / Television Commercials (TVCs) promoting Wellness, Adventure, Spirituality, Vintage Cars, Wildlife, Heritage, Nature, Royal Residences, produced in association with BBC**
- III. Show Films / Television Commercials (TVCs) on Red Fort, Qutab Minar, Badrinath, Kedarnath, Gangotri, Yamunotri, Beaches of Goa, Churches & Convents of Old Goa, Ahmedabad Heritage City, Sanchi, Bhimbetka**
- IV. Elephanta Caves, Somnath, Konark, Thanjavur and Konark produced in association with Discovery Channel.**
- V. Wall Calendar 2018 on the theme “India at Night” and Desk Calendar 2018 on the theme “India for Everyone”.**
- VI. India Map and City Maps of Agra, Ahmedabad, Jaipur and Kochi**

**The new Television Commercials produced on niche products - Yoga, Wellness, Wildlife, Luxury, Cuisine as well as on India — The**

**Land of Buddha have been aired globally and collectively registering around 190 million views on Social Media.**

**The Television Commercials produced on Yoga, Wellness, Luxury, Cuisine and Wildlife were awarded first Prize in the category of TV Cinema Spots at the international Golden City Gate Tourism Awards 2019 in Berlin.**

## **SOCIAL MEDIA PROMOTION**

- **Social Media Accounts for the Ministry have been opened on Google+, YouTube, Facebook, Twitter, Instagram, Periscope, Vimeo, Pinterest and LinkedIn. These accounts are regularly enriched with informative posts and updates including live updates during important events organized by the Ministry.**
- **The Ministry of Tourism, keeping in mind the importance of Social Media as an effective tool for destination branding and marketing, organized a Social Media Key Influencers' Campaign "The Great Indian Blog Train" in February 2018, involving bloggers from across the world, who were invited to travel to destinations in the country on the Luxury Trains operating in different States, A total of 57 Bloggers from 23 countries including India travelled for a week on four luxury trains, i.e Palace on Wheels, Maharaja Express, Deccan Odyssey and Golden Chariot. The objective of the campaign was to position Luxury trains of India as a unique tourism product both in the domestic and overseas markets. The campaign generated widespread publicity for the luxury trains as well as the destination visited, by way of blogs, videos and photos published by the Bloggers on their experiences of their journey.**
- **Wide publicity was given on social media channels of Ministry of Tourism on India's participation as Partner Country in the world's leading travel fair 'FITUR-2018' held in January 2018 at Madrid, Spain.**
- **Amplified the four nation 'Incredible India' Road Shows organised in May 2018 in Myanmar, Vietnam, Cambodia and Bangkok. Road shows were also organised in New York, Houston, Chicago and Los Angeles in June 2018.**
- **During the entire month of June 2018, the theme 'Yoga' was highlighted on all social media handles of the Ministry to coincide with celebration of 'International Day of Yoga' on 21st June , 2018.**
- **Wide publicity with live feeds to events organized by the Ministry, viz. Bharat Parv, Paryatan Parv, International Buddhist**

**Conclave, International Tourism Mart, National Tourism Awards, ITM — North East, etc.**

- **Participation of the Ministry in events like WTM, London and ITB — Berlin was amplified on Social Media.**
- **Extensive Promotion of Statue of Unity undertaken on Social Media accounts**

#### **Domestic Campaigns 2019-20**

<b>Financial Year</b>	<b>RE (Crore)</b>	<b>Incurred Expenditure(Crore)</b>
<b>2019-20</b>	<b>100.00</b>	<b>99.62</b>

- **Radio Campaign for promoting Bharat Parv**
- **SMS Campaign for promoting Bharat Parv**
- **Print Advertisements released in major newspapers for promoting and Publicising Bharat Parv**
- **Advertising on Airline Boarding Passes and Railway Tickets to promote Statue of Unity**
- **TV Campaign on Yoga released on Doordarshan and Private Channels to coincide with International Day of Yoga.**
- **TV Campaign on “Swachhta “released on Doordarshan and on Private Channels**
- **Web Campaign on Swachhta**
- **SMS Campaign for promoting Paryatan Parv undertaken**
- **Radio Campaign for promoting Paryatan Parv undertaken in October 2019**
- **Print Advertisements released in major newspapers for promoting and Publicising Paryatan Parv**
- **Print Advertisements for National Tourism Awards on National level.**

#### **PRODUCTION OF CREATIVES AND COLLATERALS**

- **Wall & Desk Calendars 2020 produced with the themes: Incredible India through the eyes of Steve McCurry and Incredible India - Unparalleled & Untamed.**

**Short Films / Television Commercials (TVCs) on Promotion of Domestic Tourism and to target Indian Diaspora produced in association with media partners as value addition of Global Media Campaign.**

**Production of City Maps of Delhi, Shimla, Chandigarh, Amritsar and Lucknow.**

## **SOCIAL MEDIA PROMOTION**

- **During the entire month of June 2019, the theme ‘Yoga’ was highlighted on all social media handles of the Ministry to coincide with celebration of ‘International Day of Yoga’ on 21st June 2019. In addition, tweets /posts relating to celebration of International Day of Yoga from the social media handles of AYUSH were retweeted/ shared. Yoga demonstrations organised by India Tourism offices in various cities across the country were amplified on the social media handles of the Ministry of Tourism.**
- **Regular posts and live updates on events organized by the Ministry of Tourism, including Paryatan Parv 2019, National Tourism Awards 2019, World Tourism Day Celebration and India Tourism Mart.**
- **Promotion of Statue of Unity on Social Media accounts of the Ministry**
- **Promotional posts on “150 Years of Celebrating The Mahatma”**

**Due to sustained promotion on social media in the last two years, led to substantial increase in the follower’s base of the social media handles of the Ministry. Present followers base of some of the popular social media handles of the Ministry are given below:**

- **Twitter - 2.26 Million followers Facebook — 2.04 Million followers Instagram- 1,77,857 followers Youtube — 55,600 Subscribers**

**\*\*\*\*\***