

**Promotion of tourist spots in Juhu, Mumbai**

284. SHRI D. P. TRIPATHI: Will the Minister of TOURISM be pleased to state:

- (a) whether promotional efforts under the "Incredible India" campaign have taken care of tourist spots in Juhum Mumbai;
- (b) if so, the details thereof;
- (c) the number of regional offices in India to promote tourism; and
- (d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) and (b) The Ministry of Tourism, Government of India, as part of its on-going activities releases print, electronic and online media campaigns, under the 'Incredible India' brand-line, to promote India as a holistic destination in the domestic and international markets. The holistic promotion includes promotion of various Indian tourism products and destinations. Besides, the Ministry through its overseas offices, *interalia* organises Road Shows, Know India Seminars, Workshops, participates in various Fairs, Exhibitions and Events to promote various Indian tourist destinations and products.

(c) and (d) The Ministry of Tourism has 5 Regional offices in India:

- (i) Indiatourism, Delhi (For Northern India) 88, Janpath, New Delhi-110001.
- (ii) Indiatourism, Mumbai (For Western and Central India) 123, Maharshi Karve Road, Churchgate, Mumbai-400020, Maharashtra.
- (iii) Indiatourism, Chennai (For Southern India) 154, Anna Salai, Channai-600002, Tamil Nadu.
- (iv) Indiatourism, Kolkata (For Eastern India) 'Embassy', 4 Shakespeare Sarani, Kolkata-700071, West Bengal.
- (v) Indiatourism, Guwahati (For North-Eastern India) Assom Paryatan Bhawan, A.K. Azad Road, Paltan Bajar, Guwahati-781008, Assam.

**Development of tourism in Kerala**

285. SHRI N. K. SINGH: Will the Minister of TOURISM be pleased to state:

- (a) whether Government has prepared a special package for development of tourism in Kerala;
- (b) if so, the details thereof;