

Statement

The number and share of Foreign Tourist Arrivals in India during peak and non-peak seasons

| Year | Peak Season | | Non Peak Season | | Total FTAs |
|-----------------------|----------------------------|----------------------------|----------------------------|-----------------------------|------------|
| | 4th Quarter (Oct.-Dec.) | 1st Quarter (Jan.-Mar.) | 3rd Quarter (July-Sep.) | 2nd Quarter (April-June) | |
| 2014 | 23,19,039 (30.2%) | 22,03,905 (28.7%) | 16,53,763 (21.5%) | 15,02,392 (19.6%) | 76,79,099 |
| 2015 | 24,11,956 (30.0%) | 22,81,015 (28.4%) | 17,70,401 (22.1%) | 15,63,761 (19.5%) | 80,27,133 |
| 2016 | 26,41,425 (30.0%) | 25,02,422 (28.4%) | 19,94,122 (22.6%) | 16,66,442 (18.9%) | 88,04,411 |
| 2017 (Provisional) | - | 28,44,638 | 22,35,011 | 20,40,702 | - |

Incredible India 2.0 Campaign

1911. SHRI A. K. SELVARAJ: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that India's spiritual and wellness traditions will form the highlights of Incredible India 2.0 Campaign;

(b) if so, the details thereof;

(c) whether it is also a fact that the incredible India 2.0 Campaign will focus on developing at least 10 cities where it will promote their spirituality quotient and also develop their medical and wellness potential; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI K. J. ALPHONS): (a) to (d) The Ministry of Tourism has launched the Incredible India 2.0 Campaign during 2017-18 to position India as a Must Experience destination amongst overseas travellers and to increase foreign tourist arrivals to the country. The strategy for the Incredible India 2.0 Campaign will aim at moving to the next level of promotion and marketing with a shift from the present generic promotions being undertaken across the world to market specific and focused promotional plans and product specific content creation. The objective of the campaign is to promote India as a holistic destination and various tourism products including spirituality, medical and wellness will be promoted through this Campaign.