

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.149
ANSWERED ON 02.02.2021

MEDIA CAMPAIGN FOR PROMOTING DOMESTIC TOURISM

149. Shri Bhaskar Rao Nekkanti:
Shri Prashanta Nanda:

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

- (a) whether Government has been conducting media campaigns for promotion of domestic tourism in India;
- (b) if so, the quantum of funds allocated and spent on Domestic Media Campaigns during the last three years, year-wise; and
- (c) if so, the State-wise details of activities conducted under the media campaign including the State of Odisha?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): Yes, Sir. Ministry of Tourism conduct various media campaigns for promotion of domestic tourism in India. The details of the Media Campaign during last three years are as under:

- i. Print Media campaign
- ii. Television Campaign
- iii. Online Campaign
- iv. Radio Campaign
- v. Theatre Campaign
- vi. SMS Campaign

(b):

Year	Expenditure on Campaigns (Amount in Rupees)
2017-18	25,70,95,135
2018-19	63,25 12,193
2019-20	37,27,44,370

(c): Ministry of Tourism obtains media plan and releases campaigns through Bureau of Outreach Communication (BOC), Doordarshan and National Film Development Corporation (NFDC). The campaigns are for all States of India and are not State specific.
