

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.455#**  
ANSWERED ON 06.02.2025

**DEKHO APNA DESH**

455# DR. BHIM SINGH:

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

- (a) whether Government has observed an increase in awareness and interest towards tourism among Indian citizens as a result of various promotional efforts made under the "Dekho Apna Desh" initiative, if so, the details thereof; and
- (b) whether Government has made any special schemes to promote the tourist destinations and categories selected through the "Dekho Apna Desh" People's Choice Poll, if so, the impact of these schemes and the State-wise, tourist destination-wise details thereof?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): The Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020 for promotion of domestic tourism in the country. Under this initiative, the Ministry promotes tourism destinations and products of India through various activities such as Webinars, Quiz, Pledge, Seminars, Tourism Promotional Events, Fam tours, Website, Social media etc.

Ministry of Tourism launched Dekho Apna Desh People's Choice poll with aim to engage with citizens to identify most preferred tourist attractions. The Ministry is promoting the People's choice poll through various platforms, including Digital, social media, events, print, Outdoor, SMS and WhatsApp campaign etc.

Details of State-wise Domestic Tourist Visits (DTV) is at ANNEXURE.

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STATEMENT IN REPLY TO PARTS (a) TO (b) OF RAJYA SABHA UNSTARRED QUESTION NO.455# ANSWERED ON 06.02.2025 REGARDING DEKHO APNA DESH RAISED BY DR. BHIM SINGH

**List of States/UTs wise Domestic Tourists Visit (DTV)**

S.No.	States/UTs	DTV 2020	DTV 2021	DTV 2022	DTV 2023
1	Andaman & Nicobar Islands	1,91,207	1,26,238	2,35,061	3,23,189
2	Andhra Pradesh	7,08,28,590	9,32,77,569	19,27,16,721	25,47,06,328
3	Arunachal Pradesh	42,871	1,02,915	2,22,437	10,40,601
4	Assam	12,66,898	14,09,161	83,82,003	76,12,720
5	Bihar	56,38,024	25,01,193	2,53,30,364	8,15,85,701
6	Chandigarh	4,17,953	2,28,809	30,27,165	3,65,591
7	Chhattisgarh	28,10,227	47,47,417	2,36,36,291	2,60,22,069
8	UT of Dadra & Nagar Haveli and Daman and Diu	4,02,395	6,61,222	7,99,602	10,04,327
9	Delhi*	95,83,671	1,06,42,477	2,71,86,209	3,94,14,622
10	Goa	32,58,715	33,08,089	70,11,992	81,75,460
11	Gujarat	1,94,64,517	2,45,25,210	13,58,11,325	17,80,66,579
12	Haryana	21,14,731	20,25,450	21,08,496	20,12,162
13	Himachal Pradesh	31,70,714	56,32,270	1,50,70,944	1,59,42,118
14	Jammu & Kashmir	25,19,524	1,13,14,920	1,84,99,332	2,06,79,336
15	Jharkhand	25,74,704	33,83,642	3,82,84,379	3,57,76,102
16	Karnataka	7,74,53,339	8,13,33,659	18,24,13,203	28,41,20,502
17	Kerala	49,88,972	75,37,617	1,88,67,414	2,18,71,641
18	Lakshadweep	3,462	13,500	22,844	45,796
19	Ladakh	6,743	3,03,023	5,10,137	7,59,369
20	Madhya Pradesh	2,35,19,632	2,55,54,067	3,58,48,781	11,19,46,409
21	Maharashtra*	3,92,34,591	4,35,69,238	11,12,97,624	16,13,59,527
22	Manipur	49,669	49,371	1,39,518	57,701
23	Meghalaya	24,734	1,54,409	9,37,091	13,71,674
24	Mizoram	30,890	87,232	2,18,420	2,09,087
25	Nagaland	10,979	23,968	97,431	99,720
26	Odisha	46,22,273	37,42,221	78,67,909	97,25,184
27	Puducherry	11,14,942	12,53,213	17,60,480	20,92,076
28	Punjab	1,66,92,197	2,66,40,429	2,60,89,425	3,57,07,600
29	Rajasthan	1,51,17,239	2,19,88,734	10,83,28,156	17,90,51,925
30	Sikkim	3,16,408	5,11,669	16,25,573	13,21,169
31	Tamil Nadu	14,06,51,241	11,53,36,719	21,85,84,846	28,60,11,515
32	Telangana	3,99,97,001	3,20,00,620	6,07,48,425	5,84,47,573
33	Tripura	1,27,815	1,77,816	2,35,600	3,66,104
34	Uttar Pradesh	8,61,22,293	10,97,08,435	31,79,13,587	47,85,25,688
35	Uttarakhand	70,05,264	1,94,34,475	5,46,42,559	5,81,40,578
36	West Bengal	2,88,41,732	2,43,25,984	8,45,42,195	14,56,69,292
	<b>Grand Total</b>	<b>61,02,16,157</b>	<b>67,76,32,981</b>	<b>1,73,10,13,539</b>	<b>2,50,96,27,035</b>

\*Estimated Data

Source: States/UTs Tourism Department

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