

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO.\*10  
ANSWERED ON 20.07.2026**

**INCREDIBLE INDIA 2.0 INITIATIVE**

**\*10. DR. PRASHANT YADAORAO PADOLE:**

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

- (a) the details of strategic focus areas of the Incredible India 2.0 initiative;**
- (b) the nature of promotional efforts undertaken in recent months, including global events, partnerships and digital campaigns;**
- (c) the impact of these efforts on strengthening India's tourism profile and generating interest among foreign tourists;**
- (d) whether the Government has put in place any evaluation mechanism to measure the effectiveness of Incredible India 2.0; and**
- (e) if so, the details thereof?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (e): A statement is laid on the table of the House.**

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**STATEMENT IN REPLY TO PARTS (A) to (E) OF LOK SABHA STARRED QUESTION NO.\*10 ANSWERED ON 20.07.2026 REGARDING INCREDIBLE INDIA 2.0 INITIATIVE RAISED BY DR. PRASHANT YADAORAO PADOLE**

**(a) to (e): The Ministry of Tourism promotes India as a holistic tourism destination in overseas markets under the Incredible India brand. Under the Incredible India 2.0 initiative, launched in the Union Budget 2017–18, the focus shifted from general promotion to market-specific, theme-based and digital promotion. The initiative highlights India's diverse tourism offerings such as culture, heritage, spirituality, wellness, yoga, adventure, wildlife, cuisine, luxury and other niche tourism products based on the interests of different international markets.**

**The Ministry undertakes various promotional activities using digital and social media, Incredible India portal, participation in major international travel fairs and exhibitions, roadshows, destination presentations, familiarisation visits, engagement with the travel trade, and partnerships with technology platforms, industry stakeholders and content creators. Some of these promotional activities are implemented in coordination with Indian Missions abroad, which facilitate destination promotion, engagement with the local travel trade, media and other stakeholders, and dissemination of Incredible India promotional material in their respective countries.**

**These initiatives use digital platforms and creative content to promote India's tourism experiences and enhance the visibility of Indian destinations in key international markets.**

**The Ministry regularly reviews these promotional activities through stakeholder feedback, participation in events and tourism indicators, including International Tourist Arrivals (ITAs). Promotional strategies are updated from time to time in line with changing travel trends to improve outreach and strengthen India's position as a preferred global tourism destination.**

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