

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.75
ANSWERED ON 21.07.2025**

**IMPACT OF U.S. LEVEL 2 TRAVEL ADVISORY
ON KERALA'S TOURISM SECTOR**

75. SHRI K SUDHAKARAN:

Will the Minister of TOURISM be pleased to state:

- (a) **Whether the Government is aware of the U.S. Level 2 travel advisory issued in June 2025, urging increased caution due to rising crime, terrorism threats and safety concerns for the tourists, particularly women in the country and its potential impact on Kerala's tourism sector, which relies heavily on international tourists from the U.S. and U.K. contributed a huge share of foreign arrivals in 2024;**
- (b) **if so, the specific incidents that prompted the advisory and their perceived impact on Kerala's reputation as a safe tourism destination;**
- (c) **the details of the measures taken/being taken by the Government to enhance security measures at the Kerala's tourist hotspots to ensure the safety of international and female tourists; and**
- (d) **the details of the initiatives, including strengthening the "Incredible India" campaign and conducting opinion-based surveys, to counter the negative perceptions and boost tourist confidence in Kerala's tourism sector?**

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a): **As mentioned by MEA, several countries, including India, periodically issue travel advisories based on their assessment of various risk indicators. The U.S. Travel Advisory, issued by the U.S. Department of State, provides guidance specifically for U.S. citizens traveling to or residing in foreign countries. These advisories are not intended for citizens of other nationalities.**

India has been assessed as a Level 2 destination since the introduction of the system in 2018. This classification has remained unchanged in the most recent update issued on 16 June 2025.

(b): The State Government of Kerala has stated that no such specific incidents reported to make any impact on Kerala's reputation as a safe tourism destination.

(c): As mentioned by Tourism Department, Government of Kerala, the details of the measures taken/being taken to enhance security measures at Kerala's tourist hotspots to ensure the safety of international and female tourists:

- i. The Government of Kerala has deployed 180 "tourism police" personnel in various tourism destinations to ensure the safe travel and visit of tourists.**
- ii. The Department of Tourism has deployed 181 lifeguards in various beaches and water-based tourism destinations to ensure the safety of travellers.**
- iii. Approximately 10,000 Responsible Tourism Mission units are available in important destinations to ensure a homely and safe visit for international and domestic tourists to Kerala.**
- iv. The Department of Tourism conducted safety audits in 78 destinations.**
- v. The Kerala Responsible Tourism Mission conducted a global women's conference in November 2024 to enhance the view on safe travel, especially for female tourists.**

(d): The Ministry of Tourism promotes India as a holistic destination in the tourism-generating markets to promote various tourism products and destinations of the country, including Kerala. Various promotional activities are undertaken in association with the Travel industry, State Governments and Indian Missions overseas to project a positive perception about the country, including Kerala.
