

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:327

ANSWERED ON:14.12.2006

TOURISM OFFICES ABROAD

Thummar Shri Virjibhai;Yadav Shri M. Anjan Kumar

Will the Minister of TOURISM be pleased to state:

- (a) The details of tourism offices functioning in foreign countries at present alongwith the achievements made by these offices during the last three years ;
- (b)Whether the performance of these tourism offices has been reviewed;
- (c) If so, the outcome thereof;
- (d)Whether the Government proposes to open such new offices in other countries ; and
- (e) If so, the details thereof ?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) to (e): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.327 ANSWERED ON 14.12.2006 REGARDING TOURISM OFFICES ABROAD

(a): There are 13 Indiatourism offices overseas located at New York, Los Angeles, Toronto, Frankfurt, Paris, Milan, Amsterdam, London, Dubai, Johannesburg, Tokyo, Sydney and Singapore. The overseas offices have been undertaking a series of promotional activities with the objective of promoting India as a tourist destination in the important and emerging markets overseas and there has been a significant increase in tourist arrivals and foreign exchange earnings during the last three years as detailed below:

Year	Foreign Tourist Arrival	Percentage increase	Foreign Exchange	Percentage increase
	Earnings (in Rs. Crore)			
2004	3.46 million	+ 26.8%	21603	+ 21.5%
2005	3.92 million	+ 13.2%	25172	+ 16.5%
2006	3.88 million	+ 12.9%	25934	+ 16.9%

(till November)

(b) & (c): Reviewing and monitoring the performance of these overseas offices is a continuous and ongoing process.

(d) & (e): With a view to ensuring effective marketing of India Tourism overseas, the Ministry of Tourism regularly reviews the trends in emerging and potential markets and the need for opening of new Indiatourism offices abroad as per the market requirements.