

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1742
ANSWERED ON:23.08.2007
TOURISM SCHEME CHASING THE MONSOON
Jindal Shri Naveen

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched a new tourism scheme called "Chasing the Monsoon" ;
- (b) if so, the details thereof ;
- (c) the monsoon destinations identified for this purpose ;
- (d) the steps being taken to popularize the scheme; and
- (e) the number of tourists, both domestic and foreign, who have availed of this scheme so far ?

Answer

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

(a) to (e): The Ministry of Tourism, Government of India promotes a number of tourism related themes including Monsoon Tourism through its Incredible India Media Campaign in the International markets as well as through the Indiatourism Offices abroad. There is no separate data regarding tourists who have come for Monsoon Tourism. However, a comparative statement of tourist arrivals in June/July during the past three years is as follows: -

	June	July
2005	246970	307870
2006	278370	337332
2007	310104	377474

(Provisional Figure)