



PRESS RELEASE FOR FITUR 2018

India is the 'Partner Country' at FITUR 2018 which is a leading global event for the travel industry. We have been participating here for over 20 years. The Incredible India Pavilion at FITUR 2018 has 33 travel trade partners, including State Tourism Departments, Hotels, Travel Agencies, Resorts and Operators. Additionally, another 37 participants from India are also participating outside the India pavilion. The seven States participating this year are

In line with the increasing focus on Experiential and Wellness travel in the Spanish market, India Tourism is showcasing a lively celebration of the diverse Incredible India products at its Pavilion during FITUR 2018.

The Indian tourism outlook is very promising with an upswing in the growth of Foreign Tourist Arrivals (FTAs) in India in the recent years. In 2017, India received 10.18 million FTAs with a growth rate of 15.6%. The aim is to maintain the same pace of growth rate in international tourist arrivals over the next 3 years through a multi-pronged approach, including proactive marketing strategies in partnership with our tourism stakeholders.

The Government of India has taken path breaking initiative to liberalise the Visa Regime by providing easy access to visitors to the country in the form of e-Tourist Visa (e-TV) which was launched in November 2014. The e-Tourist Visa facility has now been extended to 163 countries including Spain, and has led to the ease of travel to India which saw 23,644 Spanish visitors in the year 2016 & 40,896 Spanish visitors during 2017, who travelled to India on the e Visa. The total number of Spanish FTA visits also saw a rise from 76,342 during 2016 to 82,211 during the year 2017.

Special emphasis is also being given to the promotion of tourism of the North Eastern States of India which have rich and diverse tourism products viz. a variety of attractive flora and fauna and also home to the unique Asian one horned Rhino. This area is also becoming popular with tourists for the River Cruises that are now available in the

region. Home Stays which are available in this region as well as other parts of the country are also becoming popular with the foreign tourists as they provide an opportunity to experience the local lifestyle, culture & hospitality.

India has a rich and diverse Natural, Cultural and Religious Heritage which provides a unique opportunity for tourism, from the architecture of India's temples, palaces, forts, to the grandeur of its sculptures, and the beauty of its paintings, all offer an unparalleled experience to all the visitors. To improve infrastructural facilities in the country, the Ministry of Tourism has launched theme based new schemes for the integrated development of tourist circuits.

India the land of Yoga & Ayurveda, is already a sought-after destination for Wellness & Healthcare travel. The Ministry of Tourism has also taken the initiative of identifying, diversifying, developing and promoting nascent / upcoming niche tourism products viz. Golf Tourism, Rural Tourism, Adventure & MICE Tourism. To promote adventure tourism to India and to create awareness about the varied adventure options available, the Ministry of Tourism has decided to celebrate the year, 2018 as - "The Year of Adventure Tourism". We are now consolidating the efforts and strategies on how to further leverage the available opportunities to promote tourism across all sectors.

The Indian shores are also attracting Cruises from all over and we see India emerging as an attractive Cruise destination. The aim is to promote India as a year-round destination, to attract tourists with varied interests and to ensure repeat visits. We have decided recently to do away with biometrics for evisa passengers at the sea ports to ensure that the passenger movement out of the ship is expedited.

One of the priorities of the Government of India is to ensure the Safety and Security of both the Domestic as well as the International Tourists travelling in India & accordingly, several measures have been taken in this regard and the launch of a 24x7 Toll Free Tourist Helpline in 12 International languages including Spanish, is a big step in this direction. The Helpline is available on the existing Toll Free Number 1800111363 or on a short code 1363 for dialling in India. We are also sensitize drivers, guides and other stakeholders to highlight the theme of 'Atithi Devo Bhava' which means 'Guest is God'.

The Ministry of Tourism, Government of India is taking new initiatives with a new marketing strategy with launch of "Incredible India 2.0 Campaign", the Ministry of Tourism, Government of India is engaging with the organisers of FITUR and all the stakeholders to ensure widespread publicity to offer maximum support to its tourism industry and to highlight India's diverse range of tourism products.

With a view to provide an enhanced experience to visitors, the Ministry of Tourism is developing a new Incredible India website by leveraging the latest trends in technology. The new Incredible India website will have a range of features, such as personalization,

responsive designs, social media marketing, content creation and management. Google through their Arts and Culture initiative, is partnering with the Ministry of Tourism in enriching the new website with 360 degree videos, museum views, etc.

Diverse tourism products are our strength and India Tourism along with all our partner tourism stake holders would be working hand in hand together to take Incredible India to greater heights during the course of FITUR- 2018.

For further information visit us at: www.incredibleindia.org or India Tourism Paris at directorindiatourismparis@gmail.com