

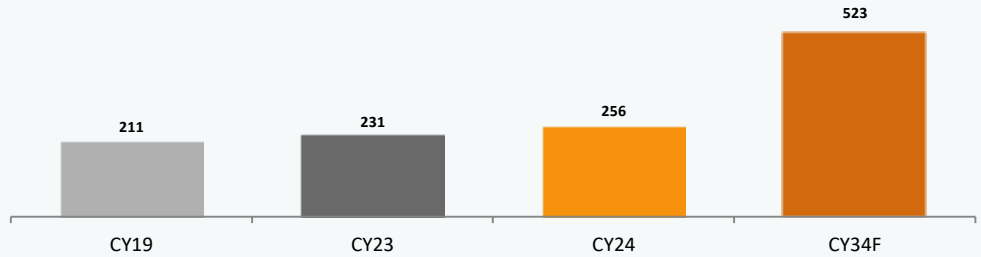


TOURISM AND HOSPITALITY



MARKET SIZE

Travel and Tourism's Total Contribution to GDP (US\$ billion)

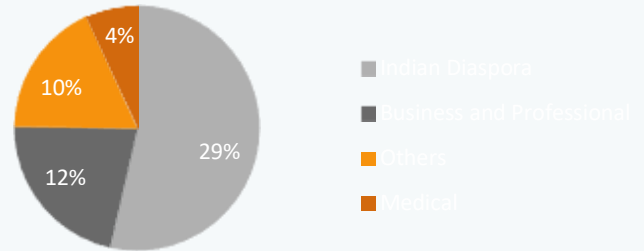


Note: F - Forecast



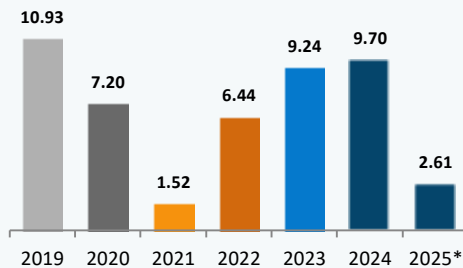
SECTOR COMPOSITION

Purpose-wise Foreign Tourist Arrivals in (Jan-March) 2025 (%)



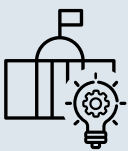
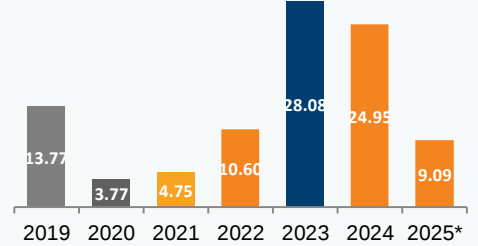
KEY TRENDS

Foreign Tourists Arriving in India (million)



Note: *January to March 2025

Foreign Exchange Earnings from Tourism in India (US\$ billion)



GOVERNMENT INITIATIVES

Incredible India
आविर्भाव के अवसर

Incredible India!

SWADESH
DARSHAN

Swadesh Darshan

saathi
System for Assessment, Awareness and
Training for Hospitality Industry



ADVANTAGE INDIA

- Robust demand:** India welcomed 20 million international visitors in 2024 reaffirming the country's status as a leading global destination and underscoring the renewed international confidence in its tourism offering.
- Diverse Attractions:** India offers geographical diversity, world heritage sites and niche tourism products like cruises, adventure, medical, eco-tourism, etc. Incredible India has spurred growth in tourist arrivals and employment. According to WTTC, sector's contribution to GDP was Rs. 21,15,000 crore (US\$ 250.2 billion) in CY24 and could potentially grow to Rs. 43.25 crore (US\$ 511.5 billion) by CY34, supporting approximately 63 million jobs.
- Policy support:** India's Union Budget FY26 has allocated Rs. 2,541.06 crore (US\$ 291.07 million) to boost its tourism sector, focusing on improving infrastructure, skill development, and travel facilitation through measures like developing 50 top tourist destinations, offering MUDRA loans for homestays, enhancing connectivity, and introducing e-visa facilities.
- Attractive opportunities:** In 2024, Prime Minister Mr. Narendra Modi inaugurates 52 tourism sector projects valued at over Rs. 1,400 crore (US\$ 168.5 million) under the Swadesh Darshan and PRASHAD Scheme.