

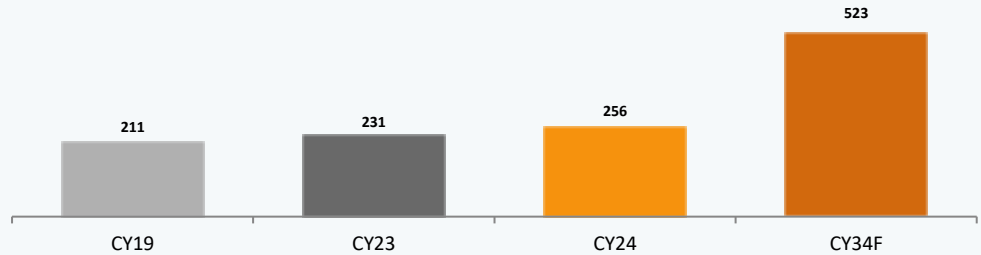


TOURISM AND HOSPITALITY



MARKET SIZE

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

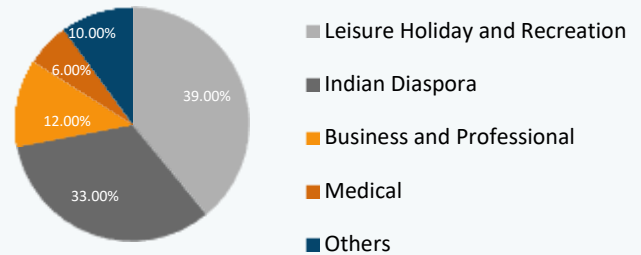


Note: F - Forecast



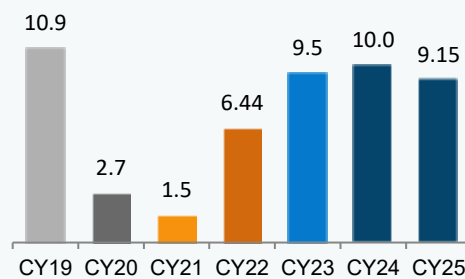
SECTOR COMPOSITION

Foreign Tourist Arrivals – By Purpose of Visit (2025)

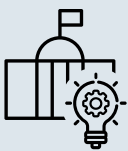
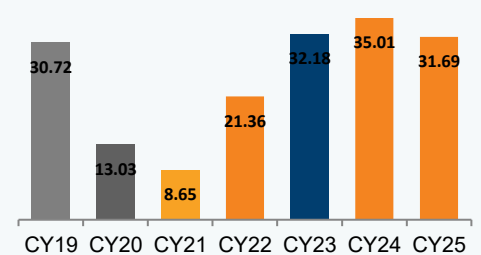


KEY TRENDS

Foreign Tourists Arriving in India (million)



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



GOVERNMENT INITIATIVES

Incredible India
अतोको वेदवो केवव

Incredible India!

SWADESH
DARSHAN

Swadesh Darshan

saathi
System for Assessment, Awareness and
Training for Hospitality Industry



ADVANTAGE INDIA

- Robust demand:** India's tourism sector continues to see strong momentum driven by wellness, medical, and spiritual travel. Medical tourism is expanding rapidly, supported by e-medical visas, Ayush integration, and affordable healthcare, positioning India as a preferred destination for wellness and treatment-focused travel experiences globally.
- Diverse Attractions:** India's tourism landscape is expanding through thematic trails, heritage revitalization, and niche experiences. New mountain, eco-nature, bird-watching, and turtle trails announced in the Union Budget 2026–27 aim to diversify offerings, while 15 archaeological sites are being developed into experiential destinations. Initiatives like Bharat Parv, International Tourism Mart, and Buddhist Circuit development further strengthen India's cultural, spiritual, and regional tourism appeal.
- Policy support:** Government initiatives such as Swadesh Darshan 2.0, PRASHAD, and challenge-based destination development continue to enhance tourism infrastructure and visitor experience. Over 75 projects have been completed under Swadesh Darshan, alongside new investments in iconic tourist centres through long-term state funding.
- Attractive opportunities:** In May 2026, Andhra Pradesh unveiled a roadmap to create employment opportunities for more than 1.22 lakh people through tourism projects, supported by public-private partnerships, infrastructure development and investor-friendly incentives.