

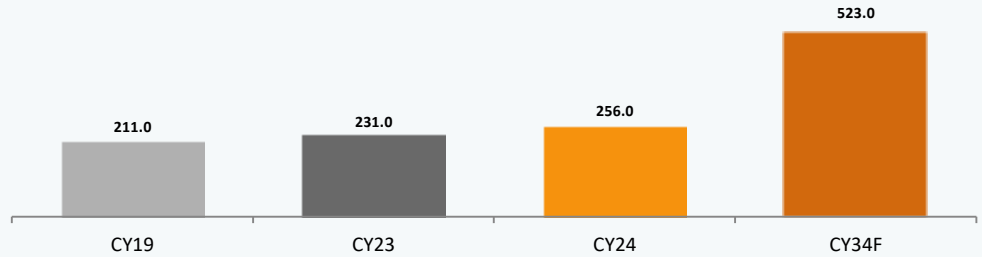


TOURISM AND HOSPITALITY



MARKET SIZE

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

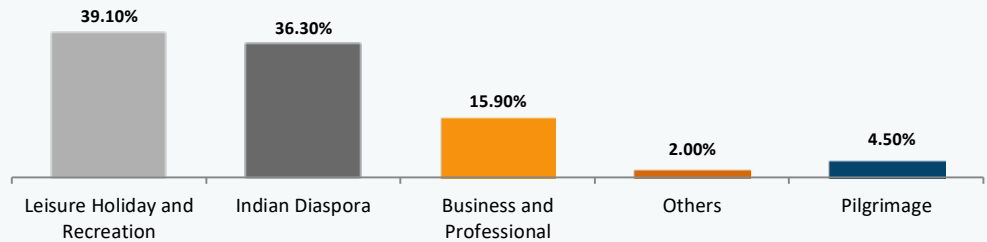


Note: F - Forecast



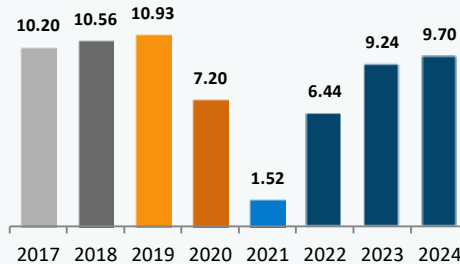
SECTOR COMPOSITION

Purpose-wise Foreign Tourist Arrivals in (Jan-October) 2024 (%)

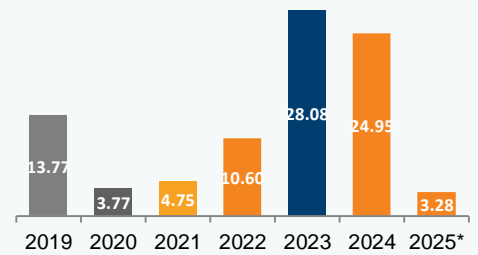


KEY TRENDS

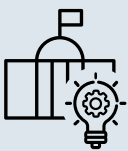
Foreign Tourists Arriving in India (million)



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



Note: E - Estimated, *January to October 2024



GOVERNMENT INITIATIVES

Incredible India
अतोके वेदवत केवव

Incredible India!

SWADESH
DARSHAN

Swadesh Darshan

saathi
System for Assessment, Awareness and
Training for Hospitality Industry



ADVANTAGE INDIA

- Robust demand:** The travel market in India is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20. Drawing upon world-class healthcare amenities and traditional healing practices, medical tourism and wellness retreats entice 21% of international travelers.
- 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.