

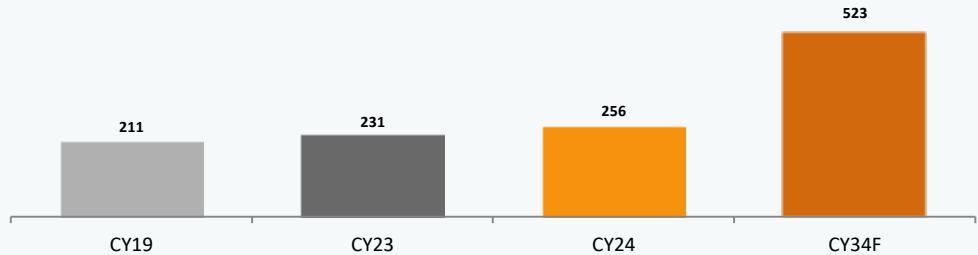


# TOURISM AND HOSPITALITY



## MARKET SIZE

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

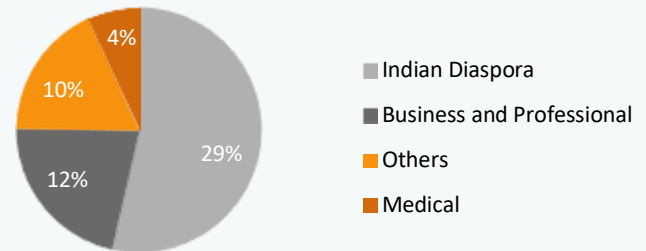


Note: F - Forecast



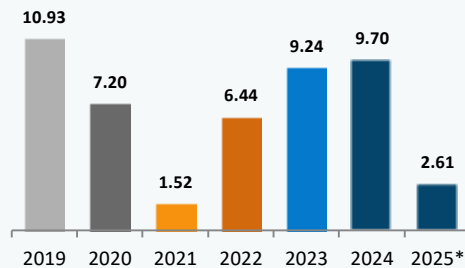
## SECTOR COMPOSITION

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

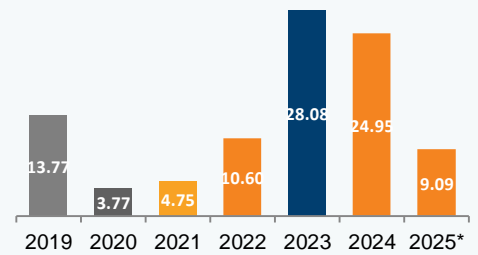


## KEY TRENDS

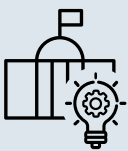
Foreign Tourists Arriving in India (million)



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



Note: \*January to March 2025



## GOVERNMENT INITIATIVES

Incredible India  
अतोके वेदवठ केववठ

Incredible India!

SWADESH  
DARSHAN

Swadesh Darshan

saathi  
System for Assessment, Awareness and  
Training for Hospitality Industry



## ADVANTAGE INDIA

- Robust demand:** Indian hotels are tapping into the wellness tourism boom, with wellness tourism projected to be a US\$ 1.3 trillion global market by 2025. In India, wellness tourism is growing strongly driven by health awareness and lifestyle shifts post-pandemic, with a focus on wellness packages that have boosted occupancy by 36% in some properties.
- 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:** 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. New GST reforms were implemented in India aimed at making travel more affordable, especially for budget and mid-range segments. The reforms reduced taxes on hotels, domestic flights, dining, and tourism activities, resulting in an expected boost in domestic travel and tourism entrepreneurship.