



Incredible India 2.0 Initiative

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The Ministry of Tourism launched the Incredible India 2.0 campaign with paradigm shift from general promotions to thematic offerings in major source and potential countries with focus to attract more international tourists to India.

Ministry of Tourism promotes India as a holistic tourism destination including sustainability, responsible tourism practices. Ministry also promotes Meetings, Incentives, Conferences and Exhibitions (MICE) tourism destinations through various medium including social media, websites and participation in fairs and exhibitions.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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