

INTERNATIONAL TOURIST ARRIVALS

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International Tourist Arrivals (ITAs) in India reached 20.57 million (Provisional) in 2024, marking a significant increase over the pre-pandemic figure of **17.91 million in 2019**. The growth in 2024 reflects a **14.82% increase** compared to 2019 levels.

As per the latest available data, the details of **International Tourist Arrivals (ITAs)** during 2024 and 2025 (Provisional) are as under:

Year	International Tourist Arrivals (ITAs)	Percentage Change
2024	2,05,68,622	8.9% (over 2023)
2025 (Provisional)	2,00,85,644	-2.4% (over 2024)

Source: Bureau of Immigration

The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets with the objective to promote inbound tourism to the country.

The activities are undertaken in association with the Indian Missions located in the respective countries, State Governments/ Union Territories Administrations and travel trade sector.

The promotional activities include organization of Tourism Roadshows, participation in international travel trade exhibitions, fairs and events; organization of familiarization (FAM) tours for foreign tour operators, media and influencers; India food festivals; engagement with local tour operators and other industry stakeholders; publicity through social media handles, etc.

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

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