

Ministry to launch a revamped global marketing strategy to boost inbound tourism

Mr. Suman Billa, Additional Secretary & DG Tourism, GoI, revealed that the Ministry of Tourism will soon launch a revamped global promotion and marketing plan to strengthen inbound tourism. The strategy targets key source markets with focused promotions, collaborations with global brands and influencers, and enhanced synergy with states under the unified Incredible India brand, alongside a renewed push for MICE tourism.