

# US inspired by 'Incredible India' campaign

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IMPRESSED by the Indian Government's tourism promotion campaign 'Incredible India', the lawmakers here are pushing for a new Act aimed at projecting the US as a preferred travel destination across the world.

In a debate on the closure motion to pass the US Travel Promotion Act, 2009, North Dakota Senator Byron Dorgan, who introduced the bill last month, said visits by foreign travellers to the United State have been significantly affected due to the measures put in place after 9/11 terror attacks in 2001.

Dorgan argued that a number of other countries such as India were promoting travel to their land, but the US was not doing anything similar and there is a perception that it was difficult to come to the US.

## A new Act aimed at projecting the US as a preferred travel destination across the world is on the anvil

"Take India — one special reason to visit India is this advertisement saying: 'Incredible India, any time is a good time to visit the land of Taj, but there is no time like now,'" he noted.

'Incredible India' is the flagship campaign of the Indian Government's Ministry of Tourism, the nodal agency for the development and promotion of tourism in the country.

Citing examples of some other countries also, Dorgan said: "Great Britain, Italy, Spain, France, Australia, India, Ireland,

they say: Come to our country. Travel to our country. See what our country is about."

"We are not doing that... As a result, in the last 8 years, we have seen a 3 percent decrease in travel by foreign visitors to the United States while the rest of the world has had a 40 percent increase in travellers destined to those other areas."

Dorgan further said that countries like India were telling the world that "if you are travelling abroad, if you are planning a vacation, a trip, come to our country.

In contrast, there is a perception that it is difficult to come to our country, hard to get a visa, and tourists will experience long waiting lines."

The Bill was introduced on May 12 by Dorgan with the support from about 50 other Senators and has been already unanimously approved by the Senate Committee on Commerce, Science and Transportation.

Through this Bill, which has been widely supported by the tourism industry, the US is aiming to generate \$4 billion of additional economic stimulus every year and cut down their budget deficit by \$425 million because of the US Travel Promotion Act of 2009.

The Act could also generate new federal tax revenue of \$321 million and create nearly 40,000 new jobs in the first year itself. ■ PTI