TOURISM RECOVERY

An Indian Experience

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What is Disaster?

“A calamity of a constituent, of a divine or human nature, springs from ill-luck or wrong policy”

Chanakya
Surging need of Tourism Recovery

Tourism recovery – key component of Economic Recovery

**Losses due to Disaster in India**
(in’000 Million)

Source: Disaster Management India, Ministry of Home Affairs, Government of India (NDMA)
Tourism Recovery in India

Indian Framework

Natural Disaster

Man-Made Disaster

Socio-economic Factors triggering Disaster

Photo Credits:
Bhopal Gas Tragedy, Pablo Bartholomew; Uttarakhand Flood, AP Photo; Drought, Dipak Kumar; Pollution, Reuters; Train Blast, rediff.com
Tourism Recovery Action Plan

- Government & Established Institutions

- Established Institutions launch action plan.
- Involve stakeholders & local populace

- Established Institutions, Stakeholders, local populace & Tourists
Preparation Strategy: India

**Organizations**

- Inter Ministerial Coordination Committee for Tourism Sector under Chairmanship of Principal Secretary to Prime Minister
- National Tourism Advisory Council
- National Disaster Management Authority

**Strategies**

- Periodic Consultations with State Governments
- Regular consultations with Tourism Stake Holders
- Inter-agency meetings, networking and liaison;
- Central Financial Assistance for Development of Tourism Infrastructure
- Implementation of a disaster risk management process;
- Development of plans and procedures;
- Quick Communication
Mumbai Attack

- Siege at Taj Mahal Hotel for over 3 days
- 195 deaths & over 295 injuries

“Where the mind is without fear and the head is held high..... .....let my country awake” – Rabindranath Tagore
Tourism Recovery Response Strategy

- **Effective launch** of Incredible India campaign through print and electronic media and outdoor advertising
- Launch of Visit India Year 2009
- Special **discounted and value added offers** by service providers
- **Synergized PR campaign** in key markets
- **Focused promotions** to stimulate domestic traffic
2009 Marketing Plan

ONE special reason to visit India in 2009

Any time is a good time to visit the Land of the Tiger. But there is no time like now.

- ONE unforgettable holiday with someone special and a bouquet of never-before benefits
- ONE complimentary air-ticket
- ONE complimentary sightseeing tour in a city of your choice
- ONE day’s complimentary stay in your hotel
- ONE complimentary Rural-Eco holiday

Visit India
Year 2009

For more information, please write to info@indiatourism.com.sg or call +65-62353800

Incredible India
www.incredibleindia.org

"Visit India – 2009" is all set to beat the recession!

- ONE unforgettable holiday with someone special and a bouquet of never-before benefits
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Impact of Response Strategy

**Domestic Tourist Visits**
(# Tourists in Mns)

- 2008: 563
- 2009: 669
- 2010: 748
- 2011: 865
- 2012: 1036
- 2013: 1142

**Growth in Foreign Tourist Arrival**
(% Growth)

- 2008: 4
- 2009: 3
- 2010: 8
- 2011: 5
- 2012: 4
- 2013: 6

- **18.8%** rise in domestic tourists in 2009 and **11.8% rise** in 2010
- Marginal **2.2%** decline in foreign tourists to India vis-vis World
decline of 3.7% & increase of **11.8%** in 2010
Key Learnings

- **Cooperation** among all stakeholders is key to bounce back
- Communicate the **truth**
- Keep communication **direct and simple**
- Don’t keep all eggs in one basket
- Government has to **lead from the front**
- Never ignore domestic **tourism**
Thank You

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