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Visit India Year 2023 initiative

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Why is in news? Shri G Kishan Reddy launches the Visit India Year 2023 logo in New Delhi

The Union Minister of Tourism, Culture and Development of North Eastern Region (DONER) launched the **Visit India Year 2023 initiative** and unveiled its logo at New Delhi today, kicking off the year of grand plans and activities for promoting tourism in India.

The Union Minister also said that **more than one lakh foreign delegates will visit India** this year and they will be showcased entire gamut of India's Culture, including monuments and festivals.

The minister added that **each foreign delegate of G20 will be a brand ambassador of India's culture**, heritage and tourist destinations, further stated that Ministry of Tourism is coordinating with Indian missions and other stakeholders to have a conducive environment for foreign visitors this year.

Harnessing the momentum created by the recovery of the global industry, preferential sentiment from global travelers for exploring India and building upon the success in growing tourism in India over the years—the Tourism Ministry is on a mission to unlock the untapped potential of tourism in India, **making India a 365-day destination**.

Encouraging the inbound travel and particularly in the backdrop of India's G20 Presidency as well as grand celebrations of India@75 Azadi ka Amrit Mahotsav, the Ministry of Tourism is celebrating this year as '**Visit India Year 2023**'.

The focus is on inbound travel to India, to highlight varied tourism offerings of our country and showcase them to the global tourists.

The priorities include highlighting the unique tourism offerings of every state by leveraging country's richness in culture, heritage, spirituality, natural beauty and focusing on promoting diverse categories of tourism like sustainable tourism, rural tourism, medical tourism, MICE, and others.

The '**Incredible India**' brand will continue to be leveraged, embellished, and polished to match the renewed expectations of travelers around the world.

The plans for the brand to be supported by a best-in-class digital ecosystem are already in action including a reimagined website that will unbox soul-stirring stories across various travel experience categories that show the many hues of India, speaking to all senses with immersive tech-innovations to offer personalized experience for travelers across the world.

The brand platform will also see **renewed global social media outreach of Incredible India**, making the world fall in love with India.

Getting on-board **partnerships and collaborations** that become the voices of Incredible India - global influencers, opinion shapers, industry leaders, experts on culture and history etc. all with a **special focus on Rural Tourism and Sustainable Tourism** with a spotlight on a modern, progressive India and reactivates the MICE segment to a business-ready India.

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Giving a visual representation to this grand mission for the year, the Ministry flags the global campaign with the launch of the new Visit India Year 2023 logo, a microcosm of the countless stories India holds – from heritage to gastronomy to our art and our rich wildlife.

The logo design is **inspired by our belief system of Atithi Devo Bhava**, the ‘Visit India Year 2023’ logo is a thoughtfully-designed visual identity that is **shaped like a grand namaste**.

Namaste holds cultural significance in India as it is not just a quintessential way to greet people but also a noble gesture to welcome them.

On a closer look, one will find that the Namaste is in fact a colourful medley of the vibrant experiences, illustrious heritage, rich culture, sumptuous delicacies, enchanting wildlife, intricate art forms and a lot more that India stands for.

Every icon shown in the logo represents India, in its own unique way. The ‘Visit India Year 2023’ logo is an open invitation to the world to come and experience the Incredible India.

