

Embassy of India
Kuwait

PRESS RELEASE

**Incredible India Tourism Promotion Campaign launched in Kuwait on the first anniversary of India-Kuwait Strategic Partnership
(22 December 2025)**

On the occasion of the first anniversary of the establishment of India-Kuwait Strategic Partnership during the visit of Hon'ble Prime Minister HE Shri Narendra Modi to Kuwait on 21-22 December 2024, an Incredible India Tourism Promotion Campaign was launched in Kuwait today at the iconic Kuwait Towers by Ambassador of India to Kuwait, HE Mrs. Paramita Tripathi and CEO of Touristic Enterprises Company (TEC) of Kuwait, Mr. Anwar Abdullah Al-Hulaila. The event was attended by members of the Kuwaiti and ethnic Indian media, travel agencies and tour operators, and prominent members of the Indian community.

2. Ambassador Tripathi and CEO TEC Mr. Al-Hulaila flagged off buses to launch the month-long tourism campaign. Twenty buses showcasing a diverse range of iconic tourism destinations across India, including adventure tourism at Rishikesh (white water rafting), wildlife experiences at Gir Forest National Park, the serene backwaters of Kerala, and luxury travel aboard the Maharajas' Express, will spread the message of "Incredible India" all across Kuwait. Scenic destinations such as the tea estates of Munnar, Nubra Valley in Ladakh, Gulmarg in Kashmir, and heritage landmarks including Charminar, Hawa Mahal, and Jal Mahal are also featured as part of the bus campaign.

3. Ambassador Tripathi planted a "Neem" (Azadirachta indica) sapling on the occasion of the first anniversary of India - Kuwait Strategic Partnership at the Kuwait Towers grounds as part of the 'Plant for Mother (Ek Ped Maa Ke Naam)' initiative that was launched by Hon'ble Prime Minister, HE Shri Narendra Modi, on World Environment Day in 2024. The campaign encourages individuals to plant a tree in honor of their mothers and has since received overwhelming global support, with more than 1.4 billion saplings planted till date.

4. India's tourism sector attracts millions of visitors each year. Around 20.94 million foreign tourists were recorded in 2024 which shows a steady rise over previous years, besides the nearly 3 billion domestic tourist trips. India has a rich and diverse landscape, spanning the great Himalayas, cold desert in Ladakh, hot desert in Rajasthan, pristine islands of the Andaman & Nicobar and Lakshadweep, wildlife safaris of lions, tigers, elephants and one-horned rhinos, river islands and beaches, lakes and waterfalls. There are 44 UNESCO World Heritage Sites, and 96 Ramsar sites in India. Tourism is a significant economic force contributing around 5.2 % of India's GDP in 2023-24, and supporting millions of jobs and generating substantial foreign exchange earnings.

5. Over the past decade, India has invested approximately USD 1 billion in tourism infrastructure, strengthening visitor experience through the development of destinations, circuits, major projects, and rural tourism initiatives. Initiatives such as the "Incredible India" campaign, the establishment of national and state-level tourism boards, and the recent introduction of e-visa facilities for Kuwaiti citizens collectively aim to facilitate travel and support the continued growth of India's tourism sector.

6. The Incredible India bus campaign is part of the Indian Embassy's strategic efforts to position India as a preferred destination for Kuwaiti tourists during the upcoming travel season. The Embassy has been organizing a variety of tourism promotion activities and continues to engage regularly with tourism stakeholders in Kuwait to enhance travel to India.

7. As part of the Incredible India campaign, a lucky draw with exciting prizes will be held who post photos of the Incredible India buses on Facebook, X, or Instagram over the next month. Simply photograph any of the 20 buses with the banner clearly visible, post it tagging the Embassy of India, Kuwait, and use #IncredibleIndia.

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