

Incredible India scores more hits

With more hits from countries like China, Germany and Japan, the Incredible India website, the country's popular tourism campaign, has moved from the 100,000 rank to 25,000 in the World Wide Web Space.

Believing in the power of the Internet, the tourism ministry revamped its website to make its Incredible India campaign popular in India and abroad. It was first launched in December 2004.

'Our consistent efforts in the last three years have yielded visible results in terms of the Incredible India site being ranked at 25,000th place,' a tourism ministry official said Monday.

The website, which was ranked 124,000th in October 2007 moved up to 100,000 place, before it climbed up to 25,000, the official added. The World wide Web Space ranks the sites according to the number of hits they receive.

The website gives detailed information about the spots that could be visited and the various facets of tourism from adventure tourism to eco tourism and royal retreats.

However, the maximum hits were for rural tourism.

For the first time, rural India was promoted as a tourist destination on the Internet, the official said.

'The traffic to our site www.incredibleindia.org has increased significantly with feedback from countries like China, Germany and Japan,' he added.

The Incredible India campaign was launched with the aim to promote and market the rich heritage of India to make it the number one destination for tourists.

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