

# Incredible India



*With its diverse and fascinating history spanning over 5 millennia, India is one of the world's favourite tourist destinations. Foreign visitors presently spend more than US\$15.4 billion annually in India.*

At the 2006 World Travel Awards 2006, the 'Incredible India' film was adjudged the world's leading travel destination television commercial. India's 'Endogenous Tourism Project' was recognized as the world's most responsible tourism project.

India is one of the fastest growing tourism economies in the world today. It is estimated to grow at 8.8% per annum over the next 10 years.

To know more about India, log on to [www.ibef.org](http://www.ibef.org)