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# An Investigation into the Conceptualization and Launch of Mega Promotion Campaign, Incredible India!"

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**Abstract—***This paper illustrates the detailed study about the diversity of India on the basis of states, culture, religion, terrain, climate etc. It also advocates the serious contribution of the mega promotion campaign, INCREDIBLE INDIA! in the enhancement of marketing of Indian tourism.*

*The paper further talks about the appreciation and criticism of the impacts of the campaign on the country's tourism. Moreover, the theories are backed by an interview from a travel agency elucidating the affects of the campaign on the tourism. Also, provides us some statistics about which all area attracts maximum attention.*