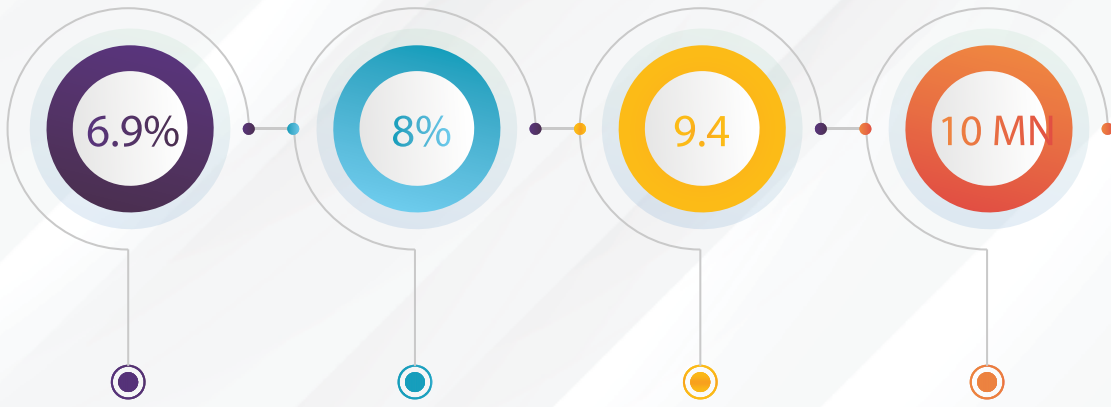




TOURISM

JAMMU & KASHMIR
A MESMERISING ALL-SEASONS
DESTINATION

INDIA: TOURISM OVERVIEW



PROJECTED GROWTH

Industry is expected to grow at 6.9% per annum till 2028 to reach ₹ 32,053 bn. (US\$ 492.2 bn.)

EMPLOYMENT

Employment, including jobs indirectly supported by the industry, was 8% of total employment (41.6 million) and will rise at 2.0% p.a. to 52.2 million jobs by 2028

GDP

The total contribution of Travel & Tourism to GDP was ₹ 15,239 bn. (US\$ 234 bn.), 9.4% of GDP in 2017

INTERNATIONAL ARRIVALS

In 2017, there were 10.04 million Foreign Tourist Arrival(s) in India. By 2028, forecasted to reach 30.5 million FTAs, generating a revenue of ₹ 3,316.4 bn., an increase of 5.5% p.a.

RISING DISPOSABLE INCOME

per capita income expected to increase at 10.2% p.a. to ₹ 2,66,500 by 2025, discretionary spending also expected to increase to 45% in 2025, from 35% presently

FAVORABLE INVESTMENT ENVIRONMENT

FDI in India increased by 6% to US\$ 64.3 billion in 2018-19

IMPROVED CONNECTIVITY

Domestic Airport	134
International Airport	30

ROAD

India has the 2nd largest road network in the world with 5.89 million Kms of road length

RAILWAY

Indian Railways is one of the world's largest railway networks comprising 115,000 km of track over a route of 67,312 km and 7,112 stations

AIR PASSENGERS GROWTH IN INDIA

Over the next 20 years, with an average forecasted growth of 6.6% p.a. – the number of annual air passenger journeys is set to increase by more than 414 million to over 570 million journeys in 2037.

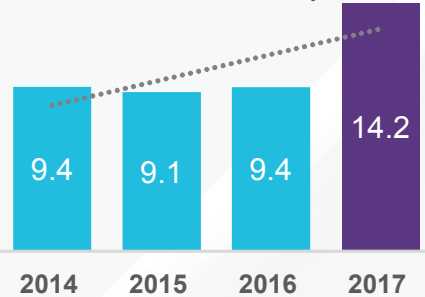
JAMMU & KASHMIR : TOURISM

Tourism Sector's contribution to J&K GSDP – 6.98%

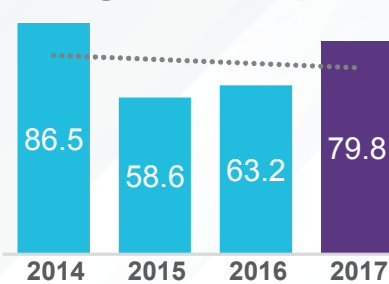
Highest share of pilgrimage tourists
Improved connectivity

An international airport at Srinagar and domestic airport at Jammu
Improved air connectivity with CAGR of 9% of Air passengers & 12% of aircraft movement during 2015-18

Domestic Tourists (Millions)



Foreign Tourists (000's)



Expanding railway network up to Baramulla – 424 Km (111 Km under construction)
Engineering Marvel: Katra- Banihal section includes 38 tunnels measuring 163 km (97 km main tunnels & 66 km of escape tunnels), 927 bridges and 203 km of access roads

Robust National Highway Network
12 National Highways run over 2,423.2 Kms along with 4 tunnels, including the longest road tunnel in India.

Source : <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/india2018.pdf>
<http://tourism.gov.in/overseas-marketing>

JK : TOURISM

JAMMU & KASHMIR SCENIC BEAUTIES

SCENIC BEAUTY

GULMARG

PAHALGAM

SONMARG

PATNITOP

BHADERWAH

SNOW TOURISM

FORTS & PALACES

HARIPARBAT FORT

BAHU FORT

HARI NIWAS PALACE

PARI MAHAL

AKHNOOR FORT

HERITAGE TOURISM

HERITAGE

UNESCO MUGHAL GARDENS

MUBARAK MANDI

SPS MUSEUM DOGRA ART MUSEUM

MARTAND

SACRED HERITAGE

PILGRIMAGE

AMARNATH JI

JAMA MASJID

VAISHNO DEVI

SHANKARACHARYA

HAZRATBAL

SAFFRON FIELDS

NATIONAL PARKS

RIVERS & LAKES

GOLF COURSES

ROPEWAYS

FILM- TOURISM

TULIP GARDEN

Easy access by all weather roads, expanding railway network and air connectivity

Pro-active government support to investors with attractive schemes and provisions

Unexplored destinations

All seasons destination

Economical and efficient manpower

Investor-friendly ecosystem

Wide range of tourism offerings like pristine landscapes, winter and adventure sports, locations for Film shooting, Spiritual and Heritage tourism.

JAMMU & KASHMIR TOURISM POLICY 2020 SNAPSHOTS

CAPITAL INVESTMENT SUBSIDY

Capital Investment Subsidy as per the guidelines to be issued by the department

PROMOTING THEME BASED TOURISM

16 Theme based Tourism Activities proposed

Special Focus on Adventure Tourism like skiing, paragliding, river rafting, mountain biking, car rally, trekking, and endurance events

SUPPORT FOR SUSTAINABLE TOURISM

Assistance to Electricity Conservation, Water Harvesting/ Conservation, Sewage Treatment Plants and Environment-friendly practices like Green Buildings

FOCUS ON SKILL DEVELOPMENT


Provision of training the existing workforce and tourist service providers

Encouragement to Tourism:

- Strengthening Tourism Infrastructure
- Ease of Doing Business (EoDB) for fast clearances
- Public Private Partnerships

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