TOURISM

JAMMU & KASHMIR
A MESMERISING ALL-SEASONS DESTINATION
Industry is expected to grow at 6.9% per annum till 2028 to reach ₹32,053 bn. (US$492.2 bn.)

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.

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

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.

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

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.

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

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

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

ROAD

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.

RAILWAY

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

Highest share of pilgrimage tourists

JAMMU & KASHMIR: TOURISM

Domestic Tourists (Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists</th>
</tr>
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<tbody>
<tr>
<td>2014</td>
<td>9.4</td>
</tr>
<tr>
<td>2015</td>
<td>9.1</td>
</tr>
<tr>
<td>2016</td>
<td>9.4</td>
</tr>
<tr>
<td>2017</td>
<td>14.2</td>
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</table>

Foreign Tourists (000’s)

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>86.5</td>
</tr>
<tr>
<td>2015</td>
<td>58.6</td>
</tr>
<tr>
<td>2016</td>
<td>63.2</td>
</tr>
<tr>
<td>2017</td>
<td>79.8</td>
</tr>
</tbody>
</table>

Source: 
http://tourism.gov.in/overseas-marketing

Improved air connectivity with CAGR of 9% of Air passengers & 12% of aircraft movement during 2015-18

An international airport at Srinagar and domestic airport at Jammu

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.

Expanding railway network up to Baramulla – 424 Km (111 Km under construction)

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:
http://tourism.gov.in/overseas-marketing

Care Rating
JK: TOURISM
JAMMU & KASHMIR SCENIC BEAUTIES

SCENIC BEAUTY
- GULMARG
- PAHALGAM
- SONMARG
- PATNITOP
- BHADERWAH
- SNOW TOURISM

PILGRIMAGE
- AMARNATH JI
- JAMA MASJID
- VAISHNO DEVI
- SHANKARACHARYA
- HAZRATBAL

HERITAGE
- HARIPARBAT FORT
- BAHU FORT
- MUBARAK MANDI
- HARI NIWAS PALACE
- PARI MAHAL
- MARTAND
- AKHNOOR FORT
- SACRED HERITAGE

FORTS & PALACES
- UNESCO MUGHAL GARDENS
- SPS MUSEUM
- DOGRA ART MUSEUM
- MARTAND

NATIONAL PARKS
- RIVERS & LAKES

GOLF COURSES
- ROPEWAYS

FILM TOURISM
- TULIP GARDEN

SAFFRON FIELDS

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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