

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.319
ANSWERED ON 19.11.2019

TOURISM IN JAMMU AND KASHMIR REGION

319. SHRI ELAMARAM KAREEM:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether the recent developments have affected the tourism in Jammu and Kashmir region, if so, the details thereof;
- (b) how many tourists have visited the region in the month of August, September and October, 2019 and how many in the same period during 2017 and 2018;
- (c) the percentage of reduction in revenue received from tourism especially in the month of August, September and October, 2019; and
- (d) whether any step has been taken by Government to improve the scope of tourism in the State post August 5, if so, the details thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) & (b): From the information received from Jammu & Kashmir Tourism Department, Tourist arrivals in Jammu and Kashmir for August, September and October 2017, 2018 and 2019 are as under:

Year Month	2017	2018	2019
August	1102410	1530134	1008730
September	1286470	1282824	1123862
October	1112020	1364248	1277627

(c): Information on revenue received from tourism is not maintained.

(d): According to the information received from Jammu and Kashmir tourism Department, various steps have been taken by them to attract tourists in Jammu & Kashmir including the following:

- Started campaigns by participating in various National & International Travel Marts
- Launched publicity campaigns through prominent newspapers
- Launched promotional campaigns through various trains by way of train wraps
- Initiated promotions through LEDs at prominent places in Delhi and Mumbai Airport.

Further, Ministry of Tourism, Government of India celebrated Paryatan Pary, 2019 in October, 2019 during which, tourism destinations/products of various States/UTs including Jammu & Kashmir were promoted.
