



# Tourism Survey for State of Jammu & Kashmir

Final Report  
(May 2014 – June 2015)

Ministry of Tourism

# Tourism Survey for State of Jammu & Kashmir

Final Report  
(May 2014 – June 2015)

Ministry of Tourism

C1-Hutments House, Dalhousie Road, New Delhi - 110001

Mott MacDonald, 501 Sakar II, Ellisbridge, Ahmedabad 380 006, India  
T +91 (0)79 2657 5550 F +91 (0)79 2657 5558 w [www.mottmac.in](http://www.mottmac.in) W [www.mottmac.com](http://www.mottmac.com)

# Contents

Chapter	Title	Page
	Acknowledgment	i
1	Executive Summary	1
1.1	Objective	1
1.2	Jammu & Kashmir - The Study Region	1
1.3	Key Survey Findings	6
1.4	Comments and Approval on Draft Report by Jammu & Kashmir Tourism Department	6
2	Sampling Plan	7
2.1	Visitor Survey at Tourism Destinations	7
2.2	Accommodation Unit	8
2.3	Entry – Exit Point	8
2.4	Sample Distribution among States for the Exit Survey	9
2.5	Exit Survey Details	10
2.6	Month Wise Short Survey Sample Covered in the Study	11
2.7	Month Wise Domestic Visitor in Jammu & Kashmir	11
2.8	Month Wise Foreign Visitor in Jammu & Kashmir	12
2.9	Month Wise Total Visitors in Jammu & Kashmir	12
3	Key Survey Findings	13
3.1	Findings on visitors	13
3.2	Findings based on Survey of Accommodation units	15
4	Visitor Profiling Tables	18
5	Annexure – Additional Tables	29
6	Annexure – Supplementary Tables	31
7	Annexure - J&K Department Comments Compliance	39
8	Annexure - Methodology and Questionnaire	45
8.1	Methodology	45
8.2	Questionnaire	49

# Acknowledgment

We are thankful to the Ministry of Tourism, Government of India for assigning this Study on Tourism Survey for the state of Jammu & Kashmir. We are grateful to Smt. Rashmi Verma (IAS) Secretary of Tourism & Shri Vinod Zutshi (IAS) Former Secretary of Tourism, Shri S.M Mahajan (ISS)- Addl. Director General – MR & Shri R.K Bhatnagar (ISS) Former Addl. Director General - MR for this prestigious assignment. We are grateful to Smt. Mini Prasannakumar, Director (Market Research); Smt. Neha Srivastava, Deputy Director (Market Research) & Shri. Shailesh Kumar, Deputy Director (Market Research) for their valuable inputs and guidance.

We are grateful to Shri Farooq A Shah (IAS) Secretary Tourism (J&K) and We are also thankful to the directorate of tourism, Jammu & Kashmir for the support and guidance which was instrumental in smooth completion of the study,

We express our thanks to all other officials especially Shri S K Mohanta (Programmer) who was associated with this study at the Ministry of Tourism.

Last but not the least we would like to thank our entire team of research professionals as well as our field staff and support team for their co-operation and team spirit for keeping up the momentum and time schedule of the study.

# 1 Executive Summary

Ministry of Tourism (hereinafter referred to as “MOT”) compiles data on domestic and foreign tourist visits in States/ UTs based on the information received from the State/ UT Governments. Such information at State/ UT level is generally collected by State Tourism Departments on the basis of administrative records and returns. In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc. Doubts have been also expressed by experts about the reliability of the data on domestic and foreign tourist visits released every year.

A need was felt to prepare a standard methodology for estimation of number of visitors at district level which can be used by the State/ UT Governments. This methodology should enable the compilation of such data on monthly basis. In the absence of reliable state level data, the methodology would necessarily have to include large scale survey. However, the methodology should also help in preparation of estimates of number of visitors, for some years after the base line survey, mainly based on the information to be collected from the accommodation units, without resorting to regular large scale survey.

Keeping these requirements in view, a methodology has been prepared which was initially used in the tourism surveys commissioned by the Ministry of Tourism in 5 states namely, Andhra Pradesh, Delhi, Jharkhand, Maharashtra and Punjab. Now the same methodology, with some improvements, is being used in commissioning tourism survey in the state of Jammu & Kashmir.

## 1.1 Objective

The field survey in Jammu & Kashmir was conducted for a period of 12 months in the whole state. The survey was done to obtain the following month-wise information for each district

- Estimated number of visits
  - Visits by overnight visitors
    - Staying at accommodation units;
    - Staying with friends and relatives
    - Others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
  - Visits by same-day visitors
- Profile of visitors, their expenditure pattern, purpose of visits, etc.
- Occupancy rates and direct employment in accommodation units.

## 1.2 Jammu & Kashmir - The Study Region

Jammu and Kashmir is mostly in the Himalayan Mountains and shares a border with the states of Himachal Pradesh and Punjab to the south. Jammu and Kashmir has an international border with the People's Republic of China in the north and east while Line of Control separates it from Pakistani controlled territories of Azad Kashmir and Gilgit-Baltistan in the west and northwest respectively.

Jammu and Kashmir consists of three regions: Jammu, the Kashmir valley and Ladakh. Srinagar is the summer capital, and Jammu is the winter capital. While the



Kashmir valley is famous for its beautiful mountainous landscape, Jammu's numerous shrines attract tens of thousands of Hindu pilgrims every year. Ladakh, also known as "Little Tibet", is renowned for its remote mountain beauty and Buddhist culture.

### 1.2.1 Demographic Details – Jammu & Kashmir

The population of Jammu and Kashmir according to the Census 2001 is estimated to be 10,143,700. The population according to the Census 2001 is divided into 14 districts. The district-wise distribution of population and major towns is provided in the table 1.1 as shown below: Leh & Ladakh has the biggest area and Srinagar has the largest population of urban centres.

Table 1.1: Demographic Details of Jammu and Kashmir

District	Area (Sq. KM)	Population (T)	Population (U)	Urban Centres	Population of Urban Centres
Anantnag	3,984	1,172,434	168,363	Anantnag, Bijbehara, Duru-Verinag	100098
Badgam	1,371	629,309	70,588	Badgam, CharariShareif, Beerwah	25436
Baramulla	4,588	1,169,780	196,322	Baramulla, Sopore, Bandipore	140477
Doda	11,691	691,929	47,695	Kishtwar, Doda, Bhaderwah	36772
Jammu	3,097	1,588,772	701,218	Jammu (MC), Bari Brahmana, Jammu (CB)	432331
Kargil	14,036	119,307	10,657	Kargil	10657
Kupwara	2,379	650,393	25,495	Kupwara, Handwara	25495
LehLadakh	45,110	117,232	28,639	Leh	28639
Pulwama	1,398	652,607	68,507	Pampore, Pulwama, Shopian	43438
Punch	1,674	372,613	23,978	Poonch	23978
Rajauri	2,630	483,284	33,655	Rajauri, Nowshehra, Sunderbani	30180
Srinagar	2,228	1,202,447	946,166	Srinagar, BadamiBagh, Ganderbal	931084
Udhampur	4,550	743,509	116,627	Udhampur, Katra, Reasi	72953
<b>Total</b>		<b>10,143,700</b>	<b>2,516,638</b>		<b>1957981</b>

Source: Census 2001

### 1.2.2 Inception Workshop – Jammu & Kashmir

The inception workshop for the Jammu & Kashmir state were organised at Srinagar and Jammu on the following dates:

Table 1.2: Inception workshop

Group	Location	Date of Workshop	Venue
3	Srinagar	2nd January, 2104	SKICC, Srinagar
3	Jammu	7th January, 2014	Tourism Department, Jammu

#### 1.2.2.1 Inception Workshop on “Tourism Survey in Jammu & Kashmir” (Jammu Division) Tourism Department, Jammu

The Inception Workshop on the “Tourist Statistics Survey” in Jammu & Kashmir (Jammu Division) was conducted on 7th January, 2014 at Jammu & Kashmir Tourism Department, Jammu. The key participants to the workshop are as under

1. Shri Soujanya Sharma, Director, Tourism, Jammu, Jammu & Kashmir Tourism Department
2. Shri S.K.Gupta, Deputy Director, Planning, Jammu & Kashmir Tourism Department
3. Dr. Parikshit Sharma, I/C TRC Jammu, Jammu & Kashmir Tourism Department
4. Shri Deep Kumar, Jammu & Kashmir Tourism Department

5. Smt. Meenakshi Anand, Receptionist, TRC Jammu, Jammu & Kashmir Tourism Department
6. Smt. Venakshi Koul, Assistant Director, katra, Jammu & Kashmir Tourism Department
7. Smt. Ashima Sher, Assistant Director, Rajouri, Jammu & Kashmir Tourism Department
8. Smt. Jyoti Koul, Tourist Officer, Jammu & Kashmir Tourism Department
9. Shri Mohan Lal Koul, Tourist Officer, Jammu & Kashmir Tourism Department
10. Shri Kewal Krishan, Deputy Director, Jammu & Kashmir Tourism Department
11. Tourist Officer, Railway Station ,Jammu, Jammu & Kashmir Tourism Department

Mott MacDonald in consultation with the state tourism department finalised tourist destinations to conduct tourist surveys. The destinations were approved by Shri Soujanya Sharma, Director, Tourism, Jammu, Jammu and Kashmir Tourism Department.

#### 1.2.2.2 Inception Workshop on “Tourism Survey in Jammu & Kashmir” (Kashmir Division) held at SKICC, Srinagar, Jammu & Kashmir

The Inception Workshop on the “Tourist Statistics Survey” in Jammu & Kashmir (Kashmir Division) was conducted on 2<sup>nd</sup> January, 2014 at SKICC, Srinagar. The key participants to the workshop are as under:

1. Shri R.K. Bhatnagar, Additional Director General, MOT, Govt. of India.
2. Shri Shailesh Kumar, Deputy Director, MOT, Govt. of India.
3. Shri Talat Parvez, Director, Tourism (Srinagar), J&K tourism department.
4. Mr. M.H.Mir, Joint Director, J&K tourism department.
5. Mr. AB Aziz, ATO, J&K tourism department.
6. Mr. Azad Yaseen, ATO, Yusmarg, J&K tourism department.
7. Mr. F.A.Nazki, Sr, Officer, J&K tourism department.
8. Manzoor Ah. Wani, Officer, Eco-Park, Kahdiyar, J&K tourism Dept.
9. Mr. Shafqat Ahmad Itoo, I/C, Kokernag/Aharbal, J&K tourism Dept.
10. Mr. G.M. Pakhtoon, Vice Chairman, Houseboat Owners Association
11. Mr. M.Yusuf, Chairman, Houseboat Owners Association
12. Mr. M. Yaqoob Dunod, Gen.Secretary, Houseboat Owners Association
13. Mr. A.M Bhat
14. Dr. Alyas Ahmed, Assistant Director, Tourism, J&K department.
15. Mr. J.S.Dhillon, Principal IISM, Gulmarg.
16. Dr. Syed Faheen, Assistant Director, Gulmarg, J&K tourism department.
17. Si. AB Rashid, P/S TRC, Srinagar, J&K tourism department.
18. Ms. Zahida, Assistant Director, TRC, J&K tourism department.
19. Ms. Wahida, Tourist Officer, TRC, Srinagar, J&K tourism department.
20. Dr. Anisa Manzoor, TRC, Srinagar, Jammu & Kashmir tourism department.
21. Mr. G.M.Dug, President, Kashmir Hotels & Restaurants Owners Association.
22. Mr. Shafri Ahmed, TRC, Kupwara, J&K tourism department.
23. Mr. Z.M. Khan, Chief Executive Officer, Doodhpatri, J&K tourism department.





### 1.2.3 Tourist Destination for Survey – Jammu & Kashmir

The consultants have finalised the tourist destinations for survey in consultation with Jammu and Kashmir tourism department. The tourist destination finalised for the survey are given in the table 1.3. Srinagar has the highest number of tourist destinations and Jammu has the highest number of festivals.

Table 1.3: Approved tourist Destinations

Sr No	District as per 2011	Tourist Destinations/Festivals/Entry Exit Point	Category
1	Anantnag	Lower MundaToll Post (Jawahar Tunnel)	Entry-Exit Point
		Kokernag/verinag	Tourist Destination
		Pahalgam	Tourist Destination
		Chandanwari Base Camp (AmarnathYatra)	Festivals
		Jawaharlal Tunnel Toll Post	Entry-Exit Point
2	Bandipora	Wular Vintage Park	Tourist Destination
		Guraz Valley	Tourist Destination
		Baba Shukardin Shrine	Tourist Destination
3	Baramulla	Gulmarg Gondola	Tourist Destination
		Baba Reshi	Tourist Destination
		Khadiyar park	Tourist Destination
		Tanmarg Toll Post	Entry-Exit Point
4	Budgam	Yusmarg	Tourist Destination
		Chari Sharif	Tourist Destination
		Doodhpatri	Tourist Destination
		Yusmarg Toll Post	Entry-Exit Point
		Doodhpatri Toll Post	Entry-Exit Point
5	Doda	Bhaderwah festival (June)	Festivals
		KailashKundYatra (April)	Festivals
		Chandi Mata Yatra (August)	Festivals
		Doda Bus Stand	Entry-Exit Point
		Doda Taxi Stand	Entry-Exit Point
6	Ganderbal	KheerBawani Temple	Tourist Destination
		Sonamarg	Tourist Destination
		Manasbal Garden/ Lake	Tourist Destination
		Naranag	Tourist Destination
		Baltal Camping Side (AmarnathYatra)	Festivals
7	Jammu	Raghunath Mandir	Tourist Destination
		Bahu Fort	Tourist Destination
		JhiriMela (November)	Festivals
		Baisakhi Festival	Festivals
		Jammu Festival	Festivals
		Lohri Festival	Festivals
		Jammutawi Railway Station	Entry-Exit Point
		Jammutawi Airport	Entry-Exit Point
		Jammutawi Bus/Taxi Stand	Entry-Exit Point
8	Kargil	Baisakhi Mela	Festivals
		Zanskar Valley	Tourist Destination
		Kargil Toll post	Entry-Exit Point
9	Kathua	Drass Valley Toll Post	Entry-Exit Point
		Shukrala Devi	Tourist Destination



Sr No	District as per 2011	Tourist Destinations/Festivals/Entry Exit Point	Category
		Balasundri Mata	Tourist Destination
		Lakhanpur Toll Post	Entry-Exit Point
		Kathua Bus/Taxi Stand	Entry-Exit Point
10	Kishtwar	Chandi Mata – Machel yatra	Festivals
		Shah Faridi Hussain Ziarat	Festivals
11	Kulgam	Aharbal Waterfalls	Tourist Destination
		Aharbal Toll Post	Entry-Exit Point
12	Kupwara	Mawar Nowgam	Tourist Destination
		Toll post entry of Handwara/ kupwara	Entry-Exit Point
13	Leh	Pangong Lake	Tourist Destination
		HemisGumpa	Tourist Destination
		Entry Toll from Srinagar	Entry-Exit Point
		Toll Post Khardungla Side	Entry-Exit Point
14	Pulwama	Awantipora Temple	Tourist Destination
		Toll post Pulwama	Entry-Exit Point
15	Punch	Urs (Ziarat)	Festivals
		NangalliSaheb	Tourist Destination
		Chakan Da Bagh	Tourist Destination
		BhudaAmarnathYatra(Aug)	Festivals
		NangalliSaheb Festival	Festivals
		Punch Bus/Taxi Stand	Entry-Exit Point
16	Rajouri	ShardaShareif	Tourist Destination
		Tattapani	Tourist Destination
		Rajouri Bus/Taxi Stand	Entry-Exit Point
17	Ramban	Sanasar	Tourist Destination
18	Reasi	Vaishnodevi	Tourist Destination
		Shiv Khori	Tourist Destination
		Baba Jitto, NavDeviyan, Baba Dhansar	Tourist Destination
		Shiard Baba (Waterfall)	Tourist Destination
		Rafting (Chenab) - November	Festivals
		Shiv KhoriMela	Festivals
		Katra Bus/Taxi Stand	Entry-Exit Point
		Katra Toll Post	Entry-Exit Point
19	Samba	Mansar lake	Tourist Destination
		Baba Sidhgaurya	Tourist Destination
		Baba Chandlyal	Tourist Destination
		Chichi Mata	Tourist Destination
		Purmandal	Tourist Destination
		Uttarbeni	Tourist Destination
		Baba Sidhgaurya (June)	Festivals
		Baba ChandlyalMela (June)	Festivals
		PurmandalMela	Festivals
		UttarbeniMela	Festivals
20	Shopian	Dubijan	Tourist Destination
		Mughal road Toll Post	Entry-Exit Point
21	Srinagar	Mughal Garden	Tourist Destination
		Hazratbal Shrine/MaqdoomShahib Shrine	Tourist Destination

Sr No	District as per 2011	Tourist Destinations/Festivals/Entry Exit Point	Category
		Jamia Masjid	Tourist Destination
		Khanquimouli	Tourist Destination
		Badamwari	Tourist Destination
		Srinagar Airport	Entry-Exit Point
		Srinagar Bus/Taxi Stand	Entry-Exit Point
22	Udhampur	Kud-Patnitop	Tourist Destination
		ShudhMahadev, Mantalai, Ghorikund	Tourist Destination
		ShudhMahadevMela	Festivals
		Udhampur Railway Station	Entry-Exit Point
		Udhampur Bus/Taxi Stand	Entry-Exit Point

As indicated in the approved methodology provided by department of tourism, Government of India, the population of towns as per the data of census 2001 is considered for the spread of the survey samples. The destinations approved by the state tourism department have been segregated under the 14 districts as per the census 2001 and covers all the important tourist destinations and districts as per the census 2011

### 1.3 Key Survey Findings

- Average Duration of Stay for Domestic Tourists: 1.42
- Average Duration of Stay for Foreign Tourists: 1.63
- Overnight Domestic Tourists: 7432526
- Overnight Foreign Tourists: 36135
- Total Domestic Tourists: 12698022
- Same Day Foreign Tourist: 2289

### 1.4 Comments and Approval on Draft Report by Jammu & Kashmir Tourism Department

A presentation and discussion on the findings of the draft report was carried out by Business Head – Mr. Puneet Suri, Mott MacDonald on 6 January 2016 at Jammu & Kashmir Tourism office in Jammu where Shri. Farooq A. Shah (Secretary), Mrs. Omerta Shafat (Jt. Director) and other staffs of department were present.

The presentation contained the brief approach and methodology; inception workshop conducted in Kashmir and Jammu 2<sup>nd</sup> Jan 2014 and 7<sup>th</sup> Jan 2014 respectively, Tourism destinations where survey was carried out, Key findings and Visitor profile. Subsequently the department conveyed the comments on the revised draft report by letter dated 20<sup>th</sup> June 2016. The compliance in reply to the comments received was sent to Jammu & Kashmir Tourism Department on 12<sup>th</sup> July 2016 by Mott MacDonald.

## 2 Sampling Plan

### 2.1 Visitor Survey at Tourism Destinations

According to Census 2001, since the total number of districts in the state of Jammu & Kashmir is 14, the total estimated sample size of brief survey at tourist destination is estimated to be 100,800 (600 per district per month). The district-wise monthly sampling plan for brief survey at tourist destination is provided below in table 2.1:

Table 2.1: District wise sampling plan for short survey.

Sr. No.	Tourist Destination	Sample Size per Month	Sample Size Yearly
1	Doda	600	7200
2	Jammu	600	7200
3	Kathua	600	7200
4	Punch	600	7200
5	Rajouri	600	7200
6	Udhampur	600	7200
7	Anantnag	600	7200
8	Pulwama	600	7200
9	Budgam	600	7200
10	Srinagar	600	7200
11	Baramulla	600	7200
12	Kargil	600	7200
13	Kupwara	600	7200
14	Leh	600	7200
	Total (Jammu & Kashmir)	8400	1,00,800

**As indicated in the Methodology for the current study the number of districts and population of towns have to be considered as per the data of census 2001 for distribution of survey samples and covers all the important tourist destinations spread over all the districts of J&K as per Census 2011. The sample size has been calculated taking into consideration the number of districts as per Census 2001.**

The survey was conducted during all the 12 months of the year at each selected destination. Information about important festivals, fairs, religious events at the selected tourist destinations were collected in advance for the 12-month period. In a particular month at a particular destination, survey was done during 2 weeks. In the first week, first 3 days of the week were covered, and in the second week last 4 days of the week were covered. For this purpose, first day of the month was considered as the first day of the week. The dates of survey at a tourist destination during the 12 months were as follows:

Table 2.2: Short Survey Schedule

Month	Weeks	Days of Weeks	Dates of the month
<b>First</b>	First and Third	1st week: 1-3 days 3rd week: 4-7 days	1,2,3,18,19,20,21
<b>Second</b>	Second and Fourth	2nd week: 1-3 days 4th week: 4-7 days	8,9,10, 25,26,27,28
<b>Third</b>	First and Fourth	1st week: 1-3 days 4th week: 4-7 days	1,2,3,25,26,27,28
<b>Fourth</b>	Second and Third	2nd week: 1-3 days 3rd week: 4-7 days	8,9,10,18,19,20,21

Month	Weeks	Days of Weeks	Dates of the month
<b>Fifth</b>	First and Second	1st week: 1-3 days 2nd week: 4-7 days	1,2,3,11,12,13,14
<b>Sixth</b>	Third and Fourth	3rd week: 1-3 days 4th week: 4-7 days	15,16,17, 25,26,27,28
<b>Seventh to Twelve</b>	Above pattern will be repeated		

The date and week on which important tourism event was scheduled to take place at the selected tourist destination will be positively covered. In case, if important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates was substituted by the week/dates of the special event.

The necessary arrangement for calculation of visitor inflow at non-ticketed or non-differential ticketed destination were made.

## 2.2 Accommodation Unit

Every Month, all the classified hotels were covered for collecting both the information (Particulars of the accommodation unit Information about overnight visitors). For the remaining 3 categories (Having more than 20 rooms, having 10-20 rooms & having less than 10 rooms) of accommodation units, 10% of the units in each were covered in every month. These 10% accommodation units were selected by using circular systematic sampling method. This information was collected every month for the preceding month.

## 2.3 Entry – Exit Point

As per census 2001 the State of Jammu & Kashmir has 14 districts, total sample size for exit survey is estimated to be 22400 (400 per Quarter per district). As the information collected in the exit survey is to be used for estimating the number of non-leisure visitors in the district, the exit survey was conducted only in the first month of the quarter so that its result can be used for the three months of the quarter. All the four weeks as well as the days (week days and weekends) in a month were covered on representative basis. Taking into consideration, the terms of reference, the district-wise sampling plan at entry-exit points is provided in the table 2.3:

Table 2.3: District-wise Distribution of Exit Survey

Sr No	District	First Quarter (First Month of Every Quarter)	Second Quarter (First Month of Every Quarter)	Third Quarter (First Month of Every Quarter)	Fourth Quarter (First Month of Every Quarter)	Total
1	Doda	400	400	400	400	1600
2	Jammu	400	400	400	400	1600
3	Kathua	400	400	400	400	1600
4	Punch	400	400	400	400	1600
5	Rajouri	400	400	400	400	1600
6	Udhampur	400	400	400	400	1600
7	Anantnag	400	400	400	400	1600
8	Budgam	400	400	400	400	1600
9	Srinagar	400	400	400	400	1600
10	Baramulla	400	400	400	400	1600

Sr No	District	First Quarter (First Month of Every Quarter)	Second Quarter (First Month of Every Quarter)	Third Quarter (First Month of Every Quarter)	Fourth Quarter (First Month of Every Quarter)	Total
11	Phulwama	400	400	400	400	1600
12	Kargil	400	400	400	400	1600
13	Kupwara	400	400	400	400	1600
14	Leh	400	400	400	400	1600
	Total (Jammu & Kashmir)	5600	5600	5600	5600	22400

Source: IMM Analysis

Ideally the sample size should be equally distributed among domestic and foreign visitors however, in places where foreign visitors, are not available throughout the month the sample size allocated for them should be allocated to domestic visitors. Due to security reasons, the survey could not be done in Kupwara and the same was discussed with the department of tourism and the samples were proportionally distributed in other districts.

The timetable for the survey in the first quarter would form the basis of exit survey for the remaining part of the year. Thus during the 1<sup>st</sup>Quarter the distribution of sample size would be as follows shown in table 2.4:

Table 2.4: Exit survey schedule

Sr.	Weeks	Days	Dates of the month	Sample Size
1	1st week	1-3	1,2,3	50
2	2nd week	4-7	11, 12, 13, 14	50
3	3rd week	1-3	15, 16, 17	50
4	4th week	4-7	25, 26, 27, 28	50

Within given week, the sample size would be equally distributed among the entry-exit points. The remaining sample of 200 should be distributed accordingly based on the secondary information about the flow of travellers' traffic. For the remaining 3 quarters the sample size should be reallocated among the week days as per the experience of daily tourist flow in the 1<sup>st</sup> quarter.

## 2.4 Sample Distribution among States for the Exit Survey

The sample size for each district to be covered in the Exit Survey was 400 per quarter. Initially equal number of domestics and foreign visitors were to be covered, but as adequate foreign visitors were not available throughout the month, the sample size allocated for them was allocated to domestic visitors as specified in the RFP. The distribution of tourists interviewed in the Exit survey for each of the 4 Quarters (May 2014, August 2014, November 2014, and February 2015) is given in table 2.5

## 2.5 Exit Survey Details

Table 2.5: Exit survey Details (May 2014 – April 2015)

District		May		Jun		Jul		Aug		Sept		Oct		Nov		Dec		Jan		Feb		Mar		Apr		Total	
	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic		
Anantnag	0	0	401	0	90	0	163	0	404	0	0	0	150	0	401	0	0	0	0	0	401	0	0	0	2010	0	2010
Baramulla	0	0	401	3	0	0	0	0	404	0	0	0	30	2	362	0	0	0	3	3	374	26	0	0	1574	34	1608
Budgam	0	0	506	0	0	0	0	0	506	0	0	0	0	0	563	0	0	0	0	0	527	0	0	0	2102	0	2102
Doda	0	0	404	0	0	0	0	0	400	0	0	0	0	0	402	0	0	0	0	0	403	0	0	0	1609	0	1609
Jammu	0	0	400	0	0	0	0	0	416	0	0	0	0	0	391	0	0	0	0	0	401	0	0	0	1608	0	1608
KARGIL	0	0	173	123	179	127	175	132	232	168	171	125	0	0	0	0	0	0	0	0	0	0	0	0	930	675	1605
Kathua	0	0	402	0	0	0	0	0	405	0	0	0	0	0	401	0	0	0	0	0	400	0	0	0	1608	0	1608
Leh	0	0	0	0	0	0	0	0	404	198	29	109	3	167	33	660	0	0	0	0	0	0	0	0	469	1134	1603
Poonch	0	0	408	0	0	0	0	0	405	0	0	0	0	0	395	0	0	0	0	0	399	0	0	0	1607	0	1607
Pullwana	0	0	399	0	0	0	0	0	251	0	153	0	148	0	396	2	0	0	0	0	406	0	0	0	1753	2	1755
Rajouri	0	0	393	0	0	0	0	0	408	0	0	0	0	0	405	0	0	0	0	0	398	0	0	0	1604	0	1604
Srinagar	0	0	427	10	97	1	74	0	421	7	88	0	69	0	412	21	80	0	0	0	434	10	0	0	2102	49	2151
Udhampur	0	0	408	0	0	0	0	0	437	0	0	0	0	0	373	0	0	0	0	0	384	0	0	0	1602	0	1602
Total	0	0	4722	136	366	128	412	132	5093	373	441	234	400	169	4534	683	80	0	3	3	4527	36	0	0	20578	1894	22472

## 2.6 Month Wise Short Survey Sample Covered in the Study

Table 2.6: Distribution of Short Survey Samples (May-14 to Apr – 15)

District		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
<b>Aggregate Sample Size</b>		11528	15518	14080	13022	5604	11150	12522	9738	9568	9020	9220	10664	131634
<b>Overnight Visitors</b>	Foreigner	1%	8%	8%	13%	0%	0%	0%	0%	0%	1%	0%	1%	3%
	Domestic from other state	20%	15%	15%	14%	21%	17%	22%	19%	15%	20%	21%	18%	18%
	Domestic from same city	1%	5%	5%	0%	2%	3%	3%	4%	4%	6%	5%	5%	4%
	Domestic from same district	0%	4%	4%	3%	7%	2%	3%	3%	2%	3%	5%	9%	4%
	Domestic from same state other district	5%	7%	8%	7%	7%	3%	1%	2%	1%	3%	5%	6%	5%
	<b>Total</b>	<b>27%</b>	<b>39%</b>	<b>40%</b>	<b>37%</b>	<b>37%</b>	<b>25%</b>	<b>29%</b>	<b>28%</b>	<b>22%</b>	<b>33%</b>	<b>36%</b>	<b>39%</b>	<b>33%</b>
<b>Same Day Visitor</b>	Foreigner	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Domestic from other state	5%	8%	7%	3%	11%	12%	5%	14%	15%	13%	12%	9%	9%
	Domestic from same city	46%	2%	3%	9%	1%	2%	9%	1%	4%	1%	1%	1%	7%
	Domestic from same district	0%	28%	28%	29%	30%	36%	38%	35%	33%	29%	28%	31%	29%
	Domestic from same state other district	22%	24%	22%	22%	21%	25%	19%	22%	26%	24%	23%	20%	22%
	<b>Total</b>	<b>73%</b>	<b>61%</b>	<b>60%</b>	<b>63%</b>	<b>63%</b>	<b>75%</b>	<b>71%</b>	<b>72%</b>	<b>78%</b>	<b>67%</b>	<b>64%</b>	<b>61%</b>	<b>67%</b>
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## 2.7 Month Wise Domestic Visitor in Jammu & Kashmir

Table 2.7: District and month Wise domestic visitors in J&K (May-14 to Apr – 15)

	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Total
<b>Anantnag</b>	17513	76240	35023	36333	16297	16744	30544	25925	13047	6482	7438	31343	76240
<b>Baramulla</b>	77751	500709	42517	123310	14095	14095	6756	6490	6703	9391	10544	19342	500709
<b>Budgam</b>	51410	23718	5058	30878	26024	35266	7751	11523	5382	4786	5197	7992	23718
<b>Doda</b>	34969	38763	139610	40871	12797	13879	16276	9283	7427	4700	5055	5992	38763
<b>Jammu</b>	142954	117292	115389	83945	47221	47591	47075	37421	26892	20557	44680	46285	117292
<b>Kargil</b>	0	20254	16186	9020	4316	6372	0	0	0	0	0	0	20254
<b>Kathua</b>	8632	9275	3587	3805	986	1177	2013	2159	1647	2126	2230	4609	9275
<b>Kupwara</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Leh</b>	0	13643	16822	11481	3521	3588	12034	0	0	0	0	0	13643
<b>Pulwama</b>	0	14340	14232	15995	7974	8172	6101	5934	5718	2496	2733	8802	14340
<b>Punch</b>	3233	2229	3468	4119	4090	11271	2955	399	275	891	2417	3874	2229
<b>Rajouri</b>	46521	25577	16390	9086	2326	2107	5599	47296	27162	15031	16455	26987	25577
<b>Srinagar</b>	352180	688088	508874	520494	131183	115146	118672	190090	122725	112558	144273	170186	688088
<b>Udhampur</b>	745194	1027639	867981	806545	340356	514369	498173	416063	364923	296163	625669	611144	1027639
<b>Total</b>	<b>1480357</b>	<b>2557767</b>	<b>1785137</b>	<b>1695882</b>	<b>611186</b>	<b>789777</b>	<b>753949</b>	<b>752583</b>	<b>581901</b>	<b>475181</b>	<b>866691</b>	<b>936556</b>	<b>2557767</b>



## 2.8 Month Wise Foreign Visitor in Jammu & Kashmir

Table 2.8: District and month Wise foreign visitors in J&K (May-14 to Apr – 15)

		May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Total
1	Anantnag	115	514	407	86	0	115	0	337	115	344	372	132	2537
2	Baramulla	79	84	125	575	30	59	73	53	55	192	170	135	1630
3	Budgam	248	142	35	0	0	0	0	0	0	0	0	0	425
4	Doda	66	122	49	0	0	0	0	0	0	0	0	0	237
5	Jammu	190	248	235	0	0	0	0	0	0	0	0	0	673
6	Kargil	0	3078	1104	441	184	438	0	0	0	0	0	0	5245
7	Kathua	0	0	0	0	0	0	0	0	0	0	0	0	0
8	Kupwara	0	0	0	0	0	0	0	0	0	0	0	0	0
9	Leh	0	3360	1312	1070	305	337	312	0	0	0	0	0	6696
10	Pulwama	0	53	53	60	0	0	0	0	0	0	0	0	166
11	Punch	0	75	0	0	0	0	0	0	0	0	0	0	75
12	Rajouri	0	0	0	0	0	0	0	0	0	0	0	0	0
13	Srinagar	7839	7794	2294	993	109	190	282	193	169	197	227	189	20476
14	Udhampur	147	53	80	0	0	0	0	0	35	20	28	0	363
	Total	8684	15523	5694	3225	628	1139	667	583	374	753	797	456	38523

Leh, Kargil and Srinagar are the most sort places of interest in foreign visitors as shown in above table.

## 2.9 Month Wise Total Visitors in Jammu & Kashmir

2.9: District and month Wise Total visitors in J&K (May-14 to Apr – 15)

	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Total
Anantnag	17628	76754	35430	36419	16297	16859	30544	26262	13162	6826	7810	31475	315466
Baramulla	77830	500793	42642	123885	14125	14154	6829	6543	6758	9583	10714	19477	833333
Budgam	51658	23860	5093	30878	26024	35266	7751	11523	5382	4786	5197	7992	215410
Doda	35035	38885	139659	40871	12797	13879	16276	9283	7427	4700	5055	5992	329859
Jammu	143144	117540	115624	83945	47221	47591	47075	37421	26892	20557	44680	46285	777975
Kargil	0	23332	17290	9461	4500	6810	0	0	0	0	0	0	61393
Kathua	8632	9275	3587	3805	986	1177	2013	2159	1647	2126	2230	4609	42246
Kupwara	0	0	0	0	0	0	0	0	0	0	0	0	0
Leh	0	17003	18134	12551	3826	3925	12346	0	0	0	0	0	67785
Pulwama	0	14393	14285	16055	7974	8172	6101	5934	5718	2496	2733	8802	92663
Punch	3233	2304	3468	4119	4090	11271	2955	399	275	891	2417	3874	39296
Rajouri	46521	25577	16390	9086	2326	2107	5599	47296	27162	15031	16455	26987	240537
Srinagar	360019	695882	511168	521487	131292	115336	118954	190283	122894	112755	144500	170375	3194945
Udhampur	745341	1027692	868061	806545	340356	514369	498173	416063	364958	296183	625697	611144	7114582
Total	1489041	2573290	1790831	1699107	611814	790916	754616	753166	582275	475934	867488	937012	13325490

## 3 Key Survey Findings

The key survey findings in line with the requirement of department or tourism Government of India are given as below in tables:

### 3.1 Findings on visitors

Table 3.1 shows the total number of visits to tourist destinations by domestic and foreign leisure visitors. The table shows in June there were highest number of tourist visits to the destinations.

**Table 3.1: Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors**

Month	No of visits by domestic overnight visitors/same day visitors			No of visits by Foreign overnight visitors/same day visitors		
	Over Night	Same Day	Total	Over Night	Same Day	Total
May-14	1171371	1242647	2414018	8333	541	8874
Jun-14	1884727	2641456	4526183	25568	231	25799
Jul-14	1545545	1269402	2814947	9624	66	9690
Aug-14	1397590	1231420	2629010	6723	1043	7766
Sep-14	492784	401386	894170	1186	183	1369
Oct-14	713595	541719	1255314	2061	231	2292
Nov-14	534040	318056	852096	1236	80	1316
Dec-14	468018	390424	858442	478	487	965
Jan-15	422574	235129	657703	587	165	752
Feb-15	386866	184159	571025	1049	219	1268
Mar-15	734202	251489	985691	1262	150	1412
Apr-15	766640	328712	1095352	755	126	881
<b>Total</b>	<b>10517952</b>	<b>9035999</b>	<b>19553951</b>	<b>58862</b>	<b>3522</b>	<b>62384</b>

**Table 3.2: Total number of domestic and foreign leisure tourists & same day No. of visitors**

Month	No. of Visitors – Domestic			No. of Visitors – Foreign		
	Overnight	Same Day	Total	Overnight	Same Day	Total
May-14	579762	849697	1429459	8196	488	8684
Jun-14	1058075	1459503	2517578	15219	231	15450
Jul-14	1017216	738350	1755566	5602	66	5668
Aug-14	919661	672015	1591676	2887	338	3225
Sep-14	391917	179421	571338	515	113	628
Oct-14	494812	250791	745603	1017	122	1139
Nov-14	476806	234082	710888	640	27	667
Dec-14	412413	261966	674379	194	389	583
Jan-15	380536	151652	532188	279	95	374
Feb-15	335676	112822	448498	583	170	753
Mar-15	671782	159037	830819	673	124	797
Apr-15	693870	196160	890030	330	126	456
<b>Total</b>	<b>7432526</b>	<b>5265496</b>	<b>12698022</b>	<b>36135</b>	<b>2289</b>	<b>38424</b>

Table 3.2 as shown above shows the detail of total number of domestic and foreign leisure tourists and same day number of visitors. June had the highest number of domestic and foreign leisure tourists.

**Table 3.3: Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors**

Month	Number of Tourists			Number of Same day Visitors		
	Leisure	Non Leisure	Total	Leisure	Non Leisure	Total
<b>May-14</b>	579762	9614	589376	849697	41284	890981
<b>Jun-14</b>	1058075	32331	1090406	1459503	7858	1467361
<b>Jul-14</b>	1017216	18620	1035836	738350	10951	749301
<b>Aug-14</b>	919661	22423	942084	672015	81783	753798
<b>Sep-14</b>	391917	6269	398186	179421	33579	213000
<b>Oct-14</b>	494812	6988	501800	250791	37186	287977
<b>Nov-14</b>	476806	4669	481475	234082	38392	272474
<b>Dec-14</b>	412413	6033	418446	261966	72171	334137
<b>Jan-15</b>	380536	4077	384613	151652	45636	197288
<b>Feb-15</b>	335676	3527	339203	112822	23156	135978
<b>Mar-15</b>	671782	5079	676861	159037	30793	189830
<b>Apr-15</b>	693870	5765	699635	196160	40761	236921
<b>Total</b>	7432526	125395	7557921	5265496	463550	5729046

Table 3.3 below shows the details of total number of leisure and non-leisure domestic tourists and same day visitors. June has the highest number of visitors and February 15 had the least number of visitors.

**Table 3.4: Total Number of Leisure and Non-Leisure Foreign Tourists and Same Day Visitors**

Month	Number of Tourists			Number of Same day Visitors		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
<b>May-14</b>	8196	0	8196	488	0	488
<b>Jun-14</b>	15219	73	15292	231	0	231
<b>Jul-14</b>	5602	26	5628	66	0	66
<b>Aug-14</b>	2887	0	2887	338	0	338
<b>Sep-14</b>	515	0	515	113	0	113
<b>Oct-14</b>	1017	0	1017	122	0	122
<b>Nov-14</b>	640	0	640	27	0	27
<b>Dec-14</b>	194	0	194	389	0	389
<b>Jan-15</b>	279	0	279	95	0	95
<b>Feb-15</b>	583	0	583	170	0	170
<b>Mar-15</b>	673	0	673	124	0	124
<b>Apr-15</b>	330	0	330	126	0	126
<b>Total</b>	36135	99	36234	2289	0	2289

Table 3.4 above shows total number of leisure and non-leisure foreign tourists and same day visitors. June 14 had the highest number of both leisure/non-leisure foreign tourists and same day visitors.

**Table 3.5: Total Number of Domestic and Foreign Tourists and Day Visitors**

Month	Number of Tourists			Number of Same day Visitors		
	Domestic	Foreigner	Total	Domestic	Foreigner	Total
<b>May-14</b>	589376	8196	597572	890981	488	891469
<b>Jun-14</b>	1090406	15292	1105698	1467361	231	1467592
<b>Jul-14</b>	1035836	5628	1041464	749301	66	749367
<b>Aug-14</b>	942084	2887	944971	753798	338	754136
<b>Sep-14</b>	398186	515	398701	213000	113	213113
<b>Oct-14</b>	501800	1017	502817	287977	122	288099

Month	Number of Tourists			Number of Same day Visitors		
<b>Nov-14</b>	481475	640	482115	272474	27	272501
<b>Dec-14</b>	418446	194	418640	334137	389	334526
<b>Jan-15</b>	384613	279	384892	197288	95	197383
<b>Feb-15</b>	339203	583	339786	135978	170	136148
<b>Mar-15</b>	676861	673	677534	189830	124	189954
<b>Apr-15</b>	699635	330	699965	236921	126	237047
<b>Total</b>	7557921	36234	7594155	5729046	2289	5731335

Table 3.5 below shows total number of domestic and foreign tourists and day visitors. June 14 had the highest number of domestic and foreigner tourists.

**Table 3.6: Distribution of Domestic and Foreign Tourists by place of Stay**

Month	Number of Domestic Tourists				Number of Foreign Tourists			
	Staying in Hotels	Staying with friends & relatives	Staying Else where	Total	Staying in Hotels	Staying with friends & relatives	Staying Else where	Total
<b>May-14</b>	287756	120874	180746	589376	2932	2651	2613	8196
<b>Jun-14</b>	451663	189912	448831	1090406	15292	0	0	15292
<b>Jul-14</b>	383434	53558	598844	1035836	5628	0	0	5628
<b>Aug-14</b>	348725	33805	559554	942084	2887	0	0	2887
<b>Sep-14</b>	63056	21045	314085	398186	515	0	0	515
<b>Oct-14</b>	106332	12497	382971	501800	1017	0	0	1017
<b>Nov-14</b>	355419	9299	116757	481475	640	0	0	640
<b>Dec-14</b>	349698	12066	56682	418446	194	0	0	194
<b>Jan-15</b>	333700	4415	46498	384613	279	0	0	279
<b>Feb-15</b>	302780	10386	26037	339203	583	0	0	583
<b>Mar-15</b>	605467	20399	50995	676861	673	0	0	673
<b>Apr-15</b>	622937	25888	50810	699635	330	0	0	330
<b>Total</b>	4210967	514144	2832810	7557921	30970	2651	2613	36234

Table 3.6 shows the distribution of domestic and foreign tourists by place of stay as below. Maximum number of tourists found staying with friends and relatives or elsewhere and in hotel is in the month of June 2014.

### 3.2 Findings based on Survey of Accommodation units

Table 3.7 as shown below shows the number of accommodation units, rooms/beds available and bed occupancy rate. Maximum numbers of bed are occupied in the month of May 14 and least in the month of September 2014.

**Table 3.7: No. of accommodation units, Rooms / Beds Available and Bed Occupancy Rate**

Month	No. of Accommodation Units	No. of Rooms	No of Beds Available per day	Total No of bed Nights per month	Bed Occupancy Rate
<b>May-14</b>	2028	24906	49760	776340	44%
<b>June-14</b>	2028	24906	49760	663453	47%
<b>Jul-14</b>	2028	24906	49760	723608	32%
<b>Aug-14</b>	2028	24906	49760	498354	6%
<b>Sept-14</b>	2028	24906	49760	87442	10%

Month	No. of Accommodation Units	No. of Rooms	No of Beds Available per day	Total No of bed Nights per month	Bed Occupancy Rate
Oct-14	2028	24906	49760	146889	32%
Nov-14	2028	24906	49760	474115	25%
Dec-14	2028	24906	49760	392733	26%
Jan-15	2028	24906	49760	404580	25%
Feb-15	2028	24906	49760	351081	50%
Mar-15	2028	24906	49760	766268	52%
Apr-15	2028	24906	49760	776340	50%

Table 3.8 as shown below shows the month wise total number of guest's checked-in, bed nights spent and average duration of stay at accommodation units. Maximum number of total guests checked –in were found in the month of March and April 2015 and least number were in the month of September 2014.

Table 3.8: Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Month	No. of Guests checked in			Total No. of bed night spent			Average Duration of Stay (Bed Nights/Tourist)		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
May-14	693004	358	693362	775778	562	776340	1.12	1.57	1.12
June-14	413495	11062	424557	639074	24379	663453	1.55	2.20	1.56
Jul-14	440300	9912	450212	697776	25832	723608	1.58	2.61	1.61
Aug-14	457699	3729	461428	492266	6088	498354	1.08	1.63	1.08
Sept-14	82236	664	82900	85940	1502	87442	1.05	2.26	1.05
Oct-14	136270	1297	137567	144246	2643	146889	1.06	2.04	1.07
Nov-14	448784	830	449614	472602	1513	474115	1.05	1.82	1.05
Dec-14	365982	224	366206	392414	319	392733	1.07	1.42	1.07
Jan-15	372311	349	372660	404118	462	404580	1.09	1.32	1.09
Feb-15	317872	635	318507	350216	865	351081	1.10	1.36	1.10
Mar-15	674252	724	674976	765127	1141	766268	1.13	1.58	1.14
Apr-15	693004	358	693362	775778	562	776340	1.12	1.57	1.12
Total	5095209	30142	5125351	5995335	65868	6061203	1.06	1.37	1.05

Table 3.9: Number of Accommodation units, Rooms, Beds and Employment

	No of AUs	No of Rooms	No of Beds	No of Employees		
				Temporary	Permanent	Total
May 14-Apr-15	2028	24906	49760	7464	4488	11952

As shown in table 3.9, the number of accommodation units was 2028 during all the quarters. These accommodation units employ nearly 11952 persons.

Table 3.10: Distribution of Employees in Accommodation Units by Age Group

	No of AUs	No of employees	18-25 Yrs	26-30 Yrs	31-40 Yrs	41-50 Yrs	> 51 years
May 14-Apr-15	2028	11952	27.7%	31.6%	39.5%	1.0%	0.2%

It can be observed that from table 3.10, majority of employees (39.5%) are aged between 31 to 40 years, followed by 31.6% of employees who falls in the age group of 26 to 30 years.

Table 3.11: Distribution of Employees in Accommodation Units by Service

	No of AUs	No of employees	Management	F&B	House Keeping	Others
<b>May 14-Apr-15</b>	2028	11952	21.6%	38.5%	2.3%	37.6%

Table 3.11 shows that, employees from Management, F&B and House Keeping contribute 62.5% of total distribution of employees in accommodation units by service and rest 37.5% are being shared by employees from other category.

Table 3.12: Category-wise Distribution Accommodation Units

Classified		No of Accommodation Units				
		Less Than 10 Rooms	10-20 Rooms	Having more than 20 Rooms	Sub Total	Total
<b>May 14-Apr-15</b>	45	1049	674	260	1983	2028

The above table 3.12; reveals that there are 1983 Non Classified accommodation units and on the other hand, Classified accommodation units only contributing 45 units.

Table 3.13: Distribution Accommodation Units by Types

	I	R	D	A	J	C	H	B	K	F	E
<b>May 14-Apr-15</b>	1114	748	11	6	119	7	2	14	2	2	3

\*A. 5 Star Deluxe Hotel, B. 5 Star Hotel, C. 4 Star Hotel D. 3 Star Hotel E. 2 Star Hotel F. 1 Star Hotel G. Apartment Hotel H. Heritage Hotel I. Non Star Hotel J. Motel K. Govt. Guest House/Circuit House/Bhawan/Sadan L. Dharamshala M. Friends & Relatives N. Gurudwara/Temple/Monastery O. Bed & Breakfast Unit P. Youth/YMCA Hostel Q. Private Guest House/Rent House/Tourist Bungalow R. If any other, Specify

The above table 3.13; shows that majority of the Accommodation Units are of Non Star Hotels types.

## 4 Visitor Profiling Tables

Table 4.1: Age Distribution of Sample Visitors in Jammu & Kashmir

Age Group	% of Domestic Overnight Visitors				% of Domestic Day Visitors				% of Foreign Overnight Visitors				% of Foreign Same Day Visitors			
	Male		Female		Male		Female		Male		Female		Male		Female	
	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%	No's	%
15-24 Years	364	13%	24	1%	2452	14%	286	2%	68	4%	25	1%	0	0%	0	0%
25-34 Years	740	27%	71	3%	6219	35%	813	5%	503	27%	269	14%	6	20%	1	3%
35-44 Years	881	32%	66	2%	4369	25%	517	3%	362	19%	195	10%	16	53%	1	3%
45-60 Years	565	20%	29	1%	2653	15%	231	1%	306	16%	66	4%	6	20%	0	0%
> 60 Years	24	1%	1	0%	262	1%	11	0%	70	4%	0	0%	0	0%	0	0%
<b>Total</b>	2574	93%	191	7%	15955	90%	1858	10%	1309	70%	555	30%	28	93%	2	7%

From Table 4.1 it can be inferred that the predominant age group was 35-44 and 25-34 years among domestic overnight and domestic day visitors respectively. Whereas, foreign overnight predominant age group was 25-34 and foreign day visitor's age group found in between the age group of 35-44. Majority of visitors are males with females comprising a very small portion.

Table 4.2: Sex Distribution of Sample Visitors in Jammu & Kashmir

Sex	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No's	%	No's	%	No's	%	No's	%
Male	2574	93%	15955	90%	1309	70%	28	93%
Female	191	7%	1858	10%	555	30%	2	7%
<b>Total</b>	2765	100%	17813	100%	1864	100%	30	100%

Sex distribution of sample visitors in Jammu & Kashmir is shown in table 4.2. For all the categories, male visitors are majority in number (90% and above) than female visitors. In the category of foreigner Overnight visitors, ratio of female visitors has been improved and touched 30% in overall visitors list.

Table 4.3: Marital Status of Sample Visitors in Jammu & Kashmir

Marital Status	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No's	%	No's	%	No's	%	No's	%
Married	2039	74%	10613	60%	1034	55%	26	87%
Recently Married	71	3%	733	4%	103	6%	0	0%
Never Married	655	24%	6467	36%	725	39%	4	13%
Others	0	0%	0	0%	2	0%	0	0%
<b>Total</b>	2765	100%	17813	100%	1864	100%	30	100%

From the table above, it can be identified that majority of sample visitors falls under the category of "Married". The category "Others" includes Widows, Divorcee etc.

Table 4.4: Educational Level of Sample Visitors in Jammu & Kashmir

Education Level	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No's	%	No's	%	No's	%	No's	%
No Formal Education	5	0%	335	2%	3	0%	0	0%
Primary	77	3%	697	4%	0	0%	0	0%



Education Level	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
<b>Secondary</b>	438	16%	2739	15%	49	3%	0	0%
<b>Higher Secondary</b>	902	33%	4550	26%	197	11%	3	10%
<b>Graduate &amp; Above</b>	1064	38%	7011	39%	986	53%	9	30%
<b>Technical/Professional of all levels</b>	279	10%	2064	12%	629	34%	18	60%
<b>Other</b>	0	0%	417	2%	0	0%	0	0%
<b>Total</b>	2765	100%	17813	100%	1864	100%	30	100%

The above table 4.4; shows the education level of sample visitors in Jammu and Kashmir. It can be observed from the table that majority of the sample visitors have educational qualification as graduate & above. Also, in the category of foreign same day visitors, 60% of visitors have been found in Technical/ Professional of all levels.

Table 4.5: Occupation Pattern of Sample Visitors in Jammu & Kashmir

Occupation	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No's	%	No's	%	No's	%	No's	%
<b>Industrialist/Trader/Shop Owner</b>	92	3%	393	2%	195	10%	6	20%
<b>Self Employed Professional</b>	146	5%	771	4%	371	20%	9	30%
<b>Govt. Service</b>	488	18%	2679	15%	279	15%	1	3%
<b>Private Service</b>	766	28%	4099	23%	363	19%	5	17%
<b>Student/Researcher</b>	408	15%	3457	19%	127	7%	0	0%
<b>Business</b>	689	25%	4404	25%	478	26%	9	30%
<b>Agriculturist</b>	36	1%	700	4%	8	0%	0	0%
<b>Housewife</b>	104	4%	843	5%	7	0%	0	0%
<b>Others</b>	36	1%	467	3%	36	2%	0	0%
<b>Total</b>	2765	100%	17813	100%	1864	100%	30	100%

It can be inferred from table 4.5 that, most of the domestic overnight visitors of Jammu & Kashmir are primarily from private services. However, the other three visitor's category (Domestic same day, foreigner overnight and foreign same day visitors) shows that the majority of J&K visitors do business for their livelihood. Only 1% of domestic overnight and 4% of domestic same day visitors were found Agriculturist from the sample size.

Table 4.6: Purpose of visit by Sample Visitors in Jammu & Kashmir

Purpose of Visit	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No's	%	No's	%	No's	%	No's	%
<b>Business</b>	163	6%	1573	9%	3	0%	0	0%
<b>Holidaying, Leisure and recreation</b>	2017	73%	12713	71%	1861	100%	30	100%
<b>Social</b>	0	0%	0	0%	0	0%	0	0%
<b>Pilgrimage/Religious Activity</b>	585	21%	3527	20%	0	0%	0	0%
<b>Education/Training</b>	0	0%	0	0%	0	0%	0	0%
<b>Health &amp; Medical</b>	0	0%	0	0%	0	0%	0	0%
<b>Shopping</b>	0	0%	0	0%	0	0%	0	0%

Purpose of Visit	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
Work Done from Govt. authorities	0	0%	0	0%	0	0%	0	0%
Others	0	0%	0	0%	0	0%	0	0%
	2765	100%	17813	100%	1864	100%	30	100%

From the table 4.6; it can be concluded that the main purpose to visit Jammu and Kashmir was for Holidaying, leisure and recreation. 73% of domestic overnight visitors, 71% of domestic same day visitors and 100% of overnight as well as same day foreign visitors fall in this category only.

Table 4.7: Mode of Transportation of Sample Domestic Visitors in Jammu & Kashmir

Transportation	% domestic visitors from within the state		% domestic visitors from Outside the state		% of Foreign visitors % of Foreign visitors	
	Over Night Visitors	Same day visitors	Over Night Visitors	Same day visitors	Over Night Visitors	Same day visitors
By Train	6%	0%	42%	9%	0%	0%
By Bus	63%	49%	26%	7%	0%	10%
By Air	0%	1%	0%	0%	0%	0%
By Personal Vehicle	25%	22%	27%	54%	98%	87%
By Taxi	6%	28%	5%	25%	2%	3%
Others	0%	0%	0%	5%	0%	0%
Total	100%	100%	100%	100%	100%	100%

Table 4.7 shows that majority of visitor's preferred personal vehicle for the transportation followed by Taxi.

Table 4.8: Travel Behaviour of Sample Visitors in Jammu & Kashmir

Frequency of Visits	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreign Overnight Visitors		Foreign Domestic Visitors	
	No's	%	No's	%	No's	%	No's	%
Once a Week or More Often	68	2%	1573	9%	3	0%	0	0%
Once a Fortnight	184	7%	12713	71%	1861	100%	0	0%
Once a Month	20	1%	0	0%	0	0%	0	0%
Once a 3 Months	188	7%	3527	20%	0	0%	0	0%
Once in 6 Months	773	28%	0	0%	0	0%	5	17%
Once in a Year	1400	51%	0	0%	0	0%	0	0%
Less Often	132	5%	0	0%	0	0%	25	83%
Total	2765	100%	17813	100%	1894	100%	35	100%

The above table 4.8 shows the travel behaviour of sample visitors in Jammu & Kashmir. It can be observed that the frequency of domestic overnight visitors once in a year was higher, whereas, 71% of domestic same day and foreign visitor visits once in a fortnight.

Table 4.9 shows that 3% of domestic day visitors and 2% of overnight visitors are in propensity of availing package tour in Jammu and Kashmir.

Table 4.9: Propensity of availing package tour of Sample Visitors in Jammu & Kashmir

	%age of Domestic Overnight Visitors	%age of Domestic day Visitors	%age of foreign Overnight Visitors	%age of foreign Day Visitors
Percentage of tourists availing package tour	2%	3%	0%	0%

Table 4.10 shows that 60% of the package that includes travel and food are preferred by domestic overnight visitors and 50% of foreign visitors prefer travel and accommodation.

Table 4.10: Propensity of availing package tour of Sample Visitors

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of foreign Visitors
Travel + Food	60%	10%
Travel + Accommodation	10%	50%
Travel + Transport Accommodation	10%	30%
Travel + Transport + Accommodation + Food	20%	10%
Any Other	0%	0%
Total	100%	100%

Table 4.11: Travel Arrangement Mode of Sample Visitors in Jammu & Kashmir

Travel Arrangement Mode	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreigner Overnight visitors		Foreign Same Day Visitors	
	No's	%	No's	%	No's	%	No's	%
Self	2728	99%	16485	93%	843	45%	26	87%
Office / Employer	0	0%	264	1%	0	0%	0	0%
Tour Operator	20	1%	917	5%	1020	55%	2	7%
Package Tour	5	0%	96	1%	0	0%	2	7%
Did not Disclose	12	0%	51	0%	1	0%	0	0%
Total	2765	100%	17813	100%	1864	100%	30	1

From the table 4.11, it can be concluded that the majority of visitors makes their travel arrangements themselves and 55% of foreign overnight visitors avail tour operator during their visit to Jammu & Kashmir.

Table 4.12: Distribution of overnight visitors by place of stay of Sample Visitors in the State

Place of Stay	Domestic Overnight Visitors		Foreign Same Day Visitors	
	No's	%	No's	%
5 Star Deluxe Hotel	0	0%	42	2%
5 Star Hotel	0	0%	38	2%
4 Star Hotel	0	0%	6	0%
3 Star Hotel	28	1%	700	38%
2 Star Hotel	0	0%	1074	58%
Apartment Hotel	27	1%	0	0%
Non Star Hotel	773	28%	0	0%
Dharamshala	828	30%	0	0%
Friends & Relatives	28	1%	0	0%
Gurudwara/Temple/Monastery	28	1%	0	0%
If any other, Specify	1051	38%	4	0%
Total	2765	100%	1864	100%

From the table 4.12, we can say that 58% of domestic overnight visitors prefer non star hotel and Dharamshala. On the other hand, foreign overnight visitors only prefer star hotel for their pleasant stay.

Table 4.13: Distribution of visitor by their preferred eating place of Sample Visitors in Jammu & Kashmir

Types	Domestic Overnight Visitors		Domestic Same Day Visitors		Foreign Overnight Visitor		Foreign Same Day Visitor	
	No's	%	No's	%	No's	%	No's	%
A	890	32%	8501	48%	1778	95%	26	87%
B	4	0%	122	1%	24	1%	0	0%
C	42	2%	124	1%	0	0%	0	0%
D	1113	40%	2545	14%	18	1%	4	13%
E	0	0%	0	0%	16	1%	0	0%
F	0	0%	0	0%	0	0%	0	0%
G	602	22%	3068	17%	16	1%	0	0%
H	0	0%	6	0%	0	0%	0	0%
I	0	0%	8	0%	0	0%	0	0%
J	0	0%	16	0%	0	0%	0	0%
K	17	1%	1980	11%	0	0%	0	0%
L	0	0%	112	1%	0	0%	0	0%
M	0	0%	487	3%	0	0%	0	0%
N	0	0%	0	0%	0	0%	0	0%
O	0	0%	0	0%	0	0%	0	0%
P	0	0%	0	0%	0	0%	0	0%
Q	0	0%	0	0%	0	0%	0	0%
R	0	0%	69	0%	0	0%	0	0%
Did not Disclose	97	4%	775	4%	12	1%	0	0%
<b>Total</b>	<b>2765</b>	<b>100%</b>	<b>17813</b>	<b>100%</b>	<b>1864</b>	<b>100%</b>	<b>30</b>	<b>100%</b>

Eating places : A. Restaurant, B. Fast Food Outlets, C. Cafeteria, D. Dhaba, E. Bars, F. Mobile Van, G. Food Kiosk, H.

Refreshment Stand , I. Place Of Lodging, J. Dharamshala/Sarai, K. Gurudwara/Temple/Monastery, L. Friends & Relatives, M.

If any other, Specify

The above table 4.13 shows the distribution of visitors by their preferred eating place. 42% of domestic overnight visitors preferred Dhaba as their eating place. And, Restaurant is a major attraction point for 50% of domestic same day visitors, 96% of foreign overnight and 87% of foreign same day visitors.

Table 4.14: Satisfaction level of services by Sample Visitors in Jammu & Kashmir

Services	Domestic Overnight Visitors				Domestic Same Day Visitor				Foreign Overnight Visitor				Foreign Same Day Visitor			
	Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied		Satisfied		Dis Satisfied	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Availability of Tour Operator	940	34%	1825	66%	9616	54%	8197	46%	1832	98%	32	2%	30	100%	0	0%
Availability of Transportation	1147	41%	1618	59%	10861	61%	6952	39%	1848	99%	16	1%	30	100%	0	0%
Availability of Tourist Guide	960	35%	1805	65%	9643	54%	8170	46%	1832	98%	32	2%	30	100%	0	0%
Availability of good quality accommodation	1643	59%	1122	41%	0	0	0	0	1864	100%	0	0%	0	0%	0	0%
Public Convenience	1156	42%	1609	58%	11265	63%	6548	37%	1816	97%	48	3%	30	100%	0	0%
Eating Places	2054	74%	711	26%	14353	81%	3460	19%	1848	99%	16	1%	30	100%	0	0%
Information Centers	1829	66%	936	34%	12623	71%	5190	29%	1830	98%	34	2%	30	100%	0	0%
Souvenir Shops	2423	88%	342	12%	15100	85%	2713	15%	1816	97%	48	3%	30	100%	0	0%
Entertainment Places	2423	88%	342	12%	15069	85%	2744	15%	1800	97%	64	3%	30	100%	0	0%
Quality of Roads	2571	93%	194	7%	15717	88%	2096	12%	1814	97%	50	3%	30	100%	0	0%
Security	2530	92%	235	8%	15931	89%	1882	11%	1831	98%	33	2%	30	100%	0	0%
Behaviour of Local People	2265	82%	500	18%	14832	83%	2981	17%	1847	99%	17	1%	30	100%	0	0%
Shops other than souvenir ones	2352	85%	413	15%	15325	86%	2488	14%	1847	99%	17	1%	30	100%	0	0%
Upkeep of tourist sites	1747	63%	1018	37%	14133	79%	3680	21%	1831	98%	33	2%	30	100%	0	0%
Accommodation tariff	1555	56%	1210	44%	0	0	0	0	1816	97%	48	3%	30	100%	0	0%
Quality of Information	1506	54%	1259	46%	13753	77%	4060	23%	1816	97%	48	3%	30	100%	0	0%

The above table 4.14: presents the percentage distribution of satisfaction levels among domestic and foreign tourists for different service parameters. It can be inferred that, there is a favourable growth and a positive trend as most of the visitors were found satisfied with various services which are being offered in Jammu & Kashmir.

Table 4.15: Expectation level of their visit to district / State of Sample Visitors in Jammu & Kashmir

Expectation Level	Domestic Overnight Visitors		Domestic Day Visitors		Foreign Overnight Visitors		Foreign day Visitors	
	Nos	%	Nos	%	Nos	%	Nos	%
<b>Much Better than Expectation</b>	1068	39%	6287	35%	421	23%	2	7%
<b>Somewhat better than Expectation</b>	471	17%	3870	22%	320	17%	16	53%
<b>As per expectation</b>	1071	39%	6530	37%	1102	59%	12	40%
<b>Worse than expectation</b>	0	0%	145	1%	0	0%	0	0%
<b>Much worse than Expectation</b>	155	6%	981	6%	21	1%	0	0%

The above table 4.15 shows the percentage distribution across different expectation levels. The table also validates that there is a positive trend, as most of the visitors found their visit to Jammu & Kashmir as per their expectation.

Table 4.16: Most visited tourist destination of Sample Visitors in Jammu & Kashmir

Destination of Sample Visitors	% of Visitors	% of domestic overnight visitors	% of domestic day visitors	% of Foreign overnight visitors	% of Foreign same day visitors
<b>Shri Mata Vaishno Devi</b>	12.80%	12.80%	12.80%	12.80%	12.80%
<b>Pahalgam</b>	9.37%	8.55%	10.71%	0.00%	0.00%
<b>Gulmarg</b>	7.29%	12.67%	7.15%	1.29%	13.33%
<b>Charari Sharief</b>	7.24%	3.04%	8.86%	0.00%	0.00%
<b>Nubra Valley</b>	7.16%	1.25%	2.63%	50.54%	0.00%
<b>Verinag</b>	6.53%	7.75%	7.17%	0.00%	0.00%
<b>Dubijan</b>	6.36%	6.46%	7.16%	0.05%	0.00%
<b>Mughal Garden (Nishat Garden)</b>	6.16%	5.63%	6.76%	2.09%	6.67%
<b>Peer Ki Gali</b>	6.07%	6.25%	6.83%	0.00%	0.00%
<b>Kokernag Botanical Garden</b>	6.03%	7.29%	6.60%	0.00%	0.00%
<b>Tangmarg Town</b>	5.66%	11.30%	5.24%	1.77%	0.00%
<b>Pangong Lake</b>	5.39%	0.79%	2.01%	37.93%	0.00%
<b>Drung Village</b>	5.01%	9.38%	4.84%	0.64%	10.00%
<b>Nangali Sahib</b>	4.94%	6.25%	5.37%	0.00%	0.00%
<b>Bahu Fort</b>	4.74%	5.67%	5.20%	0.00%	0.00%
<b>Yusmarg</b>	4.70%	3.58%	5.48%	0.00%	0.00%
<b>Tatapani</b>	4.29%	8.09%	4.22%	0.00%	0.00%
<b>Awantipora Temple</b>	3.90%	3.00%	4.54%	0.11%	0.00%
<b>Aharbal Waterfall</b>	3.70%	5.00%	3.96%	0.00%	0.00%
<b>Baba Reshi Shrine</b>	3.46%	4.75%	3.64%	0.32%	6.67%
<b>Machail Chandi Mata</b>	3.45%	1.50%	4.21%	0.00%	0.00%
<b>Dal Lake</b>	3.24%	3.17%	3.38%	2.09%	10.00%
<b>Gurudwara Shri Shadimarg Sahib</b>	2.78%	2.75%	3.14%	0.00%	0.00%
<b>Bhaderwah Area</b>	2.63%	1.21%	3.21%	0.00%	0.00%
<b>Doodhpathri</b>	2.37%	1.75%	2.78%	0.00%	0.00%
<b>Raghnunath Temple</b>	2.28%	2.46%	2.55%	0.00%	0.00%
<b>Sonamarg</b>	2.19%	3.04%	2.20%	1.07%	0.00%

Destination of Sample Visitors	% of Visitors	% of domestic overnight visitors	% of domestic day visitors	% of Foreign overnight visitors	% of Foreign same day visitors
Eco Park (Baramulla)	2.10%	2.21%	2.35%	0.05%	3.33%
Hazratbal Shrine	1.84%	1.33%	2.02%	1.13%	0.00%
Tso Moriri Lake	1.83%	0.29%	0.38%	15.18%	0.00%
Athra Buja Devi Temple	1.82%	0.96%	2.20%	0.00%	0.00%
Kundal Village	1.82%	0.96%	2.20%	0.00%	0.00%
Kishtwar	1.82%	0.96%	2.20%	0.00%	0.00%
Tsokar Lake	1.75%	0.08%	0.20%	16.09%	0.00%
Mansar Lake	1.73%	1.67%	1.96%	0.00%	0.00%
Sukrala Temple	1.69%	1.83%	1.89%	0.00%	0.00%
Harwan Garden	1.48%	1.04%	1.67%	0.43%	6.67%
Doodh Ganga River	1.40%	1.29%	1.60%	0.00%	0.00%
Khardung La	1.28%	0.00%	0.05%	12.66%	0.00%
Baba Sidh Gorla	1.26%	2.54%	1.21%	0.00%	0.00%
Gulabgarh	1.06%	0.38%	1.31%	0.00%	0.00%
Massu Area	1.06%	0.38%	1.31%	0.00%	0.00%
Hemis Monastery	1.06%	0.79%	0.28%	6.97%	33.33%
Kalakote Town	1.02%	2.92%	0.85%	0.00%	0.00%
Thanamandi	1.02%	2.92%	0.85%	0.00%	0.00%
Zangla	0.61%	0.67%	0.31%	2.47%	30.00%
Shalimar Bagh	0.50%	0.13%	0.55%	0.43%	6.67%
Bardan Monastery	0.36%	0.21%	0.07%	2.58%	16.67%
Phugtal Monastery	0.11%	0.13%	0.05%	0.38%	10.00%
Pari Mahal	0.16%	0.00%	0.18%	0.16%	3.33%
Padum (Padmasambhava)	0.15%	0.25%	0.08%	0.48%	6.67%
Rangdum Monastery	0.09%	0.04%	0.04%	0.43%	6.67%
Kargil Town	0.08%	0.13%	0.01%	0.27%	16.67%
Stakrimo Gompa	0.08%	0.08%	0.03%	0.38%	6.67%
Dras Town	0.06%	0.04%	0.01%	0.21%	13.33%
Nun Kun	0.05%	0.08%	0.01%	0.16%	10.00%
Pushwari	0.02%	0.00%	0.00%	0.11%	6.67%
Others	13.88%	15.38%	12.77%	20.49%	23.33%

\* Table 4.16 - Total may not tally to 100

Table 4.17: Popular Source of Information of tourist destination of the Sample Visitors in Jammu & Kashmir

Source of Information	% of domestic overnight	% of domestic Same day	% of Foreign overnight	% of Foreign Same day
Newspaper	10%	5%	4%	17%
Radio	2%	0%	0%	0%
Television	15%	16%	13%	10%
Newspaper & Radio both	1%	2%	1%	7%
Newspaper & Television both	17%	15%	57%	27%
Radio & Television both	6%	10%	13%	0%
All Three	49%	52%	12%	40%
Total	100%	100%	100%	100%

The above table 4.17 represents a list of popular sources from where tourist gets information about the various places of Jammu & Kashmir. It can be observed that Newspapers and Television both are the most popular sources of information for domestic as well as for foreign overnight visitors.

**Table 4.18: Annual Household income of the Sample Domestic Visitors in the State**

Annual Household income of the Sample Domestic Visitors	Percentage of domestic overnight visitors	Percentage of domestic day visitors
< Rs. 60000	13%	20%
Rs. 60000 – 100000	13%	14%
100001 – 200000	21%	26%
200001 – 500000	44%	30%
> Rs. 500001	9%	10%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Table 4.18 shows that 44% of domestic overnight visitors and 30% of domestic day visitors touring Jammu & Kashmir have an annual House Hold Income 200001-500000.

**Table 4.19: Annual Household income of the Sample Foreign Visitors in the State**

Annual Household income of the Sample Foreign Visitors	Percentage of Foreign overnight visitors
Less than \$.40,000	7%
\$.40,001 – \$.60,000	17%
\$.60,001 – \$.80,000	21%
\$.80,001 – \$.1,00,000	22%
Above \$.1,00,000	33%
<b>Total</b>	<b>100%</b>

Table 4.19 shows that 33% of foreign overnight visitors touring Jammu & Kashmir have an annual House Hold Income Above \$.1, 00,000 and 22% of visitors are in between the brackets of \$.80, 001 – \$.1,00,000.

**Table 4.20: Expenses on Accommodation (In Indian Rupees)**

Expenses on Accommodation	Domestic overnight Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total
5 Star Deluxe Hotel	0.00	0.00	0.00	0.00	14501	14501
5 Star Hotel	0.00	0.00	0.00	0.00	12064	12064
4 Star Hotel	0.00	0.00	0.00	0.00	4850	4850
3 Star Hotel	0.00	1590	1590	2000	2160	4160
2 Star Hotel	0.00	0.00	0.00	1500	1860	3360
Apartment Hotel	0.00	993	993	0.00	0.00	0.00
Non Star Hotel	0.00	760	760	0.00	0.00	0.00
Govt. Guest House/Circuit House/Bhawan/Sadan	0.00	490	490	0.00	0.00	0.00
Dharamshala	0.00	760	760	0.00	0.00	0.00
Friends & Relatives	0.00	380	380	0.00	0.00	0.00
Gurudwara/Temple/Monastery	0.00	280	280	0.00	0.00	0.00
Others (house Boats)	0.00	2985	2985	0.00	0.00	0.00

Table 4.20 shows the expenses on Accommodation. The average duration of stay for Domestic Visitor is 1.06 and for foreign visitors is 1.37.

Table 4.21 shows that most of the expenses on food and drinks were done during the trip by the visitors.



Table 4.21: Expenses on Food and Drinks (In Indian Rupees)

Expenses	Domestic overnight Visitors			Domestic day Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
In the Accommodation Units	0	1588.47	1588.47	0	0	0	0	1977.13	1977.13
O/s Accommodation units and during journey and transit	0	2862.97	2862.97	0	1055.30	1055.30	0	3308.50	3308.50
<b>Total</b>	<b>0</b>	<b>4451.44</b>	<b>4451.44</b>	<b>0</b>	<b>1055.30</b>	<b>1055.30</b>	<b>0</b>	<b>5285.63</b>	<b>5285.63</b>

Table 4.22: Expenses on Transport (In Indian Rupees)

Transport	Domestic overnight Visitors			Domestic day Visitors			Foreign overnight Visitors			Foreign same day Visitors		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
By Train	1355	416	1771	0	890	890	0	0	0	0	0	0
By Bus	0	119	119	0	116	116	0	0	0	0	3350	3350
By Air	0	0	0	0	0	0	0	0	0	0	0	0
By Personal Vehicle	0	2453	2453	0	1785	1785	0	3993	3993	0	0	0
By Taxi	0	3939	3939	0	1569	1569	0	5286	5286	0	0	0
Any Other	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>1355</b>	<b>6929</b>	<b>8283</b>	<b>0</b>	<b>4360</b>	<b>4360</b>	<b>0</b>	<b>9280</b>	<b>9280</b>	<b>0</b>	<b>3350</b>	<b>3350</b>

Table 4.23: Expenses on Shopping (In Indian Rupees)

Shopping	Domestic overnight Visitors			Domestic day Visitors			Foreign overnight Visitors		
	Before	During the trip	Total	Before	During the trip	Total	Before	During the trip	Total
Clothing and Garments	353	1307	1660	62	917	979	0	4068	4068
Processed food	12	102	114	50	364	413	329	480	809
Tobacco Products	70	236	306	0	110	111	199	258	457
Alcohol	0	33	33	0	120	120	0	1196	1196
Books, Journals, Magazines, Stationery etc	12	10	22	8	5	13	180	258	438
<b>Total</b>	<b>447</b>	<b>1689</b>	<b>2136</b>	<b>121</b>	<b>1515</b>	<b>1636</b>	<b>708</b>	<b>6259</b>	<b>6968</b>

Table 4.23 shows the various expenses on shopping. Majority spent on books, journals, magazines and stationary.

Table 4.24: Total number of Leisure Domestic Visitors from outside the State and the same State

State	Overnight Visitors		Domestic Day Visitors	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	93597	1.26%	84076	1.60%
Arunachal Pradesh	11357	0.15%	26438	0.50%
Assam	46211	0.62%	40490	0.77%
Bihar	101429	1.36%	67642	1.28%
Chhattisgarh	43861	0.59%	68595	1.30%
Delhi	473075	6.36%	322253	6.12%
Goa	30546	0.41%	68119	1.29%

State	Overnight Visitors		Domestic Day Visitors	
Gujarat	146074	1.97%	212097	4.03%
Haryana	253377	3.41%	171606	3.26%
Himachal Pradesh	27805	0.37%	17387	0.33%
Jammu & Kashmir	4015655	54.03%	3023656	57.42%
Jharkhand	27022	0.36%	53233	1.01%
Karnataka	95163	1.28%	162913	3.09%
Kerala	50519	0.68%	55614	1.06%
Madhya Pradesh	192285	2.59%	119684	2.27%
Maharashtra	487957	6.57%	246870	4.69%
Manipur	7832	0.11%	8336	0.16%
Meghalaya	11749	0.16%	3573	0.07%
Odisha	53652	0.72%	24651	0.47%
Pondicherry	14490	0.19%	8932	0.17%
Punjab	332876	4.48%	136356	2.59%
Rajasthan	165655	2.23%	73001	1.39%
Sikkim	24672	0.33%	17030	0.32%
Tamil Nadu	107303	1.44%	40252	0.76%
Tripura	2741	0.04%	9765	0.19%
Uttar Pradesh	316819	4.26%	95509	1.81%
Uttarakhand	34462	0.46%	11194	0.21%
West Bengal	264342	3.56%	96223	1.83%
Total	7432526	100%	5265496	100%

Table 4.24 shows majority of overnight visitors are from Jammu and Kashmir itself.

Table 4.25: Total number of Foreign Visitors (Including NRI) by their country of residence

Foreign	Overnight Visitors		Day Visitors	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Argentina	82	0.23%	0	0.00%
Australia	1877	5.19%	104	4.55%
Bangladesh	33	0.09%	0	0.00%
Belgium	196	0.54%	0	0.00%
Brazil	294	0.81%	0	0.00%
Bulgaria	16	0.05%	0	0.00%
Canada	865	2.39%	78	3.41%
Czech	114	0.32%	0	0.00%
Dubai	16	0.05%	0	0.00%
Dutch	1485	4.11%	0	0.00%
Egypt	33	0.09%	0	0.00%
Estonia	16	0.05%	0	0.00%
Ethiopia	16	0.05%	0	0.00%
France	4603	12.74%	104	4.55%
Germany	2040	5.65%	208	9.09%
Guinea	16	0.05%	0	0.00%
Holland	180	0.50%	0	0.00%
Hungary	261	0.72%	0	0.00%
Indonesia	326	0.90%	208	9.09%
Ireland	82	0.23%	26	1.14%

Foreign	Overnight Visitors		Day Visitors	
Israel	1828	5.06%	0	0.00%
Italy	3460	9.58%	130	5.68%
Japan	2448	6.78%	156	6.82%
Jorden	163	0.45%	0	0.00%
Korea	310	0.86%	0	0.00%
Lithuania	16	0.05%	0	0.00%
Malaysia	65	0.18%	26	1.14%
Mexico	33	0.09%	0	0.00%
Myanmar	16	0.05%	0	0.00%
NEPAL	457	1.26%	52	2.27%
Netherlands	359	0.99%	0	0.00%
New Zealand	359	0.99%	0	0.00%
Nigeria	33	0.09%	26	1.14%
Pakistan	33	0.09%	0	0.00%
Palestine	212	0.59%	0	0.00%
Philippines	33	0.09%	0	0.00%
Poland	1028	2.85%	0	0.00%
Russia	424	1.17%	0	0.00%
Saudi Arabia	33	0.09%	0	0.00%
Scotland	33	0.09%	0	0.00%
Singapore	212	0.59%	0	0.00%
South Africa	147	0.41%	52	2.27%
Spain	996	2.76%	0	0.00%
Sweden	82	0.23%	0	0.00%
Switzerland	1355	3.75%	0	0.00%
Syria	16	0.05%	0	0.00%
Taiwan	65	0.18%	0	0.00%
Thailand	2301	6.37%	104	4.55%
United Kingdom	2987	8.27%	312	13.64%
United State of America	4080	11.29%	702	30.68%
Total	36135	100%	2289	100%

Most of the foreign visitors are from United States of America and UK as shown in above table 4.25.

## 5 Annexure – Additional Tables

Table 5.1: Average Destination visits – Domestic Leisure Tourists

Sr. No.	District	Average Overnight Visit	Average Same Day Visit
1	Anantnag	2.40	1.93
2	Baramulla	2.16	2.26
3	Budgam	1.46	1.40
4	Doda	1.69	1.41
5	Jammu	1.16	1.25
6	Kargil	2.87	1.15
7	Kathua	1.22	1.33
8	Leh	2.00	1.87
9	Pulwama	2.35	2.13
10	Poonch	1.00	1.00
11	Rajouri	1.25	0.92
12	Srinagar	2.41	2.22
13	Udhampur	1.68	1.03

Table 5.1 shows that average destination visits by domestic leisure tourists were Baramulla

Table 5.2: Average Destination visits – Foreign Leisure Tourists

Sr.No	District	Average Overnight Visit	Average Same Day Visit
1	Anantnag	1.00	1.00
2	Baramulla	2.00	3.00
3	Budgam	1.00	1.00
4	Doda	1.00	1.00
5	Jammu	1.00	1.00
6	Kargil	1.82	2.63
7	Kathua	1.00	1.00
9	Leh	1.67	1.83
10	Pulwama	1.50	1.00
11	Poonch	1.00	1.00
12	Rajouri	1.00	1.00
13	Srinagar	4.30	5.50
14	Udhampur	1.00	1.00

Table 5.2 shows the average overnight visit by foreign leisure tourists was Baramulla.

Table 5.3: Average Destination visits – Domestic

Sr.No.	Month	Average Overnight Visit	Average Same Day Visit
1	May-14	2.02	1.46
2	Jun-14	1.78	1.81
3	Jul-14	1.52	1.72
4	Aug-14	1.52	1.83
5	Sep-14	1.26	2.24
6	Oct-14	1.44	2.16
7	Nov-14	1.12	1.36
8	Dec-14	1.13	1.49
9	Jan-15	1.11	1.55
10	Feb-15	1.15	1.63
11	Mar-15	1.09	1.58
12	Apr-15	1.10	1.68

Table 5.4: Average Destination visits – Foreign

Sr.No.	Month	Average Overnight Visit	Average Same Day Visit
1	May-14	1.02	1.11
2	Jun-14	1.68	1.00
3	Jul-14	1.72	1.00
4	Aug-14	2.33	3.09
5	Sep-14	2.30	1.62
6	Oct-14	2.03	1.89
7	Nov-14	1.93	2.96
8	Dec-14	2.46	1.25
9	Jan-15	2.10	1.74
10	Feb-15	1.80	1.29
11	Mar-15	1.88	1.21
12	Apr-15	2.29	1.00

## 6 Annexure – Supplementary Tables

Table 6.1: Ratio and estimated number of Domestic Leisure Visitors in the month of May 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	7209	1.24%	17057	2.01%
Arunachal Pradesh	759	0.13%	8430	0.99%
Assam	379	0.07%	392	0.05%
Bihar	1897	0.33%	25487	3.00%
Chhattisgarh	3415	0.59%	25487	3.00%
Delhi	25422	4.38%	17057	2.01%
Goa	1897	0.33%	2745	0.32%
Gujarat	12142	2.09%	25487	3.00%
Haryana	5691	0.98%	42544	5.01%
Himachal Pradesh	2656	0.46%	4117	0.48%
Jammu & Kashmir	390049	67.28%	382305	44.99%
Jharkhand	1897	0.33%	0	0.00%
Karnataka	7968	1.37%	25487	3.00%
Kerala	1518	0.26%	2353	0.28%
Madhya Pradesh	4553	0.79%	17057	2.01%
Maharashtra	36045	6.22%	33917	3.99%
Manipur	759	0.13%	980	0.12%
Odisha	2656	0.46%	4117	0.48%
Punjab	18971	3.27%	76461	9.00%
Rajasthan	7968	1.37%	25487	3.00%
Sikkim	379	0.07%	392	0.05%
Tamil Nadu	7589	1.31%	11175	1.32%
Uttar Pradesh	<b>24663</b>	<b>4.25%</b>	<b>63521</b>	<b>7.48%</b>
Uttarakhand	759	0.13%	1372	0.16%
West Bengal	12521	2.16%	36270	4.27%
<b>Total</b>	<b>579762</b>	<b>100%</b>	<b>849697</b>	<b>100%</b>

Table 6.2: Ratio and estimated number of Domestic Leisure Visitors in the month of June 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	10661	1.01%	43727	3.00%
Arunachal Pradesh	0	0.00%	1529	0.10%
Assam	0	0.00%	917	0.06%
Bihar	21321	2.02%	4587	0.31%
Chhattisgarh	10661	1.01%	0	0.00%
Delhi	90172	8.52%	131487	9.01%
Goa	0	0.00%	14678	1.01%
Gujarat	26652	2.52%	87454	5.99%
Haryana	37312	3.53%	73082	5.01%
Himachal Pradesh	10217	0.97%	6727	0.46%
Jammu & Kashmir	526372	49.75%	758954	52.00%
Jharkhand	10661	1.01%	4587	0.31%
Karnataka	5330	0.50%	73082	5.01%
Kerala	0	0.00%	14678	1.01%
Madhya Pradesh	10661	1.01%	43727	3.00%
Maharashtra	95502	9.03%	131487	9.01%
Manipur	0	0.00%	1529	0.10%
Meghalaya	5330	0.50%	0	0.00%
Odisha	10661	1.01%	7033	0.48%
Pondicherry	0	0.00%	0	0.00%
Punjab	31982	3.02%	43727	3.00%
Rajasthan	42643	4.03%	0	0.00%

State	Domestic Over Night		Domestic Same Day	
Sikkim	0	0.00%	16512	1.13%
Tamil Nadu	15991	1.51%	0	0.00%
Uttar Pradesh	69295	6.55%	0	0.00%
Uttarakhand	5330	0.50%	0	0.00%
West Bengal	21321	2.02%	0	0.00%
Total	1058075	100%	1459503	100%

Table 6.3: Ratio and estimated number of Domestic Leisure Visitors in the month of July 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	21672	2.13%	29597	4.01%
Chhattisgarh	14448	1.42%	14798	2.00%
Delhi	151702	14.91%	66505	9.01%
Goa	7224	0.71%	14798	2.00%
Gujarat	14448	1.42%	0	0.00%
Haryana	36120	3.55%	0	0.00%
Jammu & Kashmir	201366	19.80%	472676	64.02%
Jharkhand	14448	1.42%	10446	1.41%
Karnataka	14448	1.42%	10446	1.41%
Kerala	7224	0.71%	5223	0.71%
Madhya Pradesh	86687	8.52%	0	0.00%
Maharashtra	93911	9.23%	22110	2.99%
Odisha	21672	2.13%	15669	2.12%
Punjab	93911	9.23%	7312	0.99%
Rajasthan	43795	4.31%	14798	2.00%
Tamil Nadu	21672	2.13%	7312	0.99%
Uttar Pradesh	72239	7.10%	24548	3.32%
West Bengal	100232	9.85%	22110	2.99%
Total	1017216	100%	738350	100%

Table 6.4: Ratio and estimated number of Domestic Leisure Visitors in the month of August 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	590	0.06%	0	0.00%
Assam	1181	0.13%	822	0.12%
Bihar	12396	1.35%	0	0.00%
Chhattisgarh	590	0.06%	13483	2.01%
Delhi	30104	3.27%	33543	4.99%
Goa	0	0.00%	20225	3.01%
Gujarat	2361	0.26%	1480	0.22%
Haryana	12986	1.41%	20225	3.01%
Himachal Pradesh	590	0.06%	493	0.07%
Jammu & Kashmir	710701	77.28%	477333	71.03%
Jharkhand	590	0.06%	329	0.05%
Karnataka	0	0.00%	33543	4.99%
Kerala	1181	0.13%	6742	1.00%
Madhya Pradesh	8854	0.96%	13483	2.01%
Maharashtra	11215	1.22%	20225	3.01%
Odisha	590	0.06%	0	0.00%
Punjab	35417	3.85%	0	0.00%
Rajasthan	25972	2.82%	0	0.00%
Tamil Nadu	590	0.06%	329	0.05%
Tripura	0	0.00%	13483	2.01%
Uttar Pradesh	60209	6.55%	7235	1.08%
Uttarakhand	0	0.00%	6413	0.95%



State	Domestic Over Night		Domestic Same Day	
West Bengal	3542	0.39%	2631	0.39%
<b>Total</b>	<b>919661</b>	<b>100%</b>	<b>672015</b>	<b>100%</b>

Table 6.5: Ratio and estimated number of Domestic Leisure Visitors in the month of September 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	0	0.00%	3567	1.99%
Bihar	1638	0.42%	3567	1.99%
Delhi	12282	3.13%	0	0.00%
Goa	0	0.00%	5410	3.02%
Gujarat	17740	4.53%	8145	4.54%
Haryana	0	0.00%	3567	1.99%
Himachal Pradesh	1638	0.42%	832	0.46%
Jammu & Kashmir	271831	69.36%	111232	61.99%
Jharkhand	0	0.00%	0	0.00%
Karnataka	5186	1.32%	3567	1.99%
Kerala	10644	2.72%	1784	0.99%
Madhya Pradesh	5186	1.32%	0	0.00%
Maharashtra	28384	7.24%	10761	6.00%
Manipur	0	0.00%	3567	1.99%
Meghalaya	0	0.00%	1784	0.99%
Odisha	1638	0.42%	832	0.46%
Pondicherry	0	0.00%	1784	0.99%
Punjab	4094	1.04%	0	0.00%
Rajasthan	8734	2.23%	5410	3.02%
Sikkim	0	0.00%	0	0.00%
Tamil Nadu	3548	0.91%	5410	3.02%
West Bengal	19378	4.94%	8204	4.57%
<b>Total</b>	<b>391917</b>	<b>100%</b>	<b>179421</b>	<b>100%</b>

Table 6.6: Ratio and estimated number of Domestic Leisure Visitors in the month of October 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	733	0.15%	478	0.19%
Arunachal Pradesh	0	0.00%	2508	1.00%
Bihar	11729	2.37%	0	0.00%
Chhattisgarh	733	0.15%	5016	2.00%
Delhi	38852	7.85%	10032	4.00%
Goa	733	0.15%	478	0.19%
Gujarat	3665	0.74%	7524	3.00%
Haryana	9163	1.85%	5016	2.00%
Himachal Pradesh	0	0.00%	2508	1.00%
Jammu & Kashmir	322544	65.19%	195617	78.00%
Jharkhand	733	0.15%	7524	3.00%
Karnataka	2566	0.52%	0	0.00%
Kerala	0	0.00%	5016	2.00%
Madhya Pradesh	9163	1.85%	2508	1.00%
Maharashtra	32621	6.59%	0	0.00%
Punjab	19059	3.85%	4060	1.62%
Rajasthan	2566	0.52%	2508	1.00%
Tripura	2566	0.52%	0	0.00%
Uttar Pradesh	26390	5.33%	0	0.00%
<b>Total</b>	<b>494812</b>	<b>100%</b>	<b>250791</b>	<b>100%</b>

Table 6.7: Ratio and estimated number of Domestic Leisure Visitors in the month of November 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	2344	0.49%	0	0.00%
Arunachal Pradesh	0	0.00%	4670	2.00%
Assam	2083	0.44%	1061	0.45%
Bihar	3646	0.76%	7005	2.99%
Chhattisgarh	1562	0.33%	4670	2.00%
Delhi	19010	3.99%	14063	6.01%
Goa	781	0.16%	7005	2.99%
Gujarat	4948	1.04%	21068	9.00%
Haryana	4948	1.04%	11728	5.01%
Himachal Pradesh	1042	0.22%	0	0.00%
Jammu & Kashmir	371601	77.94%	72597	31.01%
Jharkhand	1042	0.22%	7005	2.99%
Karnataka	2344	0.49%	18733	8.00%
Kerala	1302	0.27%	9340	3.99%
Madhya Pradesh	3385	0.71%	7005	2.99%
Maharashtra	16666	3.50%	18733	8.00%
Odisha	1302	0.27%	637	0.27%
Pondicherry	260	0.05%	53	0.02%
Punjab	7552	1.58%	9340	3.99%
Rajasthan	3646	0.76%	0	0.00%
Tamil Nadu	1042	0.22%	425	0.18%
Uttar Pradesh	19010	3.99%	11728	5.01%
Uttarakhand	260	0.05%	212	0.09%
West Bengal	7031	1.47%	7005	2.99%
<b>Total</b>	<b>476806</b>	<b>100.00%</b>	<b>234082</b>	<b>100.00%</b>

Table 6.8: Ratio and estimated number of Domestic Leisure Visitors in the month of December 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	24332	5.90%	7830	2.99%
Assam	8008	1.94%	13124	5.01%
Bihar	13552	3.29%	13124	5.01%
Chhattisgarh	8008	1.94%	5220	1.99%
Delhi	32340	7.84%	20954	8.00%
Goa	8008	1.94%	5145	1.96%
Gujarat	8008	1.94%	20880	7.97%
Haryana	10780	2.61%	2610	1.00%
Himachal Pradesh	0	0.00%	0	0.00%
Jammu & Kashmir	86240	20.91%	154585	59.01%
Karnataka	18788	4.56%	13124	5.01%
Kerala	10780	2.61%	0	0.00%
Madhya Pradesh	12628	3.06%	5369	2.05%
Maharashtra	35112	8.51%	0	0.00%
Manipur	5544	1.34%	0	0.00%
Meghalaya	5544	1.34%	0	0.00%
Odisha	2772	0.67%	0	0.00%
Pondicherry	2772	0.67%	0	0.00%
Punjab	37884	9.19%	0	0.00%
Rajasthan	10780	2.61%	0	0.00%
Sikkim	2772	0.67%	0	0.00%
Tamil Nadu	21560	5.23%	0	0.00%
Uttar Pradesh	16324	3.96%	0	0.00%

State	Domestic Over Night		Domestic Same Day	
Uttarakhand	13552	3.29%	0	0.00%
West Bengal	16324	3.96%	0	0.00%
<b>Total</b>	<b>412413</b>	<b>100.00%</b>	<b>261966</b>	<b>100.00%</b>

Table 6.9: Ratio and estimated number of Domestic Leisure Visitors in the month of January 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	5281	1.39%	0	0.00%
Bihar	26733	7.03%	0	0.00%
Delhi	42905	11.27%	22754	15.00%
Goa	5281	1.39%	0	0.00%
Gujarat	5281	1.39%	7585	5.00%
Haryana	21453	5.64%	12119	7.99%
Jammu & Kashmir	150498	39.55%	71271	47.00%
Jharkhand	0	0.00%	4534	2.99%
Karnataka	16172	4.25%	3051	2.01%
Kerala	0	0.00%	0	0.00%
Madhya Pradesh	10561	2.78%	7585	5.00%
Maharashtra	48186	12.66%	12119	7.99%
Punjab	5281	1.39%	3051	2.01%
Uttar Pradesh	21453	5.64%	3051	2.01%
West Bengal	21453	5.64%	4534	2.99%
<b>Total</b>	<b>380536</b>	<b>100.00%</b>	<b>151652</b>	<b>100.00%</b>

Table 6.10: Ratio and estimated number of Domestic Leisure Visitors in the month of February 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	3203	0.95%	0	0.00%
Assam	641	0.19%	185	0.16%
Bihar	5125	1.53%	3393	3.01%
Chhattisgarh	1922	0.57%	2282	2.02%
Delhi	29468	8.78%	13509	11.97%
Goa	641	0.19%	123	0.11%
Gujarat	6406	1.91%	3393	3.01%
Haryana	7687	2.29%	0	0.00%
Himachal Pradesh	1922	0.57%	0	0.00%
Jammu & Kashmir	194103	57.82%	75688	67.09%
Jharkhand	641	0.19%	308	0.27%
Karnataka	3844	1.15%	0	0.00%
Kerala	641	0.19%	123	0.11%
Madhya Pradesh	6406	1.91%	1110	0.98%
Maharashtra	17296	5.15%	1974	1.75%
Odisha	641	0.19%	185	0.16%
Punjab	17296	5.15%	5613	4.98%
Tamil Nadu	1281	0.38%	432	0.38%
Tripura	0	0.00%	0	0.00%
Uttar Pradesh	22421	6.68%	0	0.00%
Uttarakhand	1281	0.38%	0	0.00%
West Bengal	5125	1.53%	0	0.00%
<b>Total</b>	<b>335676</b>	<b>100.00%</b>	<b>112822</b>	<b>100.00%</b>

Table 6.11: Ratio and estimated number of Domestic Leisure Visitors in the month of March 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	3728	0.55%	4777	3.00%
Chhattisgarh	3728	0.55%	0	0.00%
Delhi	7869	1.17%	4777	3.00%
Goa	3728	0.55%	0	0.00%
Gujarat	7869	1.17%	3167	1.99%
Haryana	98158	14.61%	4777	3.00%
Jammu & Kashmir	362812	54.01%	103323	64.97%
Karnataka	0	0.00%	1610	1.01%
Madhya Pradesh	11597	1.73%	6387	4.02%
Maharashtra	35204	5.24%	12721	8.00%
Odisha	3728	0.55%	0	0.00%
Punjab	70823	10.54%	6387	4.02%
Rajasthan	15738	2.34%	7944	4.99%
Uttar Pradesh	11597	1.73%	0	0.00%
West Bengal	35204	5.24%	3167	1.99%
<b>Total</b>	<b>671782</b>	<b>100.00%</b>	<b>159037</b>	<b>100.00%</b>

Table 6.12: Ratio and estimated number of Domestic Leisure Visitors in the month of April 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	9353	1.35%	2642	1.35%
Arunachal Pradesh	9353	1.35%	2642	1.35%
Assam	27713	3.99%	7866	4.01%
Delhi	9353	1.35%	2642	1.35%
Gujarat	27713	3.99%	7385	3.76%
Haryana	18360	2.65%	5224	2.66%
Himachal Pradesh	9353	1.35%	2642	1.35%
Jammu & Kashmir	406345	58.56%	115162	58.71%
Karnataka	9353	1.35%	2642	1.35%
Kerala	9353	1.35%	2642	1.35%
Madhya Pradesh	27713	3.99%	7866	4.01%
Maharashtra	27713	3.99%	7866	4.01%
Odisha	9353	1.35%	2642	1.35%
Pondicherry	9353	1.35%	2642	1.35%
Punjab	9353	1.35%	2642	1.35%
Rajasthan	9353	1.35%	2642	1.35%
Sikkim	18360	2.65%	5224	2.66%
Tamil Nadu	27713	3.99%	7866	4.01%
Uttarakhand	9353	1.35%	2642	1.35%
West Bengal	9353	1.35%	2642	1.35%
<b>Total</b>	<b>693870</b>	<b>100.00%</b>	<b>196160</b>	<b>100.00%</b>

Table 6.13: Ratio and estimated number of Foreign Leisure Visitors in the month of May 2014

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Italy	0	0.00%	81	16.67%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
Palestine	0	0.00%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
<b>Total</b>	<b>8196</b>	<b>100%</b>	<b>488</b>	<b>100%</b>

Table 6.14: Ratio and estimated number of Foreign Leisure Visitors in the month of June 2014

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Italy	0	0.00%	81	16.67%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
<b>Total</b>	<b>8196</b>	<b>100%</b>	<b>488</b>	<b>100%</b>

Table 6.15: Ratio and estimated number of Foreign Leisure Visitors in the month of July 2014

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
<b>Total</b>	<b>8196</b>	<b>100%</b>	<b>488</b>	<b>100%</b>

Table 6.16: Ratio and estimated number of Foreign Leisure Visitors in the month of August 2014

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
<b>Total</b>	<b>8196</b>	<b>100%</b>	<b>488</b>	<b>100%</b>

Table 6.17: Ratio and estimated number of Foreign Leisure Visitors in the month of September 2014

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
<b>Total</b>	<b>8196</b>	<b>100%</b>	<b>488</b>	<b>100%</b>

Table 6.18: Ratio and estimated number of Foreign Leisure Visitors in the month of October 2014

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Italy	0	0.00%	81	16.67%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
<b>Total</b>	<b>8196</b>	<b>100%</b>	<b>488</b>	<b>100%</b>

Table 6.19: Ratio and estimated number of Foreign Leisure Visitors in the month of November 2014

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Italy	0	0.00%	81	16.67%
Nigeria	455	5.56%	81	16.67%

Country	Over Night		Same Day	
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
Total	8196	100%	488	100%

Table 6.20: Ratio and estimated number of Foreign Leisure Visitors in the month of December 2015

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
Total	8196	100%	488	100%

Table 6.21: Ratio and estimated number of Foreign Leisure Visitors in the month of January 2015

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Italy	0	0.00%	81	16.67%
Nigeria	455	5.56%	81	16.67%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
Total	8196	100%	488	100%

Table 6.22: Ratio and estimated number of Foreign Leisure Visitors in the month of February 2015

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
Total	8196	100%	488	100%

Table 6.23: Ratio and estimated number of Foreign Leisure Visitors in the month of March 2015

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Italy	0	0.00%	81	16.67%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
Total	8196	100%	488	100%

Table 6.24: Ratio and estimated number of Foreign Leisure Visitors in the month of April 2015

Country	Over Night		Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Indonesia	911	11.11%	0	0.00%
Nigeria	455	5.56%	81	16.67%
Pakistan	228	2.78%	0	0.00%
United Kingdom	228	2.78%	163	33.33%
United State of America	6375	77.78%	163	33.33%
Total	8196	100%	488	100%

## 7 Annexure - J&K Department Comments Compliance

As per discussion on 15<sup>th</sup> November 2016 where Mr Peer Zahid Ahmed (KAS) Under Secretary to the government requested Mott MacDonald to provide only tourists count who are from other states of India (excluding tourist data of J&K state) and foreign tourists. The foreign tourist's data is represented in Tables 6.13 to 6.24.

The following tables (Table - 7.1 to 7.12) represents only the tourists who are from other states of India.

Table 7.1: Ratio and estimated number of Domestic Leisure Visitors in the month of May 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	7209	1.24%	17057	2.01%
Arunachal Pradesh	759	0.13%	8430	0.99%
Assam	379	0.07%	392	0.05%
Bihar	1897	0.33%	25487	3.00%
Chhattisgarh	3415	0.59%	25487	3.00%
Delhi	25422	4.38%	17057	2.01%
Goa	1897	0.33%	2745	0.32%
Gujarat	12142	2.09%	25487	3.00%
Haryana	5691	0.98%	42544	5.01%
Himachal Pradesh	2656	0.46%	4117	0.48%
Jharkhand	1897	0.33%	0	0.00%
Karnataka	7968	1.37%	25487	3.00%
Kerala	1518	0.26%	2353	0.28%
Madhya Pradesh	4553	0.79%	17057	2.01%
Maharashtra	36045	6.22%	33917	3.99%
Manipur	759	0.13%	980	0.12%
Odisha	2656	0.46%	4117	0.48%
Punjab	18971	3.27%	76461	9.00%
Rajasthan	7968	1.37%	25487	3.00%
Sikkim	379	0.07%	392	0.05%
Tamil Nadu	7589	1.31%	11175	1.32%
Uttar Pradesh	24663	4.25%	63521	7.48%
Uttarakhand	759	0.13%	1372	0.16%
West Bengal	12521	2.16%	36270	4.27%
<b>Total</b>	<b>189713</b>	<b>100%</b>	<b>467392</b>	<b>100%</b>

Table 7.2: Ratio and estimated number of Domestic Leisure Visitors in the month of June 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	10661	1.01%	43727	3.00%
Arunachal Pradesh	0	0.00%	1529	0.10%
Assam	0	0.00%	917	0.06%
Bihar	21321	2.02%	4587	0.31%
Chhattisgarh	10661	1.01%	0	0.00%
Delhi	90172	8.52%	131487	9.01%
Goa	0	0.00%	14678	1.01%
Gujarat	26652	2.52%	87454	5.99%
Haryana	37312	3.53%	73082	5.01%
Himachal Pradesh	10217	0.97%	6727	0.46%
Jharkhand	10661	1.01%	4587	0.31%
Karnataka	5330	0.50%	73082	5.01%
Kerala	0	0.00%	14678	1.01%
Madhya Pradesh	10661	1.01%	43727	3.00%
Maharashtra	95502	9.03%	131487	9.01%
Manipur	0	0.00%	1529	0.10%



State	Domestic Over Night		Domestic Same Day	
Meghalaya	5330	0.50%	0	0.00%
Odisha	10661	1.01%	7033	0.48%
Pondicherry	0	0.00%	0	0.00%
Punjab	31982	3.02%	43727	3.00%
Rajasthan	42643	4.03%	0	0.00%
Sikkim	0	0.00%	16512	1.13%
Tamil Nadu	15991	1.51%	0	0.00%
Uttar Pradesh	69295	6.55%	0	0.00%
Uttarakhand	5330	0.50%	0	0.00%
West Bengal	21321	2.02%	0	0.00%
Total	531703	100%	700549	100%

Table 7.3: Ratio and estimated number of Domestic Leisure Visitors in the month of July 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	21672	2.13%	29597	4.01%
Chhattisgarh	14448	1.42%	14798	2.00%
Delhi	151702	14.91%	66505	9.01%
Goa	7224	0.71%	14798	2.00%
Gujarat	14448	1.42%	0	0.00%
Haryana	36120	3.55%	0	0.00%
Jharkhand	14448	1.42%	10446	1.41%
Karnataka	14448	1.42%	10446	1.41%
Kerala	7224	0.71%	5223	0.71%
Madhya Pradesh	86687	8.52%	0	0.00%
Maharashtra	93911	9.23%	22110	2.99%
Odisha	21672	2.13%	15669	2.12%
Punjab	93911	9.23%	7312	0.99%
Rajasthan	43795	4.31%	14798	2.00%
Tamil Nadu	21672	2.13%	7312	0.99%
Uttar Pradesh	72239	7.10%	24548	3.32%
West Bengal	100232	9.85%	22110	2.99%
Total	815850	100%	265674	100%

Table 7.4: Ratio and estimated number of Domestic Leisure Visitors in the month of August 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	590	0.06%	0	0.00%
Assam	1181	0.13%	822	0.12%
Bihar	12396	1.35%	0	0.00%
Chhattisgarh	590	0.06%	13483	2.01%
Delhi	30104	3.27%	33543	4.99%
Goa	0	0.00%	20225	3.01%
Gujarat	2361	0.26%	1480	0.22%
Haryana	12986	1.41%	20225	3.01%
Himachal Pradesh	590	0.06%	493	0.07%
Jharkhand	590	0.06%	329	0.05%
Karnataka	0	0.00%	33543	4.99%
Kerala	1181	0.13%	6742	1.00%
Madhya Pradesh	8854	0.96%	13483	2.01%
Maharashtra	11215	1.22%	20225	3.01%
Odisha	590	0.06%	0	0.00%
Punjab	35417	3.85%	0	0.00%
Rajasthan	25972	2.82%	0	0.00%
Tamil Nadu	590	0.06%	329	0.05%



State	Domestic Over Night		Domestic Same Day	
Tripura	0	0.00%	13483	2.01%
Uttar Pradesh	60209	6.55%	7235	1.08%
Uttarakhand	0	0.00%	6413	0.95%
West Bengal	3542	0.39%	2631	0.39%
<b>Total</b>	<b>208960</b>	<b>100%</b>	<b>194682</b>	<b>100%</b>

Table 7.5: Ratio and estimated number of Domestic Leisure Visitors in the month of September 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	0	0.00%	3567	1.99%
Bihar	1638	0.42%	3567	1.99%
Delhi	12282	3.13%	0	0.00%
Goa	0	0.00%	5410	3.02%
Gujarat	17740	4.53%	8145	4.54%
Haryana	0	0.00%	3567	1.99%
Himachal Pradesh	1638	0.42%	832	0.46%
Jharkhand	0	0.00%	0	0.00%
Karnataka	5186	1.32%	3567	1.99%
Kerala	10644	2.72%	1784	0.99%
Madhya Pradesh	5186	1.32%	0	0.00%
Maharashtra	28384	7.24%	10761	6.00%
Manipur	0	0.00%	3567	1.99%
Meghalaya	0	0.00%	1784	0.99%
Odisha	1638	0.42%	832	0.46%
Pondicherry	0	0.00%	1784	0.99%
Punjab	4094	1.04%	0	0.00%
Rajasthan	8734	2.23%	5410	3.02%
Sikkim	0	0.00%	0	0.00%
Tamil Nadu	3548	0.91%	5410	3.02%
West Bengal	19378	4.94%	8204	4.57%
<b>Total</b>	<b>120086</b>	<b>100%</b>	<b>68189</b>	<b>100%</b>

Table 7.6: Ratio and estimated number of Domestic Leisure Visitors in the month of October 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	733	0.15%	478	0.19%
Arunachal Pradesh	0	0.00%	2508	1.00%
Bihar	11729	2.37%	0	0.00%
Chhattisgarh	733	0.15%	5016	2.00%
Delhi	38852	7.85%	10032	4.00%
Goa	733	0.15%	478	0.19%
Gujarat	3665	0.74%	7524	3.00%
Haryana	9163	1.85%	5016	2.00%
Himachal Pradesh	0	0.00%	2508	1.00%
Jharkhand	733	0.15%	7524	3.00%
Karnataka	2566	0.52%	0	0.00%
Kerala	0	0.00%	5016	2.00%
Madhya Pradesh	9163	1.85%	2508	1.00%
Maharashtra	32621	6.59%	0	0.00%
Punjab	19059	3.85%	4060	1.62%
Rajasthan	2566	0.52%	2508	1.00%
Tripura	2566	0.52%	0	0.00%
Uttar Pradesh	26390	5.33%	0	0.00%
<b>Total</b>	<b>172268</b>	<b>100%</b>	<b>55174</b>	<b>100%</b>

Table 7.7: Ratio and estimated number of Domestic Leisure Visitors in the month of November 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	2344	0.49%	0	0.00%
Arunachal Pradesh	0	0.00%	4670	2.00%
Assam	2083	0.44%	1061	0.45%
Bihar	3646	0.76%	7005	2.99%
Chhattisgarh	1562	0.33%	4670	2.00%
Delhi	19010	3.99%	14063	6.01%
Goa	781	0.16%	7005	2.99%
Gujarat	4948	1.04%	21068	9.00%
Haryana	4948	1.04%	11728	5.01%
Himachal Pradesh	1042	0.22%	0	0.00%
Jharkhand	1042	0.22%	7005	2.99%
Karnataka	2344	0.49%	18733	8.00%
Kerala	1302	0.27%	9340	3.99%
Madhya Pradesh	3385	0.71%	7005	2.99%
Maharashtra	16666	3.50%	18733	8.00%
Odisha	1302	0.27%	637	0.27%
Pondicherry	260	0.05%	53	0.02%
Punjab	7552	1.58%	9340	3.99%
Rajasthan	3646	0.76%	0	0.00%
Tamil Nadu	1042	0.22%	425	0.18%
Uttar Pradesh	19010	3.99%	11728	5.01%
Uttarakhand	260	0.05%	212	0.09%
West Bengal	7031	1.47%	7005	2.99%
Total	105205	100%	161485	100%

Table 7.8: Ratio and estimated number of Domestic Leisure Visitors in the month of December 2014

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	24332	5.90%	7830	2.99%
Assam	8008	1.94%	13124	5.01%
Bihar	13552	3.29%	13124	5.01%
Chhattisgarh	8008	1.94%	5220	1.99%
Delhi	32340	7.84%	20954	8.00%
Goa	8008	1.94%	5145	1.96%
Gujarat	8008	1.94%	20880	7.97%
Haryana	10780	2.61%	2610	1.00%
Himachal Pradesh	0	0.00%	0	0.00%
Karnataka	18788	4.56%	13124	5.01%
Kerala	10780	2.61%	0	0.00%
Madhya Pradesh	12628	3.06%	5369	2.05%
Maharashtra	35112	8.51%	0	0.00%
Manipur	5544	1.34%	0	0.00%
Meghalaya	5544	1.34%	0	0.00%
Odisha	2772	0.67%	0	0.00%
Pondicherry	2772	0.67%	0	0.00%
Punjab	37884	9.19%	0	0.00%
Rajasthan	10780	2.61%	0	0.00%
Sikkim	2772	0.67%	0	0.00%
Tamil Nadu	21560	5.23%	0	0.00%
Uttar Pradesh	16324	3.96%	0	0.00%
Uttarakhand	13552	3.29%	0	0.00%

State	Domestic Over Night		Domestic Same Day	
West Bengal	16324	3.96%	0	0.00%
<b>Total</b>	<b>326173</b>	<b>100%</b>	<b>107381</b>	<b>100%</b>

Table 7.9: Ratio and estimated number of Domestic Leisure Visitors in the month of January 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	5281	1.39%	0	0.00%
Bihar	26733	7.03%	0	0.00%
Delhi	42905	11.27%	22754	15.00%
Goa	5281	1.39%	0	0.00%
Gujarat	5281	1.39%	7585	5.00%
Haryana	21453	5.64%	12119	7.99%
Jharkhand	0	0.00%	4534	2.99%
Karnataka	16172	4.25%	3051	2.01%
Kerala	0	0.00%	0	0.00%
Madhya Pradesh	10561	2.78%	7585	5.00%
Maharashtra	48186	12.66%	12119	7.99%
Punjab	5281	1.39%	3051	2.01%
Uttar Pradesh	21453	5.64%	3051	2.01%
West Bengal	21453	5.64%	4534	2.99%
<b>Total</b>	<b>230038</b>	<b>100%</b>	<b>80381</b>	<b>100%</b>

Table 7.10: Ratio and estimated number of Domestic Leisure Visitors in the month of February 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	3203	0.95%	0	0.00%
Assam	641	0.19%	185	0.16%
Bihar	5125	1.53%	3393	3.01%
Chhattisgarh	1922	0.57%	2282	2.02%
Delhi	29468	8.78%	13509	11.97%
Goa	641	0.19%	123	0.11%
Gujarat	6406	1.91%	3393	3.01%
Haryana	7687	2.29%	0	0.00%
Himachal Pradesh	1922	0.57%	0	0.00%
Jharkhand	641	0.19%	308	0.27%
Karnataka	3844	1.15%	0	0.00%
Kerala	641	0.19%	123	0.11%
Madhya Pradesh	6406	1.91%	1110	0.98%
Maharashtra	17296	5.15%	1974	1.75%
Odisha	641	0.19%	185	0.16%
Punjab	17296	5.15%	5613	4.98%
Tamil Nadu	1281	0.38%	432	0.38%
Tripura	0	0.00%	0	0.00%
Uttar Pradesh	22421	6.68%	0	0.00%
Uttarakhand	1281	0.38%	0	0.00%
West Bengal	5125	1.53%	0	0.00%
<b>Total</b>	<b>141573</b>	<b>100%</b>	<b>37134</b>	<b>100%</b>

Table 7.11: Ratio and estimated number of Domestic Leisure Visitors in the month of March 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	3728	0.55%	4777	3.00%
Chhattisgarh	3728	0.55%	0	0.00%
Delhi	7869	1.17%	4777	3.00%
Goa	3728	0.55%	0	0.00%

State	Domestic Over Night		Domestic Same Day	
Gujarat	7869	1.17%	3167	1.99%
Haryana	98158	14.61%	4777	3.00%
Karnataka	0	0.00%	1610	1.01%
Madhya Pradesh	11597	1.73%	6387	4.02%
Maharashtra	35204	5.24%	12721	8.00%
Odisha	3728	0.55%	0	0.00%
Punjab	70823	10.54%	6387	4.02%
Rajasthan	15738	2.34%	7944	4.99%
Uttar Pradesh	11597	1.73%	0	0.00%
West Bengal	35204	5.24%	3167	1.99%
<b>Total</b>	<b>308970</b>	<b>100%</b>	<b>55714</b>	<b>100%</b>

Table 7.12: Ratio and estimated number of Domestic Leisure Visitors in the month of April 2015

State	Domestic Over Night		Domestic Same Day	
	Estimated Numbers	Percentage	Estimated Numbers	Percentage
Andhra Pradesh	9353	1.35%	2642	1.35%
Arunachal Pradesh	9353	1.35%	2642	1.35%
Assam	27713	3.99%	7866	4.01%
Delhi	9353	1.35%	2642	1.35%
Gujarat	27713	3.99%	7385	3.76%
Haryana	18360	2.65%	5224	2.66%
Himachal Pradesh	9353	1.35%	2642	1.35%
Karnataka	9353	1.35%	2642	1.35%
Kerala	9353	1.35%	2642	1.35%
Madhya Pradesh	27713	3.99%	7866	4.01%
Maharashtra	27713	3.99%	7866	4.01%
Odisha	9353	1.35%	2642	1.35%
Pondicherry	9353	1.35%	2642	1.35%
Punjab	9353	1.35%	2642	1.35%
Rajasthan	9353	1.35%	2642	1.35%
Sikkim	18360	2.65%	5224	2.66%
Tamil Nadu	27713	3.99%	7866	4.01%
Uttarakhand	9353	1.35%	2642	1.35%
West Bengal	9353	1.35%	2642	1.35%
<b>Total</b>	<b>287525</b>	<b>100%</b>	<b>80998</b>	<b>100%</b>

## 8 Annexure - Methodology and Questionnaire

### 8.1 Methodology

The methodology envisages three stage sampling. The first stage units will be the towns important from tourism perspective, the second stage units will be the tourist destinations in the selected town or linked to the selected town and the visitors within a tourist destination will constitute the third stage units. The procedure for selection of first, second and third stage units are given below:

#### 8.1.1 Selection of Towns important for Tourism

In the absence of reliable information about the number of tourists or accommodation units at tourist destination, towns which are important from tourism perspective, will be identified in each district in consultation with the State Government. Apart from such towns, the towns which cater to the accommodation needs of visitors to important tourist destinations located in non-urban areas will also be identified. For the latter cases, only one – the most important – town will be identified with one tourist destination.

#### 8.1.2 Selection of Tourist Destinations in the Selected Town

If the number of tourist destinations in a selected town is 5 or less then all the destinations will be covered in the survey. In case the number of tourist destinations in a selected town is more than 5, then the total number of destinations has to be more than 5, exact number will be decided in consultation with State Government.

#### 8.1.3 Selection of Visitors at a Tourist Destination for brief profiling

##### 8.1.3.1 Sample size of visitors at district level

The sample is required for estimating the number of visitors at district level from the data collected at destination/ spot level. Statistically, the sample size may be obtained from the following expression,

$$n = Z^2 \cdot p(1-p) / d^2$$

where p= anticipated proportion to be estimated

$100(1 - \alpha/2)\%$  is the confidence level and d=Estimated precision required on either side in the proportion in percentage points.

- Statistically, we require a sample size of about 400 respondents (384 to be exact) to get estimate of a parameter with a precision of 5% points and 95% level of confidence. As the data is required on monthly basis this sample size is required on a monthly basis. For the proposed survey, however, the sample size will be 600 per month. If in certain months these numbers are not available, the shortfall should be covered in next month. If a particular district is not important from tourism perspective and the sample size of 600 tourists is not likely to be available for the survey, then some portion of this sample size will be allocated to other districts having larger number of tourists. This redistribution must be done in consultation with MOT after 2 months of the launch of the survey.
- At State level, the sample size of 600 x number of Districts for the survey at Tourist Destinations has to be maintained.

#### 8.1.4 Distribution of Sample Size in Towns and at Tourist Destinations

- Distribution of sample size amongst selected towns in a district: The district sample size of 600 visitors will be distributed among the selected towns in proportion to the 2001 Census population of these towns. In a few cases, it may so happen that the town population is small but it attracts a large number of visitors. In such cases, some reallocation of sample size among towns may be required.
- Distribution of sample size among tourist destinations in a selected town: If there are more than one tourist destinations in a selected town, the sample size allocated for the town will be equally distributed among the tourist destinations.
- Selection of days for survey of visitors in different months: The survey will be conducted during all the 12 months of the year at each selected destination. Information about important festivals, fairs, religious events at the selected tourist destinations will be collected in advance for the 12-month period. In a particular month at a particular destination, survey will be done during 2 weeks. In the first week, first 3 days of the week will be covered, and in the second week last 4 days of the week will be covered. For this purpose, first day of the month will be considered as the first day of the week. The dates of survey at a tourist destination during the 12 months will be as follows:

Month	Weeks	Days of Weeks	Dates of the month
<b>First</b>	First and Third	1st week: 1-3 days 3rd week: 4-7 days	1,2,3,18,19,20,21
<b>Second</b>	Second and Fourth	2nd week: 1-3 days 4th week: 4-7 days	8,9,10, 25,26,27,28
<b>Third</b>	First and Fourth	1st week: 1-3 days 4th week: 4-7 days	1,2,3,25,26,27,28
<b>Fourth</b>	Second and Third	2nd week: 1-3 days 3rd week: 4-7 days	8,9,10,18,19,20,21
<b>Fifth</b>	First and Second	1st week: 1-3 days 2nd week: 4-7 days	1,2,3,11,12,13,14
<b>Sixth</b>	Third and Fourth	3rd week: 1-3 days 4th week: 4-7 days	15,16,17, 25,26,27,28
<b>Seventh to Twelve</b>	Above pattern will be repeated		

The date and week on which important tourism event is scheduled to take place at the selected tourist destination will be positively covered. If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates will be substituted by the week/dates of the special event. The sample size allocated for each month should be captured. However if at some districts shortfall in the sample size is found to be of serious nature the same may be brought immediately to the notice of MOT for corrective action.

Generally, the Time Slots for the survey at a destination should be such that these cover the varying visitor traffic pattern. For example at some religious places visitors visit the destination in early morning and/ or late evening. Similarly fairs and festivals may draw large number of visitors during late hours in the evening. Time slots of the survey at each destination should be devised in a manner so as to capture the variations in visitor inflow.

- Canvassing of schedules to the visitors for brief profile: The monthly sample size of visitors at a selected tourist destination should be distributed equally on the 7 days of the survey work (in 2 weeks) at the destination. The services of 2 investigators would be required on the selected days at a non- ticketed tourist destination. The first investigator will basically count the number of visitors and second

investigator will canvass the schedule to seek the information about overnight/ same-day visitors, domestic/ foreign visitors, etc. At a ticketed tourist destinations perhaps one investigator will be able to canvass the schedule because counting of the visitors may not be required.

### **8.1.5 Details of Survey**

#### **8.1.5.1 Survey at Tourist Destinations**

A survey of visitors at tourist destinations has to be done to obtain the following information:

##### **(a) Total number of visits**

(i) Ticketed Destinations: - If the tourist destination is a ticketed destination with differential pricing for domestic and foreign visitors, the data on number of foreign and domestic visits separately during any day would be available from sale record of tickets. If the destination has common ticket for both domestic and foreign visitors, then an assessment of the distribution of visits by domestic and foreign visitors would have to be made by counting the visitors at the entry point(s). To capture the variations in visitors' number on different days of the week as well as at different time periods of a day, this exercise would have to be carried out at different periods of time of the day, and on different days of the week. Many destinations attract large number of visitors during specific periods of the year, such as Kumbh Mela, Suraj Kund Mela, etc. Such periods should be identified in advance, and the survey should cover such specific periods.

(ii) Non-Ticketed Destinations:- In such cases, the total number of visitors, during the day, along with its break-up into domestic and foreign visitors, has to be assessed by counting the number of such visitors at specified time slot at entry point (s). If there are more than one entry points to the tourist destination, all should be covered by pre-specified rotation, for counting the number and broad distribution. If there is no specific entry point, investigator will have to notionally designate appropriate points as entry points based on the flow of visitors to such a destination.

##### **(b) Brief Profile of Visitors**

Break-up of number of visitors into overnight visitors staying at accommodation units, overnight visitors staying with friends and relatives, other overnight visitors, and the same-day visitors, separately for domestic and foreign visitors, has to be obtained. For this, a small questionnaire, comprising 5-6 questions, has to be canvassed. As getting this information is the prime objective of the survey, the sample size should be adequate to provide the desired breakup of different type of visits.

The desired sample size at district level has been worked out to be 400 visitors. However, it has been decided that the number of visitors to be selected for this short profile survey will be 600 per district per month.

#### **8.1.5.2 Survey of Accommodation Units**

All the accommodation units (hotels, tourist lodges, dharamshalas, motels, Government/ private companies, guest houses, etc.) in the selected towns will be listed with the help of Municipal Corporations or other competent authorities. If a tourist destination not located in the town is linked to a non-urban tourist destination in terms of providing accommodation facilities to tourists visiting that destination, the list of additional accommodation units located near such tourist destinations will also be included in the list of accommodation units of the town.



The accommodation units so listed will be grouped in the following categories:

- (a) Classified hotels
- (b) Other accommodation units-
  - a. Having more than 20 rooms
  - b. Having 10-20 rooms
  - c. Having less than 10 rooms

From all the selected accommodation units, the following 2 types of information will be collected:

- (i) Particulars of the accommodation unit- Apart from the identification details, the information would be collected on number of rooms, number of beds, total number of persons employed, annual turnover, etc. This information would be collected initially, and thereafter updated every quarter along with the updating of the list of accommodation units.
- (ii) Information about overnight visitors- Based on the records available with the accommodation units, information on number of guests checked-in, number of nights spent, whether domestic or foreign, residency status of the tourists (within the state, within country, outside country), purpose of their visit etc. would be collected. This information has to be collected every month for the preceding month.

All the classified hotels would be covered for collecting both the information. For the remaining 3 categories of accommodation units, 10% of the units in each will be covered. These 10% accommodation units will be selected by using circular systematic sampling method.

In metropolitan cities, list of all the accommodation units will have to be prepared for the survey work.

For collecting information about the number of visitors and their other details as well as information about the accommodation units for a particular month, the selected accommodation units will be visited in the 1st week of the succeeding month.

#### 8.1.5.3 Survey at Entry/Exit Points of the District

The survey at the tourist destinations will not be able to capture the following categories of visitors:

- (a) Visitors staying with friends and relatives and not visiting any tourist destination;
- (b) Visitors staying in accommodation units but not visiting any tourist destination;
- (c) Same day visitors not visiting any tourist destination

For having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the above categories of visitors. Exit survey of the visitors at the major exit/ entry points of the district will provide information about the above mentioned categories of visitors, as well as help in obtaining detailed profile of the visitors. If the district has an exceptionally important destination drawing a large number of visitors, (such as Tirupati in Chittoor District of Andhra Pradesh) then such a destination should be treated as a separate notional district and tourism survey activities (involving destination survey, exit survey and accommodation survey) have to be planned and executed there accordingly. Before the exit survey is started the exit points for each district have to be



intimated to the MOT. In view of the fact that the profile of the visitors is not likely to change over a short time interval, profile of visitors will be generated only at district level on quarterly basis. The requirement of the sample size for this exercise would also be less. It has been decided to conduct the interviews of 400 visitors every quarter in each district for the exit survey. Ideally the sample size should be equally distributed among domestic and foreign visitors however, in places where foreign visitors, are not available throughout the month the sample size allocated for them should be allocated to domestic visitors.

As the information collected in the exit survey is to be used for estimating the number of non-leisure visitors in the district, the exit survey will be conducted only in the first month of the quarter so that its result can be used for the three months of the quarter. All the four weeks as well as the days (week days and weekends) in a month should be covered on representative basis.

Sr.	Weeks	Days	Dates of the month	Sample Size
1	1st week	1-3	1,2,3	50
2	2nd week	4-7	11, 12, 13, 14	50
3	3rd week	1-3	15, 16, 17	50
4	4th week	4-7	25, 26, 27, 28	50

The remaining sample of 200 should be distributed accordingly based on the secondary information about the flow of travellers' traffic.

For the remaining 3 quarters the sample size should be reallocated among the week days as per the experience of daily tourist flow in the 1st quarter.

The sample size allocated for each quarter should be captured. However if at some districts shortfall in the sample size is found to be of serious nature the same may be brought immediately to the notice of MOT for corrective action.

Consultant cannot reduce the sample size on their own.

Conduct of exit survey should be avoided during periods when some part of the district attracts disproportionately large number of visitors, such as periods of fairs, festivals or events of religious or business importance.

## 8.2 Questionnaire

## 8.2.1 Tourist Survey – Exit Points

State	
Dist	
Dest	

--	--	--	--	--

### TOURIST SURVEY (EXIT POINTS)

Month: [1] April [2] May [3] June [4] July [5] August [6] September  
[7] October [8] November [9] December [10] January [11] February [12] March

Week: [1] First [2] Second [3] Third [4] Fourth

#### 1. Survey Point (RECORD BY TICKING ONE OPTION)

[1] Railway Station [2] Airport [3] Bus Station [4] Hotel

#### DEMOGRAPHIC PROFILE:

(IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)

1. Is your purpose of travel one of the following
- a. Travelling /commuting to work or getting employment. Yes / No
  - b. Travelling/ commuting for setting up of residence. Yes / No
- If the answer to 1.a or 1.b is yes then discontinue the Questionnaire.

2. Type of tourist: [1] Over-night visitor [2] Same-day visitor

3.Name: \_\_\_\_\_ Telephone/ Mobile No. (With STD/ISD Codes) \_\_\_\_\_ E. Mail Address: \_\_\_\_\_

4. Please tell me your approximate age? \_\_\_\_\_ Years

5. Record gender: [1] Male [2] Female

6. Are you? [1] Married [2] Recently Married [3] Never Married [4] Others----- (Widow etc)

7. When did you arrive here? Date: \_\_\_\_\_

8. Are you traveling...? READ OUT OPTIONS & TICK (SINGLE RESPONSE)

[1] Alone [2] With Family [3] With Friends [4] With Family and Friends

<IF ANSWER TO Q. 8 IS 2 OR 3 OR 4, THEN ASK Q. NO. 9 & 10 >

9. How many people have traveled with you? \_\_\_\_\_

10. Please give the information about gender and age of people, who have traveled with you? ASK & RECORD

Male	Age Comp. Yrs	Female	Age Comp. YRS

11. How many nights have you spent in this place \_\_\_\_\_
12. Are you a... [1] Indian (GO TO Q. 13) [2] Foreigner (GO TO Q. 20) [3] NRI (GO TO Q. 26)

<IF RESPONDENT IS AN INDIAN IN Q. 12, THEN ASK Q. 13>

13. Which state/ union territory of India do you reside in? \_\_\_\_\_

<ASK Q. 14 IF THE RESPONDENT BELONGS TO THE STATE OF (Name of the State) IN Q. 13 >

14. [1] Do you live in this city? Y/N [2] within same district [3]  district of same state

15. Have you traveled to this city before? [1] Yes [2] No

16. How have you traveled to this city? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other

<ASK Q. 17 TO Q. 19 IF THE RESPONDENT BELONGS TO OTHER THAN THE STATE OF SURVEY

17. Before this visit which were the States/ UTs visited by you during the last two years

- [1] None  
[2] Name of the State /UT

18. How do you compare your experience of visiting the State with the last State/ UT visited.

- a. This State Destination is better managed (w.r.t hygiene/ landscaping etc. [1] Yes [2] No  
b. Infrastructure better in this State [1] Yes [2] No  
c. People in tourism related sector more hospitable [1] Yes [2] No  
d. People are more hospitable [1] Yes [2] No

18. Reason for choosing this State as a tourist destination.

- a. Location of preferred destination.  
b. Visiting Friends and relatives or for Business and Professional Purposes.  
c. Nearer to the Place of Residence.  
d. Better infrastructure.  
e. Less costly.  
f. Attracted by Publicity Measures.  
g. Others Specify.....

18. Have you traveled to this STATE before? [1] Yes [2] No

19. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other \_\_\_\_\_

< IF RESPONDENT IS FOREIGNER IN Q. 12, THEN ASK Q. 20 TO Q. 25>

20. Which country do you reside in? \_\_\_\_\_
21. Is this your first visit to India? [1] Yes [2] No
22. Which was your port of entry in India? (Name of the port) \_\_\_\_\_
23. Is this your first visit to this state? [1] Yes [2] No
24. Have you traveled to this city before? [1] Yes [2] No
25. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other \_\_\_\_\_

< IF RESPONDENT IS AN NRI IN Q. 10, THEN ASK Q. No.26 TO Q.31 >

26. In which country do you live? \_\_\_\_\_
27. How frequently you visit India? [1] Once in 3 months [2] Once in six months  
[3] Once in an year [4] Once in 2 years [5] Once in 3 years
28. Which was your port of entry in India? (NAME OF THE PORT) \_\_\_\_\_
29. Is this your first visit to this state? [1] Yes [2] No
30. Have you traveled to this city before? [1] Yes [2] No
31. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other \_\_\_\_\_

<ASK ALL>

32. What type of activities are you engaged in? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] Industrialist/ Trader/ Shop Owner  
[2] Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor of a firm or institute)  
[3] Government Service [4] Private Service [5] Student/ Researcher  
[6] Business [7] Agriculturist [8] Housewife  
[9] If any other, please specify \_\_\_\_\_
33. What is your educational qualification? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**
- [1] No Formal Education [2] Primary [3] Secondary [4] Higher Secondary  
[5] Graduate & Above [6] Technical / Professional of all levels [7] Any other, please specify \_\_\_\_\_
34. What is your approximate annual household income? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

<ASK FROM INDIAN VISITOR>

- [1] Less than Rs. 60,000 [2] Rs. 60,001 – Rs. 1,00,000 [3] Rs. 1,00,001 – Rs. 2,00,000



[4] Rs. 2,00,001 – Rs. 5,00,000 [5] Above Rs. 5,00,000

<ASK FROM FOREIGN VISITOR>

[1] Less than US \$ 40,000 [2] US \$ 40,001 – US \$ 60,000 [3] US \$ 60,001 – US \$ 80,000  
[4] US \$ 80,001 – US \$ 100,000 [5] Above US \$ 100,000

#### TRAVEL BEHAVIOR:

35. How often do you travel? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Once a week or more often [2] Once a fortnight [3] Once a month  
[4] Once in 3 months [5] Once in 6 months [6] Once in a year  
[7] Less often

36. What was your main purpose of visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Business attending marriages etc) [2] Holidaying, leisure & recreation [3] Social (visiting friends & relatives,  
[4] Pilgrimage /Religious activity [5] Education /Training  
[6] Health & Medical [7] Shopping [8] For getting work done from govt. authorities.  
[9] Others

37 If in < Q 36 >, purpose is not [2] , THEN did you visit any tourist spot during your stay \_\_\_\_\_

38. Are you a part of an organized group/ package tour? [1] Yes [2] No

39 If in 38, YES, then ask what the package include

[1] Travel + Food [2] Travel +Accommodation [3] Travel +Transport +Accommodation  
[4] Travel + Transport + Accommodation + Food [5] Any other

40. How did you make your travel arrangement? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSES)**

[1] Self [2] Office / Employer [3] Travel Agent  
[4] Tour Operator [5] If any other, please specify \_\_\_\_\_

41. Where did you stay during your visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] 5 Star Deluxe Hotel [2] 5 Star Hotel  
[3] 4 Star Hotel [4] 3 Star Hotel  
[5] 2 Star Hotel [6] 1 Star Hotel  
[7] Apartment Hotel (Service Apartment) [8] Heritage Hotel  
[9] Non-star Hotel [10] Motel  
[11] Govt. Guest House/ Circuit House/ Bhawan/ Sadan [13] Dharamshala/ Sarai/ Musafirkhana  
[15] Friends & Relatives [14] Gurudwara / Temple/ Monastery /Other temporary free stay in tent etc  
[12] Private Guest House/ Inn / Rest House / Tourist Bungalow  
[16] Bed & Breakfast Unit [17] Youth/ YMCA Hostel  
18] If any other, please specify \_\_\_\_\_

42. Which of these eating-places did you eat in? **READ OUT OPTIONS & TICK (MULTIPLE CODES)**

[1] Restaurant [2] Fast Food Outlets [3] Cafeteria  
[4] Dhaba [5] Bars [6] Mobile Van  
[7] Food Kiosk [8] Refreshment Stand [9] Place of lodging  
[10] Dharamshala/ Sarai [12] Gurudwara/ Temple Monastery/Other free accommodation  
[13] Friends & Relatives [14] If any other, please specify \_\_\_\_\_

43. On an overall basis how satisfied or dissatisfied are you on account of... **MENTION EACH PARAMETER?**  
**SHOW CARD No. 1 <Use 5 point scale>**

[5] Highly Satisfied  
[2] Dissatisfied

[4] Satisfied  
[1] completely dissatisfied

[3] Satisfied but not completely

ASK SATISFACTION LEVEL ONLY IF RESPONSE IS <YES>

	PARAMETER	Yes	No	Level of Satisfaction (Use Code)
1	Availability of Tour Operator			
2	Availability of transportation			
3	Availability of tourist guide			
4	Availability of good quality accommodation			
5	Public convenience			
6	EATING PLACES			
7	Information centres			
8	Souvenir shops			
9	Entertainment places			
10	Quality of roads			
11	Security			
12	Behavior of local people			
13	Shops other than souvenir ones			
14	Upkeep of tourist sites			
15	Accommodation tariff			
16	Quality of information provided			

44. Did you find your visit to this State better than or worse than or as per your expectations?

ASK & RECORD

(SINGLE RESPONSE)

[5] Much better than expectation

[4] Somewhat better than expectation [3] ] As per expectation

[2] Worse than expectation

[1] Much worse than expectation

45. Which places have you visited in this district?


46. Have you watched watched/ seen/ heard the advertisement of the State Government for tourism promotion on

a. Newspaper

b. Radio

c. Television

d. Newspaper and Radio both

#### EXPENDITURE PATTERN:

47. Please tell us, how much have you spent DURING YOUR VISIT?

<READ OUT OPTIONS AND FILL THE AMOUNT> (MULTIPLE RESPONSES)

Package Component in INR \_\_\_\_\_

48. For Non Package Component, please ask the following (This question is to be asked for those availing package facilities also.)

S No.	Accommodations	Before	During THE TRIP ( Amt in INR )	TOTAL
1	Hotel			
2	Private Guest House			
3	Govt. Guest House/ Bhawan/ Sadan			
4	Dharamshala			
5	Rented house			
6	Friends & Relatives			
7	Others			
Total ( 48)				

49. Food & Drink

S No.	Food & Drink	Before	During THE TRIP ( Amt in INR )	TOTAL
1	In the accommodation unit			
2	o/s accommodation unit & during journey and transit			
Total (49)				

50. Transport

S No.	Transport	Before	During THE TRIP ( Amt in INR )	TOTAL
1	RAILWAYS			
2	Road			
3	WATER			
4	AIR			
5	Transport equipment rental			
6	Travel agency services / tour operator			
7	Others			
Total (50)				

51. Shopping

S No.	Shopping	Before	During THE TRIP ( Amt in INR )	TOTAL

1	Clothing & garments			
2	Processed food			
3	Tobacco products			
4	Alcohol			
5	Travel related consumer goods			
6	Footwear			
7	Toiletries			
8	Gems & Jewellery			
9	Books, Journals, Magazines, Stationery etc			
Total (51)				

**52. Recreation, Leisure, Cultural, Sporting activities**

S No.	Recreation, Leisure, Cultural, Sporting activities	Before	During THE TRIP ( Amt in INR )	TOTAL
1	Cinema, theatre, amusement park			
2	Entry fee & other expenses at religious places			
3	Entry fee & other expenses at cultural sites			
4	Sporting activities			
5	Medicine & health related			
Total (52)				

**53. Others**

S No.	Others	Before	During THE TRIP ( Amt in INR )	TOTAL
1				
2				

**54. GRAND TOTAL (SUMMATION OF Q 48+49+50+51+52+53)**

--	--	--	--	--

.....  
.....

Name of the investigator: \_\_\_\_\_ Date: \_\_\_\_\_

Back Check Done: ☐ Tick Date: \_\_\_\_\_ Back Checked by: \_\_\_\_\_



## 8.2.2 Short Survey

**Short Survey Questionnaire:**

Entry Point: \_\_\_\_\_ Month: \_\_\_\_\_ Year: \_\_\_\_\_

1. Is your purpose of travel one of the following  
a. Travelling /commuting to work or getting employment Yes / No  
b. Travelling/ commuting for setting up of residence. Yes / No  
If the answer to 1.a or 1.b is yes then discontinue the Questionnaire.

2 Are you a [1] Indian [2] Foreigner [3] NRI

2 If Indian, where do you reside  
i) Within same city ii) Same district iii) Other district of the state  
iv) Outside the state, specify state code \_\_\_\_\_

If the answer in 1 is WITHIN SAME CITY, ask the following

Frequency of visit to this Tourist spot  
a) Once in 7 days \_\_\_\_\_ b) once in 15 days \_\_\_\_\_ in a month \_\_\_\_\_  
d) Once in six months \_\_\_\_\_

If response is a) OR b) OR c) **TERMINATE THE QUESTIONNAIRE**

3. Type of Tourist  
[1] Overnight visitor [2] same day visitor

4. If Foreigner country of nationality \_\_\_\_\_

5. If NRI, country of residence \_\_\_\_\_

6. If overnight visitor, place of stay  
[1] Hired accommodation [2] Friends & relatives [3] other free accommodation

7. Sex: MALE /FEMALE

8. From where did you get information about tourist destinations in this State? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSE)**

[1] Indian Embassy in your country	[2] Indian tourism bureau in your country
[3] Indian tourism offices in India	[4] State tourism department
[5] Travel agents	[6] Internet : a) WEBSITE OF MOT b) OTHER WEBSITE
[7] Travel books/ guides/ magazines / newspaper	[8] Relatives/ friends
[9] If any other, please specify _____	

\_\_\_\_\_  
Name of the investigator: \_\_\_\_\_ Date: \_\_\_\_\_

### 8.2.3 Accommodation Survey (Census)

State					
Dist					
Dest					

**ACCOMODATION SURVEY  
(CENSUS)**

1. Name of accommodation unit: (Pls collect visiting card)

2. Type of accommodation unit **RECORD BY TICKING (SINGLE CODE)**

[1] 5 Star Deluxe Hotel	[2] 5 Star Hotel
[3] 4 Star Hotel	[4] 3 Star Hotel
[5] 2 Star Hotel	[6] 1 Star Hotel
[7] Apartment Hotel (Service Apartment)	[8] Heritage Hotel
[9] Non-star Hotel	[10] Youth/ YMCA Hostel
[11] Dharamshala / Sarai/ Musafirkhana	[12] Gurudwara / Temple/ Monastery
[13] BED & Breakfast Unit	[14] Motel

3. Does your hotel belong to any group / chain of hotels?

[1] Yes, Please specify \_\_\_\_\_ [2] No

4. In which year it was established? Year: \_\_\_\_\_

5. Ownership **RECORD BY TICKING (SINGLE CODE)**

[1] Central Government	[2] State Government	[3] Private Limited
[4] Proprietorship/ Partnership	[5] Public Limited	[6] PSU
[7] Charitable Trust/ Society	[8] If any other, please specify _____	

6. Registered with.... **RECORD BY TICKING (MULTIPLE CODES)**

[1] State Tourism Department	[2] Ministry of Tourism, New Delhi	[3] Municipal Corporation
[4] Police Department	[5] Health Department	[6] None
[7] If any other, please specify _____		

7. Please furnish the details of the following:

S. No.	Type of Room	Number of rooms	Number of beds	Room Tariff	
				Rs.	US Dollar (US \$)
1	Single AC				
2	Double AC				
3	Deluxe AC				
4	Suits AC				
5	Single Non AC				
6	Double Non AC				
7	Deluxe Non AC				
8	Suits Non AC				

9	Dormitory / Hall				
10	Any other				
<b>Total (Post Code)</b>					

8. Total number of employees: \_\_\_\_\_ (Permanent & Temporary)

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
<i>Other departments</i>			
<b>Total</b>			

9. Number of people working in the age group of

18 – 25yrs	26 – 30yrs	31 – 40yrs	41 – 50yrs	>50yrs

10. Category of accommodation unit for Sampling

[1] Classified hotels

[2] Having more than 20 rooms

[3] 10 -20 rooms

[4] less than 10 rooms

## 8.2.4 Accommodation Survey (Monthly)

State						
Dist						
Dest						

**ACCOMODATION SURVEY  
(MONTHLY)**

1. Name of accommodation unit: (Pls collect visiting card)

2. Total number of employees: (Permanent & Temporary)

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
Other departments			
Total			

3.1 Number of room days occupied in the last month: \_\_\_\_\_ 3.2 Occupancy % \_\_\_\_\_  
(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)

3.3 Total number of customers: \_\_\_\_\_

3.4 Total number of domestic customers: \_\_\_\_\_

3.5 Total number of bed nights for domestic customers: \_\_\_\_\_

3.6 Total number of foreign customers: \_\_\_\_\_

3.7 Total number of bed nights for foreign customers: \_\_\_\_\_

4. Please generate the following statistics in respect of tourist inflow

Sl. No.	Type of Tourists (Domestic – 1 Foreign – 2)	Name of the State ( In case of domestic tourists) / Name of the country (in case foreign tourists). Post the relevant state code/country code as provided in the list	Number of tourists	Bed night spent

## 8.2.5 Counting Sheet

### COUNTING SHEET ( FOR NON TICKETED DESTINATIONS)

Tourist Spot / Destination \_\_\_\_\_

State Code: \_\_\_\_\_

District Code \_\_\_\_\_

Month: \_\_\_\_\_

Year: \_\_\_\_\_

DATE	Volume count of tourists (Hourly Count by tally mark method )							
	10 - 11 AM	11-12 AM	12 AM- 1PM	1-2PM	02-03PM	03-04PM	04-05PM	05-06PM

Use one sheet for each date

Modify Time Slot according to Destination