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## Collection of Domestic Tourism Statistics

### For the State of Rajasthan

Reference Period : April 2005 to March 2006



*Submitted to*

*Ministry of Tourism  
(Market Research Division)  
Government of India*

*By*

**ACNielsen ORG-MARG Pvt. Ltd  
NEW DELHI**

## Executive Summary

### 1. Tourism in Rajasthan

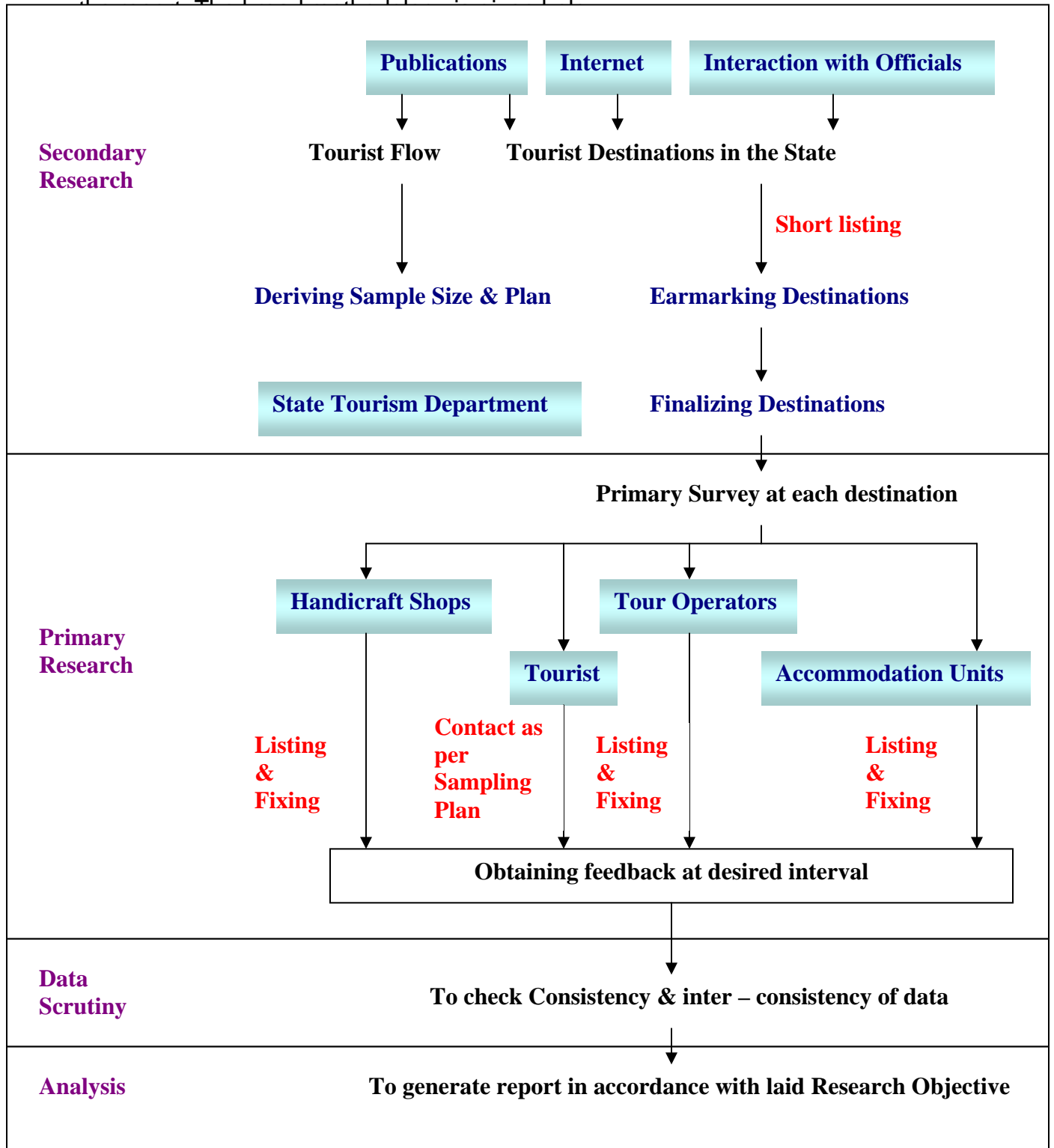
Rajasthan happens to be the largest state of India with an area of 3.42 lakh sq. km. which boasts of being the only desert of the sub continent, namely the Great Indian Desert in combination with the Aravali mountain range. Situated in the northwestern part of the Indian subcontinent (23 30' and 30 11' North latitude and 69 29' and 78 17' East longitude), Rajasthan is bordered on the west and northwest by Pakistan, on the north and northeast by the Indian states of Haryana Punjab, and Uttar Pradesh, on the east and southeast by Madhya Pradesh and Uttar Pradesh and on the southwest by the state of Gujarat.

Tourism has been one of the biggest revenue generators for the state since long. Owing to its rich and varied topography, vibrant culture and captivating festivities, the State of Rajasthan offers immense tourism delights to the visitors in the State. Visitors, starting from neighboring states to the far flung countries throng the state at different times especially during the cooler periods starting from November to February.

**Ministry of Tourism, Government of India** initiated pilot surveys in ten states including Rajasthan state on a plan to outsource collection activity of tourism statistics for the different states. **ACNielsen ORG-MARG Pvt. Ltd.** was entrusted with collection of tourism statistics for the State of Rajasthan. The pilot survey was for a period of 12 months with the purpose to gain experience for future surveys.

**2. Overview of Methodology adopted**

ACNielsen ORG - MARG conducted the research with a blend of secondary as well as primary research. The detailed task wise methodology, target groups and information procured from each source is given in Chapter 4 of



### 3. Visitor locations surveyed

On the basis of secondary research the following locations were selected for survey in the state, which are as depicted in the Table below.

District	Location	Importance	Grade
<b>Bikaner</b>	1. Junagarh Fort	Historically important location	C
	2. Lalgarh Palace	Historically important spot and Museum	B
	3. Jain Haveli	Architecturally prominent temple	B
	4. Bhandeshwari	Scenic spot	B
	5. Gajner Wildlife Sanctuary	Wildlife	A
<b>Ajmer</b>	6. Darga Saheb	Religious place	A
	7. Pushkar	Religious place	A
	8. Taragarh Fort	Historically important	B
	9. Nasiyan Temple	Religious place	B
	10. Brahma Temple	Religious place	B
	11. Anasagar Lake	Pious lake	B
<b>Bundi / Kota / Jalawar</b>	12. Sukh Niwas Palace	Historical Location	B
	13. Phool Sagar	Artificial lake between 2 hills	B
	14. Sar Bagh	Historical Location	C
	Location	Importance	Grade
	15. Palace	Architectural wonder	C
	16. Museum	Display of Antiquity	B
	17. Ghana National Park	Bird's paradise	A
	18. Lohagarh Fort	Historically prominent	A
	19. Deeg Palace	Historically prominent	B

20.	City Palace	Architectural wonder	B
21.	Albert Hall Museum	Museum of artifacts	B
22.	Amber	Religious & Historical	B
23.	Moti Dungri Temple	Religious location	B
24.	Hawa Mahal	Hanging balconies	A
25.	Jaigarh Fort	Historical location	A
26.	Jantar Mantar	Historical location	B
27.	Kanak Vrindavan Park	Scenic spot	B
28.	Galtaji Lake	Holy location	B
29.	Birla Temple	Religious Temple	C
30.	Sariska Tiger Reserve	Wildlife	A
31.	Ranthambore Wildlife Sanctuary	Wildlife	A
32.	Fort	Historical importance	A
33.	Nathmal Ji ki Haveli	Historical importance	B
34.	Tajia Tower	Historical importance	B
35.	Gadi Sagar	Artificial Tank	B
36.	Salim Singh ki Haveli	Historical importance	B
37.	Desert National Park	Wildlife	A
38.	Umaid Bhawan Palace	Architectural wonder	A
39.	Mehrangarh Fort	Historical importance	A
40.	Jaswant Thada	Architectural wonder	C
41.	Mandore Garden	Splendor	B
42.	Guda Lake	Artificial Lake	C
43.	Machiya Safari Park	Wildlife	B
44.	Pali – Kumbalgarh Sanctuary	Wildlife	B
45.	Dilwara Temple	Architectural wonder	A
46.	Guru Shikhar	Highest point of Rajasthan	A

47.	Sunset Point	Scenic beauty	A
48.	Toad Rock	Marvel	B
49.	Nakki Lake	Picturesque Settings	A
50.	Wild Life Sanctuary	Sanctuary	A
51.	City Palace	Artificial lake	A
52.	Lake Palace	Scenic spot	A
53.	Jagdish Mandir	Religious place	C
54.	Maharana Pratap Memorial	Scenic spot	B
55.	Lake Pichola	Picturesque lake	A
56.	Fateh Sagar Lake	Picturesque lake	A
57.	Jag Mandir	Religious location	C
58.	Sahelion Ki Bari	Assemblage of fountains	A
59.	Nathdwara	Religious location	A
60.	Jaisamandh Lake	Artificial Lake	A
61.	Rajasamandh Lake	Artificial Lake	B
62.	Chittorgarh	Historical location	A
63.	City Palace	Historical artifacts	C
64.	Rani Moosi	Cenotaph of prominence	C
65.	Museum	Exhibits of Maharaja's Wealth	B
66.	Vijay Mandir Palace	Royal residence of Maharaja Jai Singh	C
67.	Tijara	Ancient Jain Temple	C
68.	Rani Sati Temple	Religious importance	B
69.	Mandawa	Panoramic View	B
70.	Fatehpur	Paintings of importance	B
71.	Khetri Mahal	Historical importance	B
72.	Bala Kila	Historical importance	C

#### 4. Estimation of Visitors in each Visitor Location

The total visitors (overnight visitors\*+day tourists\*\*) to the State of Rajasthan for the period of April 2005 – March 2006 was 17549628, out of this, 9231132 were Domestic, 1010904 were Foreign and 7307592 were Day tourists. .The location wise details of number of visitors are given in tables below:

\* The term overnight visitors have been defined as “the tourists visiting the destinations/locations and staying overnight”. In the report, the overnight visitors have been further classified into domestic overnight visitors and foreign overnight visitors and have been so referred.

\*\* . The term day tourist is defined as” tourists visiting the destination/location for a single day and not staying overnight”

Table 4.1: Location wise number of Domestic Overnight Visitors

Location	April	May	June	July	August	September	October	November	December	January	February	March	Total
Bikaner Town	39929	55827	64432	77842	87536	99350	119620	145270	135293	6090	7768	9322	848279
Junagarh	0	0	0	0	0	0	0	0	0	5163	0	0	5163
Ajmer Town	29895	22415	75210	59260	71588	51823	64103	53228	65073	39753	40077	42512	614937
Pushkar	5191	4802	13191	14373	25148	26215	46245	9030	14072	2258	3209	4831	168565
Nasiyan Temple	0	0	0	0	0	0	0	0	0	43	0	0	43
Anasagar Lake	0	0	0	0	0	0	0	0	0	4862	0	0	4862
Bundi Town	2163	1912	2959	1845	1398	2054	3154	3223	4957	1289	1735	2109	28798
Nawal Sagar	0	0	0	0	0	0	0	0	0	754	0	0	754
Kaisar Bagh	0	0	0	0	0	0	0	0	0	567	0	0	567
Kota Town	9853	10204	26060	10722	9688	6782	12102	13214	17803	9547	7767	9869	143611
Jhalawar Town	2936	2524	4006	2415	2647	7548	8374	8675	9185	0	2026	1850	52186
City of Bharatpur	4154	1987	2831	2492	3125	3398	3450	12847	16250	0	3503	3530	57567
City of Jaipur	101185	152165	158456	106842	104798	97059	149217	116866	119782	45364	71331	60538	1283603
Jaigarh Fort	0	0	0	0	0	0	0	0	0	16978	0	0	16978
Jantar Mantar	0	0	0	0	0	0	0	0	0	20941	0	0	20941
Sawai Madhopur	10276	10418	8952	7548	8458	9875	14072	15142	16646	3304	4716	5105	114512
Sariska Tiger Reserve	0	0	565	278	315	0	756	1194	1165	0	2654	3167	10094
Ranthambore	0	0	0	0	0	0	0	0	0	0	0	0	0
Jaisalmer Town	46089	41215	90102	57679	67551	87345	45279	22024	21548	0	12071	11894	502797
Fort	0	0	0	0	0	0	0	0	0	414	0	0	414
Jodhpur Town	27819	111077	85620	60783	74312	129804	141313	149243	141170	25181	34963	34559	1015844
Mount Abu Town	69833	141809	131802	121152	125528	179248	157360	263785	219423	71270	86423	103077	1670710
Udaipur Town	97342	250036	159282	85722	61217	70199	89120	154615	164825	50036	38477	43108	1263979
Nathdwara	13355	57691	69686	18201	26351	35862	51254	93429	94568	41100	38842	37003	577342
Jaisamandh Lake	0	0	0	0	0	0	0	0	0	0	0	0	0
Rajasamandh Lake	11089	26688	19254	4025	4313	5401	6652	22197	23978	0	22420	23441	169458
Chittorgarh	21838	43854	41636	20893	24967	33974	35186	24063	24267	0	21649	25411	317738



Location	April	May	June	July	August	September	October	November	December	January	February	March	Total
Alwar Town	8816	9703	11677	6933	8455	10695	12560	7699	16406	11691	7508	10690	122833
Shekhawati Town	14884	13389	9511	7569	8124	8684	7885	6756	7542	0	21632	22712	128688
Mandawa	0	0	2148	110	215	1312	1578	1432	1598	517	2141	3020	14071
Bagar	0	0	0	0	0	0	0	0	0	31	0	0	31
Dundhlod	0	0	0	0	0	0	0	0	0	0	0	0	0
Siliserh	0	0	0	170	0	122	237	321	389	0	1200	2250	4689
Ranakpur	0	0	0	0	0	0	12125	13213	15412	0	15615	14713	71078
<b>Total</b>	<b>516647</b>	<b>957716</b>	<b>977380</b>	<b>666854</b>	<b>715734</b>	<b>866750</b>	<b>981642</b>	<b>1137466</b>	<b>1131352</b>	<b>357153</b>	<b>447727</b>	<b>474711</b>	<b>9231132</b>

Table 4.2: Location wise number of Foreign Overnight Visitors

Location	April	May	June	July	August	September	October	November	December	January	February	March	Total
Bikaner Town	1843	4460	2634	1265	1176	1636	1719	2040	1942	2200	687	1003	22605
Junagarh	0	0	0	0	0	0	0	0	0	682	0	0	682
Ajmer Town	140	72	538	311	760	801	202	540	642	905	429	224	5564
Pushkar	1767	1647	4844	3087	0	5017	6309	9162	9945	9098	8085	8329	67290
Nasiyan Temple	0	0	0	0	0	0	0	0	0	458	0	0	458
Anasagar Lake	0	0	0	0	0	0	0	0	0	2662	0	0	2662
Bundi Town	880	512	155	0	706	296	245	213	805	1264	1016	1108	7200
Nawal Sagar	0	0	0	0	0	0	0	0	0	535	0	0	535
Kaisar Bagh	0	0	0	0	0	0	0	0	0	925	0	0	925
Kota Town	293	254	180	180	110	277	435	454	1224	227	40	225	3899
Jhalawar Town	4	8	0	0	0	0	8	19	25	0	12	45	121
City of Bharatpur	462	149	88	288	0	447	628	1338	1779	0	662	1281	7122
City of Jaipur	37761	19921	17201	5365	7673	11547	69377	65077	65789	15105	9447	7928	332191
Jaigarh Fort	0	0	0	0	0	0	0	0	0	2925	0	0	2925
Jantar Mantar	0	0	0	0	0	0	0	0	0	5882	0	0	5882
Sawai Madhopur	4896	4958	2151	1824	0	13	919	1029	4884	2453	1791	1764	26682
Sariska Tiger Reserve	0	0	369	47	0	0	549	755	966	0	869	648	4203
Ranthambore	0	0	0	0	0	0	0	0	0	0	0	0	0
Jaisalmer Town	18878	17214	8863	4122	8436	4849	8111	12966	12761	0	3992	5062	105254
Fort	0	0	0	0	0	0	0	0	0	367	0	0	367
Jodhpur Town	6360	8282	1470	4417	6303	5805	6386	8438	9376	8118	5827	4518	75300
Mount Abu Town	6374	2575	3531	405	1465	1031	2094	3307	2951	12137	2408	1865	40143
Udaipur Town	18902	36355	5193	6496	11454	6137	11341	19654	23719	11162	12592	21533	184538
Nathdwara	0	1943	404	59	0	10	18	2596	0	0	0	0	5030
Jaisamandh Lake	0	0	0	0	0	0	0	0	0	0	0	0	0
Rajasamandh Lake	2308	1944	238	38	172	256	344	3222	1664	0	728	922	11836
Chittorgarh	2932	1721	2893	116	315	139	547	2	674	0	4143	5388	18870

Location	April	May	June	July	August	September	October	November	December	January	February	March	Total
Alwar Town	1100	415	38	34	0	207	255	585	412	547	10	26	3629
Shekhawati Town	3747	3898	1164	573	0	246	461	465	515	0	1524	1485	14078
Mandawa	1556	1687	0	1751	0	2234	9148	6312	4512	2821	12678	12114	54813
Bagar	0	0	0	0	0	0	0	0	0	24	0	0	24
Dundhlod	0	0	0	0	0	0	0	0	0	35	0	0	35
Siliserh	0	0	0	0	0	14	4	12	17	0	22	48	117
Ranakpur	0	0	0	0	0	0	1248	1049	1225	0	1286	1116	5924
<b>Total</b>	<b>110203</b>	<b>108015</b>	<b>51954</b>	<b>30378</b>	<b>38570</b>	<b>40962</b>	<b>120348</b>	<b>139235</b>	<b>145827</b>	<b>80532</b>	<b>68248</b>	<b>76632</b>	<b>1010904</b>

Table 4.3: Location wise number of Day Tourists

Location	April	May	June	July	August	September	October	November	December	January	February	March	Total
Bikaner Town	47998	48043	15913	15528	11601	16368	19243	45225	28843	10180	46373	50435	355750
Junagarh	0	0	0	0	0	0	0	0	0	5845	0	0	5845
Ajmer Town	94785	74875	166952	204422	207159	192570	177472	216782	174974	41945	35957	33328	1621221
Pushkar	59434	63648	63648	154687	142487	192570	117214	125487	184579	11379	11294	13160	1139587
Nasiyan Temple	0	0	0	0	0	0	0	0	0	501	0	0	501
Anasagar Lake	0	0	0	0	0	0	0	0	0	7524	0	0	7524
Bundi Town	18343	18321	18365	4487	5122	4158	4242	7543	31825	2581	53922	52209	221118
Nawal Sagar	0	0	0	0	0	0	0	0	0	1289	0	0	1289
Kaisar Bagh	0	0	0	0	0	0	0	0	0	1492	0	0	1492
Kota Town	3885	4010	3760	3587	4001	4178	2654	15933	11185	9774	18429	19070	100466
Jhalawar Town	3500	3500	2487	2187	2323	2547	2285	14575	12265	53041	16448	16422	131580
City of Bharatpur	57321	8886	10367	15502	12717	14766	17034	31646	18832	14431	42251	43519	287272
City of Jaipur	72485	41062	32828	29568	36152	34731	41755	55664	43862	69508	60792	60209	578616
Jaigarh Fort	0	0	0	0	0	0	0	0	0	19903	0	0	19903
Jantar Mantar	0	0	0	0	0	0	0	0	0	26823	0	0	26823
Sawai Madhopur	13175	3195	2987	1247	2147	5124	8301	6184	6654	5757	6184	6869	67824
Sariska Tiger Reserve	12485	4825	3879	3251	3265	3879	4125	4287	2415	0	8235	7575	58221
Ranthambore	0	0	0	2154	2118	2354	0	2897	2125	0	2985	2850	17483
Jaisalmer Town	61737	14158	16918	7103	14620	15864	22012	39706	29756	27800	40651	41059	331384
Fort	0	0	0	0	0	0	0	0	0	781	0	0	781
Jodhpur Town	84995	23257	21056	15764	15168	15448	26110	30607	22741	43226	30737	30463	359572
Mount Abu Town	83440	31394	16561	17195	14566	15845	21254	34527	31467	83407	35608	35758	421022
Udaipur Town	97680	39128	24158	33476	33644	49309	46573	47257	54013	62391	52845	64641	605115
Nathdwara	14568	13547	23334	1254	2136	12547	13514	16541	14587	41100	12547	37155	202830
Jaisamandh Lake	2586	1230	450	670	870	980	1276	1058	1869	0	3716	2550	17255
Rajasamandh Lake	1325	625	489	2144	2187	2147	2264	2354	1758	0	2314	2463	20070
Chittorgarh	3568	2478	3121	2165	2005	2364	2128	2287	1357	16502	2579	2499	43053

Location	April	May	June	July	August	September	October	November	December	January	February	March	Total
Alwar Town	46475	46455	14995	17025	13927	16615	11599	16558	13783	12238	33820	33176	276666
Shekhawati Town	0	0	9045	16324	17391	15703	12866	40221	30846	10533	39816	38247	230992
Mandawa	29083	29106	29094	2145	2354	3287	4125	4451	4125	3338	4125	4234	119467
Bagar	0	0	0	0	0	0	0	0	0	55	0	0	55
Dundhlod	0	0	0	0	0	0	0	0	0	35	0	0	35
Siliserh	0	0	0	4658	4879	4321	3235	3236	2154	0	1258	1235	24976
Ranakpur	0	0	0	0	0	0	1514	2987	2289	0	2564	2450	11804
<b>Total</b>	<b>808868</b>	<b>471743</b>	<b>480407</b>	<b>556543</b>	<b>552839</b>	<b>627675</b>	<b>562795</b>	<b>768013</b>	<b>728304</b>	<b>583379</b>	<b>565450</b>	<b>601576</b>	<b>7307592</b>

## 5. Trends in tourism Accommodation Units

In totality 1686 hotels having 29202 Rooms and 58763 Beds were available in the State

**Table 5.1: Centre wise spread of Accommodation Units**

Location	No. of Hotels	No. of Rooms	No. of Beds
Bikaner Town	49	1163	2280
Ajmer Town	139	2016	3889
Pushkar	92	1172	2235
Bundi Town	31	279	617
Kota Town	67	1422	2678
Jhalawar Town	7	238	376
City of Bharatpur	55	638	1276
City of Jaipur	386	7032	14318
Sawai Madhopur	45	698	1360
Jaisalmer Town	110	1609	3232
Jodhpur Town	211	3516	6922
Mount Abu Town	120	2171	4550
Udaipur Town	181	3762	7456
Nathdwara	33	615	1245
Rajasamandh Lake	21	318	678
Chittorgarh	68	1241	2914
Alwar Town	31	568	1124
Shekhawati Town	29	524	1187
Mandawa	7	208	402
<b>Total</b>	<b>1686</b>	<b>29202</b>	<b>58763</b>

(For Details on accommodation units, please refer Chapter 7 of the report)

### 5.1. No. of Visitors and Bed Night Spent: Trends among Domestic Overnight Visitors and Foreign Overnight Visitors

The table depicts the fact that there had been 8653243 domestic overnight visitors in the State of Rajasthan during April 2005 - March 2006 and they have, in totality, spent 21228833 bed nights. In totality 1010904 foreigners have visited the State and have spent 2299778 bed nights.

**Table 5.2: Location wise Overnight Visitors and Bed night spent**

<b>State of Origin</b>	<b>No. of Visitors</b>	<b>Total Bed Nights Spent</b>
J&K	195569	453011
HP	183649	391157
Punjab	451463	1116998
Haryana	563604	1345717
Uttarnchal	258148	605035
UP	658713	1536682
Delhi	977307	2214066
Chandigarh	120923	286894
Tripura	84086	228941
Meghalaya	89010	256002
Mizoram	108477	296201
Sikkim	132870	347279
West Bengal	594842	1510353
Orissa	184228	453084
Rajasthan	1164536	2732997
Gujarat	989247	2446269
Maharashtra	608928	1500609
MP	359827	846698
Chattisgarh	70611	177402
Bihar	105510	244184
Jharkhand	62273	159532
Andhra Pradesh	146110	328576
Karnataka	126934	306023
Kerala	65396	188014
Tamil Nadu	111858	269579
Arunachal Pradesh	33104	117869
Assam	39072	121108
Nagaland	16723	91053
Goa	57503	201481
A&N	9448	69691
Daman & Diu	13813	76788
Lakshadweep	12879	69534
Pondicherry	9441	64582
Chandigarh	39614	115694
Dadra & Nagar Haveli	6803	58996
Others	724	734
<b>Total</b>	<b>8653243</b>	<b>21228833</b>

**Table 5.3: Foreign Overnight Visitors – Origin and Bed nights spent**

<b>Country of Origin</b>	<b>No. of Visitors</b>	<b>Total Bed Nights Spent</b>
UK	96721	217128
USA	92245	213684
Canada	56739	125089
Germany	89908	172344
Europe	14550	54929
Australia	55015	114970
Sri Lanka	5671	31439
France	101015	162969
Japan	51479	110128
Malaysia	12858	44121
Singapore	6917	30920
Italy	68337	140672
Nepal	21001	85737
Netherlands	29749	86579
Korea	28075	79764
Israel	55286	116122
Pakistan	4217	24803
Bangladesh	12087	39363
UAE	908	18043
Spain	22696	62186
Switzerland	38858	58839
China	4198	23688
Saudi Arabia	846	14783
Greece	1981	19269
Others	119025	206772
Belgium	22214	45437
<b>Total</b>	<b>1010904</b>	<b>2299778</b>



## 6. Expenditure pattern for Visitors under different expense heads

At an overall level, major heads of expenditure for the visitors to the centers were Accommodation Services, Food and Beverage services as well as Transport equipment rental.

**Table 6.1: Percentage Distribution of visitors' expenditure on different items of expenditure**

Items of Expenditure	Domestic	Foreign	All Visitors
Accommodation Services	27.7	29.7	27.8
Food & Beverage Services	17.3	12.0	16.8
Transport Equipment Rental	14.8	19.5	15.2
Travel Agencies	0.0	6.8	0.6
Other Recreational Facilities	0.0	0.0	0.0
Clothing and Garments	10.6	0.0	9.7
Processed Food	2.5	7.9	3.0
Tobacco Products	2.9	0.0	2.6
Alcohol	2.2	9.3	2.9
Durable Goods	2.3	0.0	2.1
Footwear	4.9	7.0	5.1
Toiletries	2.3	3.1	2.4
Gems & Jewellery	4.6	0.0	4.2
Medicines and Health related	4.4	2.6	4.3
Printing & Publishing	3.5	2.0	3.3

### 6.1. Monthly expenditure for visitors of different categories

The average total monthly expenditure for visitors at the overall level was Rs. 7961 Lakhs. Expenditure pattern for domestic overnight visitors were Rs. 7114 Lakhs and Rs. 847 Lakhs for the foreign overnight visitors.

**Table 6.2: Average total monthly expenditure for visitors (domestic & foreign)**

	Domestic	Foreign	Total
Average monthly Expense (in Rs. Lakhs)	7114	847	7961

(For Details on Expenditure Pattern, please refer Chapter 10 of the report)

