

*Confidential*

Incredible India

## Collection of Domestic Tourism Statistics

### For the State of Uttar Pradesh

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 Uttar Pradesh

Situated in the northern part of India, it has the distinction of being the most populous state of India. In terms of area, it is the fourth largest, among all the states. The wealth of its monuments, mystical call of its mountains and lakes, and the religious fervor that it evokes, have rendered Uttar Pradesh, one of the most fascinating states of the Indian Union. Whether one is on a spiritual quest, or in search of adventure, or just on a curiosity trip, Uttar Pradesh has something to offer to everyone. Owing to its rich and varied topography, vibrant culture and captivating festivities, the State of Uttar Pradesh offers immense tourism delights to the visitors in the State. Visitors, starting from neighboring states to the far flung countries through the state at different times especially during the festivities. The State is watered by the mighty rivers of northern India - Ganga, Yamuna, Ramganga, Gomati and Ghaghara. Almost all the important towns and trading centers of the state are clustered around these rivers. The confluence of the Ganga and Yamuna, the two most sacred rivers of India, at Allahabad, has been a vital pilgrimage site through the centuries.

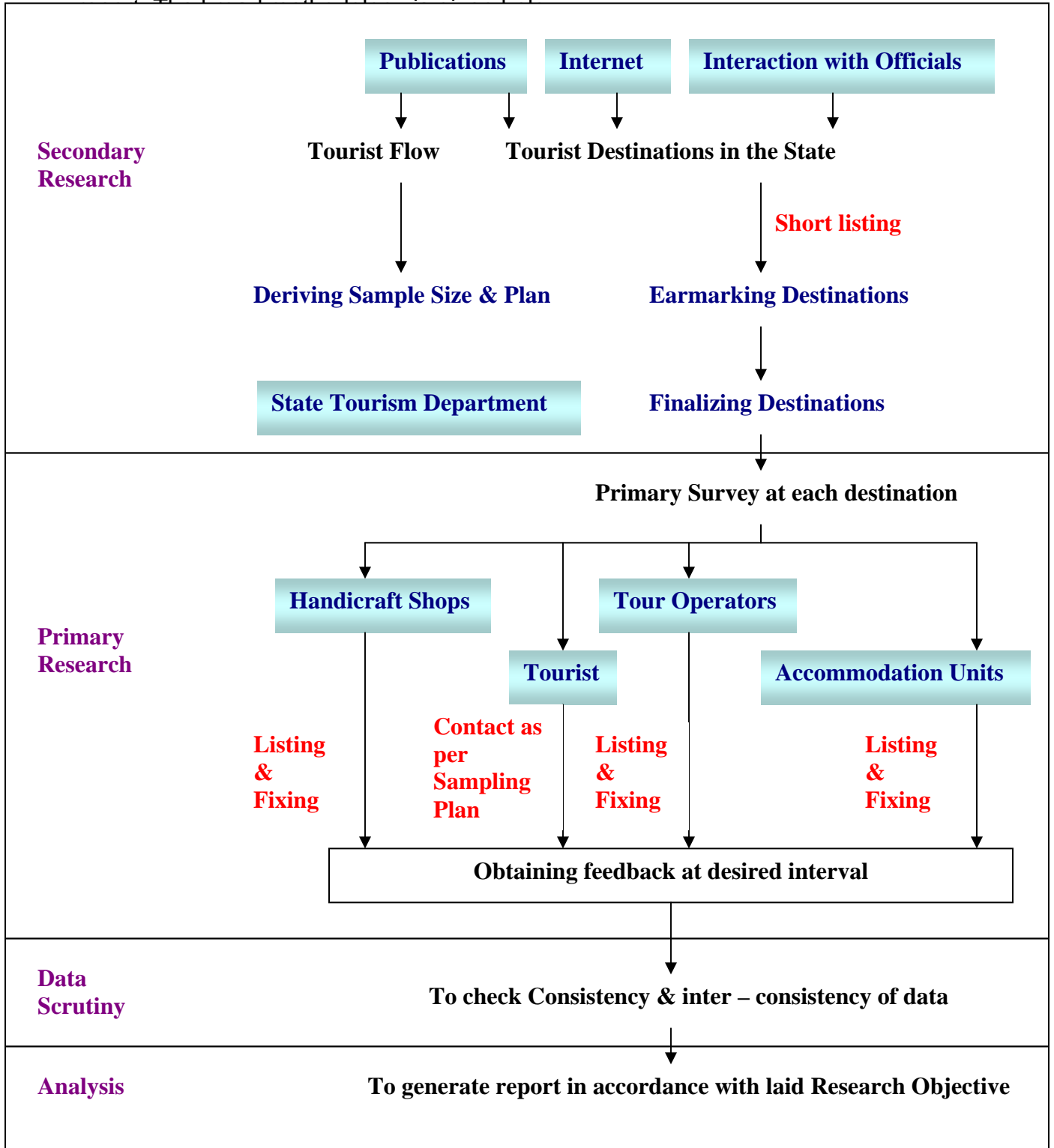
Uttar Pradesh offers an endless array of attractions, to the visitor by way of monuments, mountain peaks, a wealth of ancient temples and viharas, rich flora and fauna, fascinating rivers and captivating valleys. Agra, Ayodhya, Sarnath, Varanasi, Lucknow, Mathura and Prayag combine religious and architectural marvels

**Ministry of Tourism, Government of India** initiated pilot surveys in ten states including Uttar Pradesh 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 Uttar Pradesh. 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 Chapter 4 of the



### 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.

City	Visitor Destination	Importance	Grade
Agra	1. Taj Mahal	One of the 7 wonders of the world	A
	2. Agra Fort	Historical spot of prominence	A
	3. Fatehpur Sikri	Historical spot of prominence	A
	4. Ram Bagh	Historical spot of prominence	B
	5. Sikandra	Emperor Akbar's tomb	B
Allahabad	6. Sangam	Confluence of Ganga and Jamuna	A
	7. Fort	Historical spot of prominence	A
	8. Patal puri Temple	Religious spot of prominence	B
	9. Ashoka Pillar	Historically significant site	C
	10. Mankameshwar Temple	Religious spot of prominence	C
Kanpur	11. Phool Bagh	Picturesque garden	C
	12. Kanpur Zoo	Famous Zoo Garden	C
	13. Kamla Retreat	Picturesque location	C
Lucknow	14. Residency	Historically significant spot	B
	15. Chota Imambada	Historically significant spot	A
	16. Bada Imambada	Historically significant spot	A
	17. Roomi Darwaza	Historically significant spot	A
	18. Kaiserbagh Palace	Historically significant spot	B
	Location	Importance	Grade
	19. Museum	Collection of artifacts	B
	20. Gita Mandir	Religious spot of importance	B
	21. Kans Quila	Religious spot of importance	C
	22. Vrindavan	Collection of artifacts	A
	23. Ghats	Pious locations	A

City	Visitor Destination	Importance	Grade
	24. Banaras Hindu University	One of the largest university of North India	A
	25. Tulsi Manas Temple	Religious spot of prominence	A
	26. Ram Nagar Fort	Historically significant spot	B
	27. Bharat Mata Temple	Religious spot of prominence	B
	28. Durga Temple	Religious spot of prominence	B
	29. Dashavatar Temple	Religious spot of prominence	A
	30. Museum	Collection of artifacts	B
	31. Chitrakoot	Scenic Beauty	A
	32. Ayodhya	Religious spot of importance	B
	33. Sarnath	Buddhist site of importance	A
	34. Shravasti	Buddhist site of importance	A
	35. Barabanki	Scenic Beauty	B
	36. Garhmukteshwar	Religious spot of importance	B
	37. Hastinapur	Historically significant spot	A
	38. Kapilavastu	Buddhist site of importance	A
	39. Kushinagar	Buddhist site of importance	B
	40. Lalitpur	Important location	B
	41. Mirzapur	Business Centre	B
	42. Sitapur	Business Centre	B
	43. Sardhana	Buddhist site of importance	B

#### 4. Estimation of Visitors

The total visitors (overnight visitors\*+day tourists\*\*) to the State of Uttar Pradesh for the period of April 2005– March 2006 were 17799638, out of this, 4494768 were Domestic Overnight Visitors, 452386 were Foreign Overnight Visitors and 12852484 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 Month wise number of visitors in Uttar Pradesh**

Month	Domestic	Foreign	Day	Total
April	126975	5133	319483	451591
May	454347	32024	274729	761100
June	470827	26322	295412	792561
July	471010	20693	3850408	4342111
August	262135	32702	249977	544814
September	328053	33177	209251	570481
October	475876	55658	1466727	1998261
November	346534	41573	1392904	1781011
December	441927	40937	1257743	1740607
January	366073	57934	1027604	1451611
February	375408	52783	1248860	1677051
March	375603	53450	1259386	1688439
<b>Total</b>	<b>4494768</b>	<b>452386</b>	<b>12852484</b>	<b>17799638</b>

## 5. Trends in tourism Accommodation Units

In totality 1326 hotels having 21846 Rooms and 40845 Beds were available in the State for the period of April 2005 - March 2006

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

Locations	No. of Hotels	No. of Rooms	No. of Beds
Agra City	198	3812	7494
Fatehpur Sikri	10	99	220
Allahabad City	58	1327	2443
Kanpur City	98	1331	2275
Lucknow City	115	1986	4040
Sitapur	22	341	467
Lakhim Pur Kheri	14	215	380
Vrindavan	96	597	1281
Mathura City	112	946	1775
Varanasi City	285	5460	9298
Sarnath	4	51	128
Jhansi City	60	919	1868

Lalitpur	15	179	398
Meerut	21	1210	2150
Hastinapur	14	490	1028
Sardhana	2	40	80
Faizabad	27	485	810
Barabanki	14	257	255
Bharaich	15	125	210
Shravasti	7	165	344
Ayodhya City	12	205	394
Chitrakoot	17	111	260
Garhmukteshwar	26	260	626
Kapilavastu	1	5	12
Kushinagar	4	56	123
Gorakhpur	62	1020	2150
Mirzapur	17	154	336
<b>Total</b>	<b>1326</b>	<b>21846</b>	<b>40845</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

There had been 4198335 domestic overnight visitors in the State of Uttar Pradesh during April 2005 - March 2006 and they have, in totality, spent 8335354 bed nights. In totality 452386 foreigners have visited the State and have spent 965681 bed nights.

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

State of Origin	No. of Domestic Overnight Visitors	Total Bed Nights Spent
J&K	58867	98499
HP	72985	129389
Punjab	189882	341321
Haryana	173879	287604
Uttaranchal	147898	257982
UP	619079	1258199
Delhi	462641	904590
Chandigarh	24896	44122
Tripura	29035	47807
Meghalaya	13255	19919
Mizoram	12215	21506
Sikkim	25813	43299
West Bengal	288601	610076
Orissa	68843	166157
Rajasthan	216629	407460
Gujarat	124607	252659
Maharashtra	205326	392177
MP	349668	730145
Chattisgarh	107113	206528
Bihar	361500	790564
Jharkhand	166097	394828
Andhra Pradesh	151369	359355
Uttar Pradesh	65171	108041
Kerala	55804	95940
Tamil Nadu	82156	159866
Arunachal Pradesh	21476	39726
Assam	20269	31358
Nagaland	7278	10652
Goa	41228	68909
A&N	5425	9747
Daman & Diu	4875	7261

State of Origin	No. of Domestic Overnight Visitors	Total Bed Nights Spent
Lakshadweep	4683	8094
Pondicherry	6651	10627
Chandigarh	10510	16486
Dadra & Nagar Haveli	2611	4461
Others	0	0
<b>Total</b>	<b>4198335</b>	<b>8335354</b>

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

Country	No. of Foreign Overnight Visitors	Bed Night Spent
UK	38909	78767
USA	49294	100335
Canada	28799	57204
Germany	29731	62888
Other European Countries*	15644	40943
Australia	27917	54849
Sri Lanka	31010	57283
France	26664	59799
Japan	38594	93414
Malaysia	3743	7008
Singapore	4375	9032
Italy	14477	33323
Nepal	30192	48244
Netherlands	7207	16350
Korea	19320	46364
Israel	15054	41781
Pakistan	4293	7749
Bangladesh	11168	20487
UAE	6565	12556
Spain	11717	30892
Switzerland	7316	17816
China	5952	11659
Saudi Arabia	1742	3282
Greece	5465	12375
Others	11192	28426
Belgium	6046	12855
<b>Total</b>	<b>452386</b>	<b>965681</b>

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

At an overall level, major heads of expenditure for the visitors to the centre were Accommodation Services, Food & 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 Overnight Visitors	Foreign Overnight Visitors	All Visitors
Accommodation Services	33.1	18.2	32.1
Food & Beverage Services	16.7	17.5	16.8
Transport Equipment Rental	14.2	20.7	14.6
Travel Agencies	3.6	1.2	3.4
Other Recreational Facilities	2.1	2.1	2.1
Clothing and Garments	1.6	2.1	1.6
Processed Food	4.9	5.4	4.9
Tobacco Products	1.4	1.6	1.4
Alcohol	1.4	6.7	1.8
Durable Goods	4.2	6.9	4.4
Footwear	5.5	1.6	5.2
Toiletries	2.1	3.1	2.2
Gems & Jewellery	3.4	6.1	3.6
Medicines and Health related	2.4	4.1	2.5
Printing & Publishing	3.4	2.6	3.4
Total	<b>100</b>	<b>100</b>	<b>100</b>

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

The average total monthly expenditure for visitors at the overall level was Rs. 3876 Lakhs. Expenditure pattern for domestic overnight visitors were Rs. 3496 Lakhs and Rs. 380 Lakhs for the foreign overnight visitors.

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

	Domestic	Foreign	Total
<b>Average monthly Expense (in Rs. Lakhs)</b>	3496	380	3876

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