

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.783
ANSWERED ON 05.02.2026

TOURISM IN JAMMU REGION

783 SHRI SAT PAUL SHARMA:

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

- (a) the number of pilgrims/tourists who visited Shri Mata Vaishno Devi Shrine during the years 2024 and 2025;
- (b) the number of domestic and foreign tourists who visited Jammu region during the same period, district-wise;
- (c) the effective steps taken, funds sanctioned and works completed to develop and promote new tourism circuits in Jammu including Bhaderwah, Patni top, Sanasar and other identified destinations;
- (d) whether these initiatives have led to a measurable increase in tourist footfall and local employment; and
- (e) whether there is any initiative taken to give importance to seven lakes in Rajouri District of the State and if so, the details thereof and if not, how the Ministry plans to make these spots tourist destinations?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): As per the information provided by the Union Territory, the number of pilgrims/ tourists who visited Shri Mata Vaishno Devi Shrine during the years 2024 and 2025 are:

Year	No. of Pilgrims/ tourists visited
2024	9455605
2025	6932922

(b): The district-wise number of domestic and foreign tourists who visited Jammu region during 2024 and 2025 is **Annexed**.

(c) & (d): The Ministry of Tourism undertakes a range of promotional activities to promote tourism both internationally and domestically, including Jammu & Kashmir. With the objective of developing tourism infrastructure, the Ministry launched the Swadesh Darshan Scheme in 2014–15, focusing on the development of identified thematic circuits across the country, including Jammu & Kashmir.

Under the Swadesh Darshan Scheme, a total of six projects were sanctioned in Jammu & Kashmir during 2016–17 under the Himalayan Circuit, with an approved cost of ₹519.58 crore. All these projects are physically completed. The Ministry has further revamped the scheme as Swadesh Darshan 2.0, shifting the focus from circuit-based development to the development of sustainable tourism destinations.

According to the information provided by the Union Territory, these initiatives have led to an increase in tourist footfall and local employment.

(e): As per the information provided by the UT, the Jammu Tourism Department is promoting Seven lakes of Rajouri and Poonch through various modes.

The Department is actively engaged in a multifaceted approach to promote and publicise its tourism products and services including Rajouri -Poonch region, which encompasses an array of strategies viz.

- Multifaceted Promotion Strategy.
- Conduct Celebrity FAM Tours.
- Digital Outreach.
- Pilgrimage Publicity.
- Publicity through Travel marts.
- Extensive Promotional Events: Promotional events viz: Buddha Amaranth Ji Yatra at Mandi Poonch, World Tourism Day at Rajouri and Painting Competition at Boys HSS Rajouri have been organized during the FY 2024-25 and 2025-26 in Rajouri –Poonch area.
- District wise Publicity Literature of Jammu Division including District Rajouri and Poonch has been prepared, displayed and distributed at various travel marts outside the Union Territory of Jammu and Kashmir and at Promotional Events.

Together, these steps form a concerted drive to revive and sustain tourism in Jammu and Kashmir.

ANNEXURE

STATEMENT IN REPLY TO PART (b) OF RAJYA SABHA UNSTARRED QUESTION NO.783 ANSWERED ON 05.02.2026 REGARDING TOURISM IN JAMMU REGION RAISED BY SHRI SAT PAUL SHARMA.

District-wise Domestic and Foreign Tourist Visits (DTV and FTV) to Jammu region for 2024 and 2025					
Sl. No	District	2024		2025 (Provisional)	
		DTV	FTV	DTV	FTV
1	Reasi	10875106	21705	8116309	13413
2	Udhampur	2862532	93	1949294	0
3	Samba	778925	0	598212	0
4	Jammu	1162028	0	1341215	0
5	Kathua	377860	0	312835	0
6	Rajouri	1449576	0	1455425	0
7	Poonch	925090	0	771096	0
8	Doda	646888	0	549290	1
9	Ramban	775029	0	672697	3
10	Kishtwar	216542	0	455246	0
Total		20069576	21798	16221619	13417
