

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION No.4469
ANSWERED ON 02.04.2026

PROMOTION OF TOURISM IN DARJEELING

4469 SHRI HARSH VARDHAN SHRINGLA:

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

- (a) the details of progress of initiatives taken to promote Darjeeling Himalayan Railway (a UNESCO World Heritage site) including the launch of new tourist-oriented services such as the 34 km Jungle Safari and special joyrides to attract visitors;
- (b) the details of efforts made to integrate these services into national and international tourism marketing campaigns;
- (c) the details of support provided to local stakeholders including hoteliers and tour operators to enable them to capitalise on heritage tourism; and
- (d) the expected contribution of these initiatives toward increasing tourist footfall and in promoting local economic growth in Darjeeling?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry of Tourism promotes destinations and thematic products of the country, including the Darjeeling Himalayan Railway (DHR), through various promotional activities such as tourism roadshows, participation in international travel trade exhibitions, fairs and events; familiarization (FAM) tours for foreign tour operators, media and influencers; engagement with stakeholders; and promotion through digital platforms, including the Ministry's website and social media.

The Ministry also undertook focused promotion of Darjeeling through organisation of the 2nd G-20 Tourism Working Group Meeting in Siliguri in 2023, during which delegates were given experience of the Darjeeling Himalayan Railway. Further, during the 43rd session of the World Heritage Committee held in New Delhi in July 2024, the Ministry showcased tourism products of the country, including DHR, through an exhibition and developed a promotional brochure.

The Ministry of Tourism regularly engages with tourism stakeholders through travel trade associations. Stakeholders are encouraged to participate in international exhibitions and events, wherein the Ministry showcases and promotes tourism products, including heritage tourism, under the Incredible India umbrella.

The Ministry does not maintain district-level data on tourist visits. However, the details of Domestic Tourist Visits (DTV) and Foreign Tourist Visits (FTV) in West Bengal during the last three years are as follows:

Year	(in thousand)	
	DTV	FTV
2023	1,45,669	2,707
2024	1,84,476	3,124
2025#	2,94,319	3,996

provisional
