Ministry of Tourism

Ministry of Tourism sanctioned six projects in Jammu & Kashmir during 2016–17 under the Himalayan Circuit, with an investment of ₹519.58 crore

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To strengthen tourism infrastructure in the Himalayan region, the Ministry of Tourism sanctioned six projects in Jammu & Kashmir during 2016–17 under the Swadesh Darshan Scheme's Himalayan Circuit, with an investment 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.

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

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

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.

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

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.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha on 5th February 2026.

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ANNEXURE

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**

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