



# Chintan Shivir

Tourism in Mission Mode

Adventure Tourism in  
Jammu & Kashmir



Government of Jammu & Kashmir





# Tourism in J&K

Tourism is a vital lifeline for Jammu and Kashmir's economy, contributing about **10% to the region's GDP** and generating **employment for more than two million people**.

It caters to hotel industry & also to allied industries such as transport, handlooms and handicrafts.

The thriving tourism sector has benefitted local people, especially the youth through adventure tourism.

For the first time in history of Jammu and Kashmir, record **1.88 crore tourists visited** UT in the year 2022 to enjoy the beauty of various famed tourist spots.





# Approach for transformation of J&K tourism

**Government of Jammu & Kashmir has adopted a five-pronged approach for effective transformation of tourism**

- Tourism sector is being developed as per the vision of sustainable development goals.
- Comprehensive mechanism is being laid down to provide the best facilities to corporate golfers, tourists and adventure tourism enthusiasts.
- Dedicated focus is being given to strengthen the hospitality segment and for establishing a robust tourism infrastructure system.
- New Film Policy is announced wherein special focus is on revival of J&K relationship with film industry.
- Developing state-of-the-art resources through public and private investment.
- Number of policy interventions have been made to provide financial support to various stakeholders from the tourism sector.
- Facilitate ease of travel, night time operations allowed at Srinagar/Jammu airport.





# Potential of Adventure Tourism in J&K

**Jammu & Kashmir has a diverse landscape with mountains, valleys, rivers, lakes, and forests, making it an ideal destination for adventure tourism.**

- The region offers a wide range of adventure activities, including trekking, skiing, river rafting, camping, paragliding, and more.
- J&K has some of the most challenging treks and world-renowned skiing destinations like Gulmarg, which attracts adventure enthusiasts from around the globe.
- Developing adventure tourism in J&K has created job opportunities for local communities and boost the region's economy.
- To realize the full potential of adventure tourism, the government is improving infrastructure, promoting responsible tourism practices, and ensuring the safety and security of tourists.





# Steps taken to promote Adventure Tourism



The Tourism Policy of Jammu & Kashmir provides a framework for promoting tourism in the region, including adventure tourism

- **Developing infrastructure:** Jammu and Kashmir Tourism Department has developed and upgraded infrastructure to support adventure tourism. This includes constructing trekking routes, establishing base camps, developing ski resorts, and improving access to adventure sites.
- **Conducting adventure festivals:** The Tourism Department has organized various adventure festivals like the Gulmarg Winter Festival and Pahalgam Summer Festival, which showcase the region's adventure activities and attract adventure enthusiasts from around the world.
- **Promoting responsible tourism:** The Tourism Department has emphasized the need for responsible tourism practices among adventure tourists, such as respecting local culture and ecology, avoiding littering, and minimizing the impact on the environment. This helps to ensure sustainable development of adventure tourism in Jammu and Kashmir.





# Adventure tourism activities led by Tourism Department



## Mountain Biking

Mountain biking in Jammu and Kashmir offers tourists of all levels a chance to explore the rugged terrain and scenic landscapes, making it an increasingly popular adventure activity in the region.

📍 Srinagar-Leh Highway, Srinagar-Pahalgam  
Jammu -Bhadarwah



## Cyclothon

Cyclothons, or long-distance cycling events, are gaining popularity in Jammu and Kashmir as a way to promote adventure tourism and showcase the region's natural beauty and culture.

📍 Srinagar- Anantnag, Surinsar -Mansar



## Kayaking

Kayaking is a popular adventure activity in Jammu and Kashmir, where tourists can paddle along the Lidder and Sindh rivers, enjoying the stunning scenery and challenging rapids while experiencing the thrill of adventure.

📍 Dal Lake, Gurez, Reasi



# Adventure tourism activities led by Tourism Department



## Rafting

River rafting is one of the popular adventure activities in Jammu and Kashmir, where tourists enjoy thrilling rapids along the Lidder River in Pahalgam and Baraderi, Reasi in Jammu, amidst the stunning landscape of the region.

📍 Sonamarg, Pahalgam, Baraderi, Reasi



## Paragliding

Paragliding lets tourists fly over the scenic landscapes of the region, including the Pir Panjal and Baderwah Valley, enjoying breathtaking views from above.

📍 Asthanmarg, Aithem Dhanwa jai Valley



## Ice-Climbing

Ice climbing is an exciting adventure activity in Jammu and Kashmir, where tourists can climb icy terrains & glaciers of the mountain ranges, enjoying a unique and thrilling experience.

📍 Chandanwari Pahalgam,



# Adventure tourism activities led by Tourism Department



## Polo

Polo is a popular traditional sport in Jammu and Kashmir, where tourists can witness thrilling matches played in a unique setting, amidst stunning landscapes and surrounded by rich cultural heritage.

📍 Gurez, Kashmir



## Camping

An adventure activity which is very popular in Jammu and Kashmir, where tourists can enjoy the region's natural beauty, including mountains, valleys, lakes, while experiencing a peaceful and refreshing stay in the wilderness.

📍 Sonmarg, Pahalgam, Sanasar, Jai valley, Kishtwar



## Off-road Adventure

An adrenaline-pumping adventure activity in Jammu and Kashmir, where tourists can witness thrilling races amidst stunning landscapes, including high-altitude deserts, rugged mountain passes, and rocky terrain, adding to the excitement of the experience.

📍 Dodhpatri, Pir Panjal, Jammu -Bhadarwah/Peer ki gali/Kishtwar



# Adventure tourism activities led by Tourism Department



## Trekking

Trekking attracts huge number of tourists to explore the J&K's diverse terrain, including the snow-capped Pir Panjal and Chenab Valley mountain ranges, lush green valleys, and scenic meadows.

📍 Aru, Thajwas, Sansar, Jai Valley



## Heliskiing

In Jammu and Kashmir, heliskiing is an adventure sport that entails skiing on fresh snow in remote and unexplored areas of the region, which can only be reached by helicopter, providing an unmatched skiing experience.

📍 Kondoori, Apharwat



## Angling

Angling is a popular adventure sport that allows visitors to fish in the region's unspoiled rivers and lakes, surrounded by breathtaking natural scenery and peaceful surroundings, providing a one-of-a-kind experience.

📍 Pahalgam, Sonamarg



# Adventure tourism activities led by Tourism Department



## Ziplining

Ziplining has gained popularity as an adventure sport in the stunning landscapes of Jammu and Kashmir region. Several resorts in both Kashmir and Jammu region offer this activity, which provides breathtaking views of the natural beauty of the region.

📍 Dhanwa Saloon, Reasi, Pahalgam & Sonamarg



## Hot Air Balloon

Hot air ballooning is an exciting adventure sport in Jammu and Kashmir, offering bird's eye views of the region's natural beauty.

📍 Zabarwan Park, Gulmarg



## Ice Skating

Ice skating is a popular adventure sport in Jammu and Kashmir, especially in the winter months when natural frozen ice parks provide a stunning backdrop for this activity.

📍 Gulmarg



# Adventure tourism activities led by Tourism Department



## Rock Climbing

Rock climbing is an exhilarating adventure sport in Jammu and Kashmir, attracting thrill-seekers from around the world with its challenging routes and stunning mountain landscapes.

📍 Surinsar, Sanasa, Sonamarg, Srinagar



## Water Skiing

Water skiing is a popular water sport that involves skiing on the surface of the water while being pulled by a motorboat.

📍 Dal Lake, Jai Valley



## Ice Hockey

Ice hockey has gained popularity in Jammu & Kashmir, with matches being played on frozen ice during winter. The sport has benefitted local people, especially the youth through adventure tourism.

📍 Gulmarg



# Adventure tourism activities led by Tourism Department



## Skiing

Jammu and Kashmir's skiing industry is gaining momentum, with world-class ski resorts and beautiful natural slopes. It is becoming a popular winter tourist attraction.

 Gulmarg



## Snow Boarding

Snowboarding is a popular winter sport in Jammu and Kashmir, with many resorts offering facilities for enthusiasts. Its breathtaking scenery and challenging slopes make it a great experience for tourists.

 Gulmarg, Doodhpathri



## Snowshoeing

Snowshoeing is a unique winter experience in Jammu and Kashmir, allowing visitors to explore the snow-covered forests and mountains on foot. It's a great way to connect with nature.

 Gulmarg



# Tourism department to nurture more adventure activities

The Jammu and Kashmir tourism department has plans to introduce new adventure activities in the future to further promote adventure tourism in the region.

- Hot air balloon at Pahalgam
- Parasailing at Dal Lake, Srinagar
- Polo Championship at Gurez
- International Skiing Championship at Gulmarg
- Winter Treks
- Alpine Lake Kayaking
- Professional rafting activities at Aharbal
- Snow Kayaking
- Night Skiing
- Glamping
- Establishment of a "paragliding school at Doodhpathri
- Ice skating rings at different locations
- Ski lifts at Sonmarg and Doodhpathri
- Sky cycling at Sanasar
- Wall climbing and Burma bridge at Aquaplex crown , Bagh e bahu
- Polo Championship at Gurez
- One adventure park near Suxhetgarh BOP
- Parasailing and ferry rides at Ranjit Sagar Dam , Basholi
- Establishment of Mountaineering institute at Doda or any other feasible location
- Trekking to frozen waterfall nandishool
- Paragliding at various locations like Ramban, Doda, Kishtwar, Reasi
- Water rafting trials at Prem Nagar Doda
- Gulabgarh basecamp under consideration for white water rafting





# Achievements



# 1.88 cr

For the first time in history of Jammu and Kashmir, record 1.88 crore tourists visited UT in the year 2022 to enjoy the beauty of various famed tourist spots

## ***“Tourism Brand of the Year for Revival of Tourism”***

Jammu and Kashmir Tourism department has been honoured with “Tourism Brand of the Year for Revival of Tourism” award during 30th edition of SATTE-2023





# Achievements



# Gulmarg

Union Minister of State for Culture & Parliamentary Affairs, Arjun Ram Meghwal awarded the J&K Tourism Department in recognition of its efforts in promoting 'Gulmarg' as an adventure destination of international order.

***“Gulmarg awarded as the best emerging adventure tourism destination by India Today”***





# Achievements



## Go Gurez

Gurez Valley bagged the best offbeat destination award 2022. The award was given to the Tourism Department for promoting Gurez in the category of offbeat tourism destinations.

***“Gurez awarded as the best offbeat destination by Outlook Travellers Awards”***





# Investible areas in Jammu & Kashmir



## Opportunities for Investors





# THANK YOU



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