



Press Release

Uttarakhand expecting a boom in Char Dham yatra this season says Chief Minister

Television commercials “Apnatey Hai Dil Khol Ke” launched

Dehradun, April 9, 2022:- Uttarakhand Chief Minister Shri Puskar Singh Dhama has asserted that he is expecting a boom in the Char Dham Yatra this season and called upon all the stakeholders to be prepared for a record footfall this season.

The Chief Minister addressed the inaugural Uttarakhand Tourism and Hospitality Conference 2022 organised by Uttarakhand Tourism Development Board in Dehradun today. The conference was witness to the launch of short commercial films “Apnatey Hai Dil Khol Ke”. The films by UTDB based on themes of overall tourism, wellness tourism and Homestays and meant to promote tourism in the state.

Shri Dhama said interest in Char Dham was back on track after two years of pandemic challenge and pilgrims and tourists in big numbers are expected to arrive in the state. “Last two years, Char Dham was not smooth due to pandemic and the subsequent restrictions due to it. But now this year we are expecting a record footfall’, Chief Minister Dhama pointed out.

Referring to better connectivity , Chief minister asserted that the day was not far when travel time between Delhi and Dehradun will be just two hours. “Elevated road is coming up that will provide faster and smoother connectivity between Delhi and Dehradun, and people would then prefer travelling by road than taking a flight”, Chief minister said.

Uttarakhand Tourism Minister Shri Satpal Maharaj stressed on promoting caravan and camping tourism. “It’s like “Room on Wheels”. Our state has lot of opportunities on that count. What we need is to develop camp ground with toilets and cafeteria on it”, Shri Satpal Maharaj pointed out.

He called upon the stakeholders to become service provider emphasizing that tourist are bread and butter for the state.

Shri Maharaj also referred to the importance of winter tourism besides Char Dham Yatra. “Char

Dham is in summer season, we need to promote skiing and other linked activities to promote winter tourism too', he added.

He also reminded of assistance provided to the tourism stakeholders during the trying times of pandemic.

Dharampur MLA Shri Vinod Chamoli laid importance on targeting more tourists for Uttarakhand in the days to come. He also suggested targeting tourists other than just Char Dham pilgrims. "It is generally seen that tourists coming for adventure and wellness tend to spend more," Chamoli observed.

Earlier, Tourism Secretary Shri Dilip Jawalkar said that the state in last two decades has made a place for itself in the tourism world and was today an all weather destinations. Referring to commercial films launch, Shri Jawalkar said the films were meant to promote tourism in Uttarakhand.

Additional Director Uttarakhand Tourism Development Board Shri Vivek Singh Chauhan accorded the vote of thanks. Col Ashwin Pundhir Additional Chief Executive Officer (Adventure) was prominent present on the occasion. The inaugural session was followed by the plenary sessions that include themes - Rebooting tourism after covid 19 and UTDB investment incentive policy. Tourism officials, other stakeholders like hoteliers, those in adventure and wellness tourism were prominent participant to the conference.....ends.