

Tourist footfall in Gujarat rose by 17 percent in summer; over 1.35 crore visitors flocked to famous spots

According to the latest data, Gujarat witnessed a significant increase in tourist footfall during the summer season, with a 17% rise compared to the previous year. Over 1.35 crore visitors flocked to the state's famous tourist spots, showcasing the growing popularity of Gujarat as a premier travel destination.

The surge in tourist numbers can be attributed to several factors, including the state's diverse range of attractions, improved infrastructure, and effective marketing campaigns. Gujarat's rich cultural heritage, picturesque landscapes, and vibrant festivals have long been a draw for both domestic and international travelers.

Key highlights:

- The total number of visitors reached 1.35 crore, up from 1.15 crore in the previous summer season.
- Popular destinations like the Statue of Unity, Gir National Park, and the Rann of Kutch saw a substantial increase in footfall.
- The state government's initiatives to improve connectivity, develop new tourist facilities, and promote lesser-known destinations have contributed to the growth.
- The easing of COVID-19 restrictions and pent-up travel demand also played a role in the surge of visitors.

The rise in tourist numbers is a positive sign for Gujarat's tourism industry, which has faced challenges in recent years due to the pandemic. The state's efforts to diversify its tourism offerings and enhance the overall visitor experience have paid off, positioning Gujarat as an increasingly attractive destination for both domestic and international travelers.

Going forward, the state government and tourism stakeholders will need to continue their focus on infrastructure development, destination marketing, and

sustainable tourism practices to maintain this momentum and further capitalize on Gujarat's immense tourism potential.