



### WHAT IS KASHMIR?

Kashmir is one of India's most scenic travel destinations, located in the Himalayan region. It is globally known for its snow-covered mountains, pristine lakes, lush valleys, and traditional culture.

## WHAT MAKES KASHMIR SPECIAL?

Kashmir stands out for its changing landscapes across seasons, warm local hospitality, and unique experiences like houseboat stays. The region combines relaxation, adventure, and cultural discovery in one destination.



#### MUST-VISIT PLACES IN KASHMIR

**Srinagar** - Famous for Dal Lake, houseboats, Mughal Gardens, and vibrant local markets. It is the cultural heart of Kashmir tourism.

**Gulmarg -** Known for skiing, snow activities, and one of the world's highest cable cars. A top destination for winter tourism and scenic views.

Pahalgam - A calm valley town surrounded by rivers and pine forests. Popular for sightseeing, trekking, and as a base for pilgrimages.

**Sonamarg -** Known as the Meadow of Gold, offering glacier views and mountain landscapes. Ideal for nature lovers and short adventure trips.

**Dal Lake -** Famous for Dal Lake, houseboats, Mughal Gardens, and vibrant local markets. It is the cultural heart of Kashmir tourism.



# THINGS TO DO IN KASHMIR

Visitors can enjoy shikara rides, **gondola rides**, **skiing**, trekking, **river rafting**, **sightseeing**, and shopping for local handicrafts. Seasonal activities like snowfall experiences and spring gardens add extra charm.

#### BEST TIME TO VISIT KASHMIR?

Spring and summer are ideal for sightseeing, greenery, and pleasant weather. Winter is perfect for snow lovers and skiing enthusiasts, while autumn offers peaceful golden landscapes.



# WHY KASHMIR SHOULD BE ON YOUR TRAVEL LIST?

Kashmir delivers experiences that feel authentic and memorable rather than rushed or commercial. It is a destination for travelers who value nature, calmness, and meaningful travel moments.

Let Us Plan Your Kashmir Experience!