

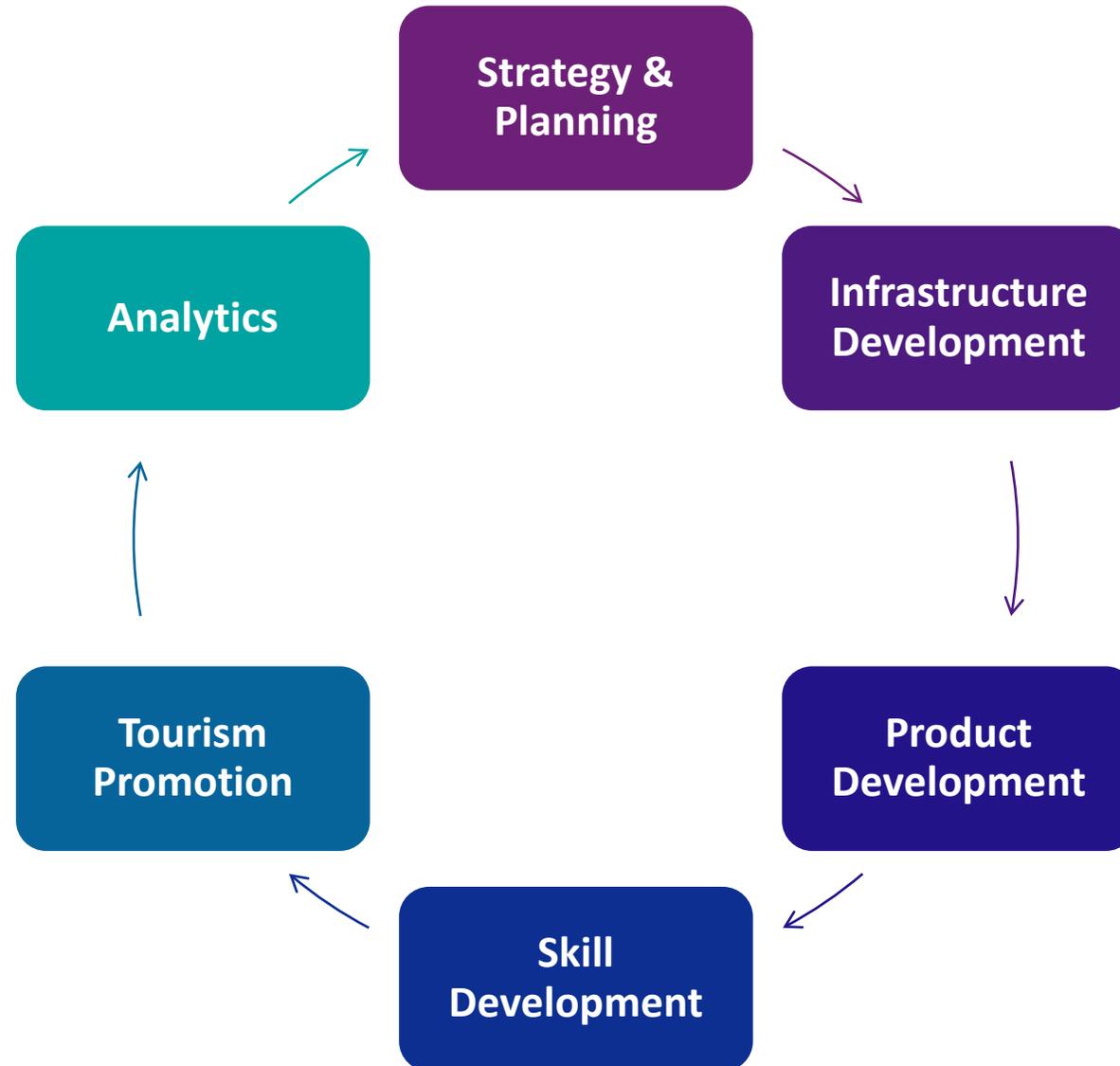


Karnataka
One state. Many worlds.
Department of Tourism

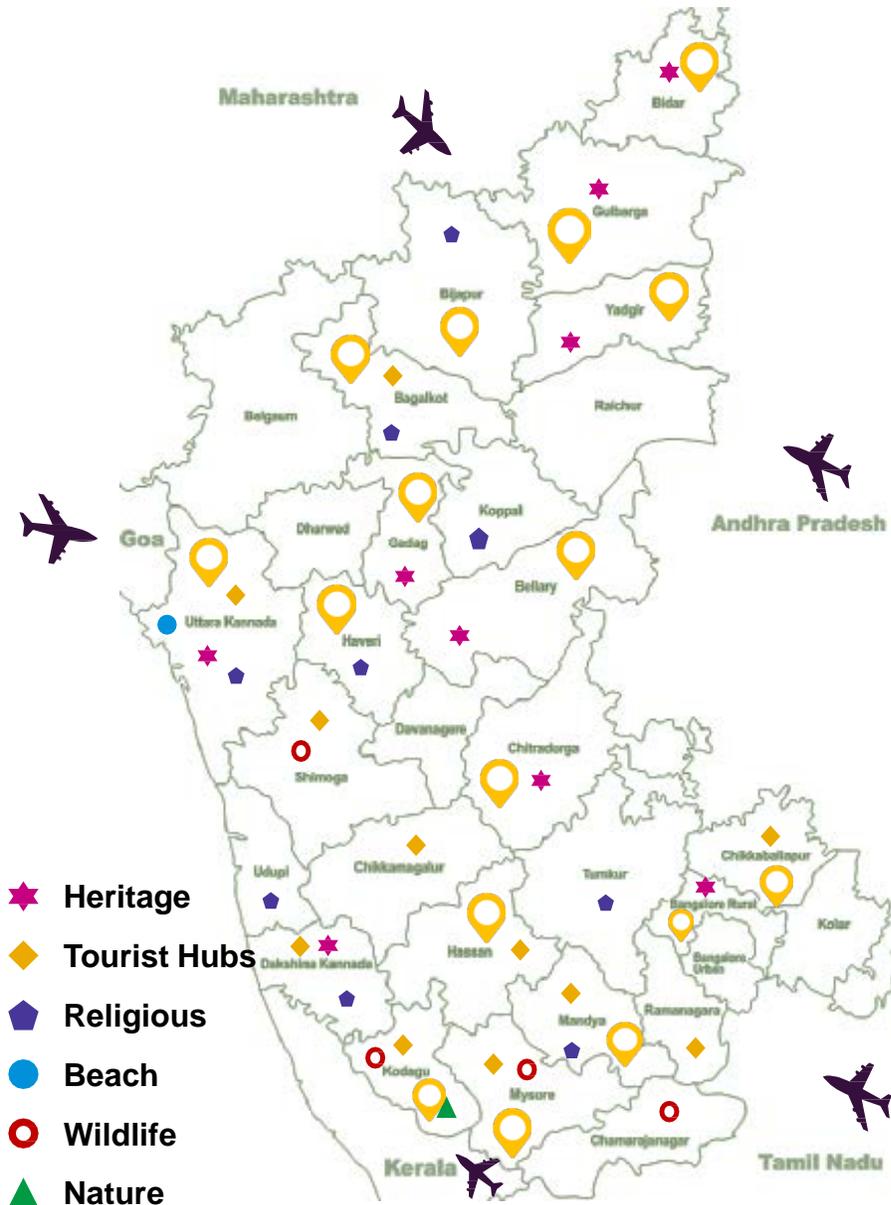
Tourism Task Force Review Meeting

Review Meeting 17 August 2019

Tourism Development in Karnataka

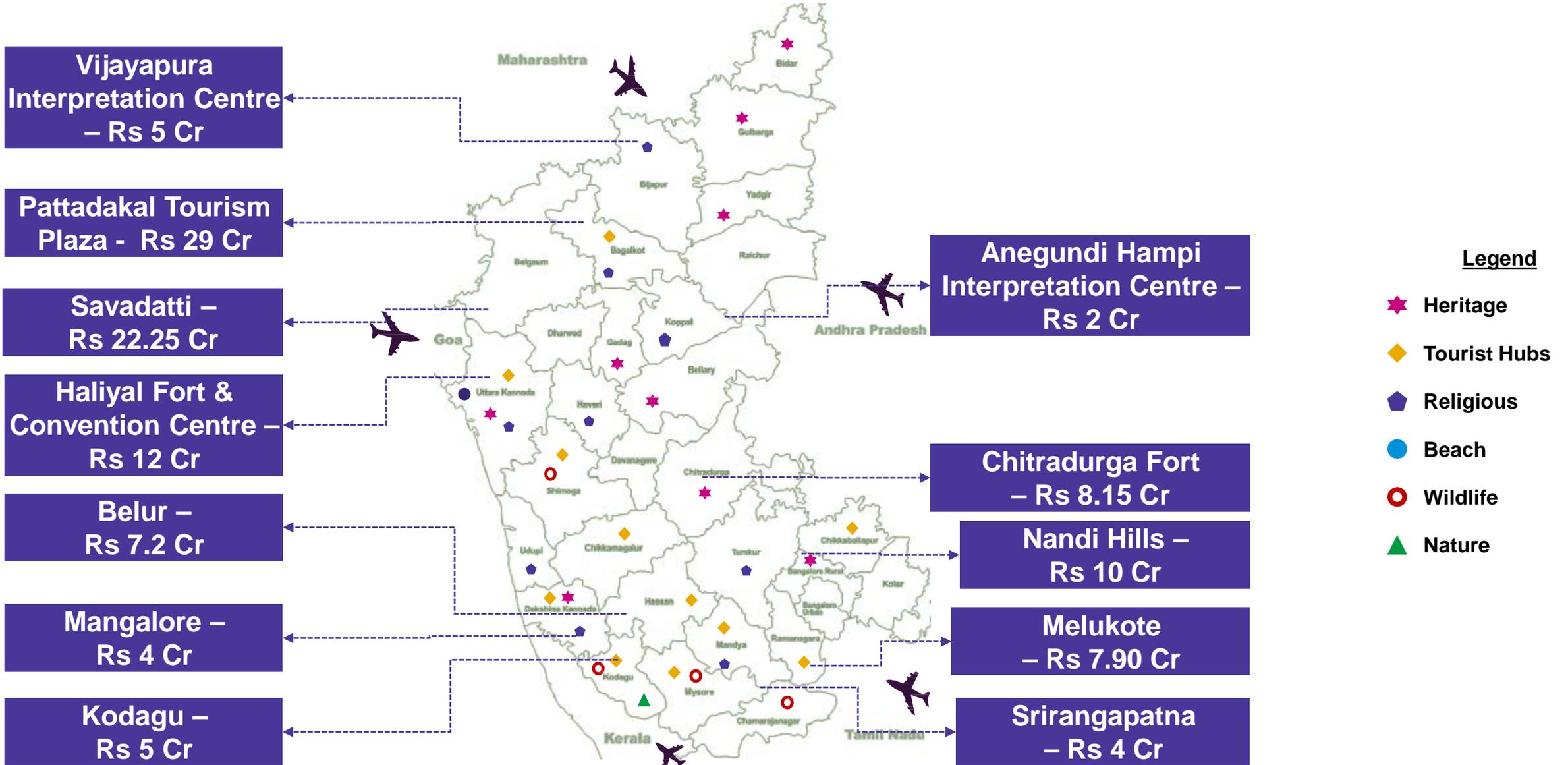


20 Focus Tourism Destinations under Development



| Sl. No. | Destination | Budget | Mater plan | Concept Report | Detailed Project Report |
|---------|-------------------------------|--------|------------|----------------|---------------------------|
| 1 | Bidar Fort | | Submitted | | |
| 2 | Kalaburagi Fort | | Submitted | | |
| 3 | Malkhed Fort | | Submitted | | |
| 4 | Sanathi | | Submitted | | |
| 5 | Yadagiri Fort | | Submitted | | |
| 6 | Vijayapur | | Submitted | | |
| 7 | Badami – Aihole – Pattadakal | | Submitted | | |
| 8 | Hampi – Anegundi | | Submitted | | |
| 9 | Chaudadanapur | | Submitted | | |
| 10 | Lakkundi | | Submitted | | |
| 11 | Banavasi | | Submitted | | |
| 12 | Chitradurga Fort | | Submitted | | |
| 13 | Nandi – Boganadishwara Temple | | Submitted | Submitted | Submitted |
| 13 | Devanahalli Fort | | Submitted | Submitted | |
| 14 | Melukote | | Submitted | Submitted | |
| 15 | Srirangapatna Fort | | Submitted | | |
| 16 | Belur & Halebidu | | Submitted | Submitted | Submitted (Vishnusamudra) |
| 17 | Shravanbelagola | | Submitted | Submitted | |
| 18 | Magadi | | Submitted | | |
| 20 | Mysore | | Submitted | | |

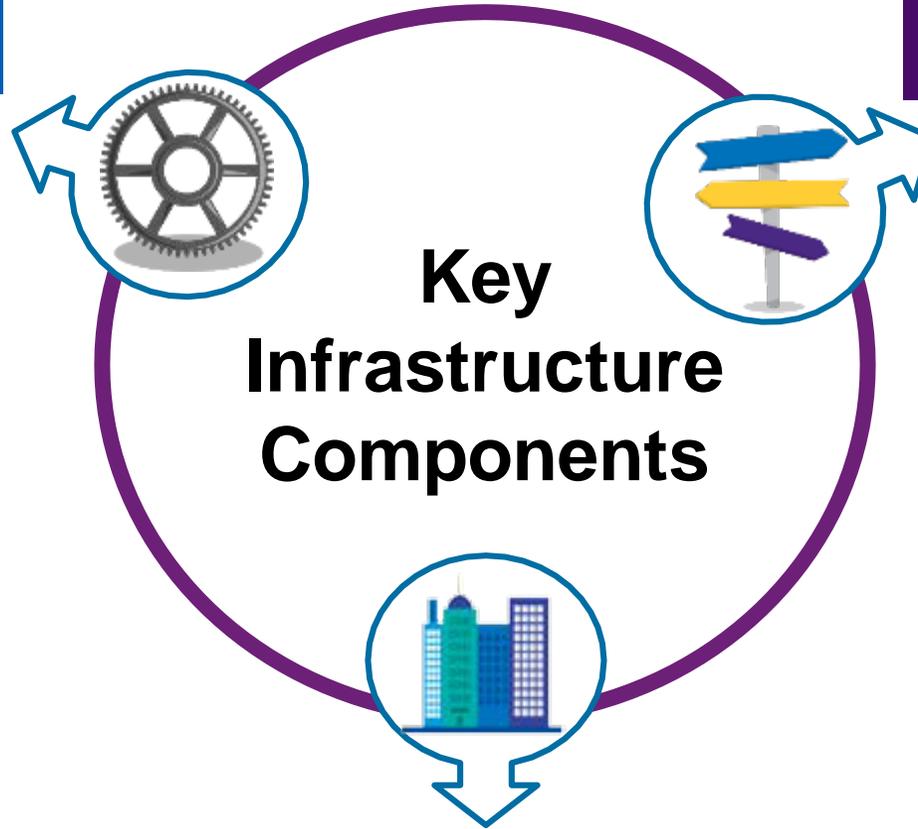
Prominent Ongoing Projects under KTVG



Tourism Infrastructure

World Class Tourism Infrastructure

- Last Mile Connectivity
- Solid Waste Management
- Cleanliness of the Tourism Spots and Toilets
- Information Kiosks
- Signage
- Drinking Water
- Security and Safety
- Parking Facility



170 Wayside Amenities across Karnataka

- Tourism Kiosk
- Food courts
- Rest Area
- Clean toilets
- Motels
- ATM

Hotel Rooms in Destinations

Increasing capacity **by 48,000 rooms** across 40 Focus Tourism Destinations

Priority Tourism Infrastructure



Tourism Information Kiosk

- Manned information kiosks located at **key tourist points of entry** such as airports and railway stations and at **major places of interest** in focus tourism destinations.
- To provide information on the area's attractions, lodging, maps, and other **information relevant to tourism**

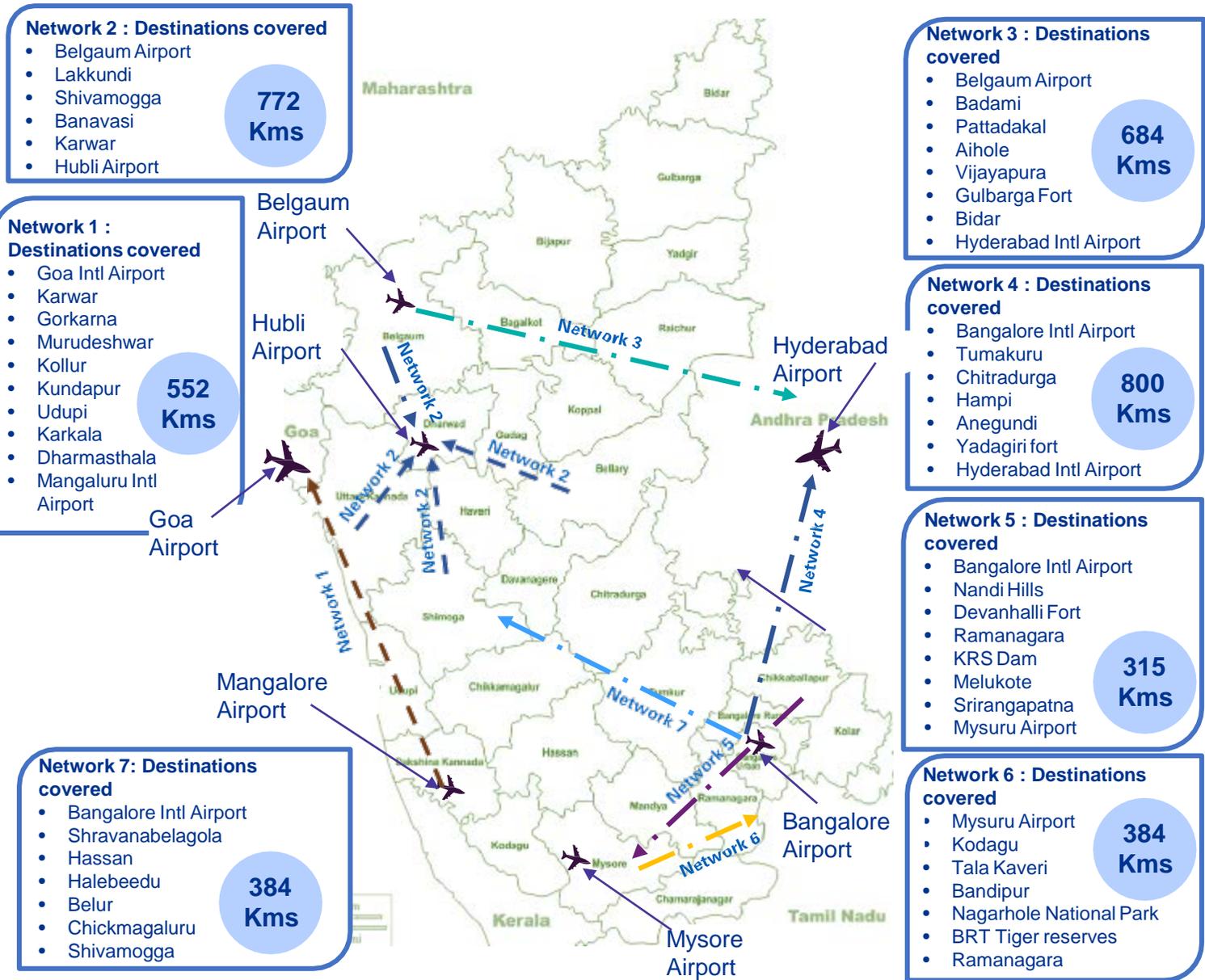
Sanitation and Waste Management

- Development of **toilet blocks on PPP basis** to ensure widespread availability of clean, quality sanitation infrastructure
- **Waste management facilities** developed on priority at focus tourist destinations
- Deployment of **cleaning vehicles** to ensure cleanliness at tourist destinations

Wayside Amenities

- **Rest areas with passenger-oriented facilities and amenities** to be built at regular intervals along national and state highways
- Improve traveller **convenience** and provide an **assurance of safety and quality** for tourists
- Reduce driver fatigue, prevent encroachment and **improve overall road safety**

Proposed Wayside Amenities



| Networks | Connecting Highways | Distance (Kms.) |
|---|---|-----------------|
| Network 1 – Mangalore Intl airport to Goa airport | NH66,NH73,SH37, NH169A | 555 |
| Network 2 – Belgaum Airport to Hyderabad Intl Airport | NH 48 & AH 47 NH 48, NH67, NH52 | 772 |
| Network 3 – Belgaum Airport to Hyderabad Intl Airport | SH134,SH14,SH34,SH83,SH14, N H367,SH135,NH50,NH150E,NH4 4 & NH65 | 684 |
| Network 4 - Hyderabad Intl Airport to Bangalore Intl Airport | NH 44, NH648, NH48, NH50, SH49,SH29,NH150A,SH15,SH2 2, & NH167 | 800 |
| Network 5 – Nandi Hills to Mysore Airport via Bangalore Intl Airport | SH104, NH44/NH648 NH 75,NH48,NH 275,SH47 & NH150A | 315 |
| Network 6 - Mysore Airport to Ramanagara | SH86,NH766,NH181NH948,SH5 7 & NH 275 | 648 |
| Network 7 – Bangalore airport to Shimoga | NH44,NH75,SH8, SH71E,NH73,NH173,SH57 and NH 206 | 384 |
| Total Km | | 4177 |
| Total Km Rounded | | 4200 |
| No of Wayside Amenities to be developed for every 50 km on either side of road | | 168 |
| Total Wayside Amenities Rounded | | 170 |

Roadmap Wayside Amenities

Draft Policy and Capacity Building

- Stakeholder Meetings
- Land Parcel Identification
- KTIL Capacity Building

Expression of Interest

- Requirement Gathering
- Industry Participation
- Draft Model RFP and Concession Agreement

Policy and RFP Finalisation

- Karnataka Wayside Amenities Policy
- Model RFP Document
- Model Concession Agreement

Development of Wayside Amenities

- Development by private developers on PPP basis
- Support and coordination by Department of Tourism



Development of Wayside Amenities

Development Models

Greenfield

- New Wayside Amenity complex will be built and operated by private investors on land parcels available with the Government

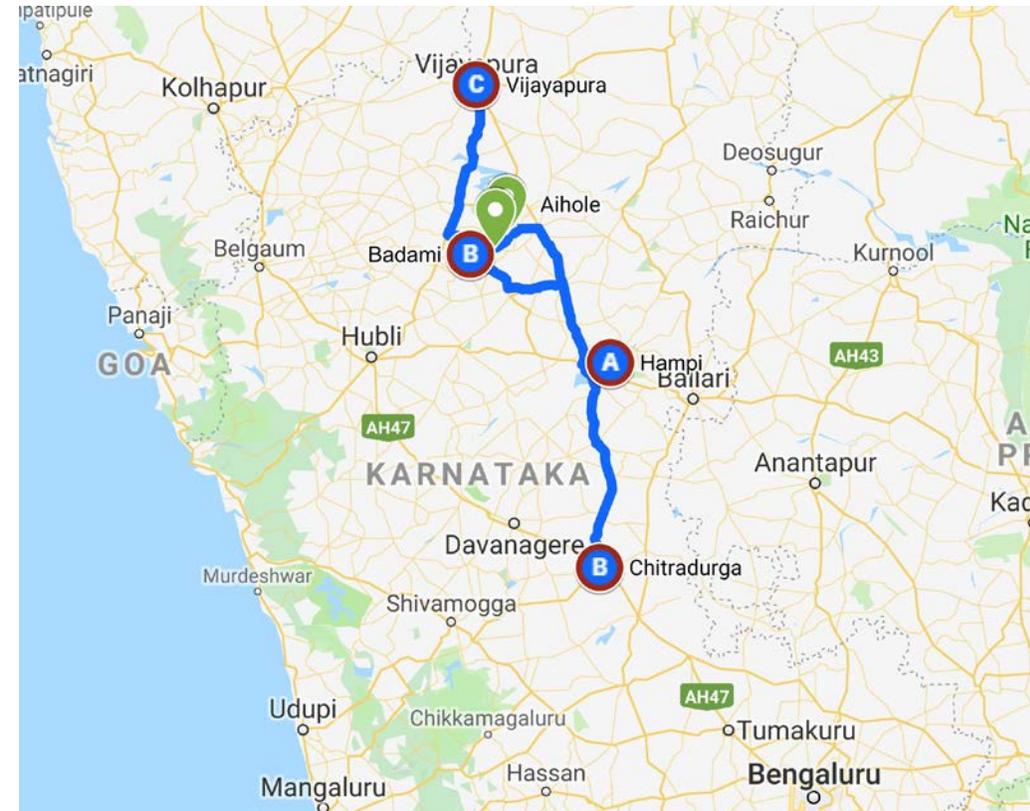
Brownfield

- Existing facilities such as Yatri Nivas and petrol pumps will be renovated with Government support
- Renovated complexes will be leased to private sector to operate

Franchisee

- Wayside Amenity complexes will be built and operated on private land by private investors / entrepreneurs at desired intervals
- Government to define list of standard facilities and desirable operating procedures

Priority Circuits



Work has commenced on identifying suitable land parcels for the following routes

- **NH 50 – Hampi – Badami**
- **NH 50 – Hampi - Chitradurga**
- **NH 52 – Hampi – Badami - Vijayapura**

Tourism Products

Existing Products

New Tourism Products

Site



Activity



Event

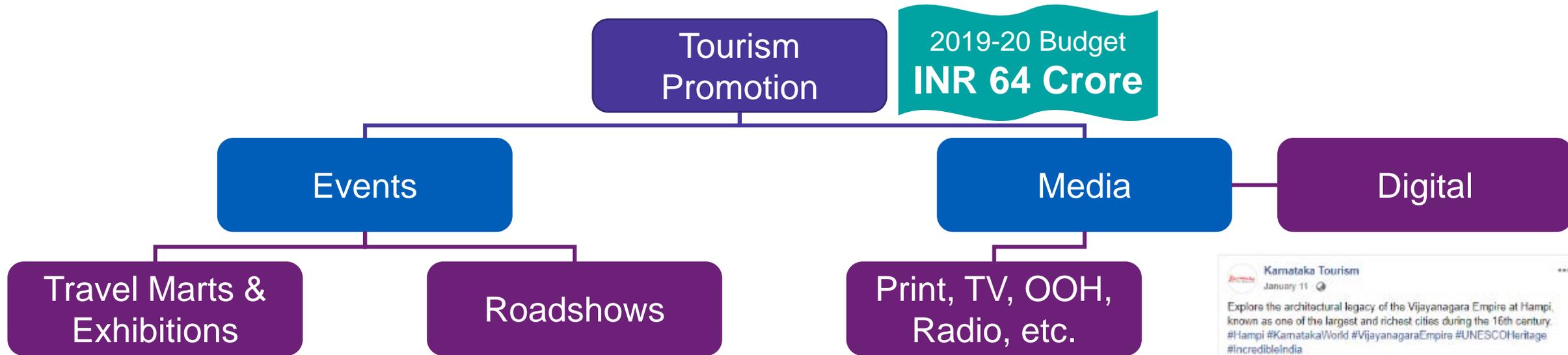


Skill Development



Tourism Promotion

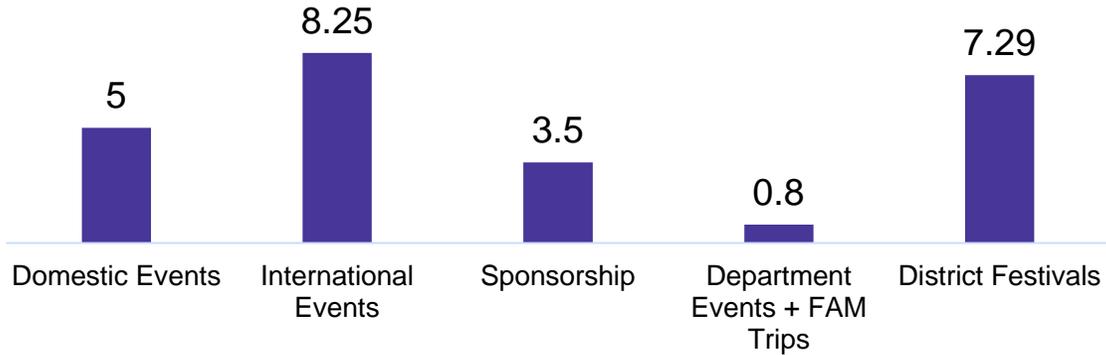
Tourism Promotion **builds awareness for Karnataka's wealth of tourism experiences and attracts tourists to Karnataka.**



Promotional Activities

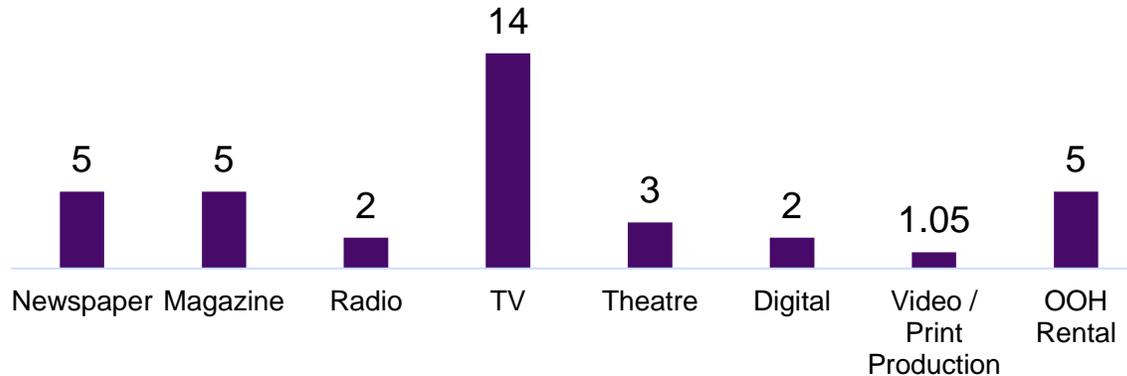
Total Budget – INR 63.4 Crore

Tourism Promotion – Events



Events Budget – INR 26.34 Crore

Tourism Promotion – Media



Media Budget – INR 37.05 Crore

2019 Events Plan



Karnataka Tourism's Digital Presence



Calendar of Activities

| Activities | International | Domestic | Karnataka |
|------------|--|--|--|
| September | - | <i>Travel Mart</i> – TTF Ahmedabad, TTF Surat, IGTM Delhi, IITM Mumbai <i>Roadshows</i> – Kolkata, Guwahati | - |
| October | <i>Travel Mart</i> – IFTM Top Resa Paris, JATA Tourism Expo Osaka <i>Roadshows</i> – Paris, Brussels, Amsterdam, Tokyo | <i>Travel Mart</i> – Madhya Pradesh Travel Mart Bhopal <i>Roadshows</i> – Mumbai, Ahmedabad | <i>Festival</i> – Dasara, Karaga, Diwali |
| November | <i>Travel Mart</i> – World Travel Market, London <i>Roadshows</i> – Manchester, London | <i>Travel Mart</i> – IITM Hyderabad, IITM Pune <i>Roadshows</i> – Vishakhapatnam, Chennai | <i>Festival</i> – Karnataka Rajyotsava, Vijaya Utsava, Kambala |
| December | - | - | <i>Festival</i> – Christmas |
| January | <i>Travel Mart</i> – FITUR Madrid, New York Times Travel Show <i>Roadshows</i> – Milan, Madrid, Barcelona, New York, Chicago, Los Angeles | <i>Travel Mart</i> – Holiday Expo Coimbatore, SATTE Delhi, IITM Cochin <i>Roadshows</i> – Bhubaneswar, Raipur | <i>Festival</i> – Sankranti, Pattadakal Dance Festival <i>Travel Mart</i> – TTF Bengaluru |
| February | - | <i>Travel Mart</i> – TTF Mumbai, IITM Kolkata <i>Roadshows</i> – Vadodara, Surat | - |
| March | <i>Travel Mart</i> – ITB Berlin, MITT Moscow <i>Roadshows</i> – Berlin, Frankfurt, Stockholm, St. Petersburg | <i>Roadshows</i> – Delhi, Chandigarh, Jaipur | - |

Branding of Karnataka Tourism



Karnataka International Travel Expo (KITE)

- B2B platform to showcase Karnataka Tourism to a global audience
- Provides business opportunities for the growth of tourism in Karnataka

Tourism Brand Ambassador

- A brand ambassador will enhance the profile of Karnataka Tourism, increasing the state's appeal globally and lead to greater interest and higher tourist footfalls.

Karnataka Tourism House

- Karnataka Tourism House provides a centralised, one-stop destination for the various stakeholders of Karnataka Tourism
- Venue for stakeholders, experts and consultants to interact and collaborate for the development of tourism in Karnataka

Roles & Responsibilities



Department of Tourism

* Policy Enabler * Planning & Monitoring * Investment Promotion * Statistics and Analytics



**Tourism
Infrastructure**

Stakeholders
KTIL



**Tourism
Products**

Stakeholders
KSTDC



**Promotions and
Events**

Stakeholders
KSTDC



Skill Development

Stakeholders
KSTDC



**Wildlife &
Adventure Tourism**

Stakeholders
JLR

Capacity Building

Identifying and filling vacancies across organisations

Hiring tourism professionals to support tourism activities in all districts of Karnataka

Onboarding of consultants and subject matter experts to develop tourism products and experiences for Karnataka



Thank You



Annexures

Karnataka Tourism Policies

Tourism Policies of Karnataka

Karnataka Tourism Policy
2015-2020

Karnataka Tourism Trade
(Facilitation and Regulation)
Act 2015

Film Tourism Policy

Wayside Amenities Policy
(under development)

Homestay Policy (pending
finalization)

Highlights of Karnataka Tourism Policy 2015-20

- **18 Tourism Schemes** for development of **10 tourism infrastructure products**
- 10 per cent additional incentives for above schemes in **Focus Tourist Destinations (FTD)**
- Identification of **319 Tourism Destinations** across Karnataka and **17 kinds of Tourism Projects** eligible for support under Tourism Policy
- Creation of **Heritage zones** around Hampi, Pattadakal, Badami, Bidar, Bijapur, etc.
- Proposal to develop **International Cruise facilities** in Mangalore and Karwar on PPP framework
- 5-year event calendar and promotion of **4 to 5 hallmark events**
- Developing **mega tourism projects with private participation**
- Proposal to develop **new Eco-tourism centres** along Coorg Karwar stretch with nature camps
- **Tourism Infrastructure Company** to be set up through SPVs and by leveraging private capital
- **'Industry' status for investments** in Convention centres and hotel projects with meetings and conference facilities

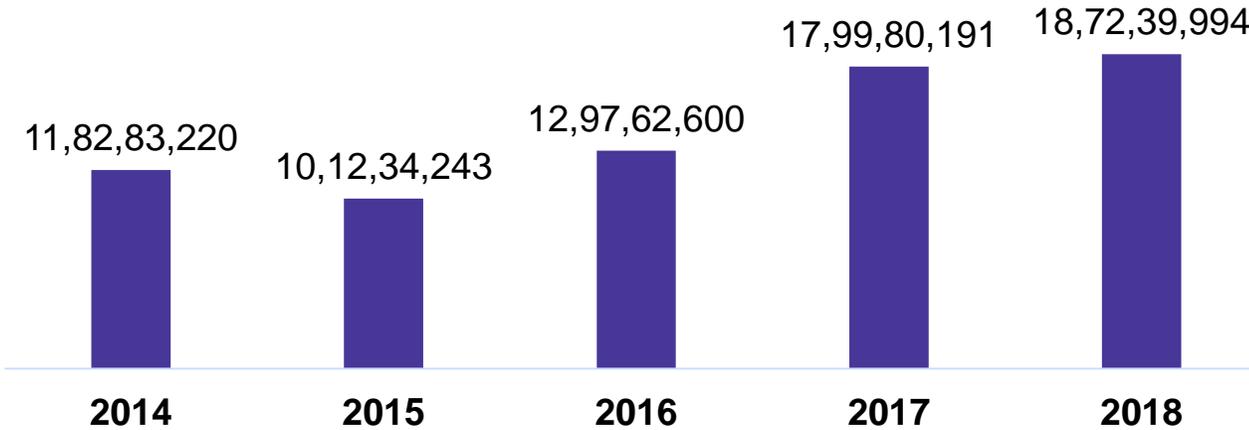
Focus Tourism Destinations

Karnataka Tourism Policy 2015-20 has identified **319 tourism destinations** across Karnataka. A list of **41 Focus Tourism Destinations** have been selected and prioritized for development.

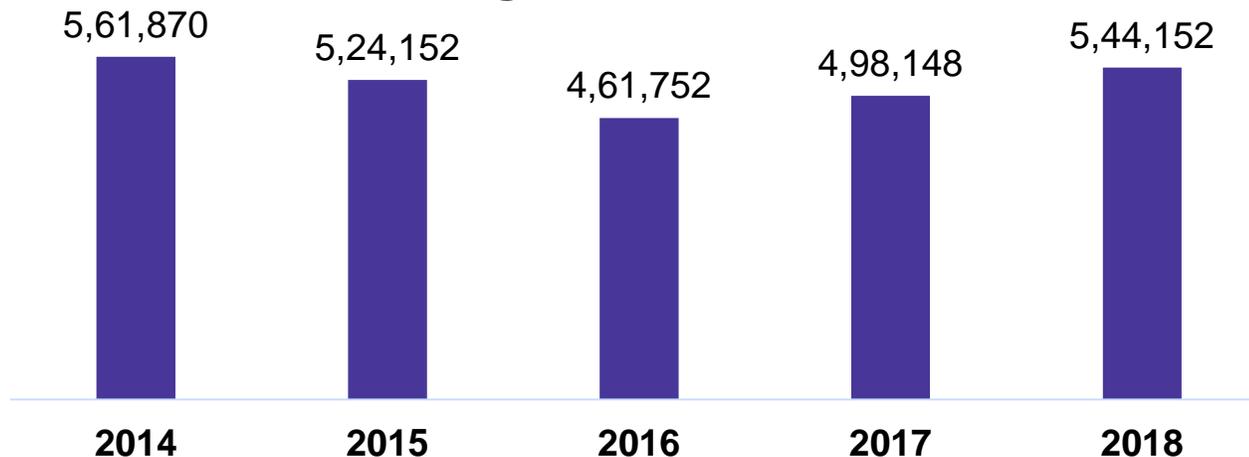
1. Aihole
2. Anegundi
3. Badami
4. Banavasi
5. Bandipur
6. Bannerghatta
7. Belur-Halebeedu
8. Bidar
9. BRT
10. Chikmagalur
11. Chitradurga Fort
12. Chowdhanapura
13. Coorg
14. Devanahalli Fort
15. Dharmasthala
16. Gokarna
17. Hampi
18. Hassan
19. Kalaburagi
20. Karkala
21. Karwar
22. Kundapur
23. Lakkundi
24. Mangaluru
25. Melukote
26. Mookambika
27. Murudeshwara
28. Mysuru
29. Nagarhole
30. Nandi Hills
31. Pattadakal
32. Ramnagar (Sufi)
33. Sannathi
34. Shivamogga
35. Shravanabelagola
36. Srirangapatna
37. Tala Cauvery
38. Udupi
39. Uttara Kannada
40. Vijayapura
41. Yadagiri Fort

Karnataka Tourism – Tourism Footfall

Domestic Tourists Footfall



Foreign Tourists Footfall



| Year | Domestic Tourist Footfall | Foreign Tourist Footfall |
|------|---------------------------|--------------------------|
| 2014 | 11,82,83,220 | 5,61,870 |
| 2015 | 10,12,34,243 | 5,24,152 |
| 2016 | 12,97,62,600 | 4,61,752 |
| 2017 | 17,99,80,191 | 4,98,148 |
| 2018 | 18,72,39,994 | 5,44,152 |

Karnataka Budget 2019-20

- Development of **Badami** as world famous tourist destination & development of handicraft market to showcase **rich heritage of Chalukyas**. (Rs.25 Cr)



- **6 Double Decker Open buses** from KSTDC to be launched in **Hampi** and **Mysuru** for sightseeing (Rs.5 Cr)

- **“Karnataka International Tourism Exhibition” (KITE)** will be organized to promote tourism. (Rs.2 Cr grant) .



- **“Hampi Discourse Centre”** to be established at Hampi (Rs.1 Cr) & **“Vijayapura Tourism Discourse Centre”** in Vijayapura. (Rs.1 Cr grant)
- Out of 834 protected monuments of Department **survey of 600 monuments** in the next 5 years for protection of monuments.

- Coastal tourism development in **Sasihittalu of Penambur**. (Rs.7 Cr grant)



EoDB & Investment Promotion

**Karnataka Tourism Policy
2015-2020**

**Karnataka Tourism Trade
(Facilitation and Regulation)
Act 2015**

Other policies such as **Film Tourism Policy** have been instituted and **Wayside Amenities Policy** and **Homestay Policy** are pending finalization

| Sl. No. | Area of Investment over next 5 years | Total Amount in INR Cr | Government Investment in INR Cr | Private Investment in INR Cr |
|---------------------------|--|------------------------|---------------------------------|------------------------------|
| 1 | Tourism Infrastructure for 40 Destinations @ INR 25 Crore | 1,000 | 750 | 250 |
| 2 | Tourism Products for 40 Destinations @ INR 50 Crore | 2,000 | 400 | 1600 |
| 3 | 170 Wayside Amenities across Karnataka linking 40 Destinations to 6 Port of Entry / Airports @ INR 8 Crore per WSA | 1,360 | | 1360 |
| 4 | 48,000 Rooms In 40 Destinations @ INR 0.20 Crore per Hotel Room | 9,600 | | 9,600 |
| 5 | Promotion @ Average 80-100 Crore for the next 5 years | 500 | 500 | |
| 6 | Skill Development Institutions | NA | NA | NA |
| Total in INR Crore | | 14,460 | 1,650 | 12,810 |

Role of Private sector in Karnataka Tourism

The private sector has a pivotal role to play for Karnataka Tourism to achieve Tourism Vision 2025. Some of the key roles that the private sector shall have to play for the development, operation and promotion of Karnataka Tourism are as listed below

| Sl. No. | Area of Investment | Role of Private Sector |
|----------------|--|--|
| 1 | Destination Development | Community Participation of Stakeholders in the Destination |
| 2 | Tourism Infrastructure for 40 Destinations | Contractors / PPP Developer / Community Participation |
| 3 | Tourism Products for 40 Destinations | Contractor / PPP Developer |
| 4 | 170 Wayside Amenities across Karnataka linking 40 Destinations | WSA Developer |
| 5 | Hotel Facilities in 40 Destinations. | Private Hotel Developers / Operators |
| 6 | Promotion | Active Participation of Stakeholders in Promotion Activities of state viz KITE, Connect, International & Domestic Events |
| 7 | Skill Development Institutions across Karnataka @ Rs 5 Crore per institute | Hotel Operators / Training Institutions |
| 8 | Tourism Analytics Division | Specialized Marketing Research Agency |

Annual Targets for Promotion of Karnataka Tourism

| Activities and Interventions | Proposed Timelines | | | | |
|--|--------------------|-------------|-------------|-------------|-------------|
| | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 |
| Rank of Karnataka Tourism website among top Tourism websites in India: | Top 10 | Top 7 | Top 5 | Top 5 | Top 3 |
| Number of followers across Social Media platforms for Karnataka Tourism | 1.0 million | 1.5 million | 2.0 million | 2.5 million | 3.0 million |
| Number of international events such as tourism fairs/ exhibitions/ trade events in key target markets participated in | 7 | 10 | 12 | 12 | 12 |
| Number of domestic events such as tourism fairs/ exhibitions/ trade events in key target markets participated in | 10 | 15 | 18 | 18 | 18 |
| Number of B2B events and roadshows organized in target international markets – Europe, North America, Asia and Australia | 14 | 20 | 30 | 30 | 30 |
| Number of events in coordination with overseas India Tourism offices to showcase Karnataka Tourism in India Tourism events in target markets | 10 | 10 | 10 | 12 | 15 |
| Number of Focus Tourism Destinations being marketed through targeted Destination Marketing campaigns | 10 | 20 | 30 | 40 | 40 |