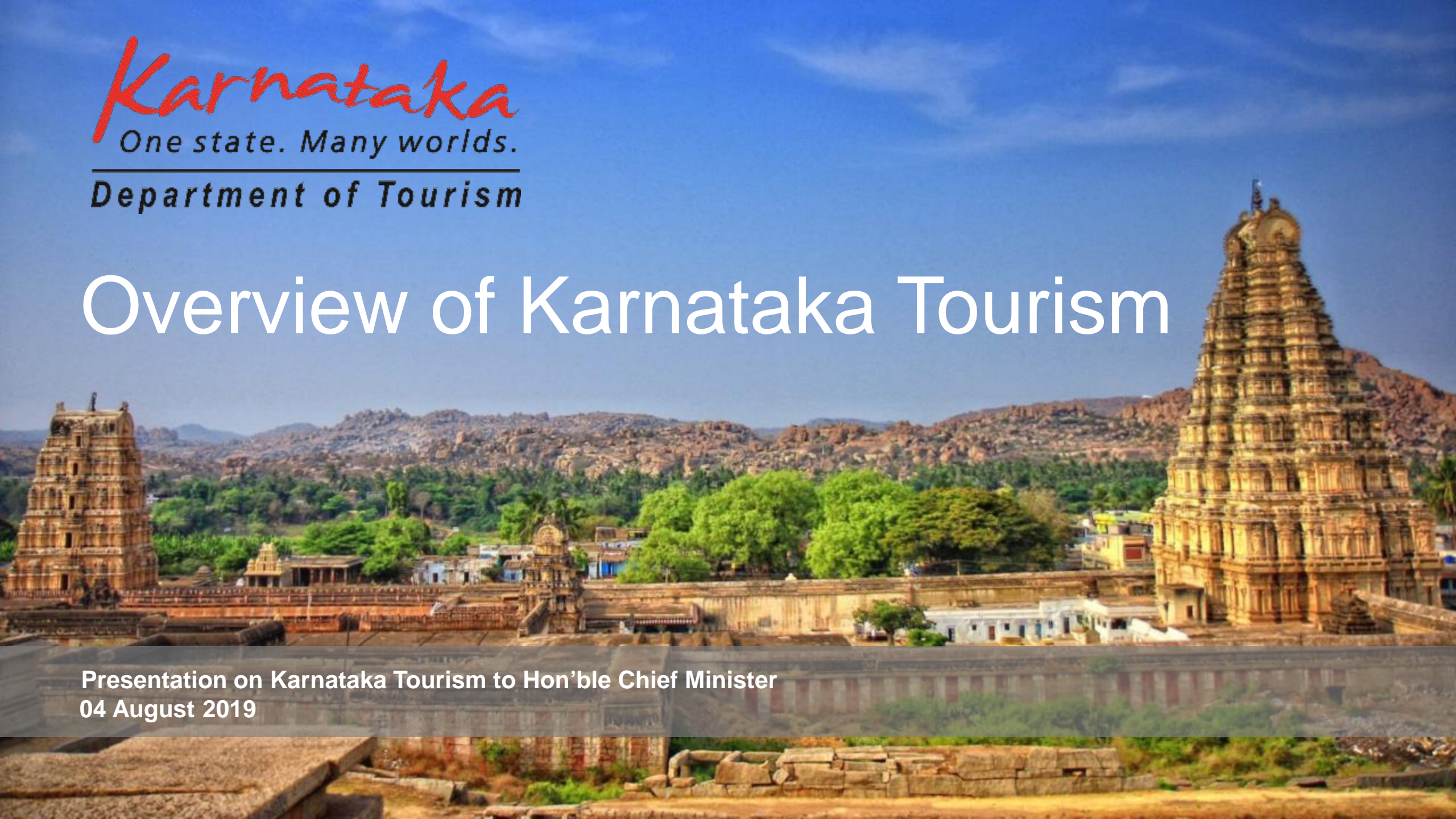


*Karnataka*  
*One state. Many worlds.*  
**Department of Tourism**

# Overview of Karnataka Tourism

Presentation on Karnataka Tourism to Hon'ble Chief Minister  
04 August 2019



# Karnataka Tourism Vision 2025

## GSDP Growth

Increase contribution of tourism sector to **GSDP from 14.8% to 20%**



## Job Creation

Enable creation of **65 lakh direct and indirect jobs** in Karnataka through the tourism industry

## Tourist Footfall

Make Karnataka one of the **top two states** in the country in terms of domestic footfalls

## Tourism Infrastructure

Develop world-class infrastructure to showcase Karnataka as a **world-class tourism destination**

# Karnataka Tourism Vision Roadmap 2025

## 2018

14.8%

GSDP

~187 Million

Domestic Footfalls

~0.54 Million

Foreign Footfalls

## 2025

20%

GSDP

235 Million

Domestic Footfalls

1 Million

Foreign Footfalls

### Promotions

Media

Events

### Destinations

Infrastructure

Products

### Skill Development

Institutes

Training



**Investment of ~INR 15,000 Crore** required to achieve the objectives of Karnataka Tourism Vision 2025; Private Sector contribution to the tune of **~INR 13,000 Crore** is required to enable the sector achieve the vision goals

# Tourism Promotion

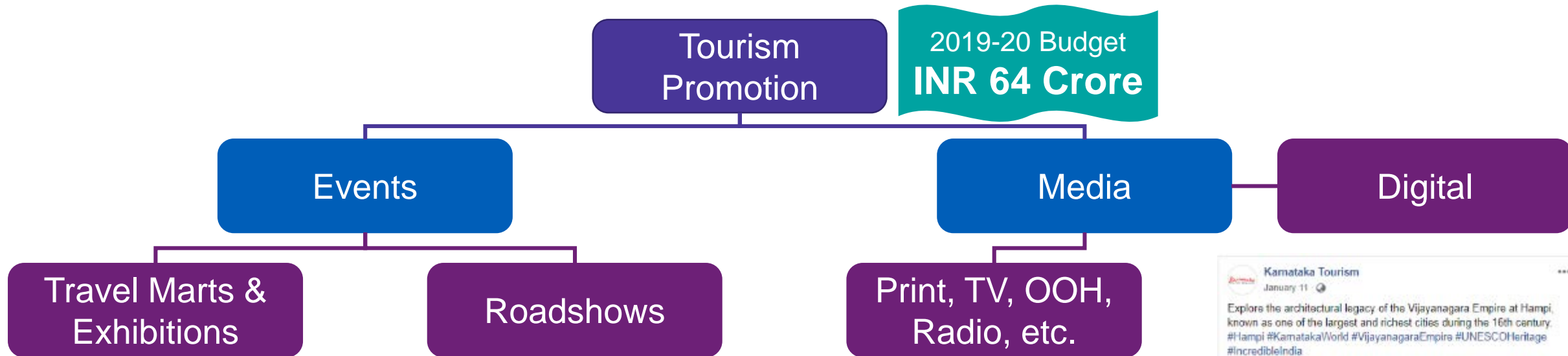




# Tourism Promotion

Investment over next 5 years  
**INR 500 Crore**

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





# Script Your Adventure (video)



*Script  
your  
adventure*



# Karnataka Tourism Promotion

New agencies for **Karnataka Tourism Website, Digital Marketing and Roadshows**

Karnataka Tourism events in **18 international cities and 20+ Indian cities**

**Karnataka International Travel Expo**, first of its kind **B2B travel trade meet** in Karnataka and **6<sup>th</sup>** overall in India to be held on **25-27 August 2019**



**Vision  
2025  
Goals**

To rank among **top 3 websites** for tourism in India and grow social media presence to **over 3 million followers**

Promotion of Karnataka Tourism in at least **30 international cities** and **30 domestic cities**

Global Promotion of **40 Focus Tourism Destinations** of Karnataka



# Karnataka Tourism Events



IFTM Top Resa 2018



Paris Roadshow 2018



ATM Dubai 2018



Domestic Roadshow 2018



FITUR 2019 Madrid



ATM Dubai 2017

2019  
Events  
Plan

Domestic  
Exhibitions  
23

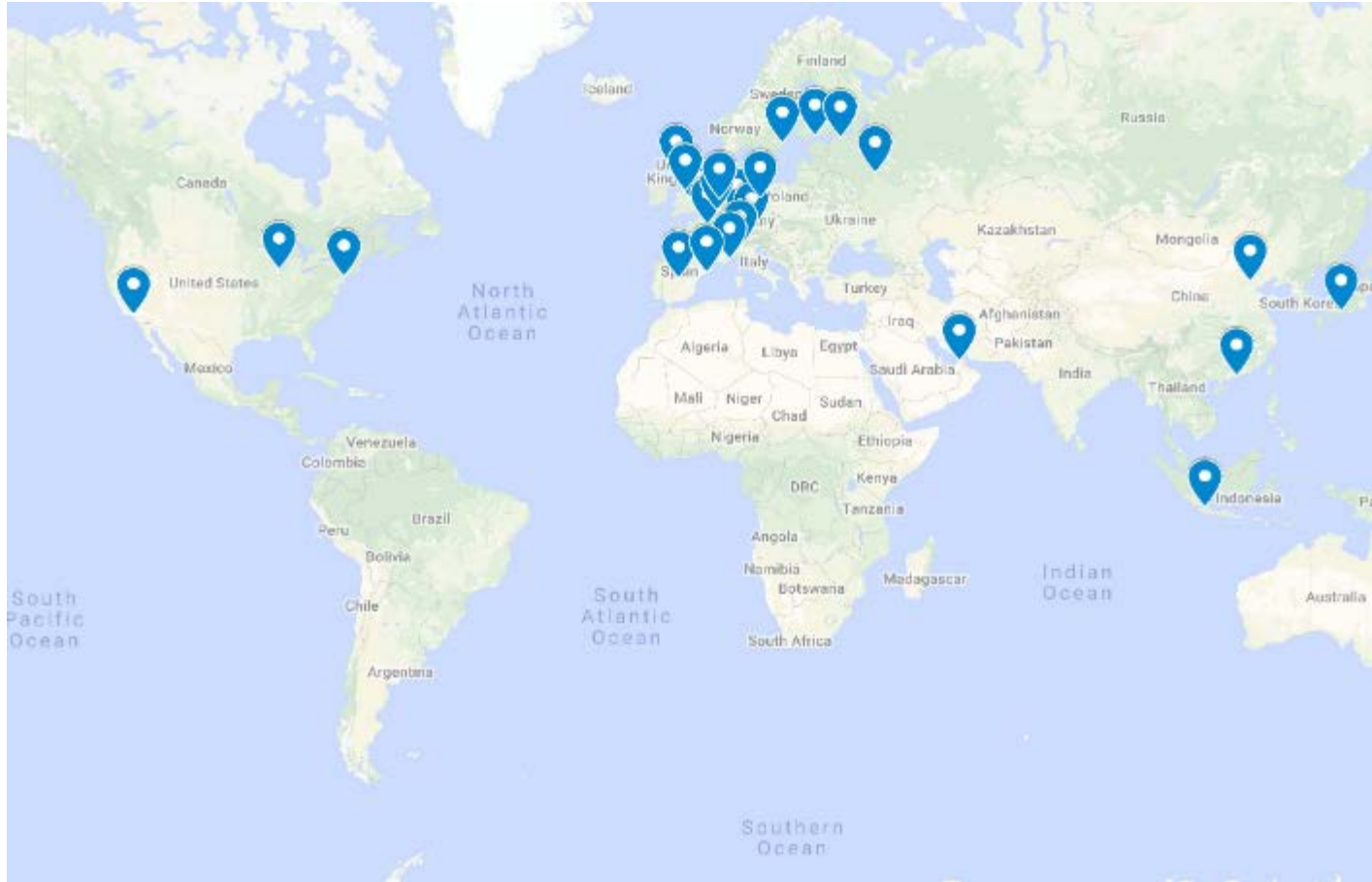
Domestic  
Roadshows  
18

International  
Roadshows  
16

International  
Exhibitions  
7



# Karnataka Tourism International Events & Roadshows



## List of Cities

1. Amsterdam
2. Barcelona
3. Beijing
4. Berlin
5. Brussels
6. Cannes
7. Chicago
8. Dubai
9. Frankfurt
10. Helsinki
11. Jakarta
12. London
13. Los Angeles
14. Macao
15. Madrid
16. Manchester
17. Milan
18. Moscow
19. Munich
20. New York
21. Osaka
22. Paris
23. St. Petersburg
24. Stockholm
25. Tokyo

In the last 5 years, Karnataka Tourism has participated in events and organized roadshows in **25 cities across the world**



# Karnataka Tourism Domestic Events & Roadshows



## List of Cities

1. **Ahmedabad**
2. Bhopal
3. Bhubaneshwar
4. Chandigarh
5. **Chennai**
6. Coimbatore
7. **Delhi**
8. Goa
9. Gurgaon
10. Guwahati
11. **Hyderabad**
12. Indore
13. Jaipur
14. Kochi
15. **Kolkata**
16. Lucknow
17. Mangalore
18. **Mumbai**
19. Nagpur
20. Pune
21. Raipur
22. Ranchi
23. Surat
24. Vadodara
25. Visakhapatnam

In the last 5 years, Karnataka Tourism has participated in events and organized roadshows in **25 cities across India.**



# Tourism Destinations





# 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

# Tourism Infrastructure

Investment over next 5 years  
**INR 12,000 Crore**

## 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

## Key Infrastructure Components

## Hotel Rooms in Destinations

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



# Tourism Infrastructure

100

**INR 100 Crore** allocated for **development of 20 destinations** under Karnataka Tourism Vision Group (**KTVG**)

224

**INR 224 Crore** capital allocated towards **development tourism infrastructure and facilities** to world-class standards

18

**INR 18 Crore** allocated as **subsidies** for setting up of hotels and resorts in Karnataka under **Karnataka Tourism Policy 2015-20**



Master Plan for development of **20 destinations** completed and **implementation of projects initiated**



# Capital Expenditure

**1** Capital Expenditure for development of Tourism Infra facilities in Tourist destinations across the state

**2** Focus on providing accommodation facilities viz Yatri Nivas, Dormitories, at Tourism Destinations and Pilgrim Destinations across the state

**3** Focus on providing basic amenities viz Parking, Toilets, Drinking Water Facility, Street Lights, Signages, Pedestrian walkways at Tourism Destinations

**4** Provide Last Mile Connectivity linking Tourism destinations across the state from Main Roads

## Types of Projects

Yatri Nivas

Last Mile Connectivity

Toilets

Drinking Water Facility

Tourism Infrastructure

Street Lights Signages

## Budgetary Allocation & Ongoing Projects Under Capital Head FY 2019-20

Total Projects	Allocated Fund	Estimated Cost	Q1 Released	Expenditure
<b>1,018</b>	<b>224.44</b>	<b>960.30</b>	<b>56.11</b>	<b>29.27</b>



# Karnataka Tourism Vision Group

## What is KTVG

- 1 Karnataka Tourism Vision Group (KTVG) established in Oct 2013
- 2 KTVG constituted with tourism domain specialists and eminent citizens to advise GoK on Tourism sector development
- 3 Governance and Implementation framework developed for KTVG
- 4 Key Tourist Location  
Tourist circuits (Heritage, Coastal, Nature / Wild life, Adventure, Culture, Urban, Wellness, Spiritual)

## Types of Projects

World Class  
Tourism  
Destination

Last Mile  
Connectivity

Fort Area  
Development

Construction  
of Tourism  
Plaza

Tourism  
Infrastructure

Park  
Development

Upgradation of JLR and KSTDC Hotel Properties

## Ongoing projects under KTVG FY 2019-20

Total Projects

48

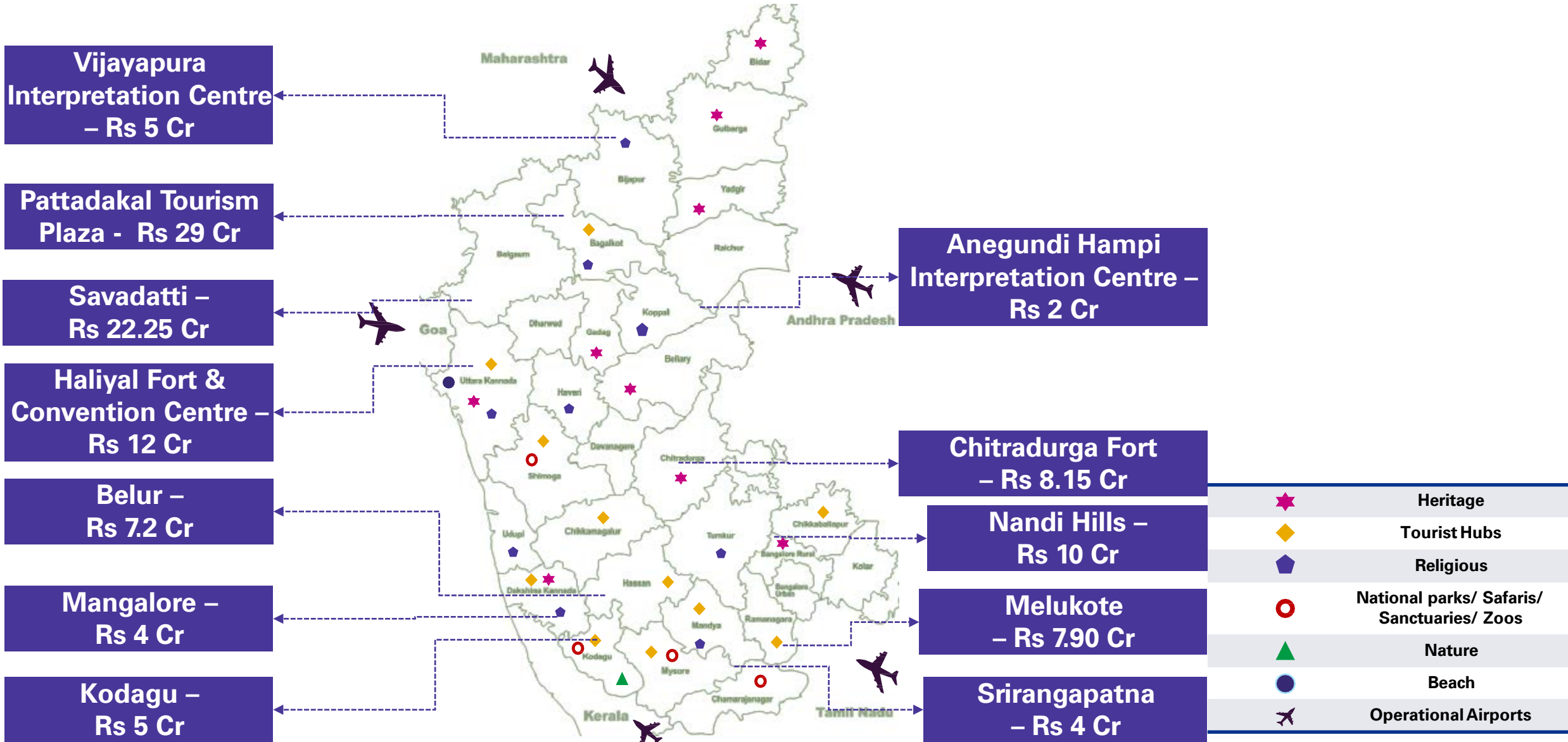
Allocated Fund

180.95

Estimated Cost

237.36

# Prominent Ongoing Projects under KTVG

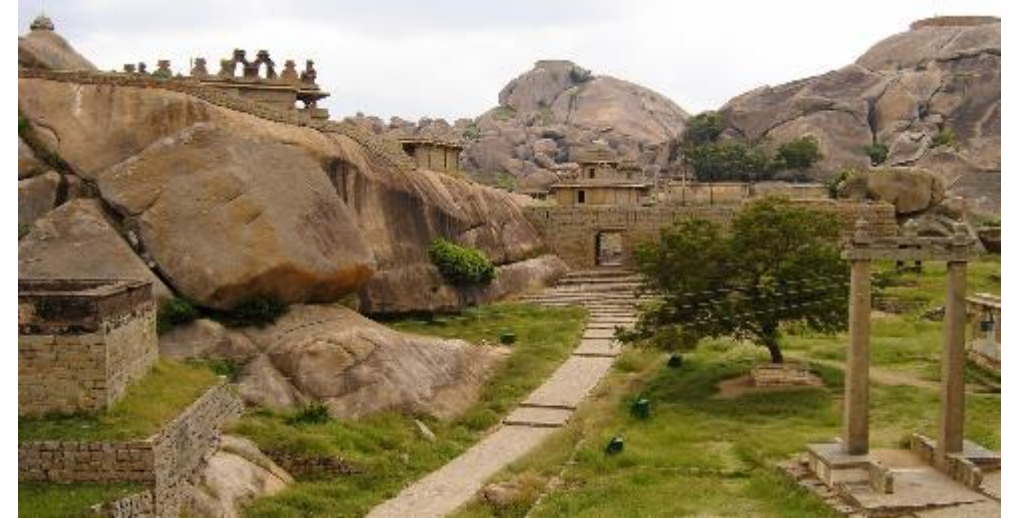




# Infrastructure Project Walkthroughs (video)



**Development of Pattadakal Tourist Hub**



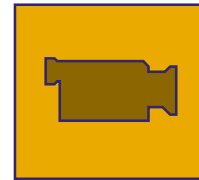
**Chitradurga Fort Destination Development**



**Hotel Projects across Karnataka (Hampi, Belur, Bijapur, Badami)**



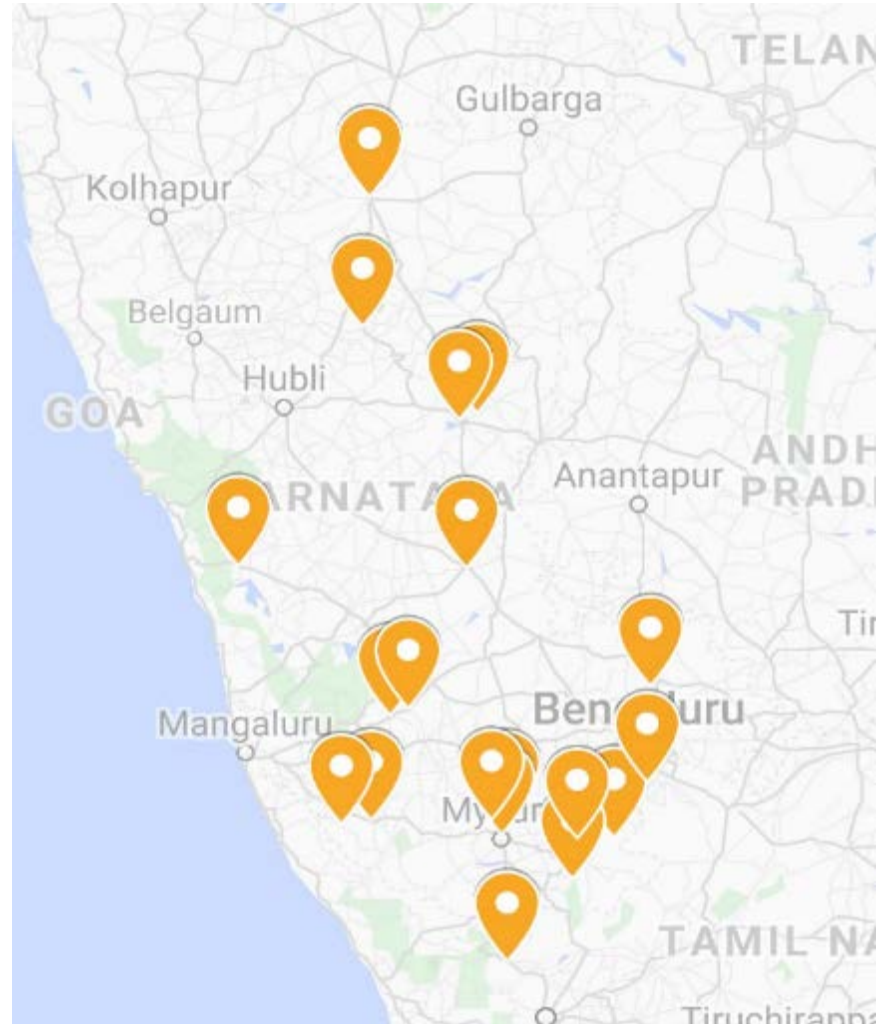
**Karnataka Exhibition Authority**



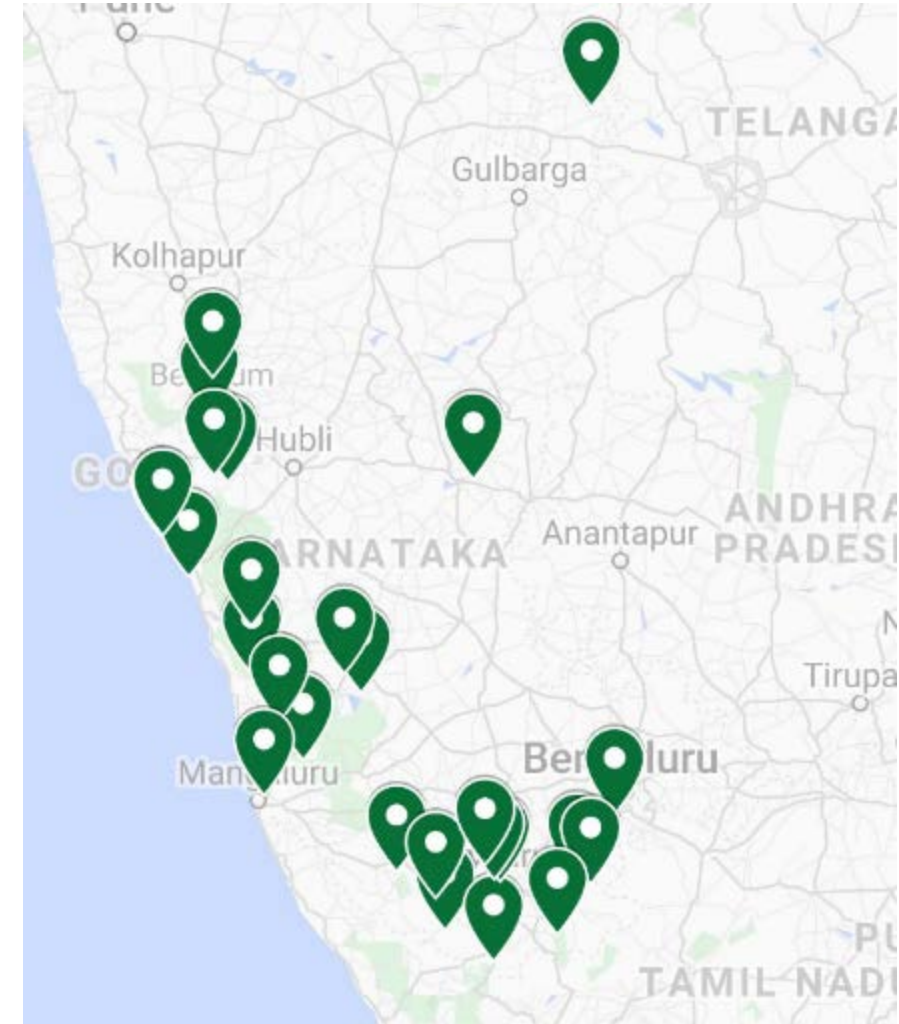
# KSTDC & JLR Hospitality Footprint

KSTDC presently operates **20 hotel properties** across Karnataka. Additionally **24 properties** have been leased on ROMT basis. (Total 44 properties)

JLR presently owns/operates **28 hotel and resort properties** across Karnataka



**KSTDC Properties in Karnataka**



**JLR Properties in Karnataka**



# Karnataka Tourism Products



**The Golden Chariot**



**Tour Packages**



**Adventure Tourism**



**Wildlife Tourism**



**Sound and Light Show**



**Festivals**



**Religious Tourism**



**Wellness Tourism**

# Skill Development





# Skill Development



**930  
Tourist  
Mitras**

**930 Home Guards** have been trained as **Tourist Mitra** by KSTDC Home Guard Department; this includes **45 women Tourist Mitra**



**1380  
Trainees**

**Training of 1,380 people** in the tourism and hospitality sector is being carried at a cost of **INR 3.92 Crore**. **IHM** is the nodal agency. **IIHM, FCI, and Royal Orchid** are the training partners



**INR 24.75  
Crore**

**INR 24.75 Crore** budget allocation for **Taxi Subsidy** and other schemes under SCSP, TSP and OE plans



# Skill Development

Investment over next 5 years  
**INR 500 Crore**



**KSTDC to be the lead government agency** for Skill Development; will collaborate with a **lead technical partner** to roll out Skill Development Programs across Karnataka



Upgrade Food Craft Institutes to **Karnataka Institute of Hotel Management** to enhance skilling potential across the state



Develop **tourism and hospitality training institute at important tourist destinations** such as **Mangalore, Hampi, Belagavi, and Hubballi**



Provide **training to 1.86 Lakh people across the state** through short-term and long-term skill development programs

# Roles & Responsibilities



## Department of Tourism

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



**Destinations and  
Tourism Infra**

**Stakeholders**  
KTIL



**Promotions and  
Events**

**Stakeholders**  
KSTDC



**Skill Development**

**Stakeholders**  
KSTDC



**Wildlife &  
Adventure Tourism**

**Stakeholders**  
JLR





**Thank You**





# Annexures

# List of Top 20 Destinations of Karnataka

1. Anegundi
2. Badami – Aihole – Pattadakal
3. Banavasi
4. Belur-Halebeedu
5. Bidar
6. Chitradurga Fort
7. Chowdhanapura
8. Coorg
9. Devanahalli Fort
10. Hampi
11. Kalaburagi
12. Lakkundi
13. Melukote
14. Mysuru
15. Nandi Hills
16. Sannathi
17. Shravanabelagola
18. Srirangapatna
19. Vijayapura
20. Yadagiri Fort



# 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

# 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.

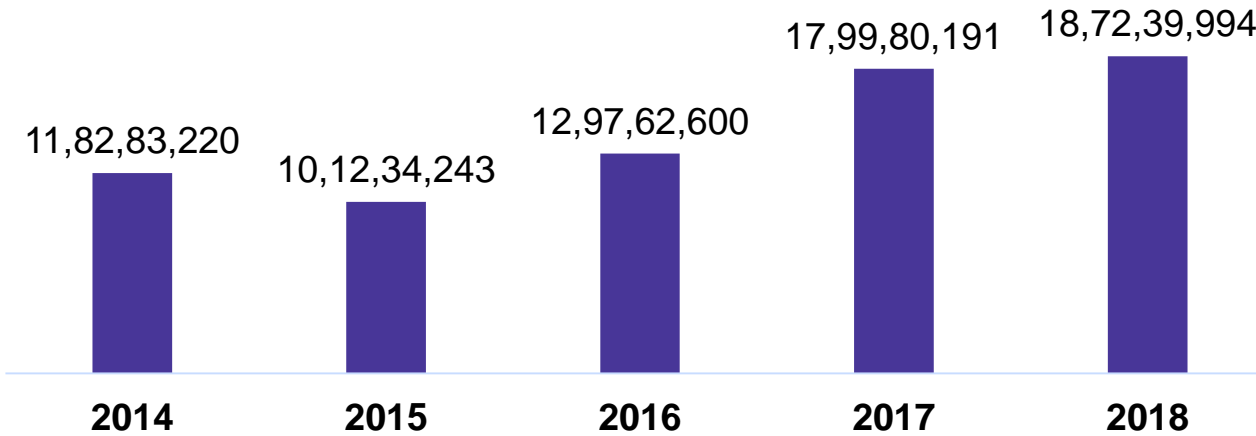


- Coastal tourism development in in **Sasihittalu of Penambur**. (Rs.7 Cr grant)

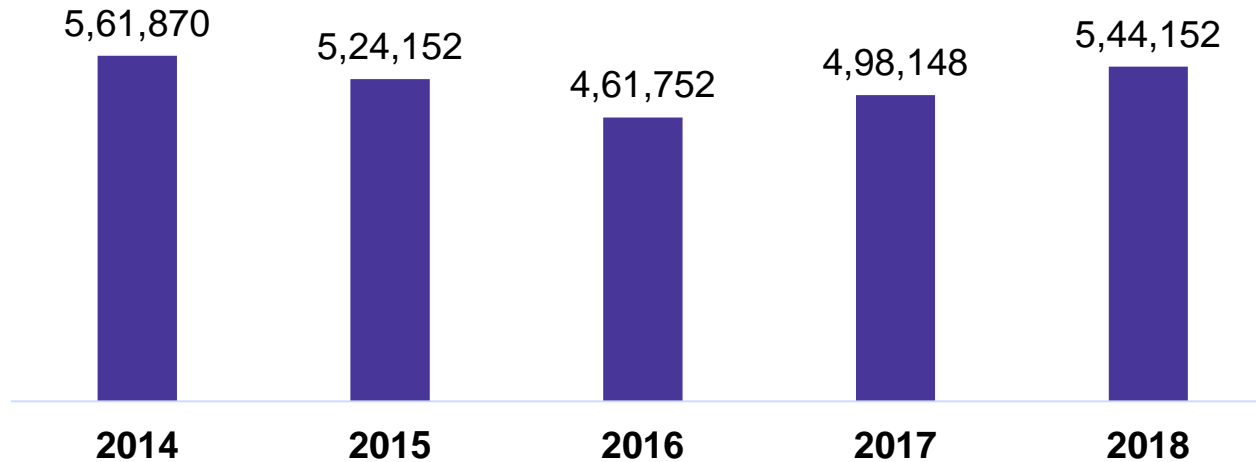


# Karnataka Tourism – Tourism Footfall

**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

# 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
<b>Total in INR Crore</b>		<b>14,460</b>	<b>1,650</b>	<b>12,810</b>



# 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

<b>Sl. No.</b>	<b>Area of Investment</b>	<b>Role of Private Sector</b>
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



# Key Targets for Karnataka Tourism

Development of **40 Focus Tourism Destinations** across Karnataka (estimated cost of INR 1,000 Crore)

Development of **~50,000 hospitality room capacity** across Karnataka (estimated cost of INR 9,600 Crore)

Development of **170 Wayside Amenities** across Karnataka (estimated cost of INR 1,360 Crore)

Development of **Tourism Products for the 40 FTDs** across Karnataka (estimated cost of INR 2,000 Crore)

**Promotion** of Karnataka Tourism in **key target international and domestic** markets

Growing digital presence to **top 3 tourism websites** in India and over **2 million social media** followers

Positioning Karnataka as the **premier destination for Leisure, Wildlife and Adventure tourism** in India

Provide **tourism and hospitality skill training to 1.86 Lakh** people across the state

# Tourism Awareness Program

INR 24.75  
Crore

**INR 24.75 Crore**  
budget allocation  
under SCSP, TSP and  
OE plans for  
Department programs  
such as **Karnataka  
Chinnara Darshana**

