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%**

**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**

**Job Creation**
Enable creation of **65 lakh direct and indirect jobs** in Karnataka through the tourism industry
Karnataka Tourism Vision Roadmap 2025

2018

- GSDP: 14.8%
- Domestic Footfalls: ~187 Million
- Foreign Footfalls: ~0.54 Million

2025

- GSDP: 20%
- Domestic Footfalls: 235 Million
- Foreign Footfalls: 1 Million

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 builds awareness for Karnataka’s wealth of tourism experiences and attracts tourists to Karnataka.

Investment over next 5 years INR 500 Crore

Tourism Promotion

Events
- Travel Marts & Exhibitions
- Roadshows

Media
- Print, TV, OOH, Radio, etc.

Digital

2019-20 Budget INR 64 Crore
Script Your Adventure (video)
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 6th 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

2019 Events Plan

Domestic Exhibitions
23

Domestic Roadshows
18

International Roadshows
16

International Exhibitions
7

IFTM Top Resa 2018
Paris Roadshow 2018
ATM Dubai 2018

Domestic Roadshow 2018
FITUR 2019 Madrid
ATM Dubai 2017
In the last 5 years, Karnataka Tourism has participated in events and organized roadshows in **25 cities across the world**.

**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
Karnataka Tourism Domestic Events & Roadshows

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

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
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.

<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>9. BRT</td>
<td>23. Lakkundi</td>
<td>37. Tala Cauvery</td>
</tr>
<tr>
<td>13. Coorg</td>
<td>27. Murudeshwara</td>
<td>41. Yadagiri Fort</td>
</tr>
</tbody>
</table>
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

Key Infrastructure Components

Hotel Rooms in Destinations

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

170 Wayside Amenities across Karnataka

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

Investment over next 5 years
INR 12,000 Crore
Tourism Infrastructure

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

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

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

<table>
<thead>
<tr>
<th>Budgetary Allocation &amp; Ongoing Projects Under Capital Head FY 2019-20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Projects</strong></td>
</tr>
<tr>
<td>1,018</td>
</tr>
</tbody>
</table>
# 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

<table>
<thead>
<tr>
<th>Total Projects</th>
<th>Allocated Fund</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>180.95</td>
<td>237.36</td>
</tr>
</tbody>
</table>
Prominent Ongoing Projects under KTVG

- **Vijayapura Interpretation Centre** – Rs 5 Cr
- **Pattadakal Tourism Plaza** - Rs 29 Cr
- **Savadatti** – Rs 22.25 Cr
- **Haliyal Fort & Convention Centre** – Rs 12 Cr
- **Belur** – Rs 7.2 Cr
- **Mangalore** – Rs 4 Cr
- **Kodagu** – Rs 5 Cr
- **Anegundi Hampi Interpretation Centre** – Rs 2 Cr
- **Chitradurga Fort** – Rs 8.15 Cr
- **Nandi Hills** – Rs 10 Cr
- **Melukote** – Rs 7.90 Cr
- **Srirangapatna** – Rs 4 Cr
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 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
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 Home Guards have been trained as Tourist Mitra by KSTDC Home Guard Department; this includes 45 women Tourist Mitra

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 budget allocation for Taxi Subsidy and other schemes under SCSP, TSP and OE plans
Skill Development

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.

Investment over next 5 years INR 500 Crore.
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 **Sasihittalu of Penambur.** (Rs.7 Cr grant)
Karnataka Tourism – Tourism Footfall

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourist Footfall</th>
<th>Foreign Tourist Footfall</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>11,82,83,220</td>
<td>5,61,870</td>
</tr>
<tr>
<td>2015</td>
<td>10,12,34,243</td>
<td>5,24,152</td>
</tr>
<tr>
<td>2016</td>
<td>12,97,62,600</td>
<td>4,61,752</td>
</tr>
<tr>
<td>2017</td>
<td>17,99,80,191</td>
<td>4,98,148</td>
</tr>
<tr>
<td>2018</td>
<td>18,72,39,994</td>
<td>5,44,152</td>
</tr>
</tbody>
</table>
## 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

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

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

<table>
<thead>
<tr>
<th>Activities and Interventions</th>
<th>Proposed Timelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of followers across Social Media platforms for Karnataka Tourism</td>
<td>Top 10 Top 7 Top 5 Top 5 Top 3</td>
</tr>
<tr>
<td>Number of international events such as tourism fairs/ exhibitions/trade events in key target markets participated in</td>
<td>1.0 million 1.5 million 2.0 million 2.5 million 3.0 million</td>
</tr>
<tr>
<td>Number of domestic events such as tourism fairs/ exhibitions/trade events in key target markets participated in</td>
<td>7 10 12 12 12</td>
</tr>
<tr>
<td>Number of B2B events and roadshows organized in target international markets – Europe, North America, Asia and Australia</td>
<td>14 20 30 30 30</td>
</tr>
<tr>
<td>Number of events in coordination with overseas India Tourism offices to showcase Karnataka Tourism in India Tourism events in target markets</td>
<td>10 10 10 12 15</td>
</tr>
<tr>
<td>Number of Focus Tourism Destinations being marketed through targeted Destination Marketing campaigns</td>
<td>10 20 30 40 40</td>
</tr>
</tbody>
</table>
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