Tourism Development in Karnataka

1. Strategy & Planning
2. Infrastructure Development
3. Product Development
4. Skill Development
5. Tourism Promotion
6. Analytics
40 Focus Tourism Destinations of Karnataka

- 40 FTDs (located in 24 Districts) identified with major foreign footfalls based on 3 factors
  - **Tourist Footfalls** - Foreign Tourist Footfalls and Domestic Tourist Footfalls
  - FTDs Identified by DoT for Karnataka Tourism Policy
  - **Tourism Potential** – Infrastructure, Leveraging Captive Markets

Formulation of Destination Master Plan with focus on 3-5 days Packaging, Infrastructure, and Tourism Products encompassing the development and management aspect of the tourism destinations in Karnataka
## 20 Focus Tourism Destinations under Development

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Destination</th>
<th>Budget</th>
<th>Mater plan</th>
<th>Concept Report</th>
<th>Detailed Project Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bidar Fort</td>
<td></td>
<td>Submitted</td>
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<td></td>
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<tr>
<td>2</td>
<td>Kalaburagi Fort</td>
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<td>3</td>
<td>Malkhed Fort</td>
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<td>6</td>
<td>Vijayapur</td>
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<td>7</td>
<td>Badami – Aihole – Pattadakal</td>
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<tr>
<td>8</td>
<td>Hampi – Anegundi</td>
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<td></td>
</tr>
<tr>
<td>9</td>
<td>Chaudadanapur</td>
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<tr>
<td>10</td>
<td>Lakkundi</td>
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<tr>
<td>11</td>
<td>Banavasi</td>
<td></td>
<td>Submitted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Chitradurga Fort</td>
<td></td>
<td>Submitted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Nandi – Boganadishwara Temple</td>
<td></td>
<td>Submitted</td>
<td>Submitted</td>
<td>Submitted</td>
</tr>
<tr>
<td>14</td>
<td>Devanahalli Fort</td>
<td></td>
<td>Submitted</td>
<td>Submitted</td>
<td>Submitted</td>
</tr>
<tr>
<td>15</td>
<td>Melukote</td>
<td></td>
<td>Submitted</td>
<td></td>
<td>Submitted</td>
</tr>
<tr>
<td>16</td>
<td>Srirangapatna Fort</td>
<td></td>
<td>Submitted</td>
<td></td>
<td>Submitted (Vishnusamudra)</td>
</tr>
<tr>
<td>17</td>
<td>Belur &amp; Halebidu</td>
<td></td>
<td>Submitted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Shravanbelagola</td>
<td></td>
<td>Submitted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Magadi</td>
<td></td>
<td>Submitted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Mysore</td>
<td></td>
<td>Submitted</td>
<td></td>
<td></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

Legend
- Heritage
- Tourist Hubs
- Religious
- Beach
- Wildlife
- Nature
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**

**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

Network 1: Destinations covered
- Goa Intl Airport
- Karwar
- Gokarna
- Murudeshwar
- Kollur
- Kundapura
- Udupi
- Karkala
- Dharmasthala
- Mangaluru Intl Airport

Network 2: Destinations covered
- Belgaum Airport
- Lakkundi
- Shivamogga
- Banavasi
- Karwar
- Hubli Airport

Network 3: Destinations covered
- Belgaum Airport
- Badami
- Pattadakal
- Ajhole
- Vijayapura
- Gulbarga Fort
- Bidar
- Hyderabad Intl Airport

Network 4: Destinations covered
- Bangalore Intl Airport
- Tumakuru
- Chitradurga
- Hampi
- Anegundi
- Yadagiri fort
- Hyderabad Intl Airport

Network 5: Destinations covered
- Bangalore Intl Airport
- Nandi Hills
- Devanhalli Fort
- Ramanagara
- KRS Dam
- Melukote
- Srirangapatna
- Mysuru Airport

Network 6: Destinations covered
- Mysuru Airport
- Kodagu
- Tala Kaveri
- Bandipur
- Nagarhole National Park
- BRT Tiger reserves
- Ramanagara

Network 7: Destinations covered
- Bangalore Intl Airport
- Shravanabelagola
- Hassan
- Halebeedu
- Belur
- Chickmagaluru
- Shivamogga

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, NH275, SH47 & NH150A 315

Network 6 – Mysore Airport to Ramanagaram
SH86, NH766, NH181/NH948, 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

- Training Institutes
- Tourist Guides
- Hospitality Staff
- Taxi Drivers
Tourism Promotion builds awareness for Karnataka’s wealth of tourism experiences and attracts tourists to Karnataka.

Tourism Promotion

- Events
  - Travel Marts & Exhibitions
  - Roadshows
- Media
  - Print, TV, OOH, Radio, etc.
- Digital

2019-20 Budget
INR 64 Crore
**Promotional Activities**

**Total Budget – INR 63.4 Crore**

<table>
<thead>
<tr>
<th>Category</th>
<th>Domestic</th>
<th>International</th>
<th>Sponsorship</th>
<th>Department Events + FAM Trips</th>
<th>District Festivals</th>
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<tbody>
<tr>
<td><strong>Events</strong></td>
<td>5</td>
<td>8.25</td>
<td>3.5</td>
<td>0.8</td>
<td>7.29</td>
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</tbody>
</table>

**Tourism Promotion – Events**

**2019 Events Plan**

- **Domestic Expositions:** 23
- **Domestic Roadshows:** 18
- **International Roadshows:** 16
- **International Expositions:** 7

**Karnataka Tourism’s Digital Presence**

**Website**

*Main source of information for tourists and stakeholders*

**GOAL:** Top 3 tourism websites in India by 2021

**Mobile App**

*One-stop solutions companion for visitors to Karnataka*

**GOAL:** Comprehensive coverage of all 40 FTDs by 2020

**Social Media**

*Primary channel for digital promotions*

**GOAL:** Reach 1 million followers across platforms by 2020

**Events Budget – INR 26.34 Crore**

- **Domestic Exhibitions:** 23
- **Domestic Roadshows:** 18
- **International Roadshows:** 16
- **International Exhibitions:** 7

**Media Budget – INR 37.05 Crore**

<table>
<thead>
<tr>
<th>Media</th>
<th>Newspaper</th>
<th>Magazine</th>
<th>Radio</th>
<th>TV</th>
<th>Theatre</th>
<th>Digital</th>
<th>Video / Print Production</th>
<th>OOH Rental</th>
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<tr>
<td><strong>Budget</strong></td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>14</td>
<td>3</td>
<td>2</td>
<td>1.05</td>
<td>5</td>
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</table>

**Tourism Promotion – Media**
## Calendar of Activities

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Footfall</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>11,82,83,220</td>
</tr>
<tr>
<td>2015</td>
<td>10,12,34,243</td>
</tr>
<tr>
<td>2016</td>
<td>12,97,62,600</td>
</tr>
<tr>
<td>2017</td>
<td>17,99,80,191</td>
</tr>
<tr>
<td>2018</td>
<td>18,72,39,994</td>
</tr>
</tbody>
</table>

#### Foreign Tourists Footfall

<table>
<thead>
<tr>
<th>Year</th>
<th>Footfall</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>5,61,870</td>
</tr>
<tr>
<td>2015</td>
<td>5,24,152</td>
</tr>
<tr>
<td>2016</td>
<td>4,61,752</td>
</tr>
<tr>
<td>2017</td>
<td>4,98,148</td>
</tr>
<tr>
<td>2018</td>
<td>5,44,152</td>
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</tbody>
</table>

### Yearly Footfall Comparison

<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>
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<tr>
<td>2015</td>
<td>10,12,34,243</td>
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<td>4,98,148</td>
</tr>
<tr>
<td>2018</td>
<td>18,72,39,994</td>
<td>5,44,152</td>
</tr>
</tbody>
</table>
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

<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>
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</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>
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<tr>
<td>4</td>
<td>48,000 Rooms In 40 Destinations @ INR 0.20 Crore per Hotel Room</td>
<td>9,600</td>
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<td>9,600</td>
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<tr>
<td>5</td>
<td>Promotion @ Average 80-100 Crore for the next 5 years</td>
<td>500</td>
<td>500</td>
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<tr>
<td>6</td>
<td>Skill Development Institutions</td>
<td>NA</td>
<td>NA</td>
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</table>

**Total in INR Crore**

<table>
<thead>
<tr>
<th></th>
<th>Government</th>
<th>Private</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>1,650</td>
<td>12,810</td>
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</tbody>
</table>

Other policies such as **Film Tourism Policy** have been instituted and **Wayside Amenities Policy** and **Homestay Policy** are pending finalization.
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>
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</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></td>
<td>2019-20</td>
</tr>
<tr>
<td>Rank of Karnataka Tourism website among top Tourism websites in India:</td>
<td>Top 10</td>
</tr>
<tr>
<td>Number of followers across Social Media platforms for Karnataka Tourism</td>
<td>1.0 million</td>
</tr>
<tr>
<td>Number of international events such as tourism fairs/ exhibitions/trade events in key target markets participated in</td>
<td>7</td>
</tr>
<tr>
<td>Number of domestic events such as tourism fairs/ exhibitions/trade events in key target markets participated in</td>
<td>10</td>
</tr>
<tr>
<td>Number of B2B events and roadshows organized in target international markets – Europe, North America, Asia and Australia</td>
<td>14</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</td>
</tr>
<tr>
<td>Number of Focus Tourism Destinations being marketed through targeted Destination Marketing campaigns</td>
<td>10</td>
</tr>
</tbody>
</table>