

Investment Opportunities in Karnataka Tourism



Department of Tourism, Government of Karnataka

Karnataka - One State, Many Worlds

Karnataka
One state. Many worlds.



(Experiential)
(Spiritual)
**CULTURE
HERITAGE**

Mysuru
Hampi
Mangaluru

Belur-Halebeedu
Badami-Aihole-Pattadakal
Vijayapura
Srirangapatna

**Core
Tourism
Offerings**

Nagarhole
Bandipur
Dandeli
Bhadra

ECO-TOURISM
(Hill Station)
(Adventure)
(Coastal)

Kodagu
Chikkamgaluru
Gokarna
Udupi
Devbagh



**BENGALURU
MYSURU**
(MICE)
(Urban)
(Sports)
(Wellness)



Year	Domestic Tourist Visits	Foreign Tourist Visits
2017	18.00 Crore	4.98 Lakh
2018	21.45 Crore	5.44 Lakh
2019	22.85 Crore	6.08 Lakh
2020	7.74 Crore	1.65 Lakh
2021	8.13 Crore	0.73 Lakh
2022	18.26 Crore	1.28 Lakh

- ❑ 4th biggest market for Domestic Tourists
- ❑ 4th biggest market for Foreign Tourists
- ❑ Kempegowda International Airport is India's 3rd busiest airport and 5th most popular entry port for foreign tourists

3 UNESCO World Heritage Sites – Hampi, Pattadakal, Western Ghats



Hampi World Heritage Site



Pattadakal Group of Monuments



Western Ghats

Tourism Opportunities of Karnataka

Karnataka
One state. Many worlds.

Over 600 ASI-protected monuments and 844 state-protected monuments



Belur – Halebidu - Somnathpura



Aihole



Chitradurga



Bidar



Srirangapatna



Shravanabelagola



Vijayapura



Badami

Tourism Opportunities of Karnataka

Karnataka
One state. Many worlds.

320 Kms Coastline with pristine beaches and coastal activities



Om Beach



Padubidri Beach



Kasarkod Beach



Maravanthe



Devbagh



Surathkal



St Mary's Island



Kaup

17 Hill Stations and 40 Waterfalls



Nandi Hills



Baba Budana Giri



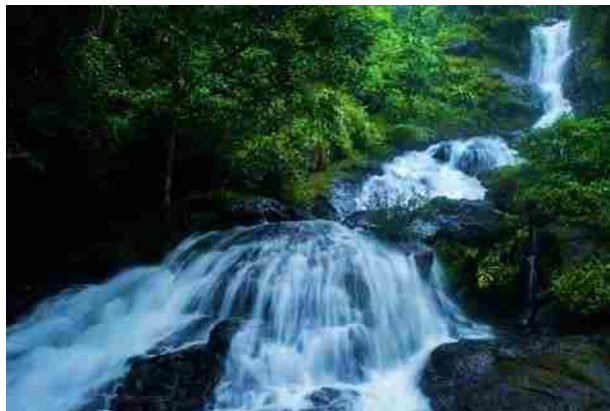
Chikkamagaluru



Kudremukh



Jog Falls



Iruppu Falls



Shivanasamudra



Barachukki

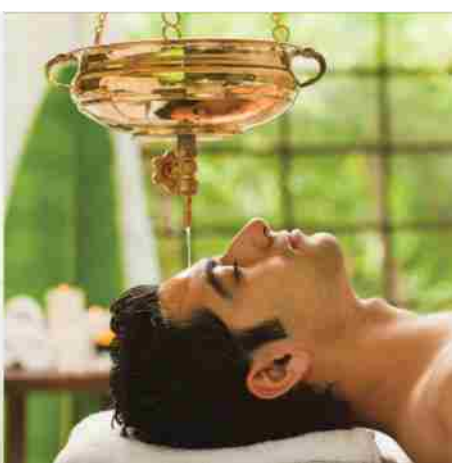
5 National Parks and 30 Wildlife Sanctuaries



Tourism Opportunities of Karnataka

Karnataka
One state. Many worlds.

Memorable experiences of **Luxury** and **Adventure**



Tourism Opportunities of Karnataka

Karnataka
One state. Many worlds.

Incredible Diversity of Cuisine, Crafts and Culture



Mysuru Dasara



Dollu Kunitha



Bylakuppe Golden Temple



Kodava Cuisine



Kambala



Bull Temple



Sandalwood Carvings



Channapatna Toys



Yakshagana



Veeragaase

One District, One Product from Karnataka

Karnataka
One state. Many worlds.



Bidriware from Bidar district



Kinhla Craft from Koppal district



Channapatna from Ramnagara district



Kasuti Embroidery from Dharwad district



Rosewood Inlays from Mysuru district



Coffee from Chikkamagaluru and Kodagu districts



Ilkal Sarees from Bagalkot district



Molakalmuru Sarees from Chitradurga district



Millet Products from Davangere district

Key International Markets for Karnataka Tourism

Key Source Markets for FTAs

- ❑ **United Kingdom**
- ❑ **Germany**
- ❑ **France**
- ❑ **Singapore**
- ❑ **UAE / Middle East**
- ❑ **USA**

International Travel & Tourism Marts

- ❑ **ITB Berlin**
- ❑ **WTM London**
- ❑ **FITUR Madrid**
- ❑ **IFTM Top Resa**
- ❑ **ATM Dubai**
- ❑ **PATA Travel Mart**
- ❑ **JATA Travel Mart**
- ❑ **ITB Asia**

Emerging Markets for FTAs

Explore West	Explore East
Russia	Japan
Italy	China
Netherlands	Thailand
Spain	Malaysia
South Africa	Australia
Switzerland	New Zealand
Scandinavia / Nordic countries	
Portugal	

Roadshows in Key International Cities

- ❑ **London**
- ❑ **Manchester**
- ❑ **Paris**
- ❑ **Frankfurt**
- ❑ **Munich**
- ❑ **Madrid**
- ❑ **Barcelona**
- ❑ **Milan**
- ❑ **New York**
- ❑ **Chicago**
- ❑ **Los Angeles**
- ❑ **Tokyo**

Karnataka Tourism Policy 2020-26



Karnataka Tourism Policy 2020-26

Expected Investments

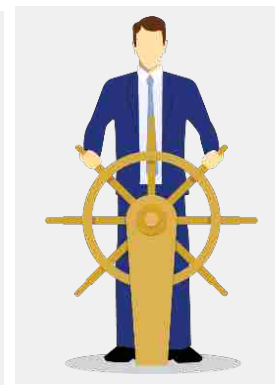
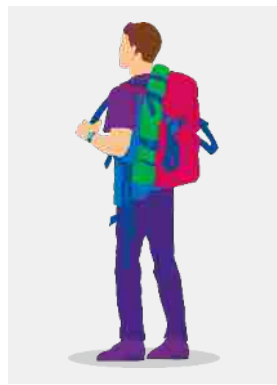
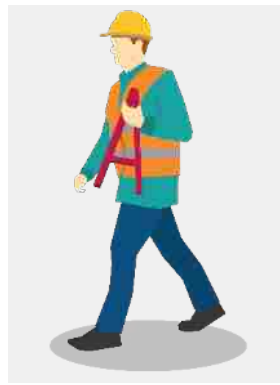
INR 5,000 Crore

Expected Employment

10 Lakh Jobs

Tourism Projects & Services Benefitted

1700+



**Tourism
Marketing &
Promotion**

**Tourism
Infrastructure
Development**

**Tourism
Products**

**Skill
Development
& Training**

**Tourist
Comfort &
Safety**

**Community
Participation**

**Sustainable
Tourism**

**Tourism
Analytics &
Digital
Initiatives**

**Investment
Facilitation**

- **18 Tourism Themes** including *Rural & Agri, Culture, Heritage, Eco, Coastal, & Adventure* and **26 Tourism Projects** have been identified for support during policy period
- **Focus Tourism Destinations** identified in **all districts** for **prioritized yet equitable development** of tourism sector

Policy Initiatives to Strengthen Tourism Infrastructure

Destination Development

- Focus Tourism Destinations for prioritized development
- Inter-departmental collaboration for tourism development

Tourism Circuit Development

- Circuits integrating major destinations to be undertaken
- Coastal Tourism
 - Eco Tourism
 - Heritage Tourism
 - Rural Tourism
 - Spiritual Tourism

Tourism Products Development

- Development of wide range of tourism products to create memorable experiences for tourists, encourage repeat visits, increased length of stay, and higher spending

Sustainable Tourism Development

- Maintain and enhance the natural environment
- New development should match cultural heritage
- Encourage and promote low-impact tourism and using local resources

Tourism Land Banks and Development Fund

- Development Fund for strategic projects
- Development of common infrastructure facilities in land banks of Govt
- Leasing of developed lands for tourism projects

Wayside Amenities

- Develop Wayside Amenities along major routes connecting tourism destinations
- Provide convenience and improve safety
- Standardized good quality experiences

Adoption & Management of Destinations & Tourism Assets

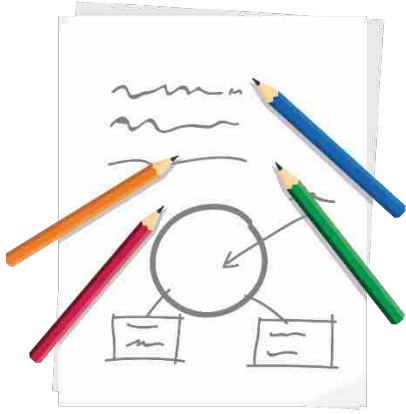
- Adopt a Monument Scheme to create basic & advanced tourism amenities at various heritage monuments

Support for Digital Initiatives and Innovation in Tourism

- Support startups, emerging technologies, and digital initiatives to boost the potential of tourism sector and enhance the quality of services across the tourism ecosystem

Facilitating Investments in the State's Tourism Sector

Karnataka
One state. Many worlds.



Karnataka Tourism Industry Profile

Showcasing major destinations and investment opportunities in Karnataka to aid in planning and decision-making



Tourism Investment Facilitation Cell

Nodal agency for enabling investments, facilitation support, monitoring and inter-departmental coordination



Global Tourism Investors Meet

Showcase the investment potential of Karnataka Tourism and encourage private sector participation



Financial Assistance under the Policy

Range of incentives, subsidies and concessions offered under Karnataka Tourism Policy to encourage development of tourism projects

Subsidies

1. Capital Investment Subsidy

1. Adventure Tourism Project
2. Caravan Park Project
3. Caravan Tourism Project
4. Hotel Project – Budget
5. Hotel Project – Premium
6. Houseboat
7. Wellness Centre
8. Wayside Amenities

2. Interest Subsidy

1. Agri Tourism Project
2. Cultural Tourism Project
 1. Cultural Village
 2. Museum & Galleries
3. Heritage Tourism Project
 1. Heritage Hotel
 2. Sound & Light Show
4. Safety & Hygiene Tourism Project

Concessions

1. Exemption on Stamp Duty
 - Loan documents
 - Land documents
2. Concessional Registration Charges
 - Loan documents
 - Land documents
3. Reimbursement of Land Conversion Fee
4. Exemption on Motor Vehicle Tax

Incentives

1. Registration of Tourism Projects and Tourism Service Providers
2. Facilitation Support
3. Marketing Support for Tourism
4. Special Recognition for Sustainability Measures
5. Assistance for Sustainability Initiatives
 - Water conservation and harvesting
 - Adopting renewable energy sources
 - Adopting pollution control measures
6. Collaboration with Tourism Aggregators and Online Travel Agents
7. Facilitate Inter-State Travel for Tourism Vehicles
8. Marketing Development Assistance
 - Production of Publicity Material
 - Participation in National-level domestic event
 - Participation in International Event
 - Participation in Roadshows organized / sponsored by Karnataka Tourism
9. Tourism Excellence Awards
10. Support for Homestays

List of Eligible Tourism Projects under Policy

- | | |
|------------------------------------|--|
| 1.Adventure Tourism Project | 14.Hotel Project – Budget |
| 2.Agri Tourism Project | 15.Hotel Project – Premium |
| 3.Amusement Park | 16.Houseboat |
| 4.Caravan Park Project | 17.Museum and Galleries |
| 5.Caravan Tourism Project | 18.Ropeway |
| 6.Convention Centre | 19.Safety and Hygiene Tourism Project |
| 7.Cultural Tourism Project | 20.Sound & Light Show |
| 8.Cultural Village | 21.Tented Accommodation |
| 9.Eco Tourism Project | 22.Theme Park |
| 10.Heritage Hotel | 23.Tourist Interpretation Centre |
| 11.Heritage Tourism Project | 24.Tourist Luxury Coach |
| 12.Heritage Walk | 25.Wellness Centre |
| 13.Homestay | 26.Wayside Amenities |



Focus Tourism Destinations

For 18 Districts of Karnataka, entire district is a Focus Tourism Destination

- | | |
|--------------------|-------------------|
| 1.Ballari | 12.Ramanagara |
| 2.Belagavi | 13.Shivamogga |
| 3.Chamarajanagar | 14.Tumakuru |
| 4.Chikkamgaluru | 15.Udupi |
| 5.Dakshina Kannada | 16.Uttara Kannada |
| 6.Davangere | 17.Vijayanagara |
| 7.Dharwad | 18.Vijayapura |
| 8.Hassan | |
| 9.Haveri | |
| 10.Kalaburagi | |
| 11.Kodagu | |

Specific Focus Tourism Destinations for prioritized development have been identified for remaining 13 districts

District	Focus Tourism Destinations
Bagalkot	Aihole, Badami, Pattadakal, Kudala Sangama
Bengaluru R	Dobbaspeth, Doddaballapura
Bengaluru U	Not applicable
Bidar	Bidar, Basavakalyan
Chikkaballapur	Chikkaballapur, Gauribidanur, Muddenahalli, Nandi Hills
Chitradurga	Chitradurga, Hiriyur
Gadag	Dambal, Gadag, Lakkundi
Kolar	Avani, Kolar, Kolar Gold Fields
Koppal	Anegundi, Itagi, Koppal, Munirabad
Mandya	Adichunchunagari, Kokkarebellur, Melukote, Srirangapatna, Shivanasamudra
Mysuru	Bylakuppe, Mysore, Nanjangud, Somanathapura
Raichur	Hatti, Maski, Raichur
Yadgir	Shorapur, Yadgir

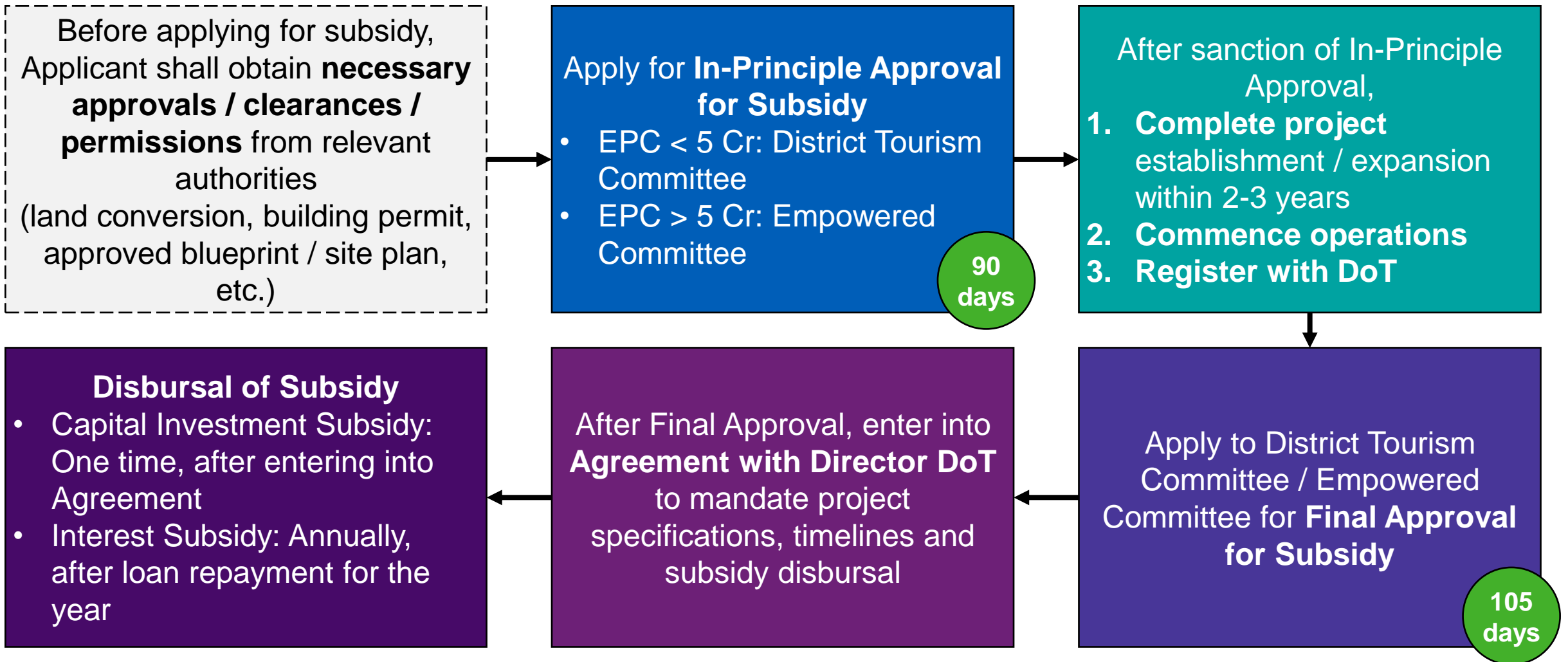
Overview of Capital Investment Subsidies

Sl. No.	Tourism Project	Minimum EPC Investment for Project (INR)	Percentage of Subsidy against EPC (%)	Maximum Ceiling Amount of Capital Investment Subsidy	Locations where Subsidy shall be Provided
1	Adventure Tourism Project	INR 25 Lakh	25%	INR 2 Crore	Focus Tourism Destinations
2	Caravan Park Project	INR 25 Lakh	25%	INR 2 Crore	All of Karnataka
3	Caravan Tourism Project	INR 25 Lakh	25%	INR 1 Crore	All of Karnataka
4	Hotel Project – Budget	INR 5 Crore	15%	INR 2 Crore	Focus Tourism Destinations (excluding Municipal Corporation limits of Bengaluru, Hubli-Dharwad, Mangaluru, Mysuru)
5	Hotel Project – Premium	INR 10 Crore	15%	INR 5 Crore	
6	Houseboat Project	INR 1 Crore	25%	INR 2 Crore	All of Karnataka
7	Wayside Amenities	INR 2 Crore	25%	INR 2 Crore	All of Karnataka
8	Wellness Centre	INR 2 Crore	25%	INR 2 Crore	Focus Tourism Destinations

Criteria for Additional Subsidy	Additional % Subsidy against EPC of the Project
Tourism Project is undertaken by Women, SC, ST, or differently-abled Entrepreneur	5%
For Hotel Project – Premium that is undertaken at FTD in Kalyan Karnataka region	5%

Overall Procedure for Subsidies

For New Tourism Project and Expansion Tourism Projects only



Applicants shall apply online only through the DoT website. All documents must be submitted online through to portal, nooffline submissions should be considered.

Land banks available with Department of Tourism shall be utilized by KTIL for setting up Tourism Projects on PPP mode

Sl. No	Division	Districts with Land Parcel Available	Number of Land Parcels	Extents (in Acres)
1.	Bengaluru	Shivamogga, Davangere, Chitradurga, Chikkaballapur	8	194.35
2.	Mysuru	Mysuru, Udupi, Dakshina Kannada, Kodagu, Chikkamagaluru, Hassan	13	151.00
3.	Belagavi	Bagalkote, Uttara Kannada	6	86.90
4.	Kalaburagi	Kalaburagi, Vijayanagara, Yadgiri, Bidar	9	248.11
Total			36	680.36 Acres

Interested applicants may visit the Department of Tourism Head Office for additional details

Investment Facilitation Cell

- **One-stop facilitation centre** to extend assistance for obtaining approvals and clearances through effective utilization of technology
- **Organize Global Tourism Investors Meet, roadshows and B2B meetings** to solicit investments for Karnataka Tourism
- **Encourage and promote Corporate Social Responsibility (CSR) initiatives** for the tourism sector of Karnataka
- **Support programs for adoption, management, or sponsorship** of tourism destinations and tourism assets

The Investment Facilitation Cell may be contacted by email at **investments@karnatakaturism.org**

Marketing Support

- **Marketing support for Tourism Projects** through featuring in the promotional content and marketing collaterals for Karnataka Tourism in brochures, print media, social media, website, etc.

Promotion & Publicity Division may be contacted at **tourismkarnatakapublicity@gmail.com**

New Developments for Tourism in Karnataka



Development of new Tourism Circuits

North Karnataka Circuit



Hampi



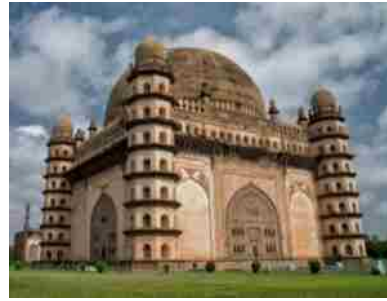
Badami



Pattadakal



Aihole



Vijayapura

South Karnataka Circuit



Mysuru



Srirangapatna



Hassan



Belur



Halebeedu

Each Circuit will see Development of Tourism Infrastructure, Products, and Services

- ☐ Basic Tourism Infrastructure
- ☐ Premium Hotels
- ☐ Budget Hotels
- ☐ Resorts

- ☐ Caravan Park
- ☐ Wayside Amenities
- ☐ Cultural Village
- ☐ Adventure Tourism

- ☐ Heritage Tourism
- ☐ Cultural Tourism
- ☐ Eco Tourism
- ☐ MICE Tourism

Development of Tourist Destinations

Jog Falls

Nandi Hills

New Opportunities for Development of Hotels, Adventure Tourism, Experience Centres etc.

Comprehensive development of popular tourism destinations of Karnataka is being undertaken to create a wide range of tourist facilities including ropeway, hotels, amphitheatre, parks and other amenities



Development of Water Sports & Adventure Tourism

Water Sports & Adventure Activities are proposed to be developed in 24 water bodies across Karnataka

KSTDC Phase 1

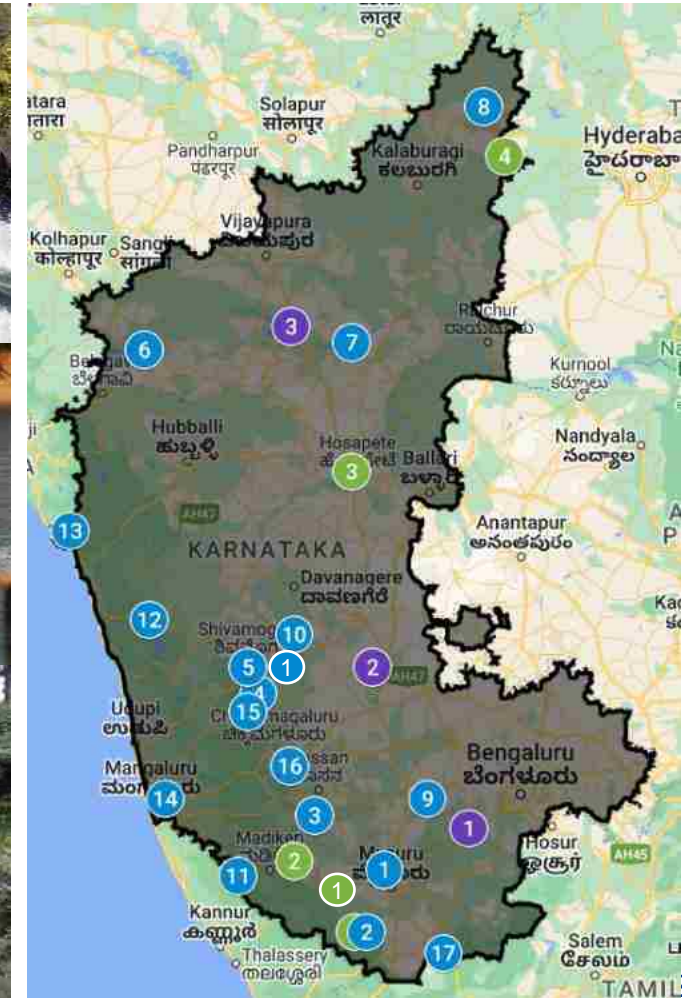
1. Kanva Dam
2. Manchanabele Dam
3. Vanivilas Sagar
4. Almatti Dam

JLR Phase 1

1. Tungabhadra Dam
2. Harangi Dam
3. Kabini Dam
4. Chandrampalli Dam

Subsequent Phases

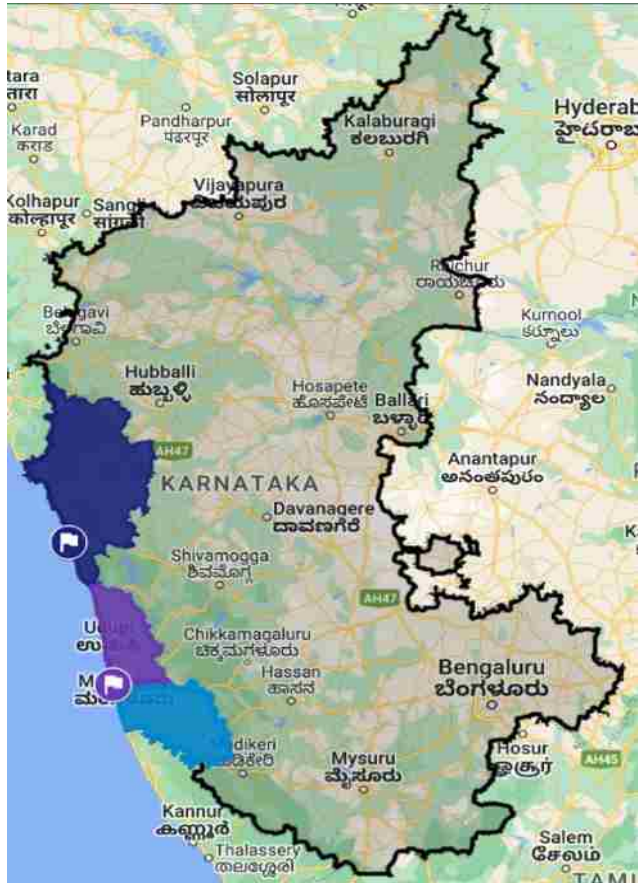
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|---------------------------|-------------------------------|
| 1. Krishna Raja Sagar Dam | 10. Shanti Sagar Lake |
| 2. Naga Dam | 11. Cauvery (Kaveri) River |
| 3. Gorur Dam | 12. Sharavathi River |
| 4. Bhadra Dam | 13. Kali River |
| 5. Tunga Anekat | 14. Phalguni (Gurupura) River |
| 6. Malaprabha Dam | 15. Bhadra River |
| 7. Narayanapura Dam | 16. Yagachi Dam |
| 8. Karanja Dam | 17. Suvarnavathi Dam |
| 9. Markonahalli | |



Tourism Plan for under Coastal Zone Master Plan 2019

Karnataka
One state. Many worlds.

Through the approved Tourism Plan, a variety of tourism projects can be taken up across the 92 beaches of Karnataka



Uttara Kannada District

47 Beaches

Udupi District

30 Beaches

Udupi District

15 Beaches

Blue Flag Certified Beaches

- Kasarkod Beach, Uttara Kannada District
- Padubidri Beach, Udupi District

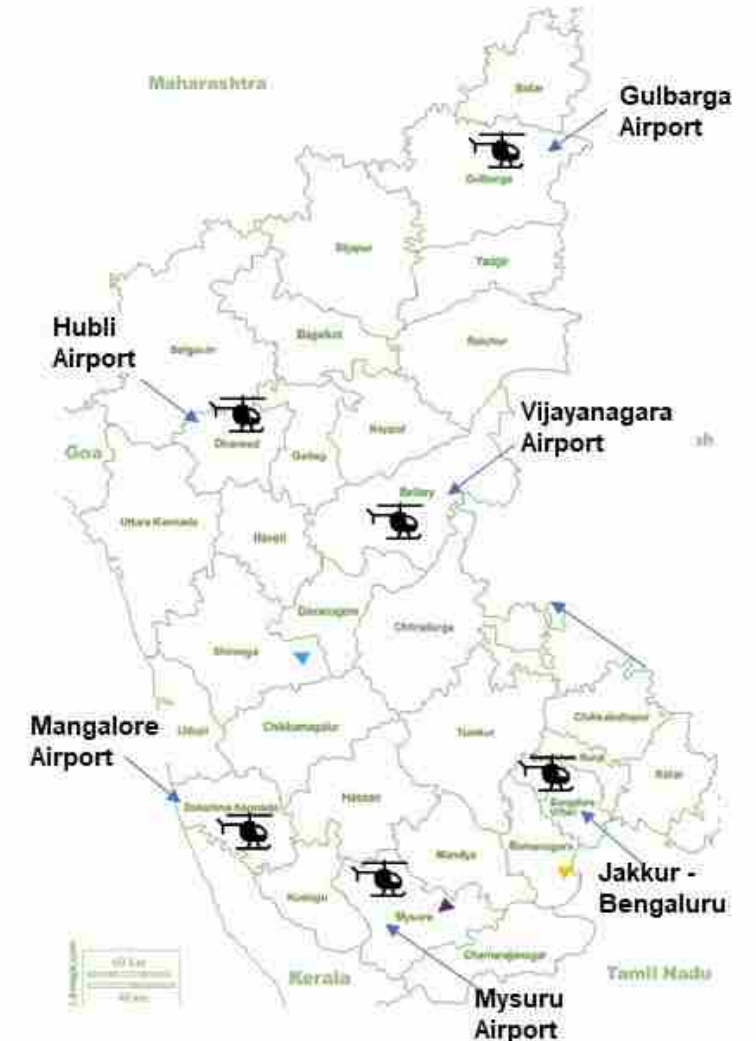


Approved Coastal Zone Management Plan and Maps can be found at <https://ksczma.karnataka.gov.in/info-4/Approved++CZMP+2019++&+Karnataka+Coastal+Zone+Management+Plan+Maps/en>

- Sightseeing Tours
- Heli Tourism Circuits
- Heli Taxi Services for Hotels
- Joyrides
- Medical Tourism
- Disaster Response
- Aerial Photography and Film Shooting
- VIP Travel and Charter Trips

Status of Activities

- # Heliport Development Plan



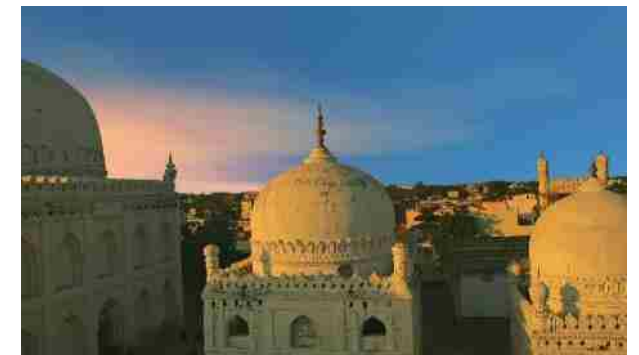
Scheme details available on DAMH website (<https://archaeology.karnataka.gov.in/english>)

Adoption & Management of Heritage Monuments

To **develop amenities and facilities at Heritage Monuments of Karnataka** while sustaining the efforts of DAMH to conserve, preserve and protect the Heritage Monuments and to **increase the tourism potential of the monument site by enhancing the tourist experience in a planned and phased manner.**

Key Objectives of Scheme

- ❑ **Conserve, preserve and protect** the Heritage Monuments of Karnataka
- ❑ Develop **basic tourism infrastructure** in and around Heritage Monuments of Karnataka.
- ❑ Develop **facilities and amenities to improve the tourist experience** at Heritage Monument sites.
- ❑ **Promote cultural and heritage values** of the State and **develop avenues to create awareness** about the Heritage Monuments sites in the State.
- ❑ **Develop and promote sustainable tourism infrastructure** and **ensure proper Operations and Maintenance** therein.
- ❑ **Generate employment opportunities** and **support livelihoods of local communities** around the Heritage Monument sites.



List of Monuments proposed under Adopt a Heritage

Sl. No	Monument	Taluk and District
1	Adinatha Jain Basadi	Mysuru
2	Rajas Tomb	Kodagu
3	Koppal Fort	Koppal
4	Taj Bawdi	Vijayapura
5	Sri Shiva Temple, Tenginaghataa	Mandya District
6	Sri Kasheshwara Temple, Kashipura	Hassan
7	Shri Govindeshwara and Naakeshwara Temples, Koravanga	Hassan
8	The Bahmani Tombs, Holkonda	Kalaburagi
9	Devadurga Fort, Devadurga	Devadurga Taluk
10	Ramadurga Fort, Ramadurga	Devadurga Taluk
11	Yadgiri Fort, Yadgiri	Yadgiri
12	Giridurga Fort, Yadgiri	Yadgiri
13	Srimanthagad Fort, Devihaala	Gadaga District
14	Naragunda Fort, Naragunda	Gadag District
15	Parasgad Fort, Saundatti	Belagavi

Sl. No	Monument	Taluk and District
16	Killatoragal Fort and Bhutanatha Temple, Killatoragal	Belagavi
17	Shira Fort and Kandakada, Shira	Tumakuru
18	Sri Kodandarama Temple, Haravu	Mandya
19	Melukote Rayagopura, Kalyani, Bhuvaneshwari Mantapa,	Mandya
20	Nalkunadu Palace, Yavakapadi	Kodagu
21	Paravasu Temple	Chamarajanagar
22	Malkheda Fort, Sedam	Kalaburagi
23	Kumararamana Kummutadurga Fort	Koppala
24	Hampi Monuments Region	Vijayanagar
25	Sanganakallu, Kappagallu and Sirivara	Ballari
26	Basavakalyana Fort, Basavakalyana	Bidar
27	Rajahamshagad / Yalluru Fort, Yalluru	Belagavi
28	Kitturu Rani Chennamma Palace, Fort and Fort Outside Premises	Belagavi

Karnataka International Travel Expo

Karnataka
One state. Many worlds.

We invite you to be a part of the second edition of KITE to be held in 2023

Karnataka International Travel Expo (KITE) was the **first of its kind Hosted Buyer Travel Event** in Karnataka that provided a B2B platform to **showcase the best of Karnataka Tourism to a global audience**



300+ Buyers from 30 Countries

100+ Exhibitors from Karnataka

10,000 B2B Meetings

40+ Domestic Media Reps

15 types of offerings showcased

700 room nights for FAM trips

Karnataka to boost tourism at 41 destinations: BS Yediyurappa

PTI | Updated: Aug 26, 2019, 16:50 IST



Bengaluru: Karnataka Chief Minister BS Yediyurappa said on Monday said the state government has identified 41 destinations to give thrust to the tourism industry.

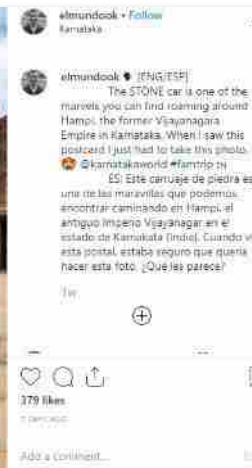
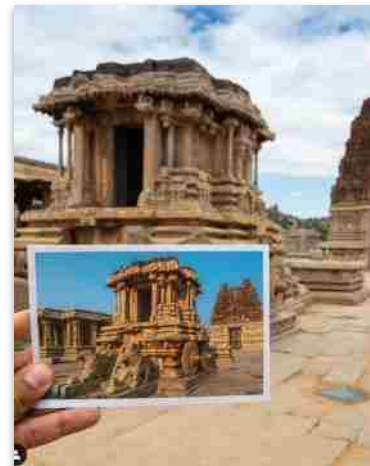
"We have identified 41 focus destinations for priority development and promotion. The Master Plan for development of 21 of those destinations has been

KITE 2019 Witnessed The Presence Of 300 Buyers

T3 News Network | 29 August 2019 | 159



The Govt. of Karnataka, Department of Tourism and 'Karnataka Tourism Society' organized the maiden edition of 'Karnataka International Travel Expo' (KITE), Organized the 25 - 27 August, 2019, the event witnessed the presence



G20 Meetings in Karnataka

India has assumed the G20 Presidency from 01 December 2022

G20 is a premier grouping of the large developed and developing economies

85% of global GDP
75% of international trade
2/3rd of the world population



Karnataka is proud to host the largest number of G20 Meetings after Delhi-NCR. The G20 Meetings provide a unique opportunity to place our narrative in global agenda and showcase our development and culture diversity.

Sl. No.	Dates	Host Location
1	13-15 December 2022	Bengaluru
2	16-17 December 2022	Bengaluru
3	05-07 February 2023	Bengaluru
4	08-10 February 2023	Bengaluru
5	21-22 February 2023	Bengaluru
6	23-24 February 2023	Bengaluru
7	22-23 June 2023	Mysuru
8	03-05 July 2023	Bengaluru
9	06-07 July 2023	Bengaluru
10	10-12 July 2023	Hampi
11	13-15 July 2023	Bengaluru
12	16-18 July 2023	Hampi
13	16-17 August 2023	Bengaluru
14	18 August 2023	Bengaluru

Contact Us

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1	Additional Chief Secretary Tourism, Government of Karnataka	acs-tour@karnataka.gov.in	+91 80 2225 5482
2	Director, Department of Tourism	director@karnatakaturism.org	+91 80 2235 2525
3	Managing Director, Karnataka State Tourism Development Corporation Limited	md@kstdc.co , md@karnatakaholidays.net	+91 80 4334 4311
4	Managing Director, Jungle Lodges and Resorts Limited	md@junglelodges.com	+91 80 4055 4044
5	Joint Director (Promotion & Publicity), Department of Tourism, Government of Karnataka	tourismkarnatakapublicity@gmail.com	+91 80 2235 2828
6	Karnataka Tourism Society	karnatakaturisumsociety@gmail.com	+91 80 2211 1401

Sl. No.	Platform	URL
1	Facebook	https://www.facebook.com/KarnatakaWorld/
2	Instagram	https://www.facebook.com/KarnatakaWorld/
3	Twitter	https://twitter.com/karnatakaworld
4	YouTube	https://www.youtube.com/channel/UCWG2rwsJMUmFGywx4itZciw



Thank You