



*Karnataka*  
One state. Many worlds.

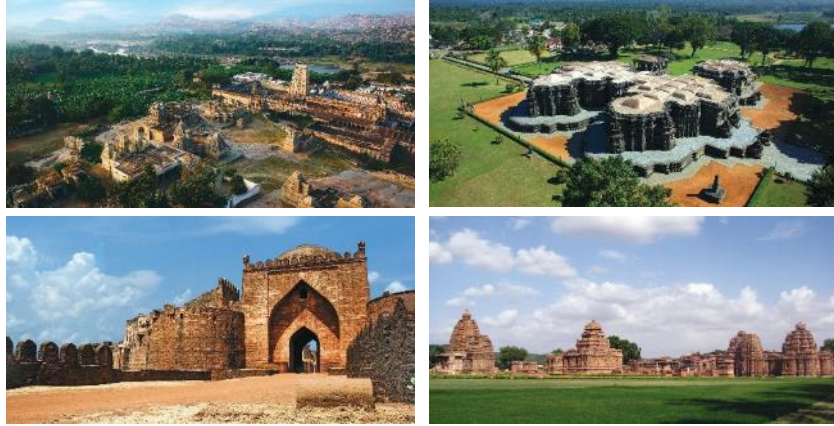
# Tourism Policy & Investment Opportunities

Invest Karnataka 2025 Global Investors Meet | 13<sup>th</sup> February 2025



# Karnataka Tourism – One State, Many Worlds

## Experience History



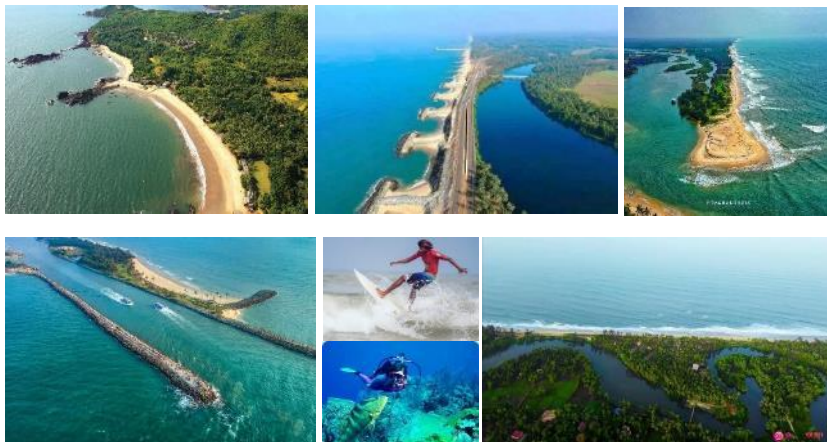
## Experience Nature



## Experience Divinity



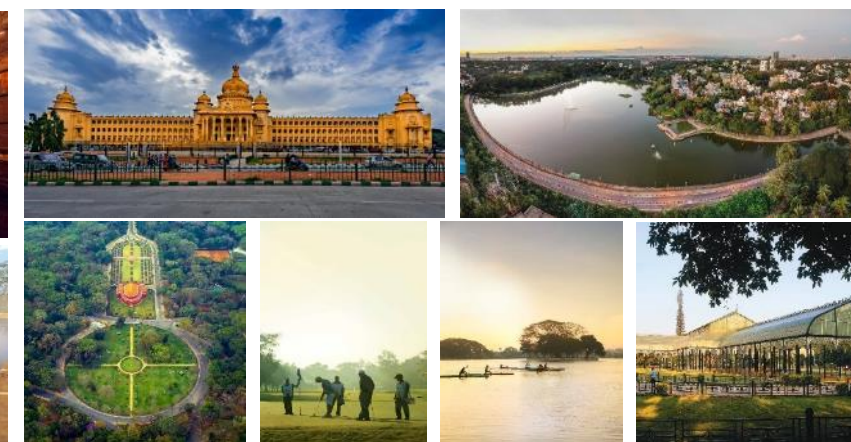
## Experience Tranquility



## Experience Culture



## Experience Modernity

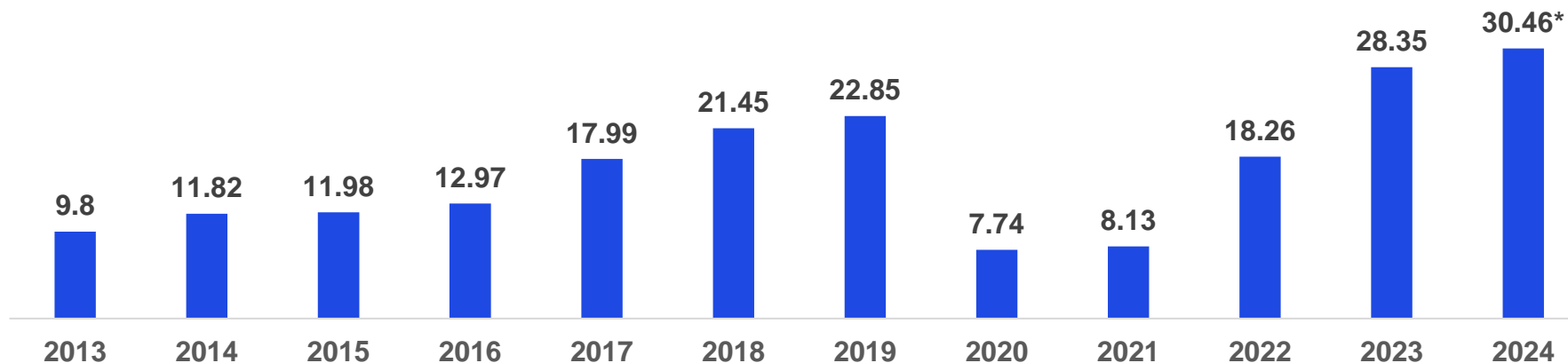


# Tourist Footfalls over the Years

Strong Recovery from the Pandemic led by Revenge Tourism and Shakti Scheme, Foreign Tourist Visits still on path to revival

*Presently ranks 4<sup>th</sup> for Domestic Tourist Visits*

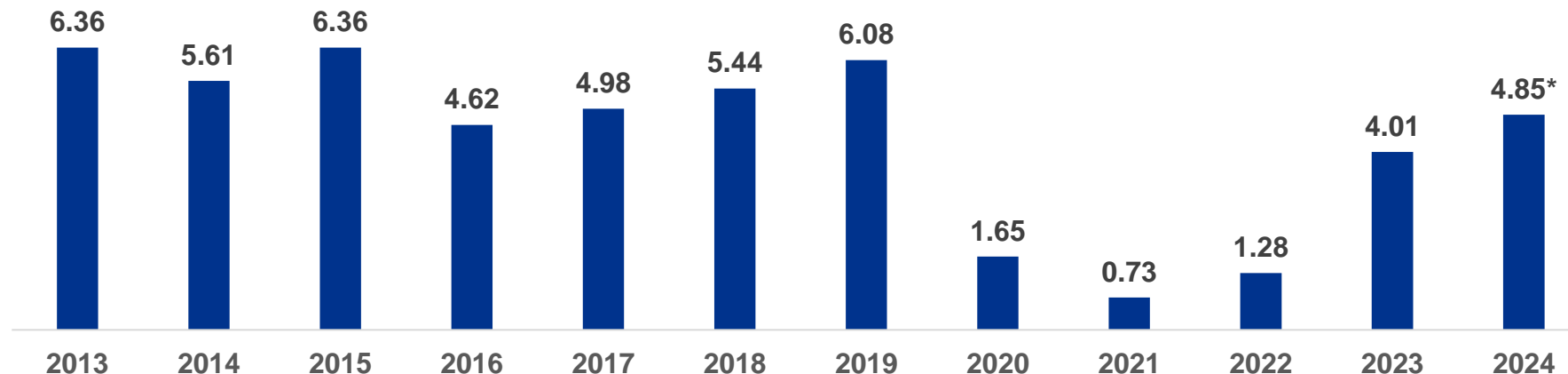
Domestic Tourist Visits (in Crores)



**By 2029, Domestic  
Tourist Visits are  
expected to reach  
~49 Crore**  
*(Top 3 among Indian States)*

*Ranks just outside top 10 for Foreign Tourist Visits*

Foreign Tourist Visits (in Lakhs)



**By 2029, we are  
targeting Foreign  
Tourist Visits of  
~20 Lakhs**  
*(Top 5 among Indian States)*



# Key Highlights of Karnataka Tourism Policy 2024-29

The policy aims to create a suitable tourism ecosystem for all segments of society and increase tourism's contribution towards the \$1 Trillion Economy for Karnataka

The Policy is based on 9 Strategic Pillars that provide a strong foundation for a holistic and inclusive tourism ecosystem



- Each strategic area has identified the **key interventions** for the **collaborative development of tourism**
- **25 Tourism Themes** and **44 Tourism Projects** have been identified for support during the policy period
- Range of **Subsidies, Concessions, and Incentives** have been identified to steer development in priority areas
- Strong **Institutional Mechanisms** shall be put in place to monitor and drive policy implementation

# Key Goals for the Karnataka Tourism Policy 2024-29

1

Rank among top 3 States for Domestic Tourist Visits (~48 Crore)

2

Rank among top 5 States for Foreign Tourist Visits (~20 Lakh)

3

Create employment opportunities for 1.5 Lakh people

4

Attract over INR 7,800 Crore of Direct Investments

5

Showcase Karnataka in at least 50 global tourism events

6

Adoption and preservation of 1000+ heritage monuments

7

Monetize 650+ acres of land parcels for tourism projects across the State

8

Develop 10 Mega Tourism Projects

9

Development of 40 Coastal Tourism stretches

10

Develop 30 flagship destinations under One District, One Destination

11

Develop 30+ Adventure Tourism Hotspots across Karnataka

12

Develop Bengaluru as a MICE Hub and enhance direct international connectivity

# Assistance Offered under the Tourism Policy 2024-29

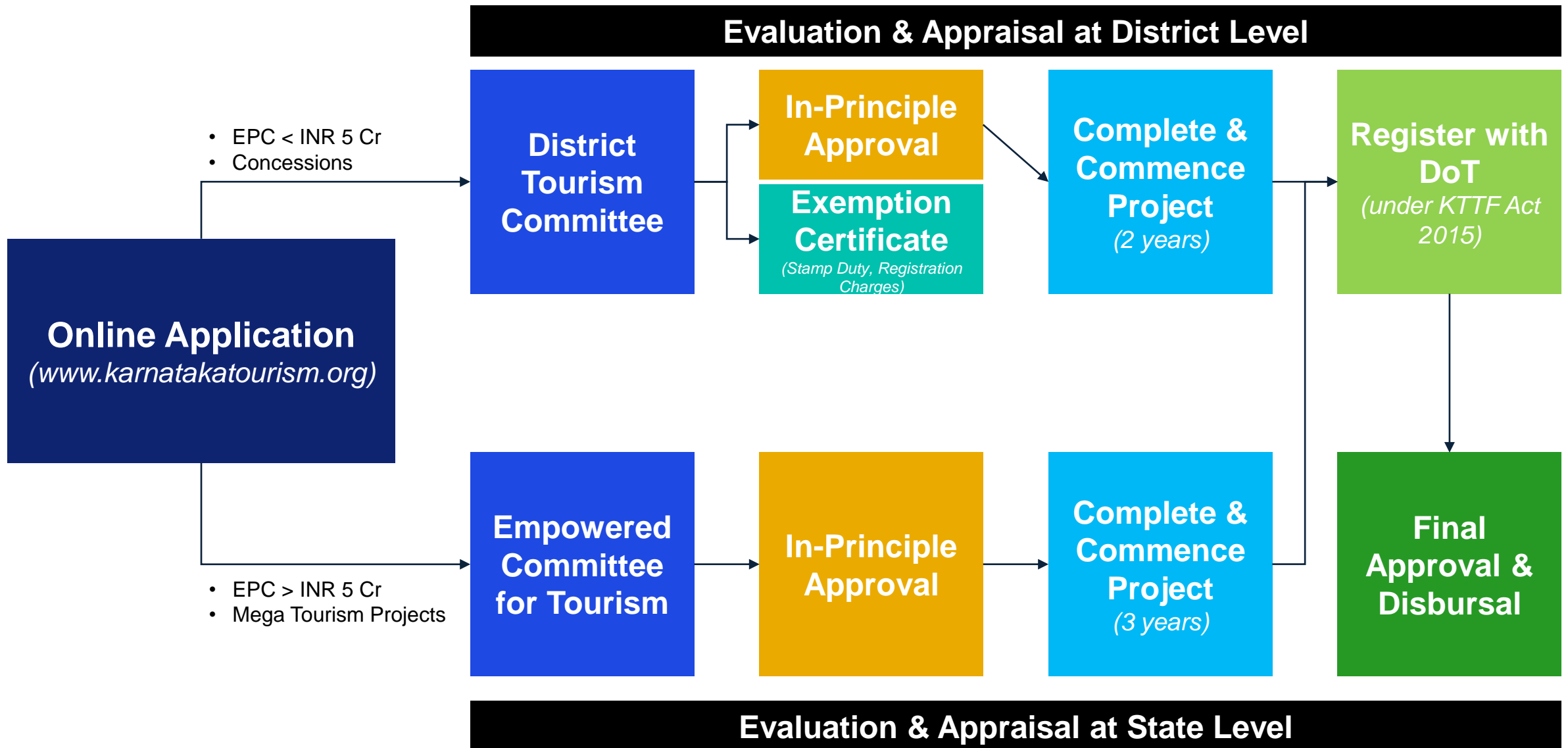
Subsidies		Concessions
Capital Investment Subsidy	Interest Subsidy	
<ol style="list-style-type: none"> <li>1. Adventure Tourism Project</li> <li>2. Agri Tourism Project</li> <li>3. Caravan Park Project</li> <li>4. Caravan Tourism Project</li> <li>5. Convention Centre</li> <li>6. Cruise Tourism Project</li> <li>7. Hotel Project – Budget</li> <li>8. Hotel Project – Premium</li> <li>9. Houseboat</li> <li>10. MICE Venue</li> <li>11. Wellness Centre</li> <li>12. Wayside Amenities</li> </ol>	<ol style="list-style-type: none"> <li>1. Cultural Village</li> <li>2. Heritage Hotel</li> <li>3. Museum &amp; Galleries</li> <li>4. Sound &amp; Light Show</li> </ol>	<ol style="list-style-type: none"> <li>1. Exemption on Stamp Duty <ol style="list-style-type: none"> <li>a. <i>Loan documents</i></li> <li>b. <i>Land documents</i></li> </ol> </li> <li>2. Exemption of Registration Charges <ol style="list-style-type: none"> <li>a. <i>Loan documents</i></li> <li>b. <i>Land documents</i></li> </ol> </li> <li>3. Reimbursement of Land Conversion Fee</li> <li>4. Reimbursement on Motor Vehicle Tax</li> <li>5. Exemption of Motor Vehicle Tax for Caravan Vehicles</li> <li>6. Support for Homestays</li> <li>7. Support for Agri Tourism Projects</li> </ol>

# Assistance Offered under the Tourism Policy 2024-29

## Incentives

1. Single Window Facility
2. Industry Status for Tourism
3. Registration of Tourism Projects and Tourism Service Providers
4. Facilitation Support
5. Marketing Support for Tourism
6. Special Recognition for Sustainability Measures
7. Assistance for Sustainability Initiatives
  - Water conservation and harvesting
  - Adopting renewable energy sources
  - Adopting pollution control measures
8. Marketing Development Assistance
  - Production of Publicity Material
  - Participation in National-level domestic event
  - Participation in International Event
  - Participation in International Roadshows organized / sponsored by Karnataka Tourism
9. Incentive for Motor Vehicles for Spiritual / Religious Tourism and key Fairs & Festivals
10. Tourism Excellence Awards

# Availing Subsidies & Concessions for Tourism Projects



Detailed guidelines on procedures and project specifications as well as relevant government orders will be available on the Department of Tourism's website.



# Industry Status for Tourism Projects

## Projects eligible for Industry Status subject to Entitlement Certificate from DoT

- |                              |                             |                          |   |
|------------------------------|-----------------------------|--------------------------|---|
| 1. Adventure Tourism Project | 7. Cultural Centre          | 13. Houseboat            | 19. Theme Park                                |
| 2. Aquarium / Oceanarium     | 8. Film City                | 14. MICE Venue           | 20. Tourism or Hospitality Training Institute |
| 3. Amusement Park            | 9. Golf Course              | 15. Museum and Galleries | 21. Wayside Amenities                         |
| 4. Caravan Park              | 10. Heritage Hotel          | 16. Ropeway              | 22. Wellness Centre                           |
| 5. Convention Centre         | 11. Hotel Project – Budget  | 17. Sound and Light Show |   |
| 6. Cruise Tourism Project    | 12. Hotel Project – Premium | 18. Tented Accommodation |   |

**Property Tax** as per  
Industrial Rates

**Electricity Tariff** as per  
Industrial Rates

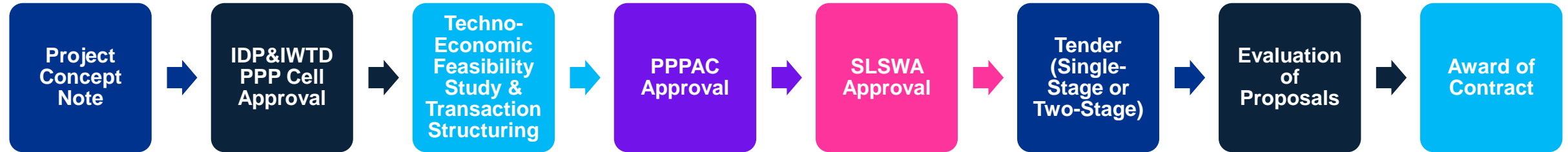
**Water Tariff** as per Industrial  
Rates

**Single Window  
Clearance**

**Land Allotment by  
KIADB**

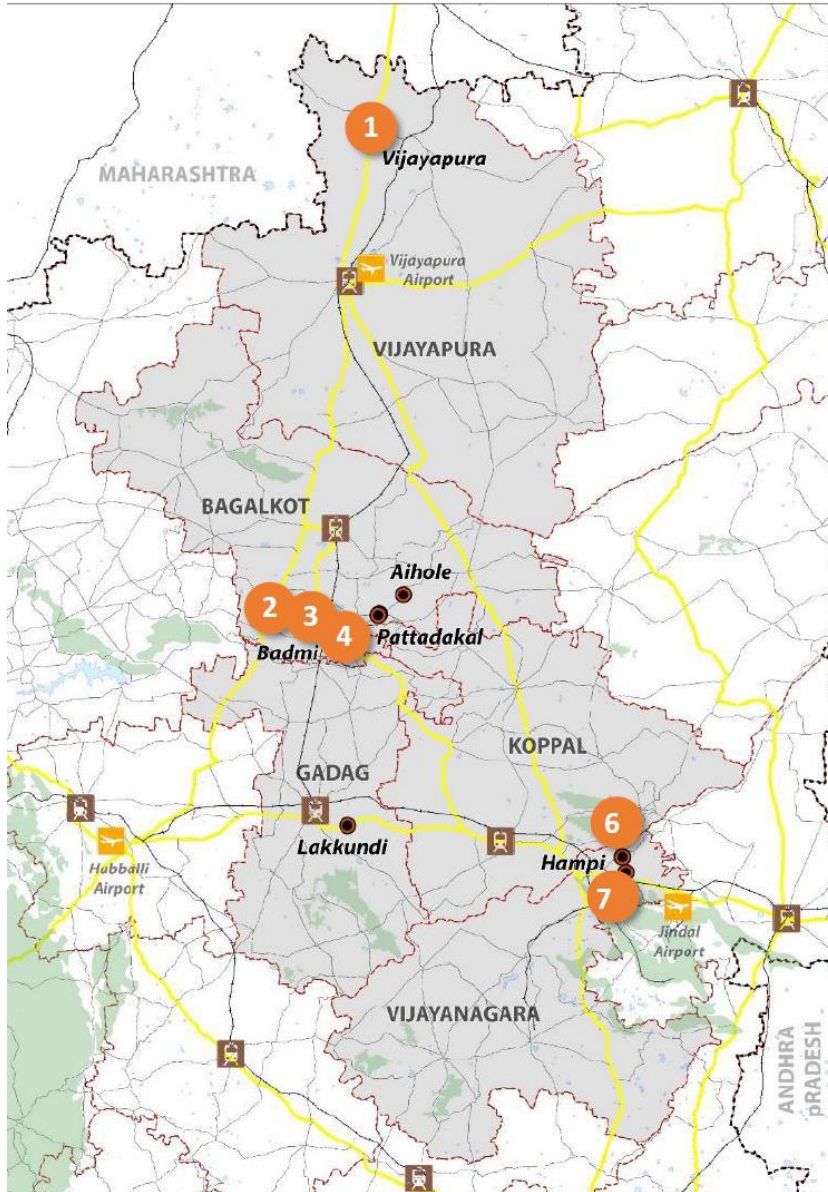
**Other benefits to  
Industries**  
(excludes Industrial Policy 2024-29)

# Tourism Land Banks to be developed on PPP



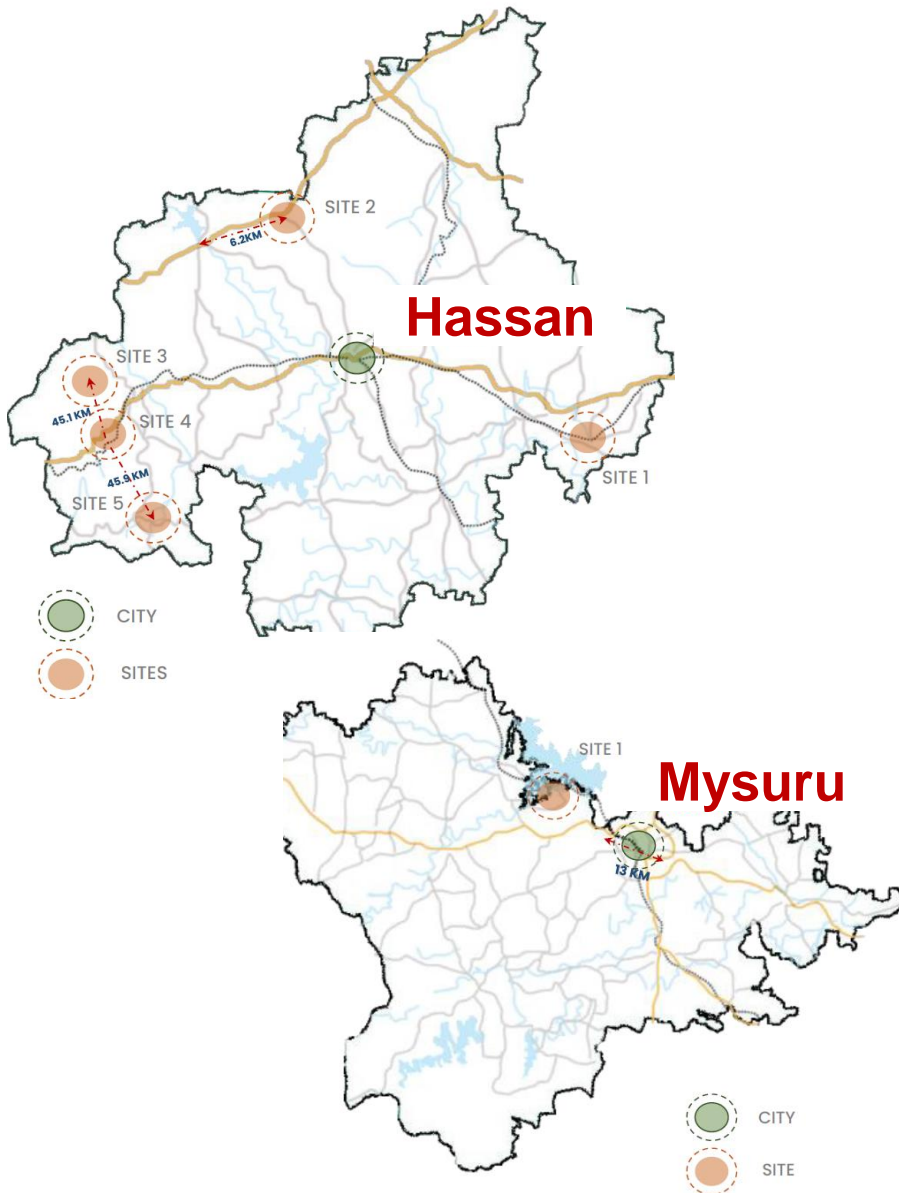
Division	Districts	No. of Land Parcels	Extent of Land Parcels
Bengaluru	Chikkaballapura, Chitradurga, Davangere, Shivamogga	10	199.45 acres
Mysuru	Chikkamagaluru, Hassan, Dakshina Kannada, Hassan, Kodagu, Mysuru, Udupi	20	191.81 acres
Kalaburagi	Kalaburagi, Vijayanagara, Yadgir	10	267.11 acres
Belagavi	Bagalkote, Uttara Kannada, Vijayapura	8	88.66 acres
<b>Total</b>			<b>747.03 acres</b>

# Upcoming PPP Projects – North Karnataka Circuit



Ref. No.	Project	Estimated Cost (INR Crore)	Site Area (in Acres)	Location
1	Drive Through Tourist Amenities	4.01	1.17	Vijayapura (Along NH 52)
2	Thematic Restaurants & Tourist Amenities	3.83	1.13	Badami (Near Krishna Heritage Hotel)
3	Convention Centre	14.46	8.26	Banashankari
4	Thematic Cottages, Adventure Sports, and Camping Sites	46.79	24.8	Pattadakal (Near River)
5	Traditional Stays, Thematic Restaurant, and Tourist Amenities	35.83	41.31	Aihole
6	Log Huts and Nature Trail	7.14	213	Hampi (Near Hampi Zoo)
7	Hotel, Cultural Haat and Wellness Centre	54.33	19	Hampi (Near Mayura Hotel)

# Upcoming PPP Projects – South Karnataka Circuit



Ref. No.	Project	Estimated Cost (INR Crore)	Site Area (in Acres)	Location
Hassan Site 3	Eco Resort & Shared Accommodation	65.9	25	Betta Byreshwara
Mysuru Site 1	Adventure Sports	58.62	19.03	KRS Backwaters
Hassan Site 2	Resort & Banquet Hall	42.89	8.5	Belur-Halebidu Highway
Hassan Site 5	Adventure Sports & Eco Resorts	40.79	15	Patla Betta
Hassan Site 1	Cultural Haat & Budget Hotel	15.02	4	Shravanabelagola
Hassan Site 4	Wayside Amenities	8.56	4	Maranahalli



# Investment Opportunities in Hospitality

*Operator for Lalitha Mahal Palace Hotel*



*Operator for upcoming 3-Star Hotels*



**Badami**



**Vijayapura**



**Hampi**



**Belur**

# Locations Suitable for Hotels & Resorts on PPP

Sl. No.	District	Nearest Tourist Spots	Distance from Major Tourist Spot	Survey No.	Extent (in Acres)
1	Shivamogga	Jog Falls	16 km	64	145
2	Hassan	Maragadi Falls, Bettada Byraveshwara Temple	0.3 km	117	25
3	Bagalkote	Pattadakallu	0.4 km	NA	24.8
4	Mysuru	Mysuru Palace	30 km	60	19.1
5	Dakshina Kannada	Ullala Beach	10 km	67/*/*	15.8
6	Hassan	Mankanahalli Falls, Besale Ghat	5 km	127/P1	15
7	Chikkamagaluru	Kalathgiri Falls	10 km	7	15
8	Chikkamagaluru	Dattareya Peta	1 km	147	10
9	Hassan	Beluru Chennakeshva Temple, Yagachi Dam, Halebeedu Hoysaleshwara Temple	5 km	84/P1	8.55
10	Davanagere	Sulekere	0.5 km	39	8.1
11	Uttara Kannada	Gokarna	0.5 km	1361	7.3
12	Kodagu	Beluru Sunset Point, Harangi Waterfall and Backwaters	0.5 km	143/2	7.12
13	Chikkaballapura	Nandi Hills	15 km	170, 171	2, 9
14	Udupi	Kundapura, Trasi	0 km	NA	5.6



# Other Notable Investment Opportunities in Karnataka

## ***Ropeways on PPP*** *(11 locations)*



## ***River Cruise Tourism*** *(Sharavathi & Kabini River)*



## ***Tourism Hubs near Dams*** *(Gorur, Hidkal, Kabini, Manchanabele)*



## ***Tannirbhavi Beach for High-End Events***



## ***Cruise & Tourism Terminal at Mangaluru***



## ***Coastal Resorts & Beachfront Hospitality***





**Thank You**

