Tourism Industry - Economic contribution

**Direct contributors**
- Accommodation
- Transportation
- Attractions
- Food and Beverages
- Retail Trade

**Indirect contributors**
- Government
- Private Entities
- Supplier of services
- Foreign investment

**Induced contributors**
- Food and beverages
- Recreation
- Clothing
- Housing
- Household goods

**Economy**
- Increase in GDP
- Employment generation
Indian Tourism Industry - Economic contribution & Decadal growth

<table>
<thead>
<tr>
<th>INDIA</th>
<th>2018 (Estimated)</th>
<th>2028 (Estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ bn.</td>
<td>Growth %</td>
</tr>
<tr>
<td>Direct contribution to GDP</td>
<td>98.2</td>
<td>7.6</td>
</tr>
<tr>
<td>Total contribution to GDP</td>
<td>251.6</td>
<td>7.5</td>
</tr>
<tr>
<td>Direct contribution to employment (mn.)</td>
<td>26.9</td>
<td>2.8</td>
</tr>
<tr>
<td>Total contribution to employment (mn.)</td>
<td>42.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Foreign visitor spending</td>
<td>29.7</td>
<td>8.8</td>
</tr>
<tr>
<td>Domestic spending</td>
<td>199.6</td>
<td>7.3</td>
</tr>
<tr>
<td>Leisure spending</td>
<td>217</td>
<td>7.6</td>
</tr>
<tr>
<td>Business spending</td>
<td>12.4</td>
<td>6.7</td>
</tr>
<tr>
<td>Total investment</td>
<td>44.4</td>
<td>6.7</td>
</tr>
</tbody>
</table>

- Indian tourism industry will nearly double in all business indicators by 2028.
- Leisure travel spending (inbound and domestic) is 95% in 2017 compared with 5% for business travel spending & is expected to nearly double by 2028.
- Domestic travel spending is 87% of 2017 compared with 13% of foreign visitor spending.
- Tourism sector in India accounted for 9% of the total employment opportunities generated in 2016.

Source: WTTC Travel and Tourism Economic Impact 2018
# Indian Tourism Industry - Performance

<table>
<thead>
<tr>
<th>Key Indicators</th>
<th>Year - 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Tourist Arrivals in India</td>
<td>10.18 mn.</td>
</tr>
<tr>
<td>Annual growth rate of International Tourist Arrivals</td>
<td>15.6%</td>
</tr>
<tr>
<td>Estimated International Tourist Arrivals by 2027</td>
<td>17.3 mn.</td>
</tr>
<tr>
<td>Foreign Exchange Earnings (FEEs) from Tourism</td>
<td>$ 27.69 bn.</td>
</tr>
<tr>
<td>Annual growth rate of FEEs</td>
<td>20.8%</td>
</tr>
<tr>
<td>India’s rank in International Tourism Receipts</td>
<td>13&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>No. of Domestic Tourist Visits to all States/UTs (2016)</td>
<td>1.6 bn.</td>
</tr>
<tr>
<td>Annual growth rate of Domestic Tourist Visits</td>
<td>12.7%</td>
</tr>
</tbody>
</table>

Source: MoT, GoI annual report 2017-18
Gujarat Tourism Industry - Overview

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Key indicators</th>
<th>% Growth (2016-17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total tourist inflow (YoY)</td>
<td>16.9</td>
</tr>
<tr>
<td>2</td>
<td>Foreign/NRI tourist arrival (YoY)</td>
<td>26.1</td>
</tr>
<tr>
<td>3</td>
<td>Domestic tourist arrival (YoY)</td>
<td>16.7</td>
</tr>
<tr>
<td>4</td>
<td>CAGR of last 5 years</td>
<td>14.9</td>
</tr>
</tbody>
</table>

Total tourist arrival is 45 mn. in FY 2016-17

The tourist flow has grown by over 263% since 2006-07

Ahmedabad airport has passenger flow of 7.4 mn. in 2016-17 up by 14.3% YoY

Tourist Footfall (in million)

Source: GITCO Annual Report 2016-17
Gujarat Tourism Industry - Overview

### Tourist Origin

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Tourist Origin</th>
<th>Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Within State</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Within India</td>
<td>22.1</td>
</tr>
<tr>
<td>3</td>
<td>NRI</td>
<td>22.6</td>
</tr>
<tr>
<td>4</td>
<td>Foreign</td>
<td>31</td>
</tr>
</tbody>
</table>

- Share of other Indian States was 25.6% and Foreigners/NRI accounted for 2.1%
- September to March (9 months) are peak months during the year

### Tourist Purpose

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Tourist Purpose</th>
<th>Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business</td>
<td>14.7</td>
</tr>
<tr>
<td>2</td>
<td>Leisure</td>
<td>24.6</td>
</tr>
<tr>
<td>3</td>
<td>Spiritual</td>
<td>20.4</td>
</tr>
</tbody>
</table>

- Business purpose tops the list with 55% share
- 36% tourists are Spiritual tourists and 9% are Leisure and Other tourists

### Tourist Class

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Tourist Class</th>
<th>Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Luxury</td>
<td>5.4</td>
</tr>
<tr>
<td>2</td>
<td>High</td>
<td>40.6</td>
</tr>
<tr>
<td>3</td>
<td>Medium</td>
<td>25.2</td>
</tr>
<tr>
<td>4</td>
<td>Economy</td>
<td>9.4</td>
</tr>
</tbody>
</table>

- More addition to luxury & high class accommodations
- Ahmedabad (28%), Vadodara (12%) and Surat (9%) top luxury class flow

Source: GITCO annual report 2016-17
Gujarat Tourism - Growth Drivers

Tourism Assets
- Largest coastline in India - 1600 kms with 16 beaches
- 22 Sanctuaries and 4 National Parks
- Only white desert in the world
- Multicultural heritage and monuments

Government Support
- Financial assistance under the Tourism Policy 2015-20
- 100% FDI allowed
- Skill development programs
- Fairs and Festivals
- Marketing assistance

Infrastructure
- 19 Airports (2 international Airports)
- 1 major and 48 minor Ports
- 5300 km Rail network
- 1.63 lakh kms of motorable Road
- Power surplus state

Economic scenario
- Gujarat’s economy has grown at an average rate of 10% between FY13 to FY17 higher than the national average.
- Gujarat is highly industrialised State with 18.4% share in Country’s industrial output

Source: IBEF
Tourism Assets
### Gujarat Tourism Assets

<table>
<thead>
<tr>
<th>Spiritual destinations</th>
<th>Ancient architecture</th>
<th>Heritage properties</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(Ahmedabad - India's first Heritage City)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beaches/Water based attractions</th>
<th>Nature and wildlife</th>
<th>Fairs and Festivals</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Geographical diversity</th>
<th>Diverse cuisines</th>
<th>Gandhi circuit</th>
</tr>
</thead>
</table>


Tourism Assets spread across Gujarat

Legend:
- Spiritual destinations
- Heritage sites
- Heritage City
- Beaches
- Wildlife/National Parks
- Migratory birds
- Gandhi destinations
- Fairs & Festivals
- Other major attractions
Government Support
Policy based support

Existing Policies
- Gujarat Tourism Policy
- Gujarat Homestay Policy
- Guidelines for incentives to Film makers and TV producers

Proposed Policies
- Cinematic Tourism Policy
- Guidelines for Wellness Tourism
- Cruise Tourism Policy
- Adventure Sports Policy
Gujarat Tourism Policy

- To make Gujarat one amongst the top five tourist States of India in terms of local, national and international tourist footfalls by 2025
- Tourism Policy provides a slew of incentives to Tourism Units & Service Providers with an aim to proactively promote Tourism through Sustainable Development and Inclusive growth

**Important tourism assets covered under Policy (2015-20)**

<table>
<thead>
<tr>
<th>Resorts/ Tented accommodations</th>
<th>One to Five Star Hotels</th>
<th>Special Package for Mega Tourism Units</th>
<th>Tourism &amp; Hospitality Institutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement Park</td>
<td>Heritage Hotels</td>
<td>Incentive for Innovation</td>
<td>Support for Research &amp; Development</td>
</tr>
<tr>
<td>Theme Park/ Water Park</td>
<td>Apartment Hotels</td>
<td>Support Marketing and Promotion</td>
<td>Recognition through Excellence Awards</td>
</tr>
<tr>
<td>Convention Centers</td>
<td>Motels / Wayside amenities</td>
<td>Incentive for ICT Enablement</td>
<td>Support for Training &amp; Skill Development</td>
</tr>
</tbody>
</table>
Gujarat Tourism Policy

Incentive and benefits under Policy (2015-20)

**Capital Subsidy/ Additional Capital subsidy**

- up to 20% on eligible capital investment for eligible tourism units
- 5% for new tourism units at Yatra Dhams, Eco-tourism Centers & Tourism units in & around Gandhinagar
- 5% for women entrepreneurs, SC/ST category & differently abled

**100% Reimbursement of Registration Fee/Stamp Duty**

**Interest Subsidy**

- 5% in Municipal Corporation areas for eligible tourism units
- 7% for areas other than above
- 7% for Heritage Hotels

**Exemptions**

- Luxury Tax Exemption
- Entertainment Tax Exemption
- Electricity Duty Exemption

*As per provision of Gujarat Tourism Policy 2015-2020*
Guidelines for incentives for Film making

- Gujarat is blessed with geographical diversity and rich cultural heritage which offers ideal locations for film, television, documentaries, advertisements and feature films
- To provide adequate facilitation, the government introduced following benefits:

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Incentives</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Quick clearances</td>
<td>• Timely approval for shooting by respective authorities</td>
</tr>
<tr>
<td>2.</td>
<td>50% rebate on accommodation</td>
<td>• Priority booking for film producers and their crew</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 50% rebate on prevailing room rates at Government owned Toran Hotels</td>
</tr>
<tr>
<td>3.</td>
<td>Adequate security</td>
<td>• Appropriate police arrangement at open areas and public places</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Local security clearances from Police Commissioner/ District Police</td>
</tr>
<tr>
<td>4.</td>
<td>Assistance from TCGL</td>
<td>• Coordination and facilitation for shooting and marketing activities</td>
</tr>
<tr>
<td>5.</td>
<td>Consultant for Hire</td>
<td>• Provision of hiring consultants to act as liaison officer during the period of shooting in State</td>
</tr>
<tr>
<td>6.</td>
<td>Prohibition permit</td>
<td>• Obtaining prohibition permit from the concerned District Officer of Prohibition and Excise Department</td>
</tr>
</tbody>
</table>
Gujarat Homestay Policy

- Aim to provide comfortable standardized homestay facilities to the tourists, and to supplement the availability of accommodation
- Homestay Policy provides a slew of incentives to Service Providers with an aim to proactively promote hospitality and culture of Gujarat

### Benefits offered under the Policy

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Type</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tax exemption</td>
<td>Homestay Establishment shall be exempt from Luxury Tax and Value Added Tax.</td>
</tr>
<tr>
<td>2.</td>
<td>Domestic Electricity charges</td>
<td>Domestic rates for electricity would be charged from the registered Homestay Establishment.</td>
</tr>
<tr>
<td>3.</td>
<td>Domestic Municipal tax</td>
<td>Domestic rates of municipal property tax and water tax would be charged from the registered Homestay Establishment.</td>
</tr>
<tr>
<td>4.</td>
<td>Training and support</td>
<td>Tourism Corporation of Gujarat Limited (TCGL) shall give one time short training as well as marketing guidance and support in general</td>
</tr>
</tbody>
</table>
Other Support offered by Government

Administrative Support

- Ease of Doing Business
- Visa on arrival or e-visa
- Destination development
- Policy reforms
- Events and fairs
- Marketing Support
- Investor Facilitation cell
Economic Scenario
Economic Scenario

India Economic Scenario
- India’s GDP is estimated to have increased 6.6% in 2017-18 and is expected to grow 7.3% in 2018-19.
- FDI inflow during April 2014 to Dec.17 $ 208.99 bn.
- During the period April 2000-December 2017, the tourism sector attracted around US$ 10.90 billion of FDI
- GDP Per capita on purchasing power parity $7783 by FY 2018-19 (est.)

Impact on Tourism
- Country and State economic condition has positive impact.
- Per capita personal disposable income growth during FY12 to FY17 was at CAGR of 10.2%.
- Per capita personal disposable income is around $1800

Gujarat Economic Scenario
- Gujarat accounts for 7.6% share to National GDP.
- Gujarat GSDP to be $230 billion by FY 2018-19 est.
- Gujarat GSDP increased at a CAGR of 11.56% cent between FY06-16 to reach US$ 158.19 billion in 2015-16
- Gujarat attracted $3.36 billion FDI in 2016-17.
- Per capita income $2100 (E) 2016-17 at current market price.

Source: IBEF, Economic survey 2017-18, IMF, world bank
Tourist - Key Figures

❖ Top 5 origin of foreign tourist in Gujarat:

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Origin</th>
<th>% share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>UK</td>
<td>13.6</td>
</tr>
<tr>
<td>2.</td>
<td>USA</td>
<td>10.8</td>
</tr>
<tr>
<td>3.</td>
<td>Italy</td>
<td>4.9</td>
</tr>
<tr>
<td>4.</td>
<td>Singapore</td>
<td>4.7</td>
</tr>
<tr>
<td>5.</td>
<td>Sri Lanka</td>
<td>4.3</td>
</tr>
</tbody>
</table>

❖ Occupancy of rooms
  ❖ Overall occupancy during FY 2016-17 - 49 %
  ❖ Occupancy at business destinations - 59 %
  ❖ Occupancy at Spiritual destinations - 43%
  ❖ Occupancy at leisure destinations - 46%

❖ Spending
  ❖ Indians spend an average of $2,334 against APAC’s $1,677 on tour.
  ❖ Indians had average 5.6 trips in the past two years, compared to 4.7 for Asia Pacific (APAC) and 4.2 globally

Source GITCO annual report 2016-17, Economic times
Infrastructure
• 19 airport/ airstrips
• 2 international airports
• 7 new airports planned
• 1,63,153 km of road network including
  • N.H.length – 4971km
  • S.H.Length, 19000 km
• 1 major ports
• 48 non major ports
• 5300 km of rail network
• 3500 km of broad gauge
• 1193 km of meter gauge
• 30 GW installed capacity for uninterrupted power supply
• 3 Central, 22 State, 32 Private, 2 Private aided university
• ITIs running tourism industry specific courses
• 80 Star category & 32 Heritage hotels
• 4300 plus different types of abodes
• Tele density 111.03
• Mobile internet users 87.9 mn.

Source: Gujarat Socio Economic survey report 2016-17, TRAI, Gujarat Education department, MoT GOI, GMB
Trends and Opportunity
Trends and opportunities

Trends in tourism

Cruise  Cinematic  Spiritual  Heritage & Culture
Archaeological  Handicraft & Textile  Eco-Tourism  Adventure & Water Sports
Medical  Educational  Industrial  Rural

Development of Tourism Circuits through Public Private Partnership

- Rama Trail
- Krishna Circuit
- Buddhist Circuit
- Sardar Patel Circuit
- Yoga Circuit
- Coastal Circuit
- Mahatama Gandhi Circuit
- Parsi Circuit
- Sufi Circuit
- Jain Circuit
Gujarat Tourism opportunities

Cruise tourism
- Cruise operators
- Tour operators
- Ferry operators

Archaeological Site
- Accommodations
- Audio visual tour guide
- Retail marts
- Multi level parking

Medical & Wellness Tourism
- Hospitals
- Apartment Hotels
- Ayurveda centres
- Spa centres

Cinematic Tourism
- Entertainment City
- Film Studios
- Recording Studios
- Film equipment supplies

Handicraft Textile tourism
- Art and handicraft Haat
- Rural tourism tour
- Retail of local artisan product

Educational Tourism
- Education institutes
- Summer courses
- Education sector

Spiritual Tourism
- Accommodations
- Audio visual tour guide
- Light and sound

Eco Tourism
- Accommodations
- Wayside amenities
- Retail trade
- Entertainment zones
Gujarat Tourism opportunities

(2/2)

- **Industrial Tourism**
  - Industry
  - Education institution

- **Heritage and Culture Tourism**
  - Heritage property owners
  - Accommodations
  - Light and sound
  - Audio tourist guide

- **Watersports and Adventure Tourism**
  - Water sports & Adventure sports service providers
  - Equipment suppliers

- **Rural Tourism**
  - Accommodations
  - Retail Trade
  - Local artisan haats

- **Sea Plane**
  - Airlines
  - HNIs

- **Bird Watching**
  - Tour Organizers
  - Accommodations
  - Food courts

- **Adopt a Heritage**
  - Private Companies
  - Trusts and Societies

- **MICE**
  - Event Organizers
  - Food Courts
  - Private Companies
Gujarat Tourism festivals and fairs

Kite Festival  
Rann Utsav  
Dang Durbar  
Modhera Dance Festival  
Navratri  
Tarnetar
### Gujarat Tourism Marketing and Promotion

<table>
<thead>
<tr>
<th><strong>Online Presence</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Facebook</td>
<td>1.2 mn.</td>
<td></td>
</tr>
<tr>
<td><strong>2</strong> Twitter</td>
<td>1.6 mn.</td>
<td></td>
</tr>
<tr>
<td><strong>3</strong> Website hits</td>
<td>1.23 mn.</td>
<td></td>
</tr>
<tr>
<td><strong>4</strong> App download</td>
<td>50,000</td>
<td></td>
</tr>
</tbody>
</table>
## Contacts

<table>
<thead>
<tr>
<th>Role</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Secretary (Tourism) Industries and Mines Department</strong></td>
<td>Block No. 5, 4&lt;sup&gt;th&lt;/sup&gt; Floor, New Sachivalaya, Gandhinagar</td>
<td>079 – 23250708, 23259862</td>
<td><a href="mailto:sectourism@gujarat.gov.in">sectourism@gujarat.gov.in</a></td>
</tr>
<tr>
<td><strong>Commissioner, Tourism</strong></td>
<td>Block No. 16/17, 4&lt;sup&gt;th&lt;/sup&gt; Floor, Udhyog Bhavan, Sector 11, Gandhinagar</td>
<td>079 – 23222029, 23221908</td>
<td><a href="mailto:jenudevan@gujarattourism.com">jenudevan@gujarattourism.com</a></td>
</tr>
<tr>
<td><strong>Managing Director, TCGL</strong></td>
<td>Block No. 16/17, 4&lt;sup&gt;th&lt;/sup&gt; Floor, Udhyog Bhavan, Sector 11, Gandhinagar</td>
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</table>
Thank you

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