



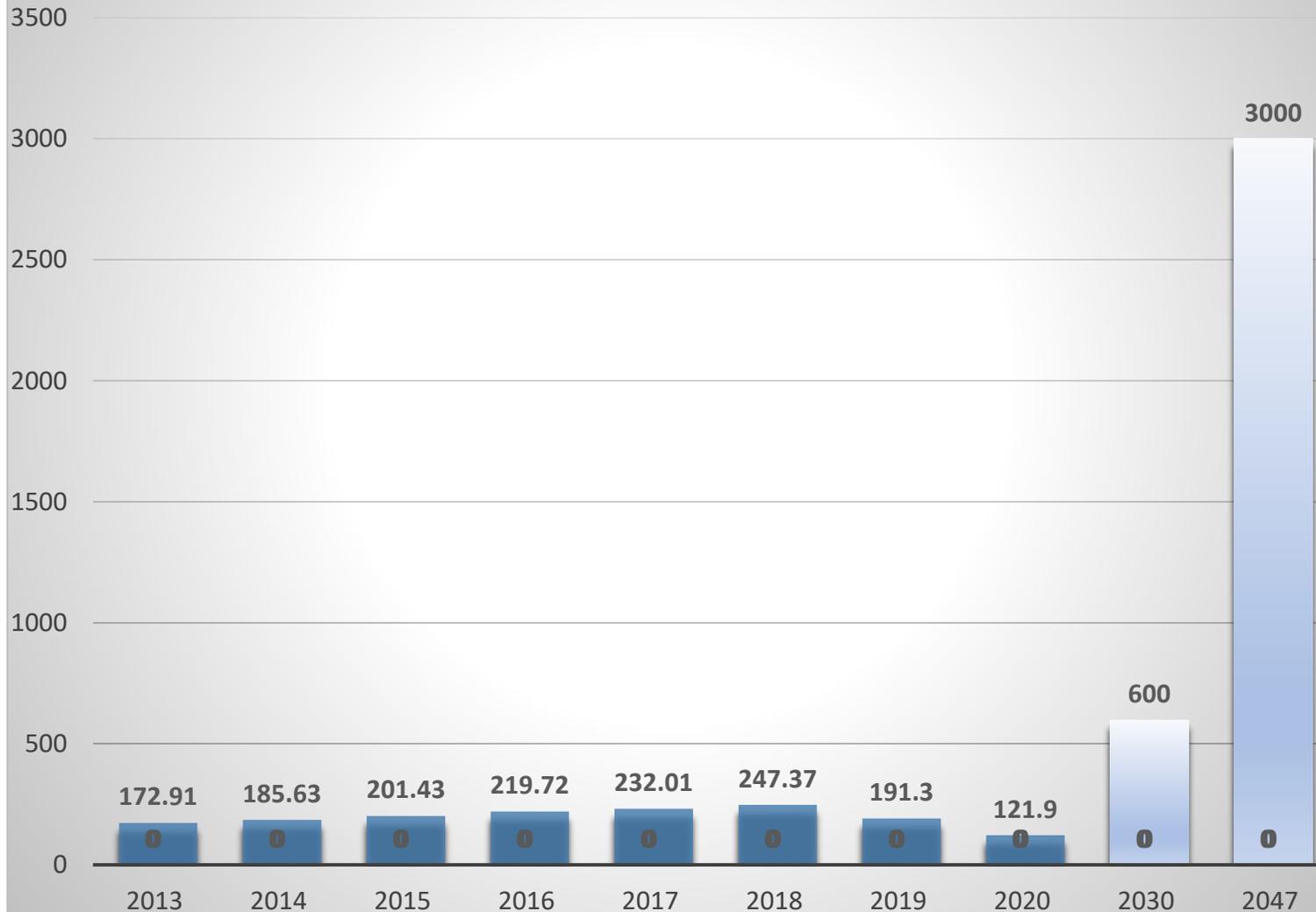
Incredible India 2.0

Actualising India's potential in Travel & Tourism sector
in the Amrit Kaal

Significant contributor to India's Economy

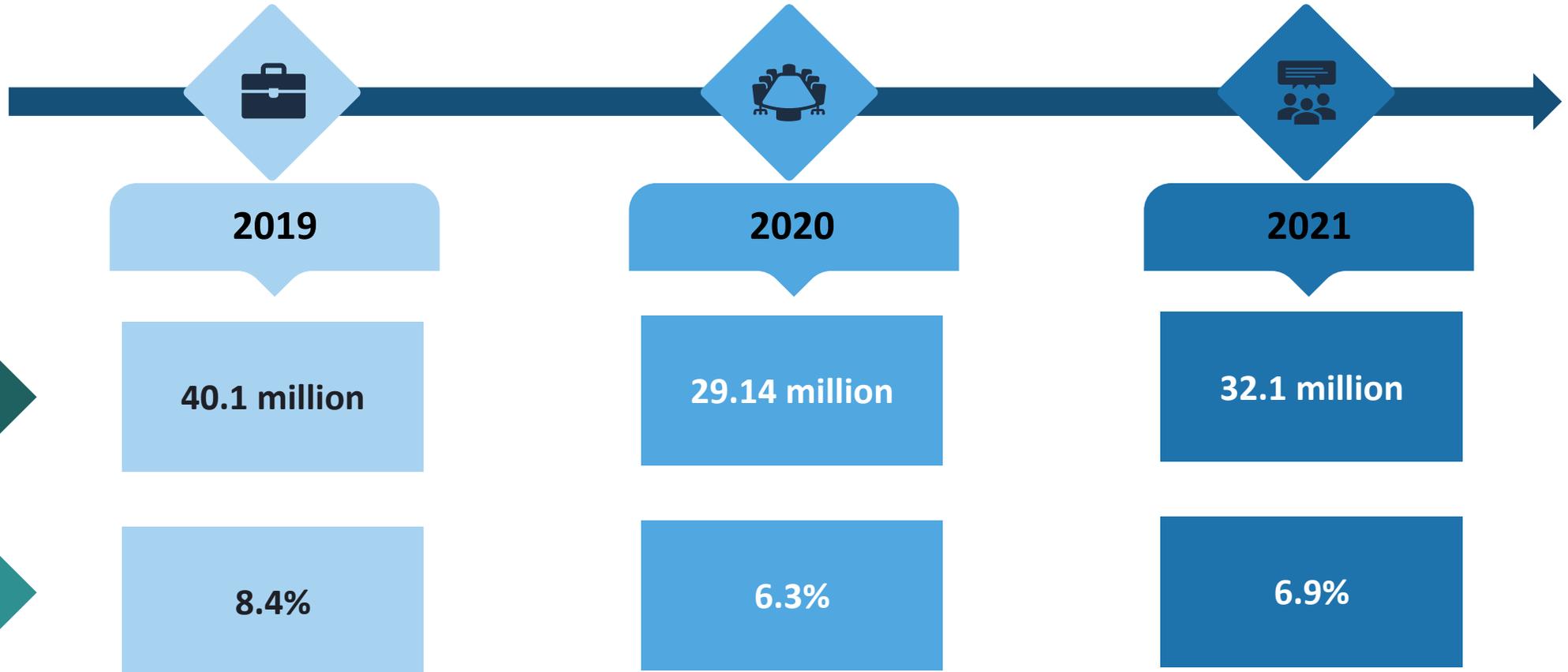


Contribution of Tourism to India's GDP



A Potential
3 Trillion-Dollar
opportunity!

Sector that can employ every 10th person in India





Most Visited Countries In the World...

India's right to win

Largest, Tallest, Highest: India scores high on 'record making' list



Khardung La

One of the highest motorable roads in the world



Rinchhen Cafeteria

The highest cafeteria on the Earth



Siachen

World's highest battlefield



Hikkim

World's highest post office



Kolukkumalai Tea Estate

The highest tea estate in the world



Yak Golf Course

The highest golf course in the world



The Baily Bridge

Highest bridge in the world

India's right to win

Unique & Rare: India repeatedly features on the 'Iconic' list



Guinness world record holder:

With a breathtaking view of the mountains, Chail has the highest cricket ground in the world



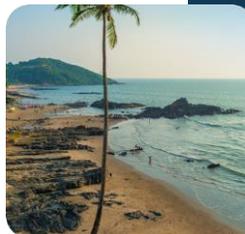
World's largest river island:

India hosts the world's largest river island—Majuli in the mighty Brahmaputra river in Assam.



The only floating park in the world:

The Keibul Lamjao National Park in the Indian state of Manipur is the last natural habitat of the brow-antlered deer.



Bigger than the best:

India's coastline is double of that of Thailand.



Brimming with ancient wisdom & vibe:

Varanasi, perched on river Ganges & regarded as the spiritual capital of India, is one of the oldest cities in the world.



*INDIAN SPICES



*PAISLEY



*ZEBU COW



*BENGAL TIGER



*INDIAN ELEPHANT



*TUC-TUCS



*COBRA



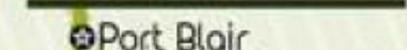
*LOTUS TEMPLE



*VICTORIA MEMORIAL



*CHENNAI RAILWAY STATION



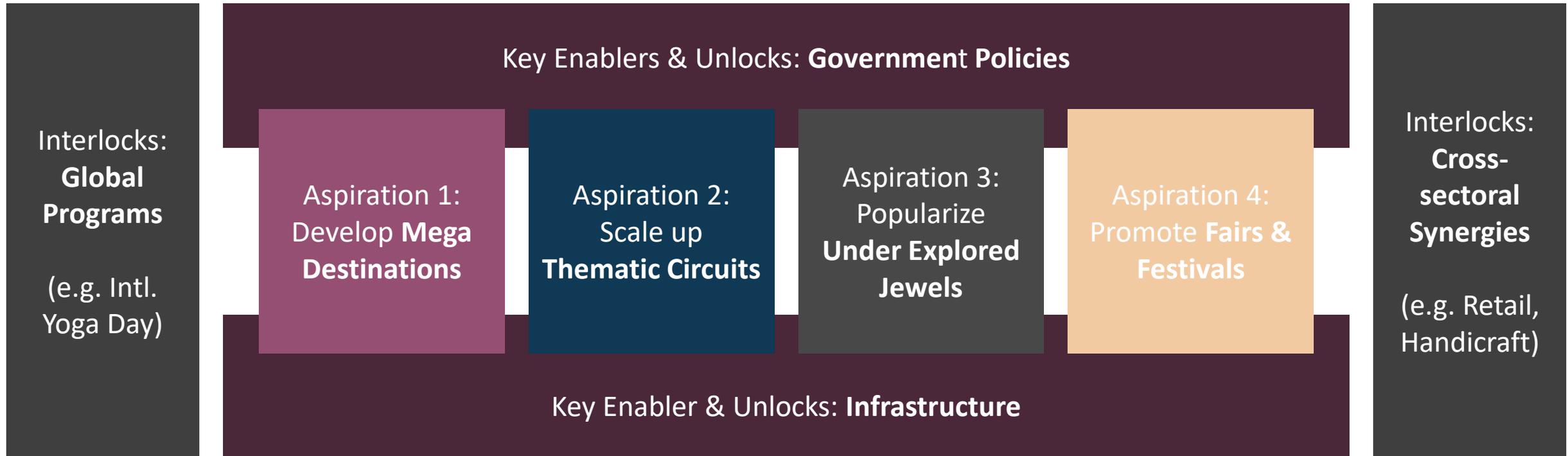
*Port Blair

WAY FORWARD: TO MAKING INDIA TRULY INCREDIBLE



Incredible India 2.0

Way forward: to making India truly incredible



Aspiration 1 : Develop 5 Mega International Tourism Destinations - Something in it for everyone

Northern India – Varanasi, Uttar Pradesh

Receives very high foreign tourist footfall as well as domestic tourists for religious tourism. Can be also developed as Yoga, spirituality, wellness and family activities.

Southern India – Alleppey, Kerala

Receives very high foreign tourist footfall and very popular destination for wellness, can be developed also for Luxury tourism , Honeymoon & Beach tourism

Eastern India – Puri, Odisha

Famous for Religious & Heritage Tourism can be developed as Luxury beach tourism & Water sports adventure activities

Western India – Statue Of Unity, Gujarat

Can be developed as a global tourist destination like “Christ the Redeemer of Rio”, educational tours of Indian independence, adventure activities, a Global Carnival/Fair etc

Central India – Khajuraho, Madhya Pradesh

Famous for Heritage tourism, can be also developed as a Global MICE & Wildlife Destination for near by tiger sancturay



Aspiration 2 : Scale Up The Existing 10 Thematic Tourism Circuits

Culture & Heritage

- **Golden Triangle :**
Delhi – Jaipur – Agra
- **Desert Triangle :**
Jodhpur-
Jaisalmer-
Bikaner

Spiritual

- **Chardham Yatra:**
Yamunotri- Gangotri-
Kedarnath-Badrinath
- **Buddhist Circuit:**
Lumbini – Bodhgaya-
Sarnath-Kushinagar
- **South India Temple Circuit :** Madurai–
Thanjavur-
Tiruchirappalli–
Rameshwaram –
Tirupati

Nature, Adventure, Wildlife

- **Himachal Circuit :**
Shimla – Kulu-
Manali-
Dalhousie –
Dharamsala
- **Nilgiri circuit :**
Bangalore –
Mysore- Ooty
- **Uttarakhand Circuit:** Jim
Corbett,-
Rishikesh- Auli

Medical & Wellness

- **Wellness Circuit :** Kochi-
Alleppey-
Kumarakom

Beach

- **Goa Beach Circuit (Leisure,
Adventure-
Water Sports,
Wedding,
MICE)**



Aspiration 3 : Develop & Popularize the Under Explored Jewels of India

- Create a 7 Sisters Circuit by picking important locations of 7 North east states : Assam – Tripura – Arunachal Pradesh – Meghalaya – Nagaland – Manipur – Mizoram & Sikkim
- Create a Eastern Religious Circuit : Jagganath Darshan (Puri) – Baidyanath Dham (Deoghar) – Kolkata - Gangasagar (West Bengal)





• Develop Jammu & Kashmir as a Global Tourist Destination:

- Adventure
- MICE
- Golf
- Film Shooting
- Yoga & Wellness
- Food & Culinary



Aspiration 4 : Develop Fair & Festival Centric Travel Packages

SOME OF THE TOP INTERNATIONAL FESTIVALS



Rio Festival, Brazil



Oktoberfest, Germany



La Tomatina, Spain



Festival Of Lantern, China & Southeast Asia



Mardi Grass, New Orleans

Aspiration 4 : Develop Fair & Festival Centric Travel Packages

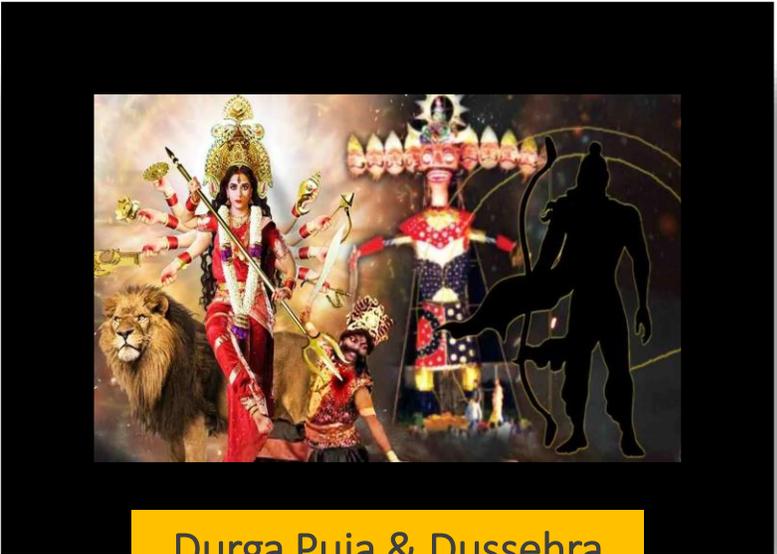
SOME OF THE POPULAR FAIR & FESTIVALS OF INDIA



Diwali Festival of Light



Holi Festival of Color



Durga Puja & Dussehra



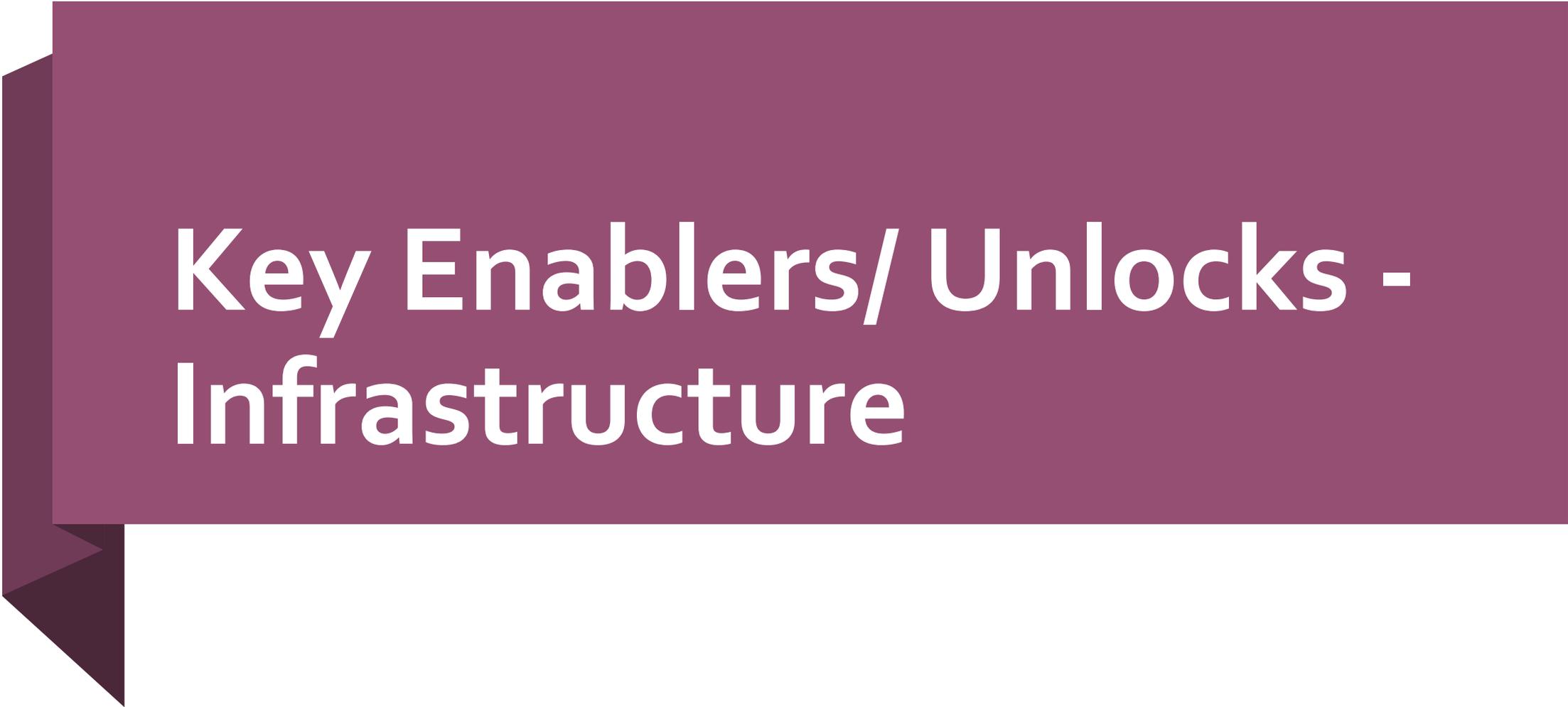
Kerala Boat Race Festival



Ganesh Chaturthi

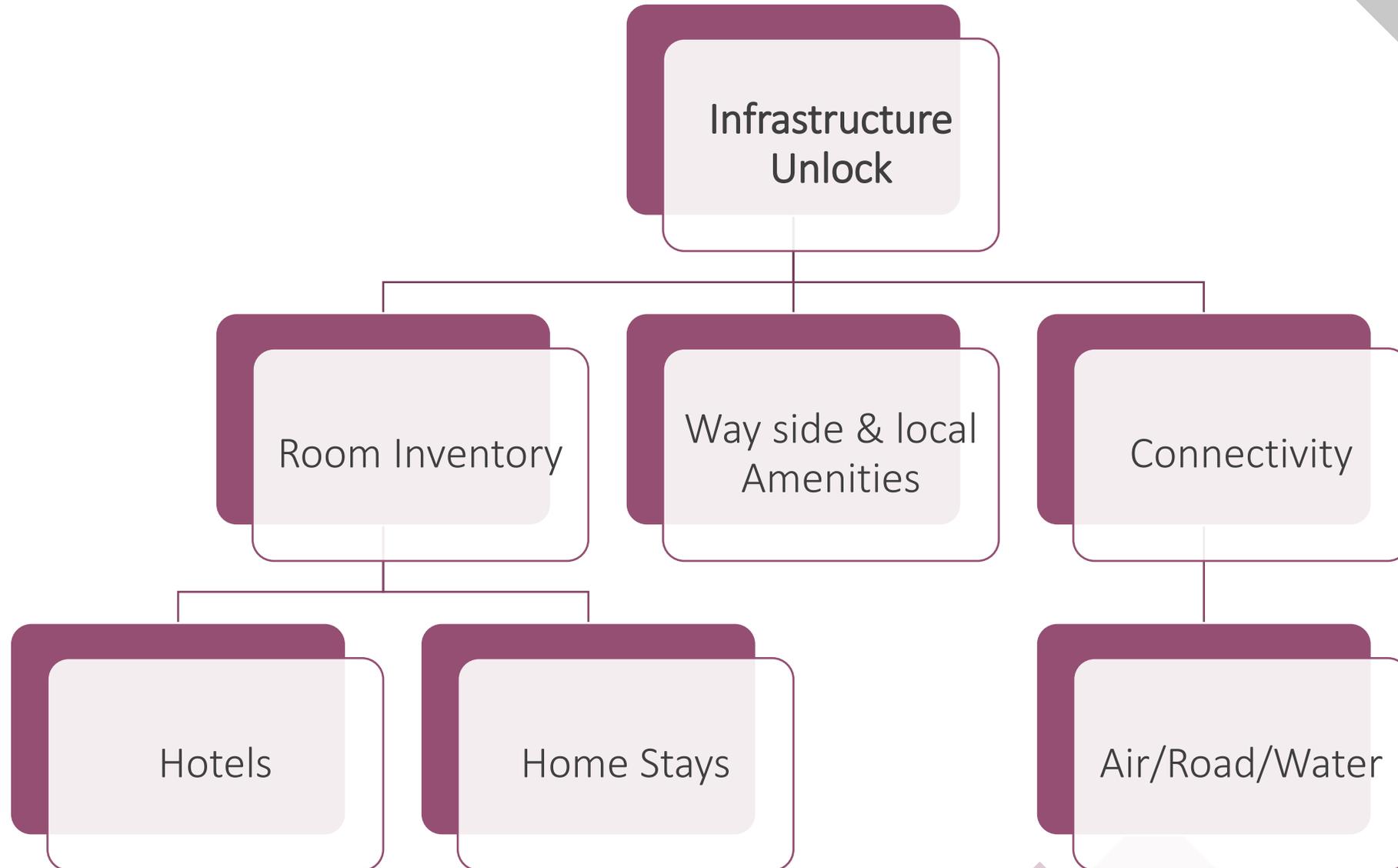


Festivals of Northeast



Key Enablers/ Unlocks - Infrastructure

Infrastructure Development Roadmap

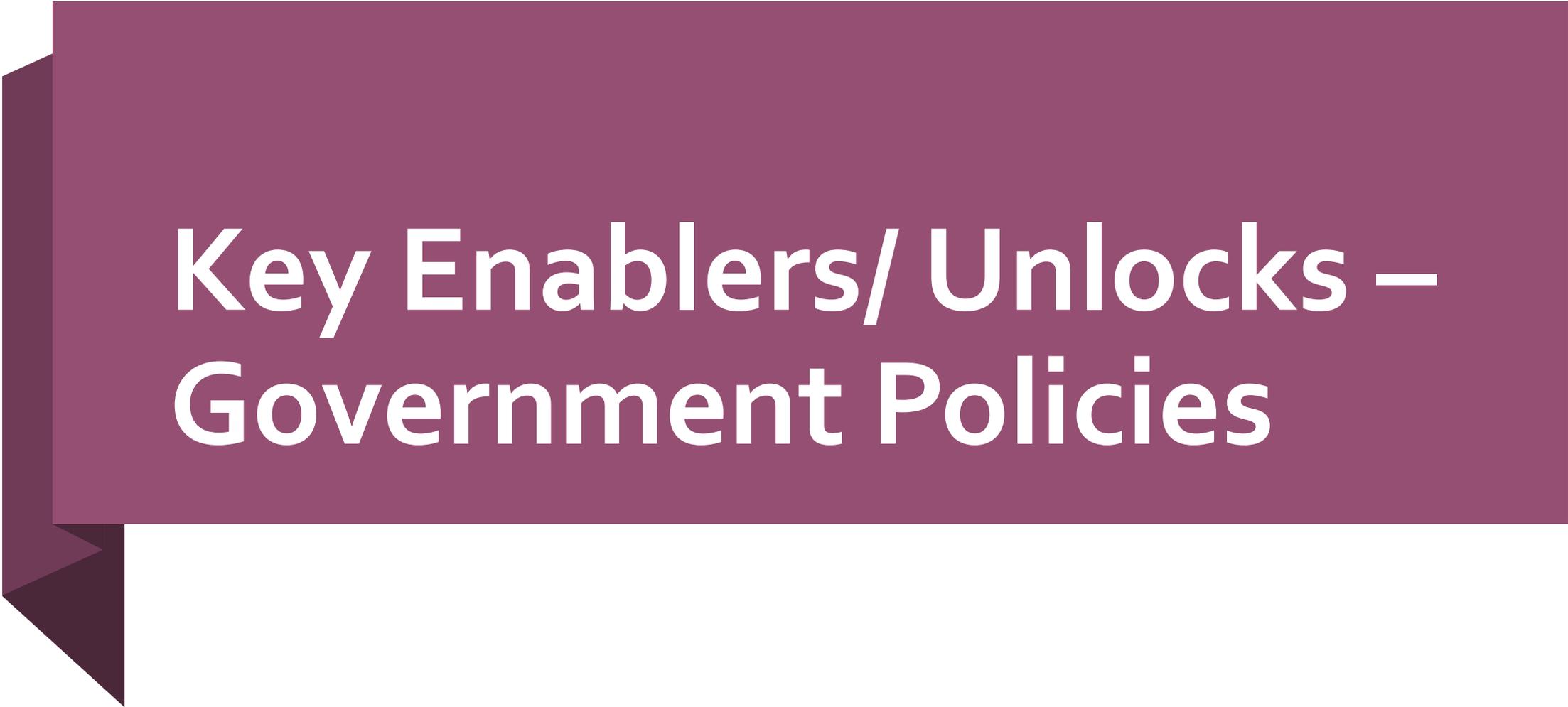


Key Enablers/ Unlocks - Infrastructure

- **Revive and develop declining urban infrastructure** : Government lodges, Circuit houses, Duk Bungalows , Tea Estates etc can be revived under PPP model
- **Promote more Wayside Schemes for Wayside Amenities**: Development and Promoting, Health, Sanitation and Safety by promoting amenities like Public Conveniences or Toilets, Solid Waste Management, First Aid Centres etc.
- **Promote Wellness around the Pilgrimage Circuits**: A Pilgrim will always be interested in various side activities beside doing “Darshan” which will help in rejuvenate the mind and body. Nothing better than promoting Yoga, Ayurveda, meditation and various traditional Indian naturopathy around the religious circuits
- **Investing on Caravan Tourism**: The concept of Caravan tourism has gained immense popularity across the globe owing to the freedom and flexibility it provides, while holidaying vis-à-vis itineraries and accommodation. Considering the immense land area and the multitude of landscapes in India, Caravans and Caravan Parks are sure to add an exciting new facet to tourism in Incredible India.

Key Enablers/ Unlocks - Infrastructure

- **Benchmarking the Identified Tourist Destinations & Improving Infrastructure & Connectivity to tourist destinations:** Improvement on existing infrastructures like Last mile connectivity, Terminals, Helipads, Convention Centres, Parking facilities etc.
- **Leverage private-public partnerships (PPP) by encouraging participation:** Make an assessment of the various state-owned Tourism Units and identify the units which can be operated on suitable PPP models and hereby promoting the various target opportunities. Promote investment in Tourism and Hospitality Sector, it is suggested that 'Infrastructure' status for hotel projects provided as per current cost-based criteria of `200 Cr. may be amended to `20-25 Cr. to enable inclusion of 2-3 star hotel category of hotels. Hence, reducing the cost of borrowing for potential investors and encourage creation of required tourism infrastructure.
- **Increasing Travel Facilitation:** States may collaborate for core infrastructure development like Road, Railways and other Public Transportation across various identified integrated circuits. To promote ease of travel initiatives such as smart travel cards rail pass, tourist card etc can be introduced.



Key Enablers/ Unlocks – Government Policies

Key Enablers/ Unlocks – Government Policies

- **Innovation and Digitization to Develop High-End Tourism:** Use of digital, technology and data to engage new audiences, enhance the visitor experience and provide an offer that continues to meet consumer expectations.
- **High-Value Offerings:** Allocate an amount of funding to developing 'high-end' tourism in India, to bring in wealthier visitors. This money can be spent on developing better transport infrastructure and encouraging innovation and digitalisation within the sector.
- **FEMA Rules:** Re- look at policies of Reserve Bank of India (FEMA), so as to help make Indian travel companies global and address global markets, since India would be strong travel technology market.
- **Travel Ancillary :** Insurance sector (Third party/Medical/Consumer), Motor Vehicle act, Shared economy aspects and certain banking aspects like credit card needs customization to the requirements of Travel & Tourism Industry. This should cover Consumer, Third party /Vendor, Medical & Disaster /accidents, end to end.
- **Corpus Fund for Tourism:** The government should create a dedicated corpus fund for tourism to encourage innovation, maintenance and development of existing and upcoming destinations as well as monuments.

Key Enablers/ Unlocks – Government Policies

- **Coverage Of Tourism Data Across Levels:** Data will continue to be critical to delivering the Plan of building a Resilient Tourism Industry. The government needs to continue to make sure that public and private actors in the tourism sector have timely access to data on the ongoing impacts of the pandemic, the pace and nature of the sector's recovery and consumer expectations and behavior.
- **New Rail Tourism Products:** IRCTC should act like a GDS for Indian Railways. Coaches can play an active role by providing relatively low-cost transport and a means of inclusive access to destinations for those unable to access other modes of transport. Flexible Travel Passes across the network to spread the benefits of tourism across the country, as well as provide discounted attraction entry. Introduce more vista dome rail coaches as they provide an interesting facet to Rail Travel. Initiatives similar to Palace on Wheels should be developed across major tourist circuits.
- **Prioritize Destination Readiness:** A coordinated multi-stakeholder approach that brings together the public sector with the private sector and the local community will be required in re-establishing operations and implementing effective policies when re-opening. In the current context, such plans will need to consider how to enhance the existing traveler journey experience by adding health components and integrating innovative technologies. The adoption of global health and safety protocols will also be essential in re-building traveler confidence as well as the continued support from government for the sector's recovery. In addition to focusing on existing tourism hubs, particular emphasis should be placed on ensuring that secondary, tertiary, and even rural destinations, are equipped to accommodate future traveler inflows, while also ensuring safety of residents and visitors alike.

Key Enablers/ Unlocks – Government Policies

- **Targeted Marketing:** The states and union territories should have a targeted marketing campaign to communicate the safety measures taken by the Government at various tourist attractions and the private stakeholders to ensure the safety of the tourists when travelling to the destination.
- **Tax Rebate Policy for Spending on Domestic Holidays:** The government can introduce a rebate of tax on Domestic Spending by travelers up to a said amount to encourage increase in Domestic Tourism Spending.
- **Extend Digital Infrastructure to Rural Destinations:** It will be important for governments to invest in the digital infrastructure of emerging destinations and remote areas, as well as to enhance digital skills within local communities.
- **Grant Industry Status to the Hospitality Sector:** Granting industry status to this segment will encourage investment in infrastructure.
- **Identifying the Carrying capacity of States for Infrastructural Development:** Carry out the demand supply analysis of the available infrastructure for tourists, both physical and social and identify gaps in the future infrastructure requirements based on the projected population and tourist inflow and assess the existing situation and tourism potential of the circuit.



Interlocks: Cross Sectional Synergies

Interlocks – Impact & Benefit of Tourism in Other Sectors

