

Indian Tourism Vision2047

\$3 Trillion - Making India a tourism driven economy

Chintan Shivir , Tourism in Mission Mode

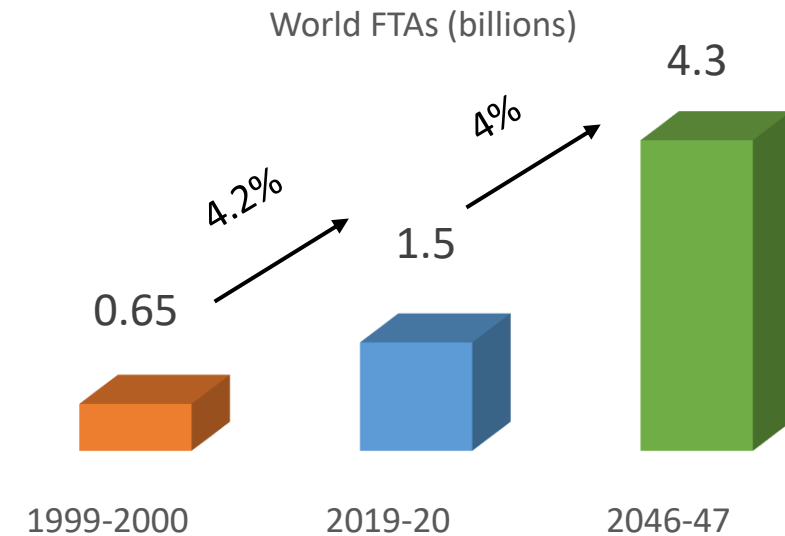
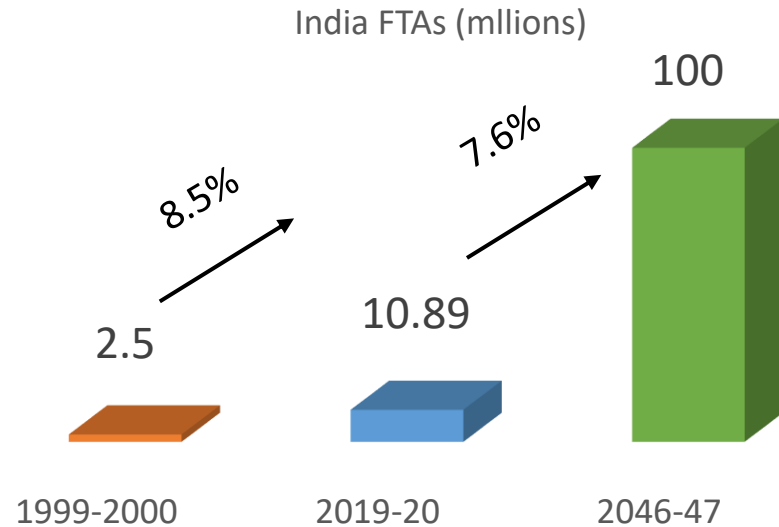
28th March 2023 – 29th March 2023

- Targets

- Outcome

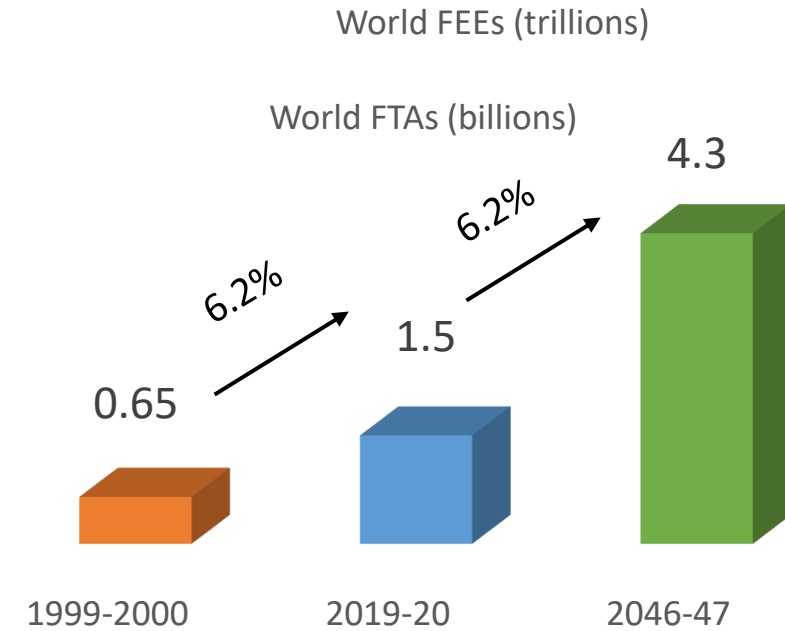
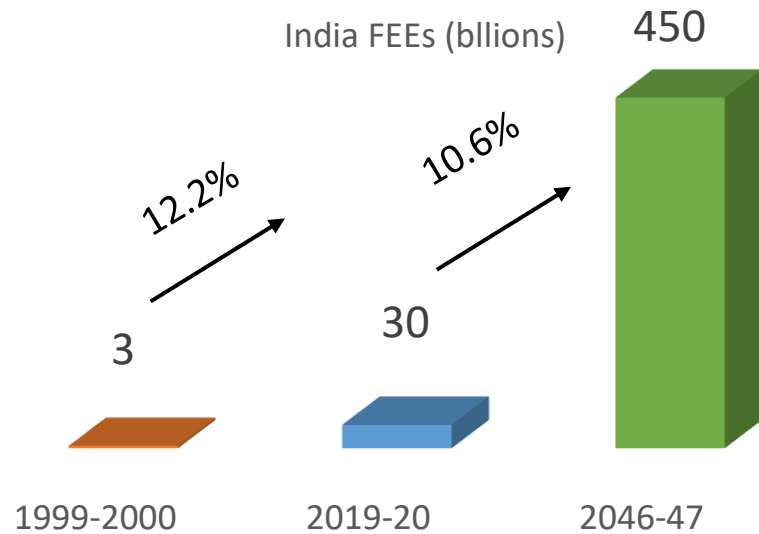
- Enablers

Going for the century with foreign tourists



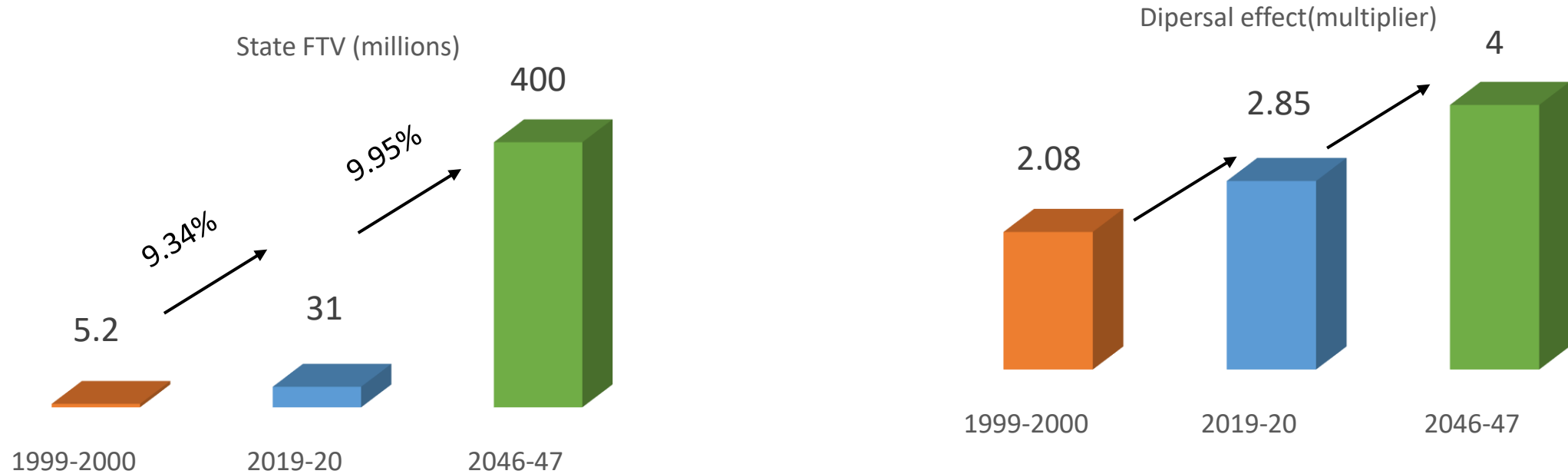
- India's share up from 0.37% to 1% to 2%+
- Target country-focused marketing; Segment driven destinations in states; Competitive global taxation; travel trade support
- ~ 150 mn on an optimistic scenario

Increase tourism foreign exchange



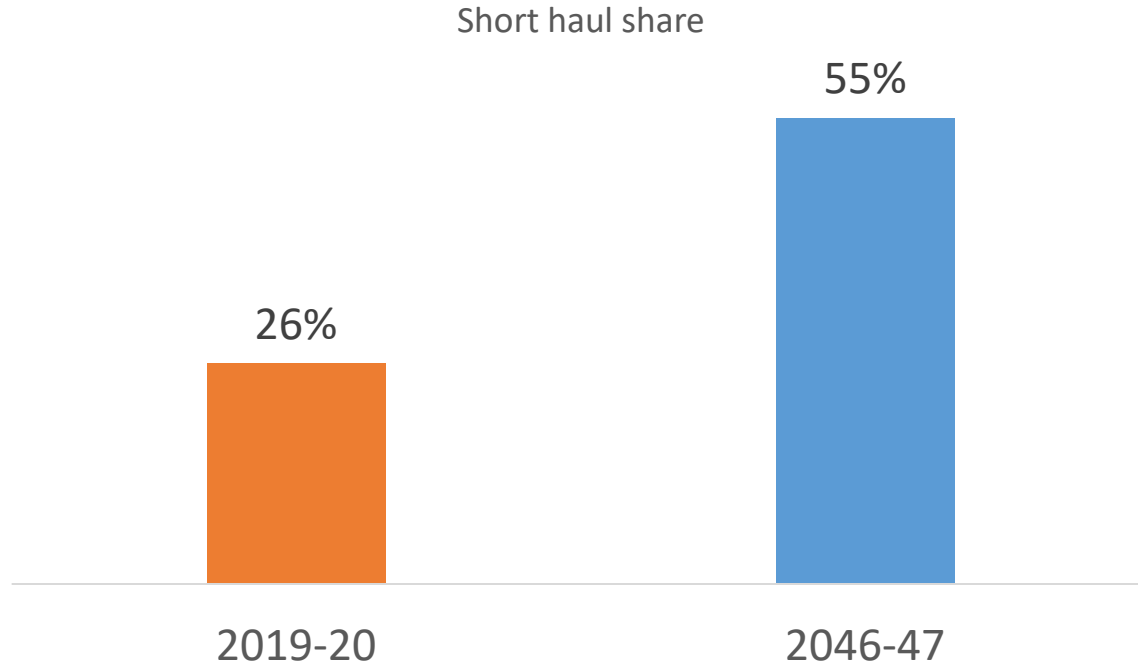
- PM's target - increase average spend from ~ \$ 2700 - \$ 4500
- Sustainable & premium tourism destinations – strategic differentiation
- Enhance unique Indian experiences
- India's share up from 0.67% to 2% to 6.25%
- Optimistic scenario - \$ 600 bn

Enhance states' foreign tourists footprint



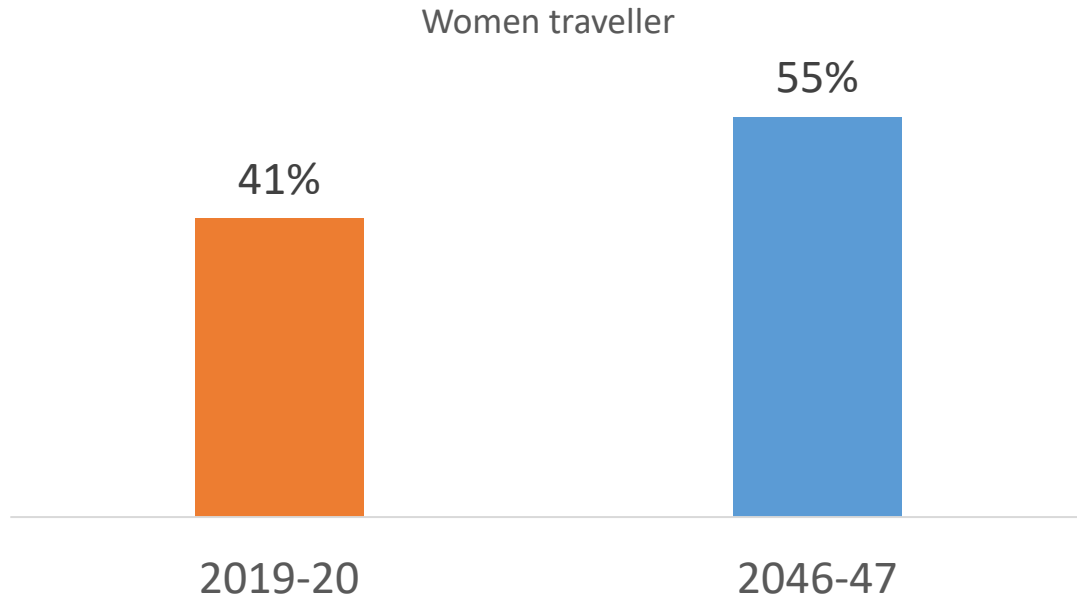
- Joint states marketing – synergies; inter state circuit development; national tourism transportation policy ; destinations development on convergence mode
- Optimistic scenario – 600 mn

Increase regional travel



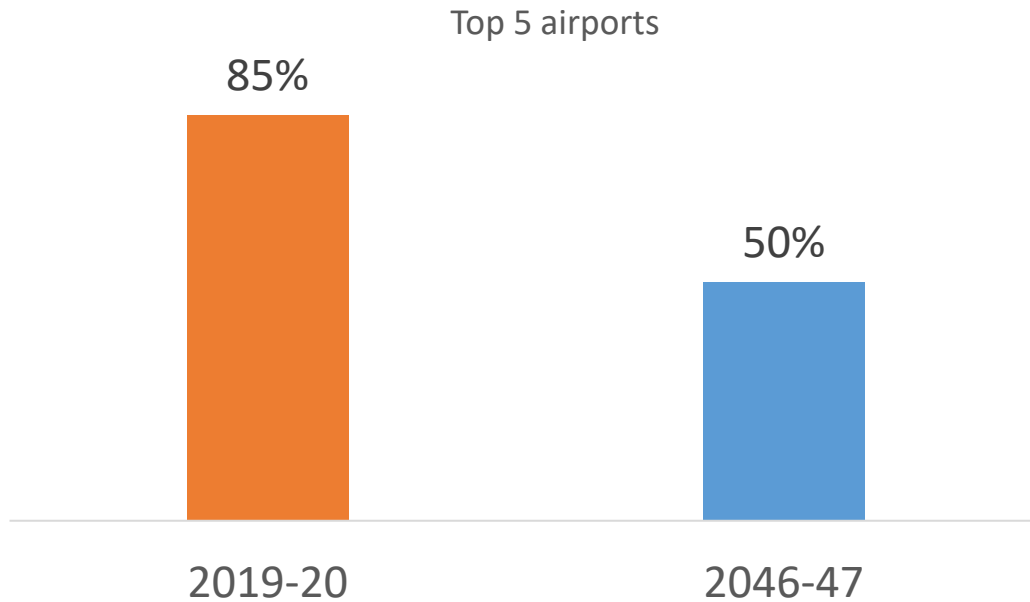
- Short haul (excl Bangladesh) to increase: South Asia, South East Asia, West Asia
- Global trend
- Regional Marketing
- Impulse long weekends purchase
- More frequent travel
- Derisk during global crisis

Create India for 'women tourists' positioning



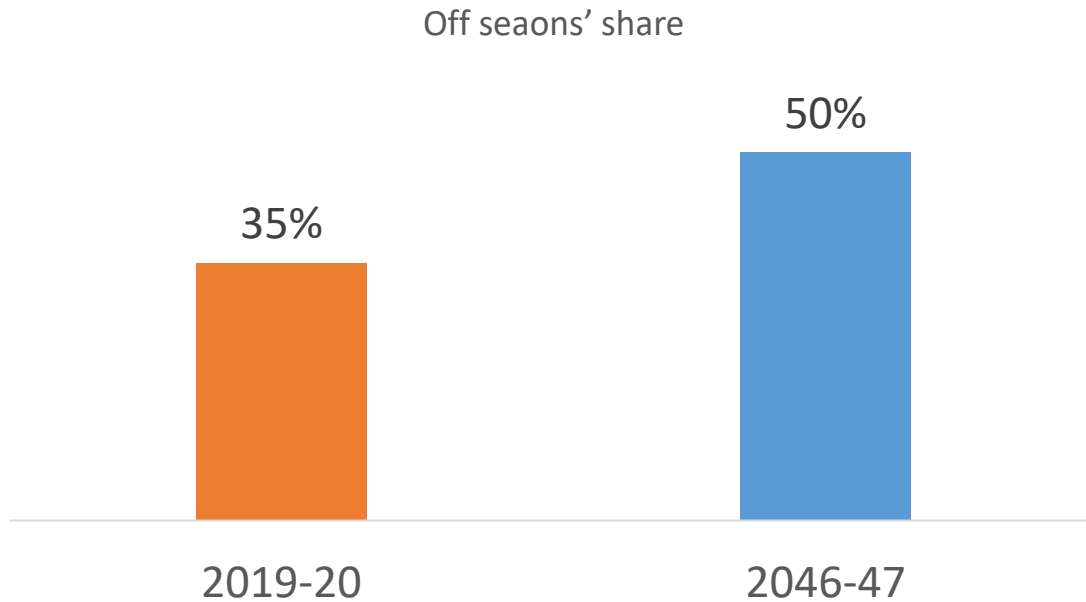
- Target solo women traveller
- Great for women, so great for families, LGBT+
- Safe, secure destinations
- 24-hour tourism zones

Create international access across most states



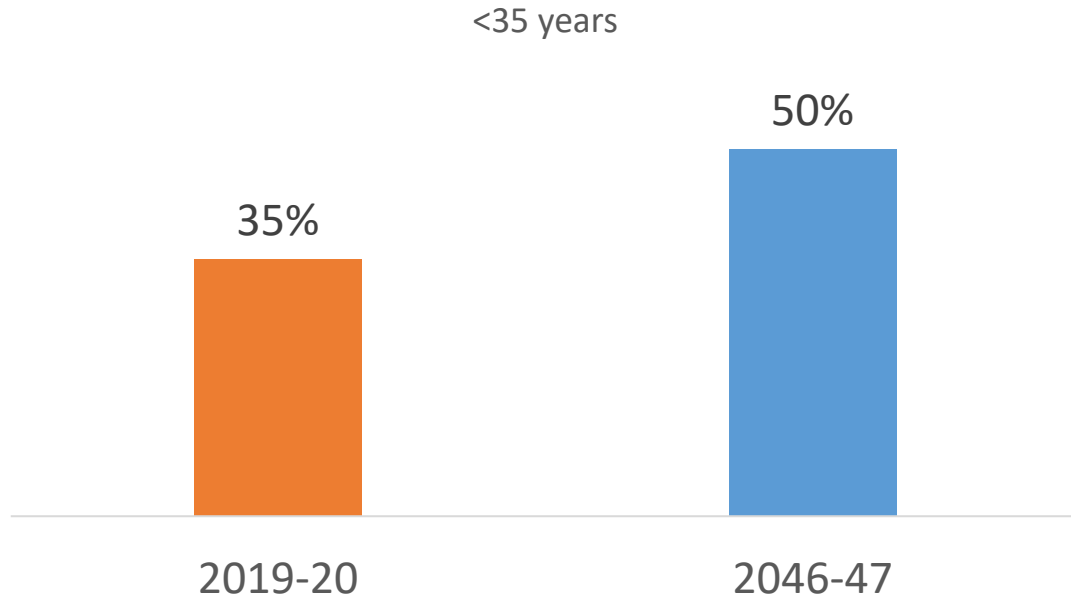
- More international linkages across states
- More unique tourism experiences with a 360 degree access of India
- Greater & faster regional tourists outreach

Make India a 365 day destination



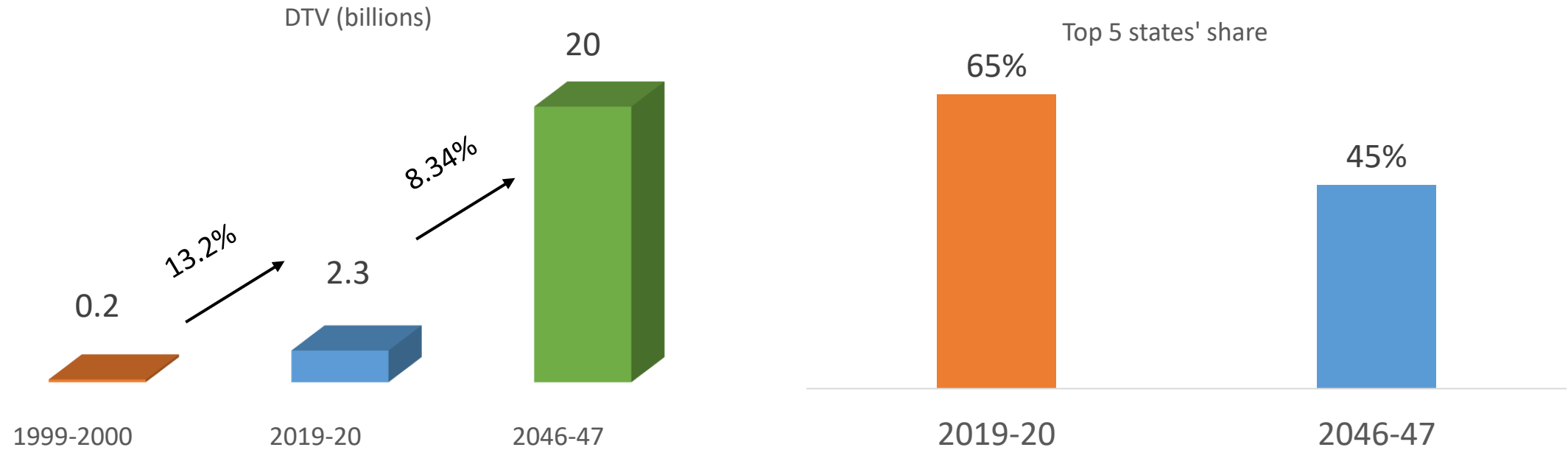
- Match target country – tourism state focus
- Segment marketing – mice, adventure, heritage, SIT
- New products & destinations on mission mode

Position India as a destination for new age travellers



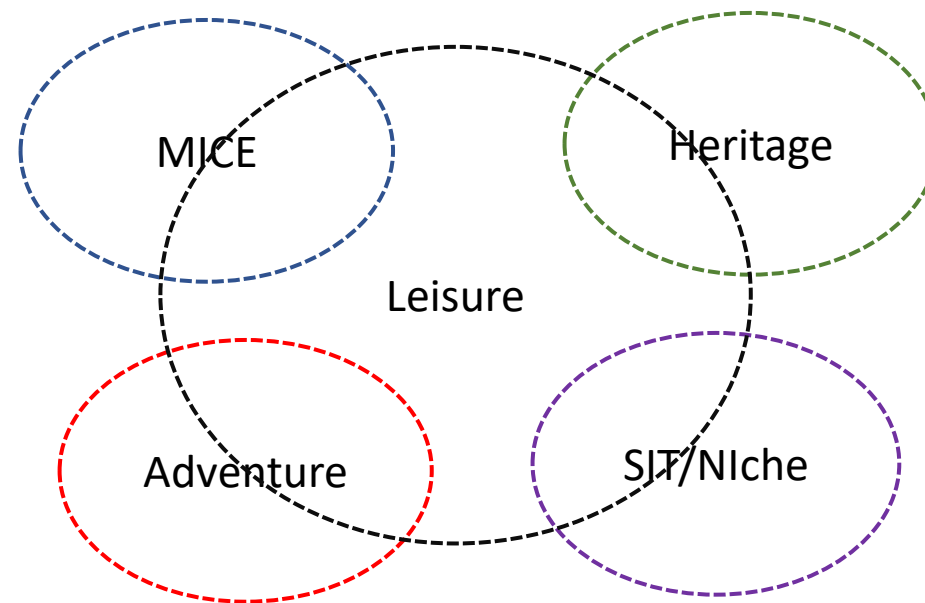
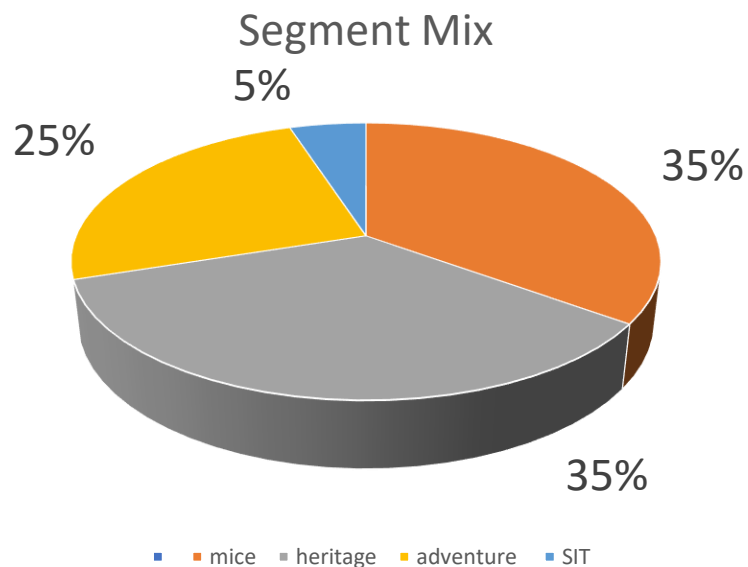
- Gen z, millennials positioning
- Digitally enabled tourism experiences
- Social media buzz
- Fast, flexible, fun access

Create world's largest domestic tourism market



- More world class tourism destinations in India
- Cross states marketing
- State unique tourism propositions & higher dispersal
- Seamless tourism transportation
- Enabling gst
- Beyond AP, Karnataka, UP, TN, Maharashtra

From heritage focus to portfolio focus

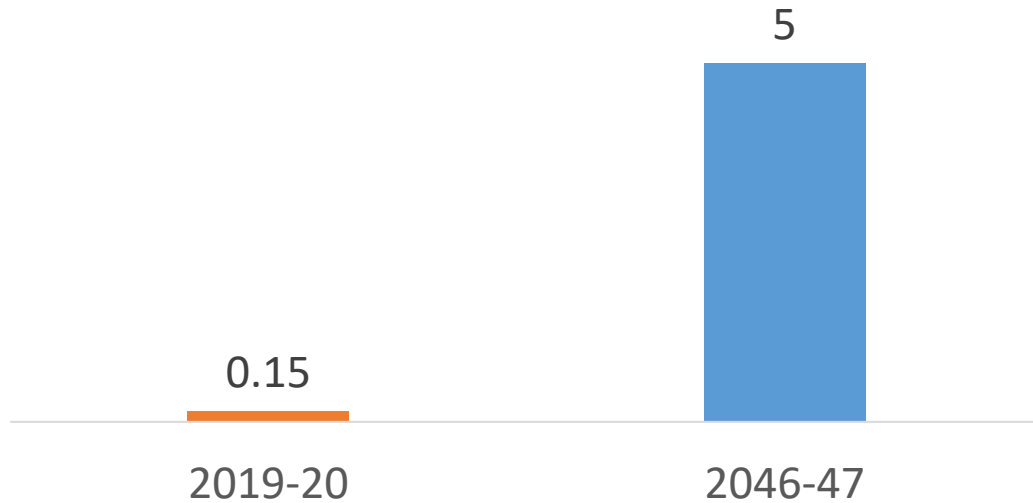


- Segment wise master plans & brands
- Leisure overlap in each segment
- Multi billion + tourism visitation in each segment

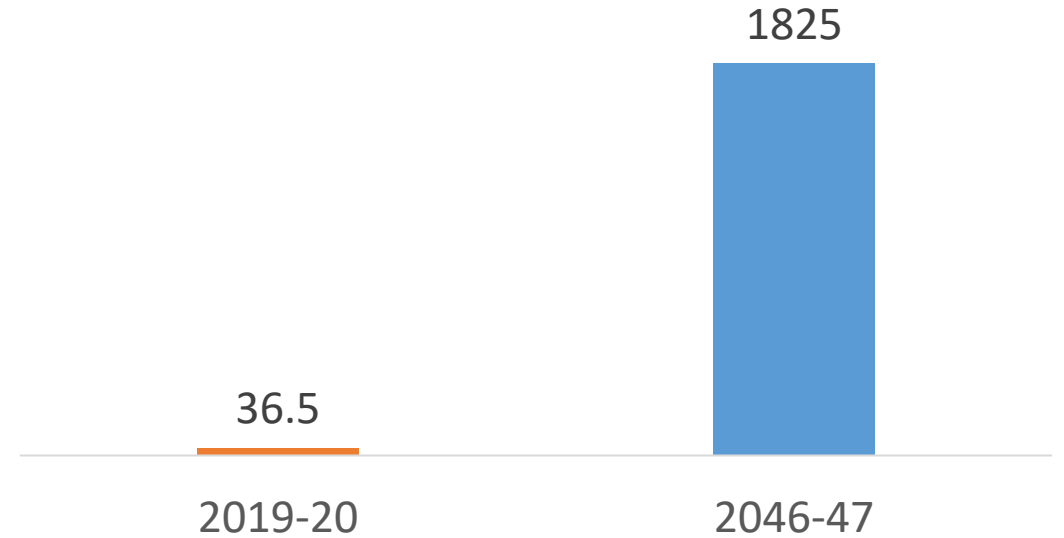


Enhance branded quality accomodation

Branded/quality Hotel rooms (millions)

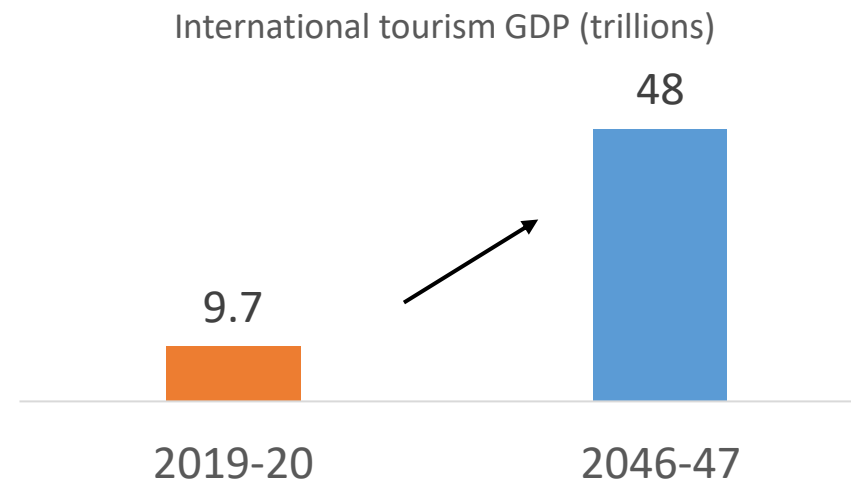
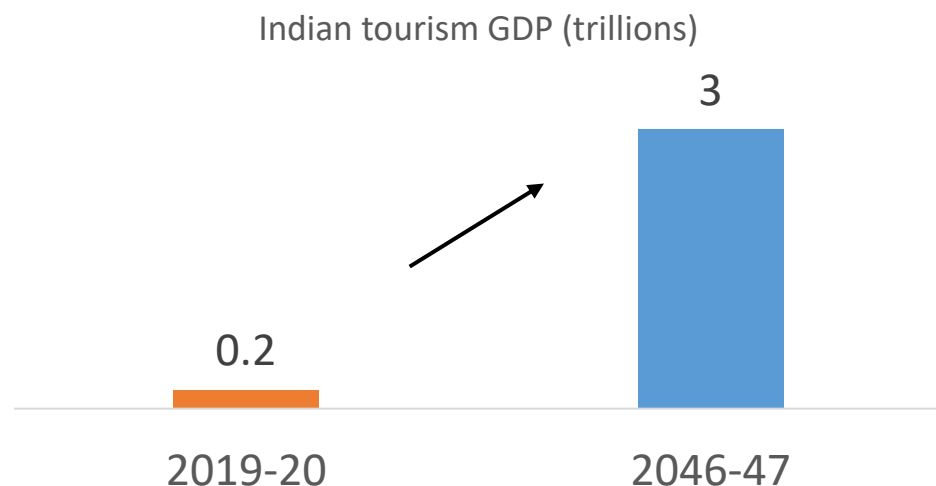


Branded/quality Hotel room nights (millions)

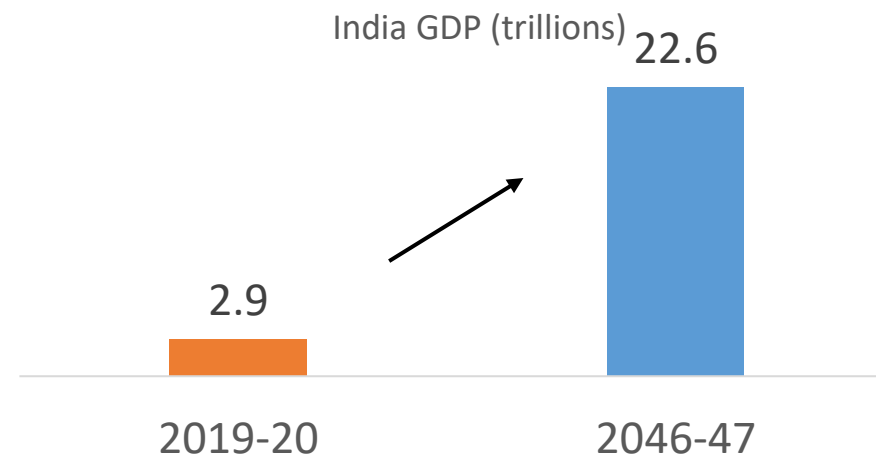


- 100 mn FTA@ 10 nights average will require 1 bn room nights; in addition domestic travellers
- 5 mn rooms @ 0.5 million capex per branded room (excl land) will cost 2.5 lakh crores
- Low cost of funding required
- PPP with govt equity as land
- Hotel zones demarcation

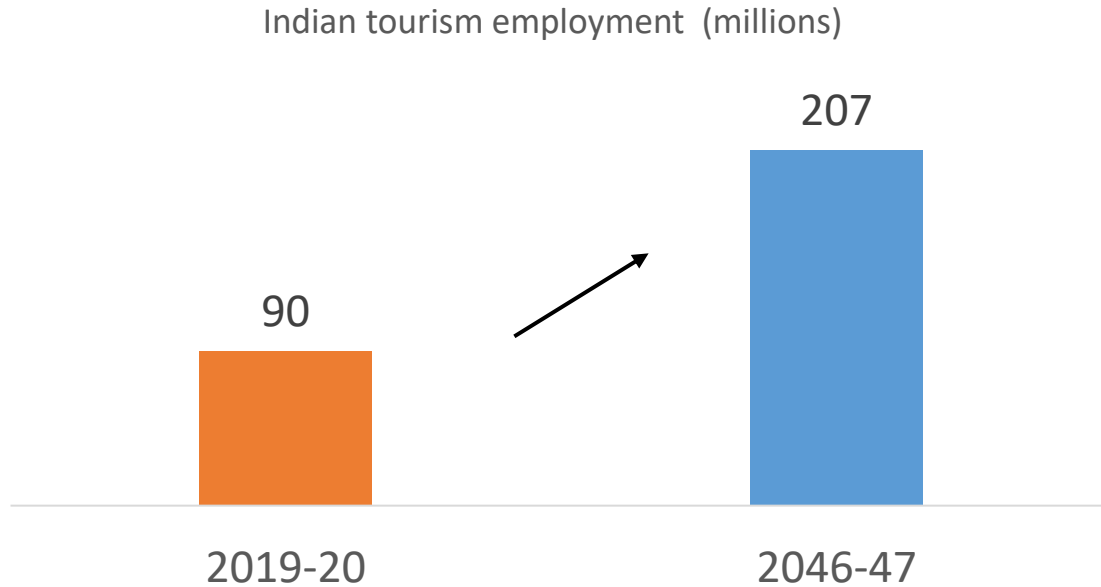
India's tourism GDP will increase substantially



- Multiplier of 6.6 on tourism forex earnings
- Absorption rate of the economy for tourism products to increase
- % share of tourism to go up to ~13% of GDP from less than 8% with economy growing @8%



Leading to immense employment potential across Indian mainlands & hinterlands



- Employee productivity in India was almost \$2200
- Over 20 years with digitisation, AI & global standards, productivity will move towards global standards
- Even at ~ half global productivity of ~\$30000, a \$ 3 trillion tourism economy of India will have jobs potential for upto 20 crores Indians

But a \$3 tn tourism Indian economy
needs to be enabled...

Key strategic tourism enablers on mission mode

Export Status for
tourism FEE

Infrastructure
status for
hospitality & MICE

National Tourism
Council of PM &
CMs

Globally
competitive GST
<10% @ full setoffs

Single window E-
clearance for
tourism projects

Segment wise
master plans

National skills
repository

Country specific B-B
& G-C marketing @
global budgets

Sensitisation on
tourist safety and
cleanliness

All India seamless
tourist
transportation...

Domestic and MICE
travel credits

Integrated
destination
development and
connectivity

Sustainable &
responsible hard
coded in design
principles

Safety net for travel
agents & tour
operators...

Industry status
across states &
rational taxes

The journey is long, **but** is achievable through
our partnership...

Jai Hind! 