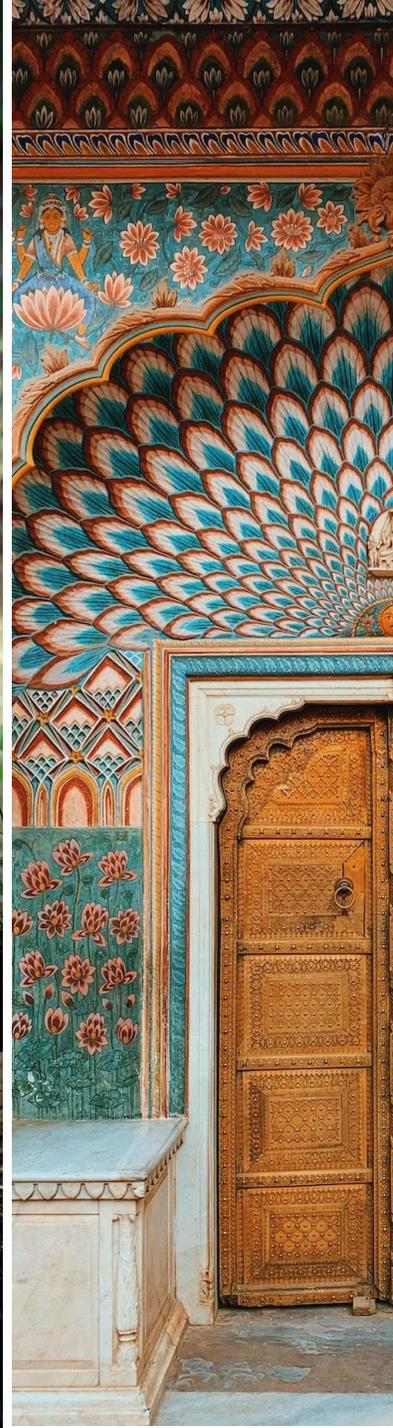


India beckons you.

Tourism & Hospitality



INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY



Vision India @ 2047

'It will not only be India's decade, but India's century'



India: Fastest growing large economy

Strong macroeconomic growth



75 years of democracy:
100x rise in GDP; currently at **USD 3.5 Tn**
500x rise in total exports; highest ever exports of **USD 770 Bn** in 2022-23



7% Growth rate (FY22-23)
5th largest economy;
jumped **6 positions** since 2012



Annual **FDI doubled in last 8 years**
(launch of Make in India in 2014);
USD 35 Bn to USD 84 Bn in a decade

Tourism as a key driver so far

\$143 Bn GDP contribution of tourism

\$30 Bn Foreign exchange earnings (FEE) from tourism (2023-2024)

88 Mn Employment from Tourism (2023)

13 Mn International Tourist Arrivals (2023-24)

India Overview – FDI received by Tourism & Hospitality

FDI worth USD 7.2 Bn (2000-2014)

FDI worth USD 9.2 Bn (2014-2022)



By 2030, the Tourism sector is estimated to contribute:

- USD 250 Bn to GDP and 137 Mn Jobs
- USD 56 Bn in Foreign Exchange Earnings (FEE)

100%

- FDI is allowed under the automatic route in the tourism and hospitality
- FDI is allowed in tourism construction projects, including the development of hotels, resorts, and recreational facilities.

India is set to become an economic powerhouse by 2047



Economy

3rd largest ~USD 20 Tn



Per capita income

To grow 10x to ~USD 20,000

GDP



Services GDP to grow 13x to ~USD 20 Tn

Manufacturing GDP to grow 15x to ~USD 6 Tn;

Tourism is poised for strong growth and will have a multiplier effect

Contribution	Now (2023)	Vision 2047*
Tourism GDP (in \$ Bn)	143	1000
Foreign exchange earnings (in \$ Bn)	30	400
Employment from Tourism (in Mn)	88	400
International Tourist Arrivals (in Mn)	13	100

Significant policy reforms undertaken



FDI in Tourism

- **100% FDI is allowed** through the automatic route in tourism construction projects including development of hotels, resorts, and recreational facilities
- **\$9.2 billion**, investment in the Indian tourism and hospitality sector **over last 9 years (2014 – 22)**



Ease of Doing Business (EoDB)

- **79 positions jump** in World Bank's EoDB rank over 5 years
- **300+ reforms** across 72 action points for state governments
- **39,000+ compliances reduced** to improve industrial ecosystem



National Single Window System (NSWS)

- **One-stop digital platform** for all investor approvals, Centre & State
- Offers **GIS-enabled repository** of industrial-grade land available for investors

Emphasis on transforming Tourism through increased budgetary allocation and policy reforms



2.7X increase in budget allocation for tourism over the last 9 years



~\$212 Mn allocated for development of tourism infrastructure (2023)



50 destinations to be developed as a complete package of tourism with a focus on sustainability



59 tourism air routes approved as part of Regional Connectivity Scheme



e-Tourist Visa facility including e-business, e-medical and e-conference visa



Provisions for Increasing PPP for destination development and management

Growing world class infrastructure will augment Tourism



Railways

#1 Rail network in Asia
(70,000 km+ railway track)



Urban Railways

10X Projected growth
by 2047



Highways

#2 Road network globally
2x Projected Growth



Ports

4X Port handling capacity
by 2047



Aviation

7X Increase in trips
by 2047

India now



8 Bn+
passengers



700 km



145,000 km



2,500 MMTPA+
handling capacity



200 Mn+ trips

Vision 2047

20 Bn+
passengers

7000 km

290,000 km

10,000 MMTPA+
handling capacity

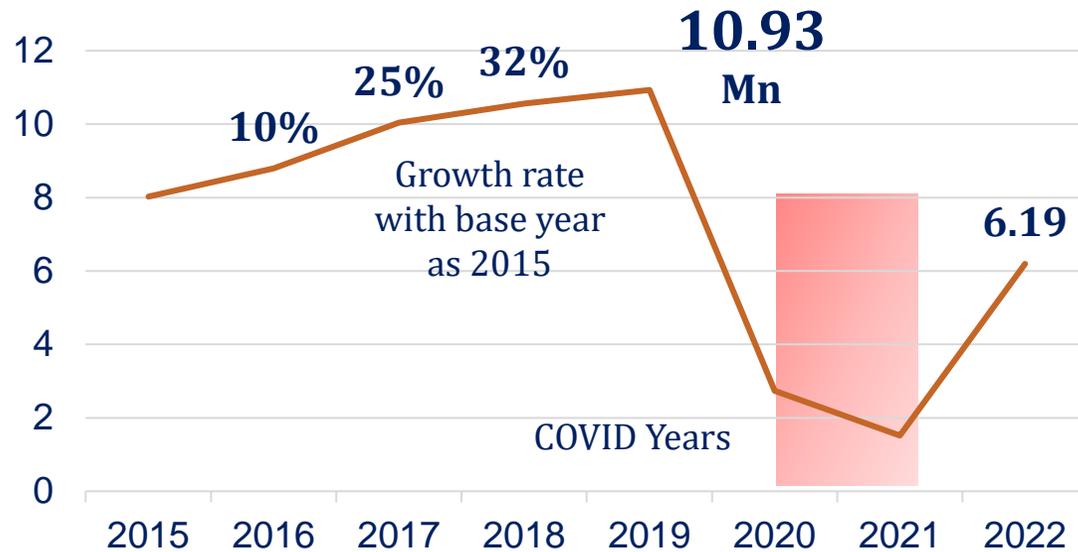
1.5 Bn+ trips

Why should you Invest in India?



Robust growth in tourist arrivals and foreign earnings

Foreign Tourist Arrivals (FTAs) in India (In Millions)



166% increase in FTAs during January-April 2023 (~3.1 Mn) against January- April, 2022, points to **strong post-COVID recovery**

Foreign Exchange Earnings (FEEs) (In Billions)



178% increase in FEE during January-April 2023 (\$ 8.7 Bn) against January- April, 2022 indicating **strong post-COVID recovery**

India's demographic dividend and rising aspirational middle-class drive domestic tourism



Largest share of young population



Growing and aspirational middle class



Increased spending on Travel & Tourism

- India's Working Age Population is expected to take global lead by 2030; **(1.04 Bn)**
- The consumption power of this young population (**median age ~28 years**) will drive economic growth

- India's middle class represents 31% of the population and is expected to be **60% (~1 Bn) by 2047**
- This middle class has a strong inclination towards technology, values brands and lifestyle experiences

- **~678 Mn domestic tourist visits in 2021** (11% increase from 2020)
- **\$157 Bn domestic visitor spending (2022)**; expected to grow at **8.5% CAGR** to reach \$365 Bn by 2033

India's competitive edge

India's rich cultural heritage and diverse tourism offerings create a competitive edge



Culture & Heritage

40 UNESCO World Heritage Sites



Eco-tourism

100+ National parks and safaris



Adventure Tourism

25+ Land, Air and Water-based activities



Wellness

State of the art Ayurveda, Yoga and medical centres



Rural Tourism

Vibrant culture, handicrafts, folk arts, festivals and fairs



Beach Tourism

7500+ kms coastline, 12 Blue Flag certified beaches



Cruises

20,000 kms navigable waterways, 200+ ports



MICE tourism

7th position in APAC region for meetings & conferences

Despite growing demand, there is a shortfall in the supply of rooms

Record breaking demand across destinations



Jammu and Kashmir witnessed highest tourist footfall in 75 years!
(18.8 Mn visitors in 2022, highest ever since Independence)



Kerala registers highest tourist footfall in 24 years!
(19.6 Mn visitors in 2020)

Shortfall in room supply in India compared to global peers

Region	Room Supply (Mn)	(Rooms/Per 1000 people)
World	17.00	2.17
USA	5.4	15.96
China	4.0	2.81
India	0.15	0.11

Even within the leisure segment, there is a shortfall of branded rooms in India (28,000) compared to major Southeast Asian cities; Bali (80,000), Phuket (44,000)

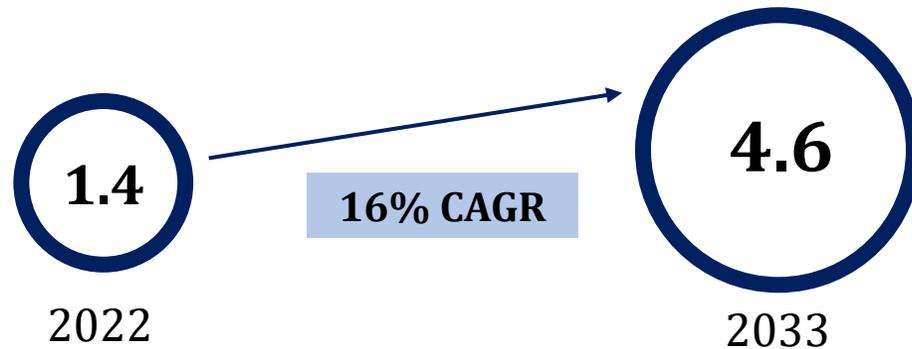
The demand-supply mismatch presents an opportunity to strengthen the Tourism sector

Diverse tourism offerings in India



Culture and Heritage Tourism: India Overview

Faith based tourism – India market size (\$Bn)



KEY HIGHLIGHTS

India emerges as the **global pilgrimage destination**; 6.6 Mn foreign tourists (2022)

India is home to **4 major world regions, 40 UNESCO** World Heritage sites

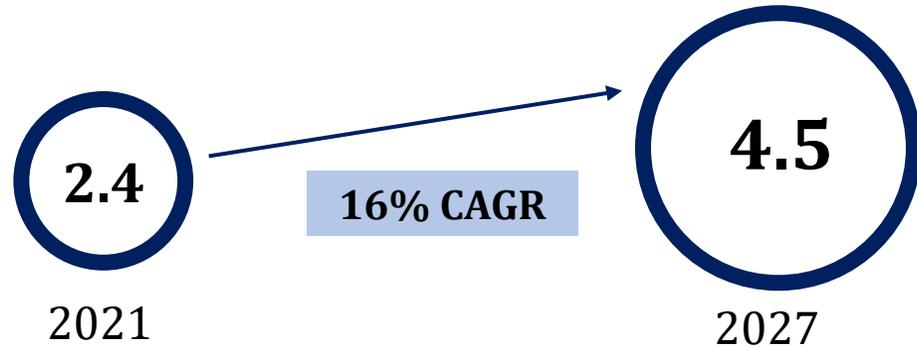
Rich diversity of art and culture; **50+ traditional art forms, 30+ cuisines**

Rejuvenation of **41 pilgrimage sites** across 25 states in India



Eco Tourism: India Overview

Eco Tourism – India market size (US \$ Bn)



KEY HIGHLIGHTS

India has developed **Eco circuits across 6 states** which cover multiple destinations

Diverse ecologies such as cold deserts, subtropical forests, river plains, mangroves and deserts

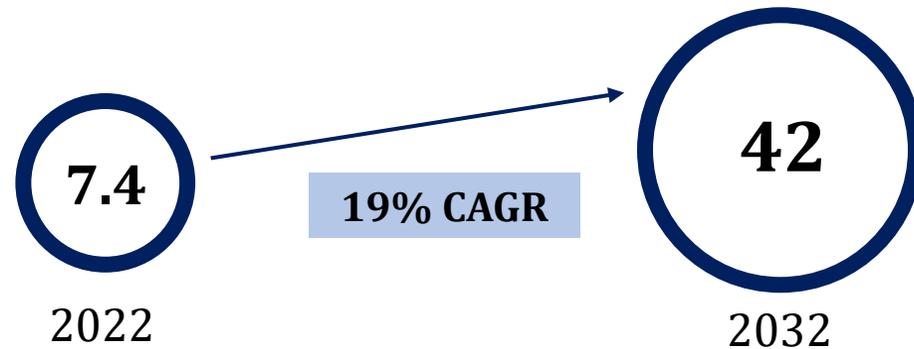
Eco Tourism recognized as a **key vehicle to achieve UN SDGs**

India released **National Strategy for Eco Tourism**



Wellness Tourism: India Overview

Wellness Tourism – India market size (US \$ Bn)



KEY HIGHLIGHTS

India's competitive advantage lies in **affordable, high quality medical services**

2 Mn patients annually benefit from world-class medical & Ayurvedic treatments in India

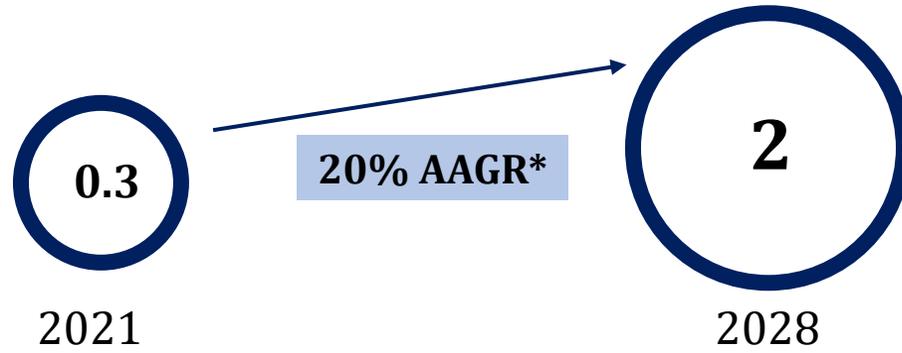
India ranked **10th globally for medical tourism** (Medical Tourism Index 2020-21)

'Heal in India' campaign launched for medical and wellness tourism; **e-visas for 156 nations**



Adventure Tourism: India Overview

Adventure Tourism – India market size (US \$ Bn)



KEY HIGHLIGHTS

70% of Himalayan range,
7000+ Kms coastline

One of the three countries
in the world with **both
hot and cold deserts**

USD 2900– average
spend per head by foreign
travelers for adventure
travel (India)

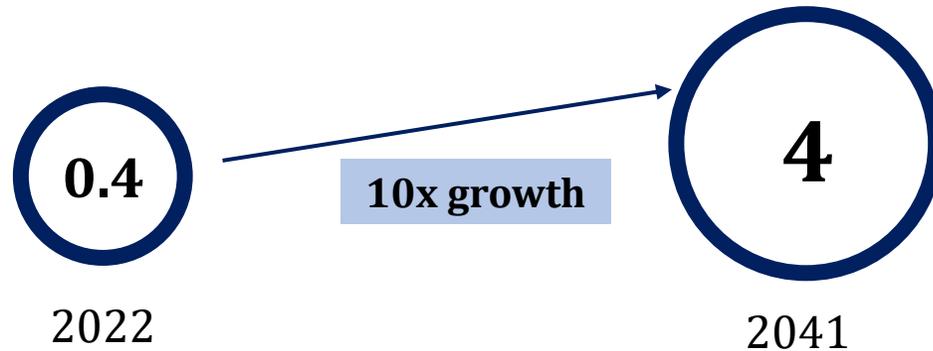
25+ adventure verticals
across land, air and water



**Average Annual Growth Rate*

Cruise Tourism: India Overview

Projected passenger growth for cruise tourism (Mn)



KEY HIGHLIGHTS

Economic potential of cruise tourism is expected to reach **USD 5.5 Bn from USD 110 Mn**

India's strategic location enables **24,000 Kms** cruise coastline of Indian Ocean rim

4 theme based coastal destination circuits have been developed (Maritime India Vision 2030)

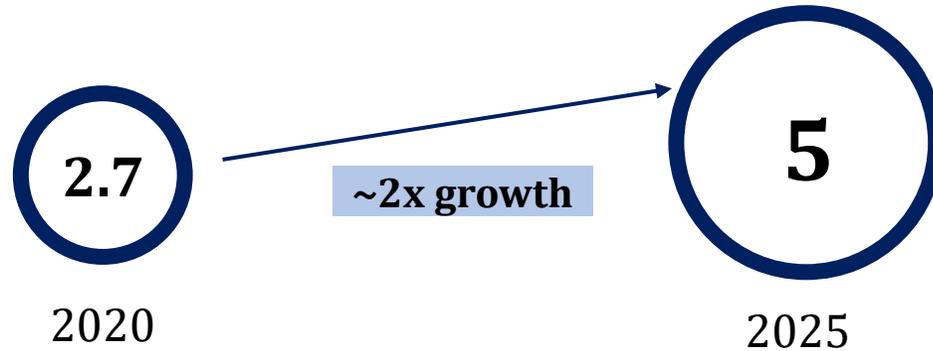
1300+ islands, 400+ rivers and 200+ ports provide a unique opportunity



India is home to world's longest river cruise- Ganga Vilas, which traverses 32,000 Kms across 51 days, covering 27 river systems

MICE Tourism (Meetings, Conferences, Exhibitions)

MICE Tourism – India market size (US \$ Bn)



KEY HIGHLIGHTS

70+ convention centers capable of hosting world class events

India ranks 28th globally in terms of meetings conducted (ICCA 2022)

Asia Pacific emerging as the global hotspot for MICE, saturation in matured US & EU markets

As part of **India's G20 presidency**, **215 meetings** being held in 55 locations



What are the investment pathways and opportunities?



Two key investment pathways

1 Pure Private Partnership

Ownership and equity for these projects will rest solely with the private firm.

42 Projects

\$1,642 USD Mn

2 Public – Private Partnership

Government shall be an equity partner through route of either providing land, or an equal partner through investment into the project

348 Projects

\$5,628 USD Mn

Sub sector wise opportunities

	\$ USD Mn	#Projects
 Hotels & Accommodation	1,556	175
 Tourism (Leisure, Adventure)	1,145	69
 Eco Tourism (Coastal + Eco)	521.5	48
 Connectivity	772	28
 MICE	203	8
 Others	3,069	62
	7,267	390



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