



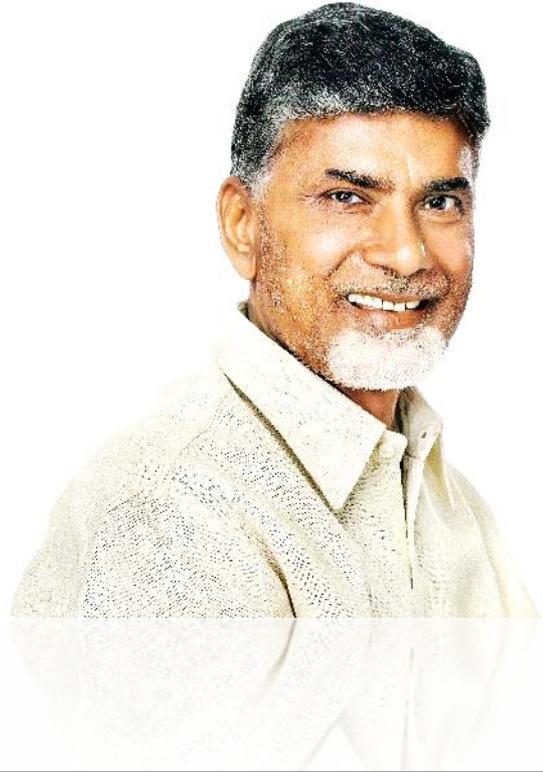
Sunrise Andhra Pradesh

Department of Tourism, Government of
Andhra Pradesh

Sunrise over River Godavari

Tourism in Andhra Pradesh

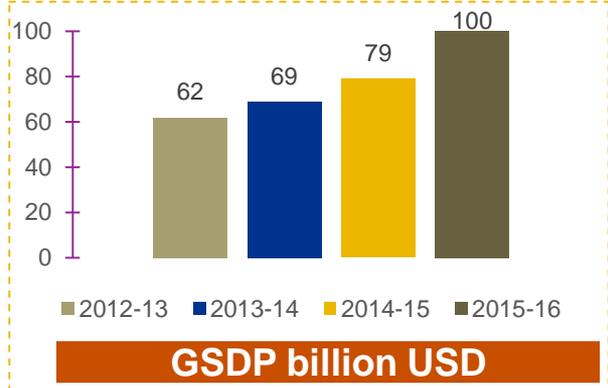
*EVERYTHING'S
POSSIBLE!*



*“To develop Andhra Pradesh as one of the **most preferred** tourist destinations through sustained investments, robust **Tourism Infrastructure projects & services**, and provide world-class, **diverse, tourist experience**”*

Andhra Pradesh is amongst the top growth drivers in India

Andhra Pradesh has been on a growth momentum

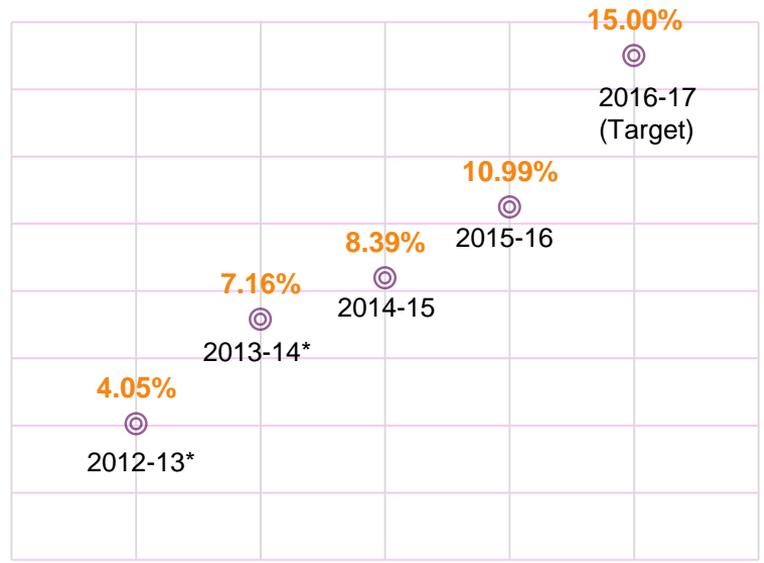


Andhra Pradesh outpaced the growth of Indian economy in 2015-16



Andhra Pradesh
 India

GSDP growth rates of AP (at constant prices)

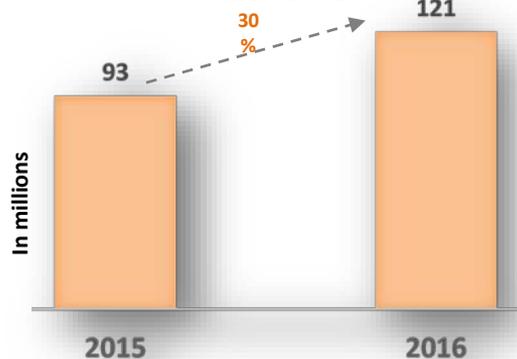


*combined state of Andhra Pradesh

Andhra Pradesh Tourism : Snapshot

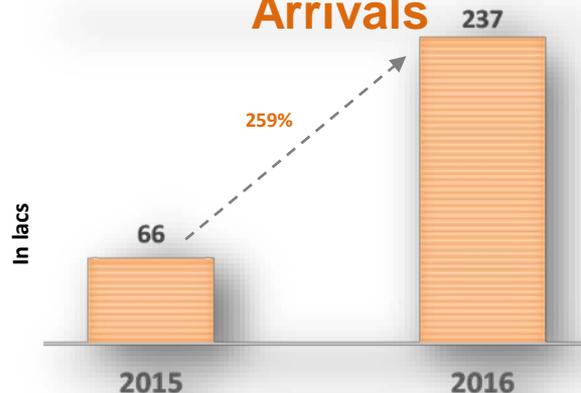
Andhra Pradesh Tourism Mission and Policy were launched on **14th September 2015**

Domestic Tourist Arrivals



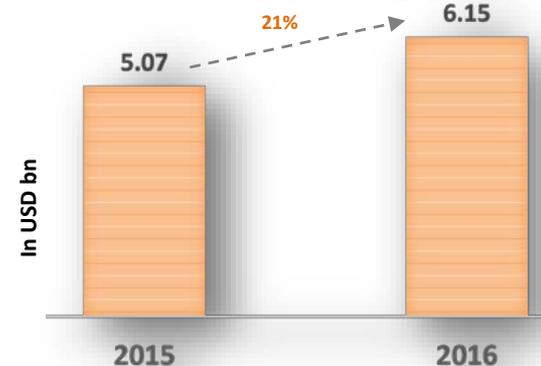
3rd highest in India

Foreign Tourist Arrivals



2.8% of FTAs in India

Contribution to State GSDP



Investments grounded
~USD 650 mn

High growth in domestic and international arrivals- **business travel, recreation & leisure, religious travel**

Investments worth **USD 1.5 bn** are in the pipeline

Maximum arrivals in **Chitoor, Vizag and East Godavari**

Leveraging Tourism as an economic change agent....

- ✓ Andhra Pradesh is amongst the Top 5 most visited States in India- ***expected to be amongst Top 3 with an estimated annual footfall of more than 120 Mn. tourists in 2016-17***
- ✓ State has set itself aggressive targets for tourism sector development so that an overall impact on the economy is felt through investments and employment
- ✓ The Tourism Policy of Andhra Pradesh is very attractive and liberal- has been ***awarded the Best Tourism Policy 2015 by World Travel and Trade Council India Initiative***
- ✓ ***More than 800 projects*** in Tourism Sector have been identified with an ***investment potential of more than USD 6 bn***

Tourism Infrastructure Projects



RK Beach
Vishakhapatnam City



Incentives Under Tourism Policy : Infrastructure Projects

Eligible Projects

- Hotels | Resorts | Heritage Hotels | Amusement Parks | MICE Centres | Golf Courses | Botanical Gardens | Urban/ Rural Haats | Tourism & Hospitality Training Institutes | Wayside Amenities | Wellness Centres | Museums



Complementary/
Linkage Infrastructure
for eligible projects



Registration and
Stamp Duty
Reimbursement



Reduced rate of 5%
VAT for all Tourism
Projects



3 Year Tax Holiday
from Entertainment
Tax and Luxury Tax



Reduced rate of
Energy Tariffs



No land conversion
required



Single Desk Approvals
in 14 days



Attractive land lease
policies



Special Incentives for all
investments over 21 mn GBP



++Applicable GoI incentives on
Foreign Direct Investments

Investment opportunities : Hotels

- State is looking to develop major hubs as tourism and industrial destination- this results in huge opportunity for development of all Business, Luxury and Tourism Hotels
- Luxury and Business Hotels to be developed across all Tier-2/ district capitals (approx 25 locations)



Key Highlights

- ✓ With the state attracting a huge number of tourists each year there is a big demand for luxury and travel hotels
- ✓ With many new industries and MNC's setting up their headquarters in the state, a huge demand for business hotels is coming up
- ✓ **Excellent Connectivity** through Air, Rail and Road routes

Investment opportunities : Beach, Backwater and River Resorts

- With the second largest coastline in the country spanning across 974 Kms, the state houses a large number of beaches with a huge tourism potential
- The rivers of Krishna and Godavari crossing through the state presents an excellent opportunity to develop backwater resorts



Key Highlights

- ✓ Tremendous development of the state as a **global tourist destination**
- ✓ Tremendous focus on development of **coastline from Vizag to Nellore (>974 Kms.)- 39 beach locations identified**
- ✓ Presence of pristine **backwaters** of rivers **Godavari and Krishna** leaves much room for the development of **world class river, lake and reservoir resorts**



Investment opportunities : Jungle Resorts

- The locations serve as a potent destination for wildlife getaways from surrounding major cities
- With close proximity to major cities of the state viz. Visakhapatnam and Tirupati offers excellent connectivity options



Key Highlights

- ✓ **Pulicat** lake is an attractive destination for bird lovers / watcher
- ✓ Major development in the Nellore circuit which is in close proximity to Pulicat Lake
- ✓ **Nallamala Forest** is an ideal location for development of a **Jungle resort** as it attracts **huge number of visitors** each year

Investment opportunities : Hill Resorts

- State of the art locations with good amount of foot-fall in the surrounding region
- The state presents an excellent opportunity for tourists looking for outdoor rugged adventure



Key Highlights

- ✓ **Major** development of Araku valley as an adventure sports / rock climbing destinations
- ✓ Excellent opportunity to **develop hill resorts, camping sites** for the young tourists
- ✓ Horsley hills are one of the first **adventure sport destination** developed in the country



Investment opportunities : MICE and Other Tourism Infrastructure

- State is on the cusp of an economic boom through large industries, SEZs and industrial corridors
- Convention centers across all economic hubs is a felt requirement
- Large Convention Centers with shopping malls and multiplexes is a focus area



Key Highlights

- ✓ **MICE Centers** in Hub locations
- ✓ **Wayside Amenities** along all important highways
- ✓ **Tourism infrastructure** including reduction of gaps in connectivity, transport services
- ✓ **Passenger Terminals** for Cruise liners

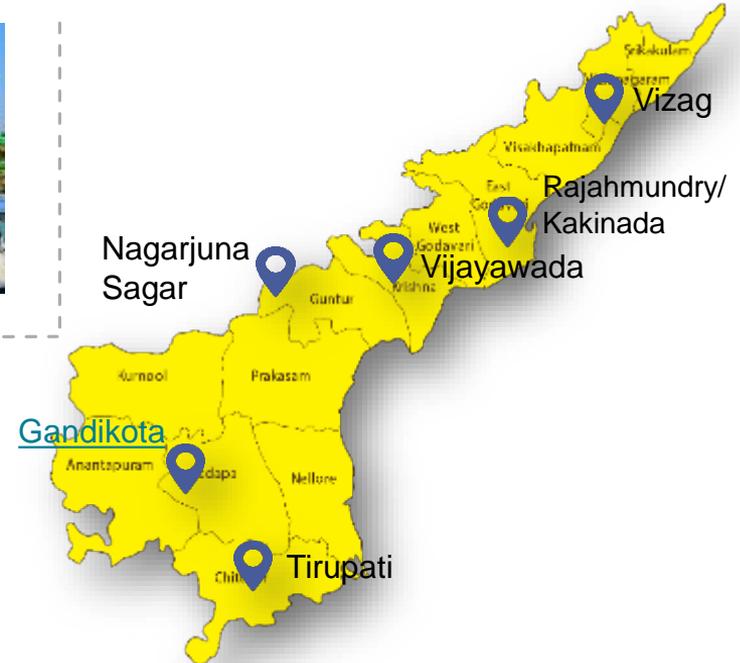
Investment opportunities : Amusement /Theme parks

- State of the art theme Parks is another focus area for the State
- Potential for world class tourism hotspots in Vizag, Nagarjuna Sagar(World's largest masonry dam) and India's Grand Canyon at Gandikota.



Key Highlights

- ✓ **Mega Theme park** development in major towns and in River Islands across the State
- ✓ Smaller Amusement/ Theme/ Adventure parks across all districts
- ✓ **Sea world based** amusement parks
- ✓ Laser/ Sound & Light Shows



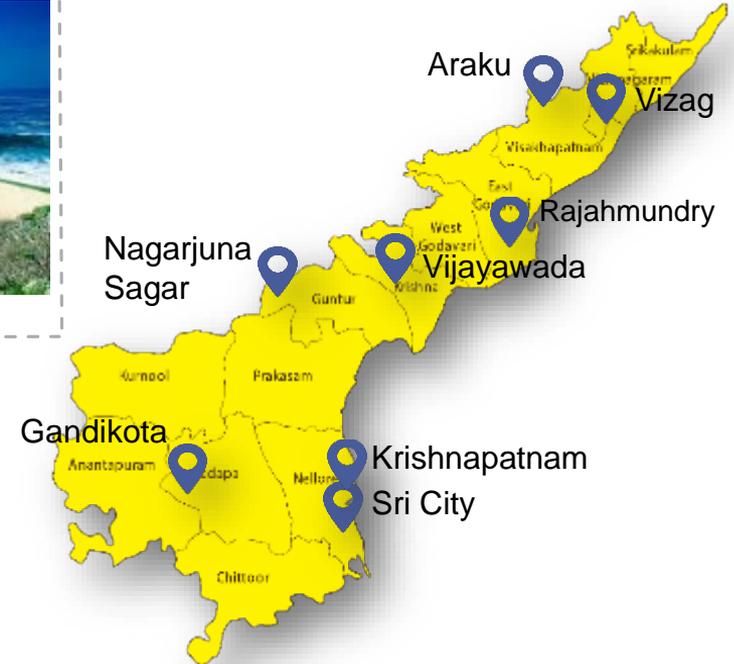
Investment opportunities : Golf Courses

- State desires to position itself as a State with Golf Courses across all tourism hubs



Key Highlights

- ✓ Target market includes **international tourists, Buddhist tourists from Japan, Korea, China etc, High end Indian Tourists and the Andhra Diaspora settled worldwide**



- Capacity Building in Hospitality is critical for development of tourism sector in the State
- Multiple Tourism and Hospitality training institutes and a world class Tourism and Hospitality University is proposed to be setup in the State

Key Highlights

- ✓ Focus on all core hotel management skills like Kitchen, F&B, Front Desk etc
- ✓ Support skills like guide training programs, tour operators, water sports operators, adventure sports operators are of equal importance
- ✓ **Tourism University proposed at Tirupati**
- ✓ Setup of Tourism and Hospitality Institutes across the State is encouraged and supported with Incentives under the Tourism Policy

Andhra Pradesh encourages participation in development of other tourism infrastructure in the State including:

- ❑ Heritage Hotels
- ❑ Botanical Gardens
- ❑ Museums at Vizag, Vijayawada and Tirupati. These could include wax museums, naval museums etc.
- ❑ Wayside amenities
- ❑ Wellness Centres





Tourism Service Projects



Eligible Services



- Water Sports | Adventure Sports | Heli Tourism | Cab Services | Rural Tourism | Heritage Walks | Caravan Tourism | Food Courts | Travel and Tour Operators | Ropeways | Sound and Light Shows | Laser Shows | Sea Cruises | River Cruises



Complementary/
Linkage Infrastructure
for eligible projects



Reduced rate of 5%
VAT for all Tourism
Projects



3 Year Tax Holiday
from Entertainment
Tax and Luxury Tax



Reduced rate of
Energy Tariffs



Special Incentives for all
investments over 21 mn GBP



++Applicable Govt incentives on
Foreign Direct Investments

Investment opportunities : Sea Cruises



Route Identified

For sea cruise Vizag – Port Blair

Potential Opportunities

India Destinations

Kolkata
Paradip
Intra-Andhra
Chennai
Tuticorin

International Destinations

Colombo
Singapore
Yangon
Phuket
Penang

Existing Cruises

Cruises between Africa and South East Asia may add Vizag/ Kakinada in their itineraries as Ports of Call

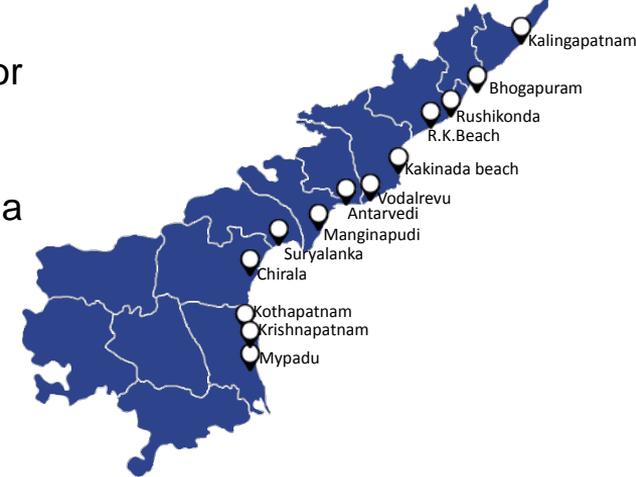
Investment opportunities : River Cruises

- ✓ Andhra Pradesh is home to two of India's most revered rivers: **Godavari (popularly known as Ganges of the South) and Krishna**
- ✓ Together they form **one of world's largest Deltas- The Krishna-Godavari Basin**
- ✓ The basin is home to some of the **most beautiful backwater locations**
- ✓ Ample opportunities exist for **backwater/ river cruises, houseboats and water transport services in both rivers**



Investment opportunities : Water and Adventure Sports

- ✓ **More than 39 beach locations** have been identified across the coast for 360° development incl. **water and adventure sports**
- ✓ Water sports being promoted across river stretches of Godavari, Krishna and their backwaters



- ✓ **Eastern Ghats** of the State are fast becoming a hub of Adventure Sports- **Para Sailing, Rock Climbing, Trekking, Mountaineering, Sky Diving, Adventure Sport Hubs** etc.

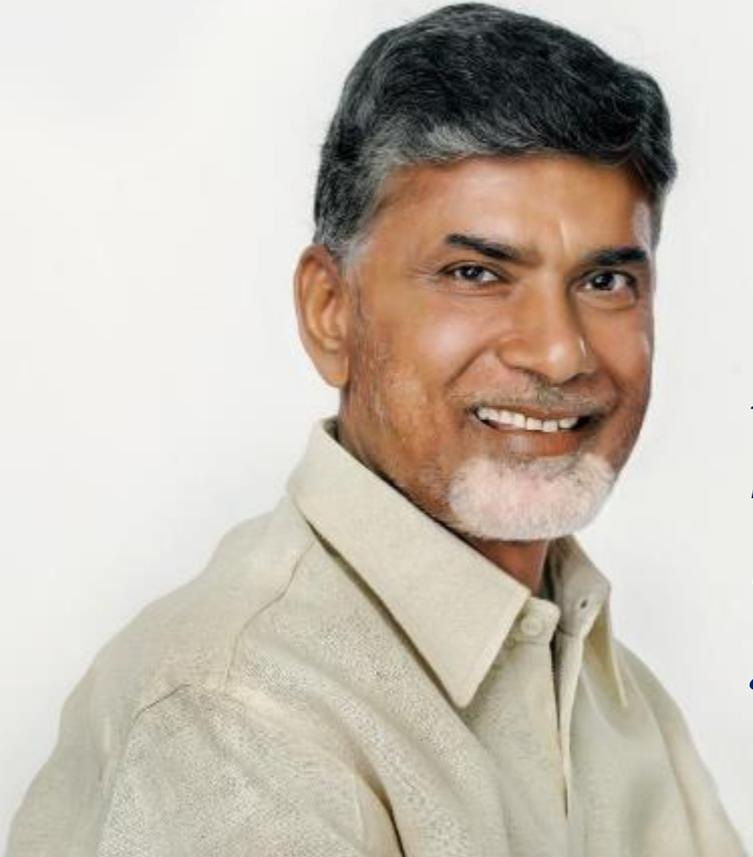
Investment opportunities : Other Opportunities

Andhra Pradesh seeks investments and expertise other tourism service projects like:

- ❑ Heli- Tourism
- ❑ Sea Planes
- ❑ Multimedia Shows like Sound and Light, Laser etc
- ❑ Caravan Tourism
- ❑ Ropeways



ANDHRA PRADESH TOURISM: PELOTHRA OF OPPORTUNITIES AND UNPARALLED HOSPITALITY...



“I invite you to Sunrise Andhra Pradesh, the treasure-trove of opportunities. My Government is fully committed to making Andhra Pradesh as one of the top three states in India by 2020. Our ideas are BIG and our vision is GLOBAL. Join us in growth and prosperity”



Thank you

Presentation by Department of Tourism,
Government of Andhra Pradesh

*Lepakshi Temple
Ananthapuram District*

Dhyana Buddha and Stupa at Amaravati



Gandikota Gorge



Konaseema Backwaters



Beaches of Vizag



Araku Valley

