

UTTAR PRADESH TOURISM SECTOR



SHRAVASTI

INDIA SCENARIO

- Foreign Tourist Arrivals (FTAs) experienced a negative growth rate in 2021, NRI and ITA arrivals experienced positive growth at 52.6% and 10.6% in 2021 over 2020
- Domestic Tourist Visits was 677.63 million in 2021, which recorded a positive growth of 11.05 % in 2021 over 2020
- Foreign Exchange Earnings (FEE) from tourism recorded a positive growth of 26.4% in 2021 at US \$ 8.797 billion as compared to US\$ 6.958 billion in 2020

UTTAR PRADESH TOURISM SCENARIO

- > 2nd most visited tourist destination in India by domestic travellers in 2021, with 4.24% share in 2021. Total domestic tourists' visits recorded a growth of 27.39% in 2021 over 2020
- 7th most visited tourist destination in India by international travellers in 2021, with 16.2 % share in 2021. Total foreign tourists' visits recorded a negative growth of 94.98 % in 2021 over 2020
- In July 2022, Varanasi in Uttar Pradesh has been named as the first "Cultural & Tourism Capital if the Shanghai Cooperation Organisation (SCO)" under a new rotating initiative to promote people to people



MAJOR TOURISM DESTINATIONS

LOCATIONS

RELIGIOUS

- Varanasi $\dot{\mathbf{v}}$
- Prayagraj *
- Ayodhya *
- **Mathura and Vrindavan** *
- Gorakhpur *
- Chitrakoot *
- Vindhyachal *
- Kushinagar *
- Sarnath *
- Shravasti *







ECO TOURISM

- Dudhwa National Park
- * Katerniaghat Wildlife Sanctuary
- Pilibhit Tiger Reserve
- Okhla Bird Sanctuary

Trana

Hastinapur Wildlife Sanctuary

MONUMENT TOURISM

- * Agra
- Lucknow
- Bundelkhand

Region (7 States)

NICHE TOURISM

- Rural Tourism
- Adventure Tourism
- MICE Tourism
- Caravan Tourism





MAJOR TOURISM FAIRS, FESTIVALS and CONCLAVES

Name of the Event	District	Date	
Magh Mela	Prayagraj	January - March	
Dev Deepavali	Varanasi	October - November	
Ganga Mahotsav	Varanasi	October - November	
Mahashivratri Mahotsav	Varanasi	February - March	
Buddhist Conclave	Varanasi	August	
Navratri Mahotsav	Varanasi	October	
Balloon Festival	Varanasi	November	
Deepotsav Ayodhya	Ayodhya	On the occasion of Chhoti Deepawali	
Gorakhpur Mahotsav	Gorakhpur	January	
Chauri - Chaura Shatabdi Varsh	Gorakhpur	February	
Taj Mahotsav	Agra	February	
Bateshwar Mela	Agra	October - November	
Garhmukteshwar Mahotsav	Hapur	On the occasion of Kartik Purnima October - November	
Kaushambi Mahotsav	Kaushambi	April	
Buddhist Conclave	Kushinagar	October	
Krishna Utsav	Mathura	August	
Rangotsav	Mathura	March	

MAJOR INITIATIVES TAKEN BY TOURISM DEPARTMENT

- Setting up of the Eco-Tourism Board for holistic development and promotion of Eco-Tourism Projects in the State in close coordination with Forest Department
- Development of Mathura-Vrindavan, Chitrakoot, Mirzapur through BTVP, CTVP and VDVP
- World's longest Cruise of 51 days from Varanasi (Uttar Pradesh) to Dibrugarh (Assam) is being facilitated for promotion of Cruise Tourism in the State
- Development of Heliports in PPP model in five tourism destinations of the state
- Redevelopment of Rahi Properties through PPP model
- Re-adaptive usage of Identified Heritage Properties such as Forts, Palaces and Other structures on PPP model
- Tourism Destination Development of Bundelkhand, Garhmukteshwar, Shukratal and Naimisharanyaas preferred Tourism Destinations
- ✤ A new and elaborate and Industry friendly Tourism Policy 2022 has been launched to promote Investments in the Tourism Sector of the State

KEY HIGHLIGHTS OF TOURISM POLICY

- Policy Duration: The Tourism Policy 2022 will remain in force for five (05) years, from the date of its issuance
- Capital Investment Subsidy to Eligible Tourism Units : All eligible tourism units will be qualified for a capital subsidy under the Admissible Subsidy. 100% of the eligible Capital Investment subsidy amount shall be granted post the successful start of commercial operations of the eligible tourism units

> Additional Capital Subsidy

- Additional 5% subsidy shall be provided to new tourism units in Focus Tourism Destinations-Total Subsidy of 30%
- New Tourism Units owned and managed by women entrepreneurs (with minimum equity participation of 51% in the entity) will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'. Subsidy of 30% and in case where projects are registered /Constructed/Operational under Tourism Policy 2022 in Focus Tourism Destinations, subsidy will be capped at 35%
- New Tourism Units owned and managed by entrepreneur belonging to SC/ST categories and the differently abled will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'. Subsidy of 30% and in case where projects are registered /Constructed/Operational under Tourism Policy 2022 in Focus Tourism Destinations, subsidy will be capped at 35%

Interest Subsidy

- 5% interest subsidy would be permissible to a maximum of INR 5 Crore loan and admissible subsidy to a maximum of INR 25 Lakh, for 5 years
- Unit can apply for either capital or interest subsidy.

> Special incentives for Heritage Hotels

- 25% subsidy on capital cost without disturbing the architecture of the building.
- Self-expenditure and loan considered as Eligible Capital Investment.
- 5% subsidy for a period of 5 years on a bank loan upto INR 5 crore.
- 100% exemption on stamp duty and land use conversion.
- 50% reimbursement on Excise license fees of first year.
- Offer signages along key routes and publicity and broadcasting.
- Avail both capital subsidy and interest subsidy.

> Industry status to hotels and resorts

- Electricity, property tax and water sewerage tax at industry rates.
- Construction of tourism units permitted in notified industrial areas.

* Stamp duty

100% exemption of stamp duty for the first transaction only.

> Land Conversion and Development charges

100% waiver on all tourism units.

> <u>Employment Generation subsidy</u>

100% reimbursement of EPF expenditure for a period of 5 years.

> Specially-abled friendly units

Payroll assistance of INR 1500 per month per worker.

> <u>Revival of scarce art and culture</u>

INR5 lakh granted to an individual or group involved in art revival.

ICT Enablement

- One time assistance of 25% of the cost of procuring equipment.
- 25% subsidy to promotional content using technology, Al and metaverse.
- Financial assistance for introduction of ICT in tourism.

> Skill Development

100% reimbursement of hospitality related course fees, per person.

> Support to Responsible Tourism

- 75% reimbursement of the cost of carrying out an energy audit.
- 20% reimbursement of capital cost of setting up a sewerage plant.
- 50% reimbursement of green certification fee.
- 100% reimbursement on achieving Responsible Tourism Society of India certifications.

> Infrastructure Development

- 10% capital subsidy on ECI for procurement of e-vehicles.
- 20% reimbursement of road tax for 2 years on purchase of tour buses.

> Innovation

 One-time incentive for innovative projects on approval by Directorate of Tourism Committee.

Assistance for research in travel/hospitality sector

 Financial assistance to 5 projects to recognized travel associations, management institutes and hospitality bodies.

Marketing and Promotion

 50% of the space rent – INR 30,000 per national event and INR1 lakh per international event.

> MICE activities

 50% reimbursement on cost of international conferences in accordance with the standards.

Film Tourism

Additional 2% subsidy on total project cost of footage in Focus Tourism Destinations.

> Assistance for YUVA Tourism

 One-time grant of INR 10000 provided to youth clubs within government educational institutes.

> State Tourism Awards

• Upto INR1 lakh prize money to various categories.

> Subsidy to PPP Projects

 All projects PPP mode with Directorate of Tourism shall also be able to avail all incentives permissible under this Policy.

> Admissible Subsidy

Eligible Capital Investment in INR crore (excluding the land cost)	Subsidy percentage	Ceiling subsidy (INR crore) Whichever is lower)	
10 lakhs - Upto 10 crore	25%	2.0 crore	
Upto 50 crore	20%	7.5 crore	
Upto 200 crore	15%	20 crore	
Upto 500 crore	10%	25 crore	
More than 500 crore	10%	40 crore	

CASE STUDIES

"Ours is the first ever cruise in Uttar Pradesh. This is only possible because of the vision of the tourism department in exploring cruise tourism and helping us run successful cruises in Varanasi. To aid us in developing cruise tourism in Uttar Pradesh, we also availed for subsidy to the amount of Rs. 15 lakhs from the Department"

Mr. Vikas Malviya Alakhnanda Cruise Boat, Varanasi. Mail : nordic.cruise.vnsi@gmail.com



"The hospitality and tourism industry has been given a huge boost through the tourism policy in Uttar Pradesh. We ourselves are huge benefiters of this policy as we received Rs. 2.45 crore within a year of starting operations. This has given us the confidence of investing more in the State"

Mr. Suresh Chand Singhal The Grand Arc, Shahjahanpur. Mail : shribalajihospitality55@gmail.com

"We thank the department for their constant support from the time of registration till operations and beyond to claim incentives under the tourism policy. The department helped in facilitating a subsidy claim of Rs. 1.7 crore under their policy"

Mr. Akhil Kumar Hotel Abha Regency, Aligarh. Mail : abhagrand@gmail.com





- "The Mela Kothi received Rs. 24 lakhs upon successful operations and this was only possible because of the department. Their constant encouragement in expanding to rural and experiential tourism in rural areas through investment facilitation and financial incentives has been commendable"
- > Mr. Ram Pratap Singh
- > Mela Kothi, Agra.
- > Mail:rpsjarar@chambalsafari.com





- * "As one of the big hotel chains in India, we have to appreciate the commendable job done bythe Department in facilitating support to expedite processes in claiming a subsidy of Rs. 3.44crore. The process has been made fairly easy for an investor to invest, construct, operateand claim benefits, and this is all because of the Tourism Department of Uttar Pradesh."
- > Mr. Mehtab Siddiqui
- > Radisson Blu, Bareilly.
- Mail: mehttab@ghvgroup.com





DETAILS OF INVESTIBLE PROJECTS

SI.	Name of Project	Location	Brief Status	Expected Investment (Rs Cr)
1.	Development of Heliports	Agra and Mathura (Phase I) Lucknow, Prayagraj and Ayodhya(Phase II)	Agra and Mathura Heliport projects are taken up on PPP in first phase for which RFQ process is completed and RFP has been floated for final selection of the bidders. The balanced 3 Heliport projects are in second phase, where feasibility studies and RFQ are being undertaken	100
2.	Re-Development of Rahi Properties	In 26 locations of State	17 Rahi Properties, which are currently not in running condition are taken up for Redevelopment through Private Sector Participation, where RFQ process has been completed and RFP will be now floated and 9 properties where RFQ has been floated.	200
3.	Re-adaptive usage of Heritage Properties into Heritage Hotel and other Projects	28 locations have been identified	Heritage properties which are constructed prior to 1950s and currently under the protection of State Archaeology, Culture Department are taken-up in PPP. Already 10 properties have been de-notified.	1500
4.	Buddhist Circuit Tourism Development	Kapilvastu, Sankisa, Kaushambi Sravasti and Kushinagar	 Buddha Theme Parks at Kushinagar and Kaushambi International Cultural Centre at Kapilvastu and Kushinagar STAR Hotels Wellness Centers Theme Parks Rural Tourism Projects Eco Tourism Projects Tent City Projects 	5,000

5.	Ecotourism Projects	Projects in Major ecotourism sites such as Dudhwa National Park, Katerniaghat Wildlife Sanctuary, Pilibhit Tiger Reserve, Nawabganj Bird sanctuary Samaspur Bird Sanctuary, Hastinapur Wildlife sanctuary, Sur sarovar Bird sanctuary, Chambal Wildlife Sanctuary Lion Safari Etawah,	 Ecotourism Resorts Yoga and Wellness Centres Tent City Projects Adventure Tourism Caravan Tourism 	1,000
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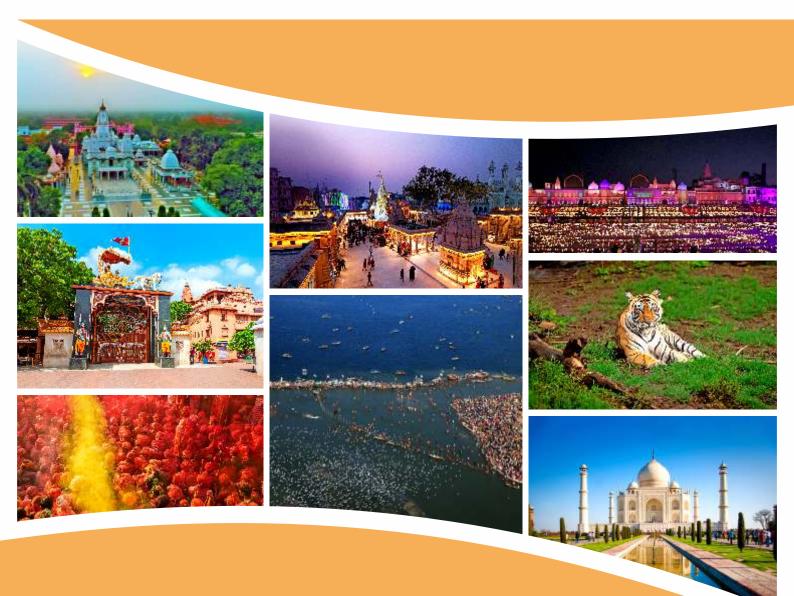
LAND BANK DETAILS

> Department of Tourism is continuously acquiring land and building a robust land Bank for facilitating Tourism Infrastructure Development in the State

S. No	Place	Area (In acres)
1	Maharajganj	2
2	Sonbhadra	2
3	Sravasti	13
4	Sankisa	5
5	Kapilvastu	33
6	Lucknow	37
7	Vrindavan	42
8	Kaushambi	72
9	Kushinagar	190
10	Varanasi	256
11	Ayodhya	229







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