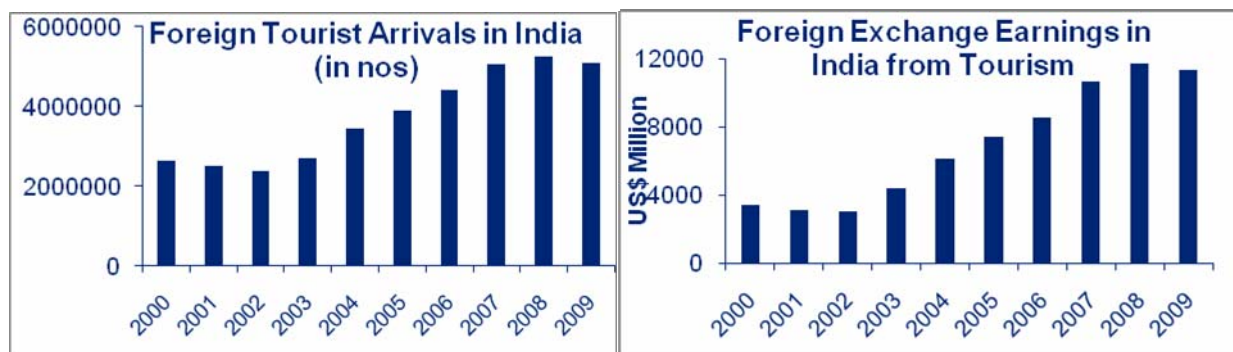


Sector	Project Title
Tourism	Convention Centre at Bhopal

### Project Description

India has experienced significant growth in tourism between years 2002 to 2009. The Foreign Tourist Arrivals (FTAs) increased from 2.38 million to 5.11 million during this period. The Foreign Exchange Earnings (FEEs) from tourism rose from US\$ 3460 million in 2002 to US\$ 11394 million in 2009. The contribution of travel and tourism to India's GDP is expected to be at 6.0 % (US\$ 67.3 billion) in 2009 and 6.9% in 2010.



There exists immense potential for all of the tourism and travel sub-sectors in India including pilgrim tourism, cultural & heritage tourism, wildlife and adventure tourism, spiritual tourism, business tourism, medical tourism and other areas. Business tourism is also experiencing significant growth owing to overall growth of the Indian economy. India is projected to become the 5<sup>th</sup> fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 %.

This proposed project envisages construction of a convention centre at Bhopal, to take advantage of the growing business tourism. The Centre would be equipped with world-class facilities and also have a hotel for the business tourists.

### Project's Value Proposition

The proposed project is expected to have the following value propositions:

- Indian economy is growing at a tremendous pace and is expected to keep growing in the coming future. The industrial sectors in India have great potential and hence they are attracting many multinational companies for investment. This has therefore led to a significant increase in foreign tourist coming to India for business purpose. This project, through its hotel, is expected to take advantage of this existing market.
- According to ICCA-ICPB, India gets about 1% of the world meeting's share. It hosts more than 100 International meetings in a year and ranks 34<sup>th</sup> on the world Meetings and Conference map. According to ICCA, India can capture the Asian MICE share, since 69% of MICE meetings prefer city hotels and 21% prefer resorts and India can cater to both the demands while offering variety to the same. This project, through its convention center, is expected to take advantage of this existing market.
- The project would further aid the MICE growth and enhance the footfall in the tourist areas.

## MP's value proposition

The State of Madhya Pradesh (Bhopal city) will be the ideal location for this project due to the following:

### **Bhopal – the Capital of Madhya Pradesh**

- Bhopal is the capital of Madhya Pradesh and thereby home to the State Administration. This makes Bhopal the hosts for many Government related conventions, meetings and gatherings. The proposed convention centre would provide excellent infrastructure for conventions, meetings and gatherings.
- Being the State Administration HQ, Bhopal also hosts many foreign delegations. Convention centre would be ideal hosts to such delegations for meeting, business and accommodation purposes.
- Bhopal is an important economic, industrial, educational and political center of the State as well as Central India and houses various institutions and installations of state as well as some of national importance.
- Moreover there are many large and medium industries around Bhopal, requiring the services for convention centre for organizing their annual meetings and other functions.

### **Connectivity of Bhopal**

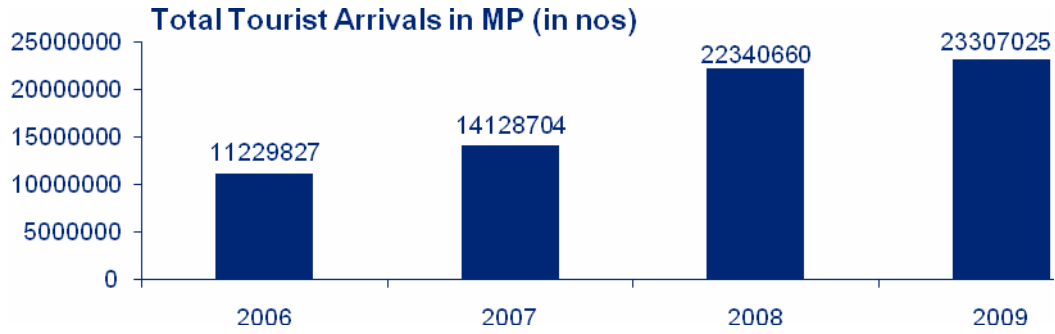
- **Air** - Bhopal Airport, also known as Raja Bhoj Airport, is 15 km away from the heart of the city. Bhopal airport is connected to Mumbai, Indore, Gwalior and Delhi. International flights to Gulf cities like Sharjah and Dubai are operated from Bhopal.
- **Road** - Lots of bus facilities, public and private, are available in Bhopal. All cities in the state are connected to Bhopal by bus services. Overnight deluxe buses from Delhi, Gwalior and Jabalpur are available to Bhopal. There is regular daily bus service between Bhopal and Indore.
- **Rail** - Bhopal Railway Station is a major railhead in Mumbai – Delhi broad gauge. It has connection trains to all major cities in India. Daily Shatabdi expresses shuttle between Bhopal and Delhi.

### **Policy Initiatives**

Madhya Pradesh State Tourism Development Corporation Ltd. is developing a new Tourism policy with a focus on promoting investments in tourism sector in the State. The upcoming policy will have provisions for providing excellent support / incentive to the developers / investors in Madhya Pradesh.

- Madhya Pradesh is a house of many big industries in the country. Major industrial players have their presence in Madhya Pradesh. Moreover the state is also promoting development of different sectors in the industry because of which the number of tourist visiting MP for business purpose will see a rise.

### **Constant increase in tourist arrivals over the past years**



### Project Specification

- Location: The convention centre is proposed to be developed at Bhopal, Madhya Pradesh.
- Facilities: The proposed Convention Centre would have the following indicative facilities:
  - Convention Centre
    - Great Hall with a seating capacity of 1000-1500 people
    - Conference room
    - Executive boardroom
    - Media room
    - Mini theatre
    - Food Court
    - Other state-of-the-art facilities such as projectors, internet connectivity, television etc.
  - Business Hotel:
    - 300 to 500 rooms of all classes
    - Restaurant & cafeteria
    - Business centre
    - Other facilities for recreation
  - Landscaped outdoor facilities in the area
- Project Cost: The proposed project will be undertaken on PPP model. The estimated investment in the development of the said convention centre is around **Rs.1000 Million**.
- Project Returns: The expected return from the project is in the range of **15 – 20%**.

### Project Contacts

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