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**Tourism**

# MADHYA PRADESH THE FUTURE READY STATE



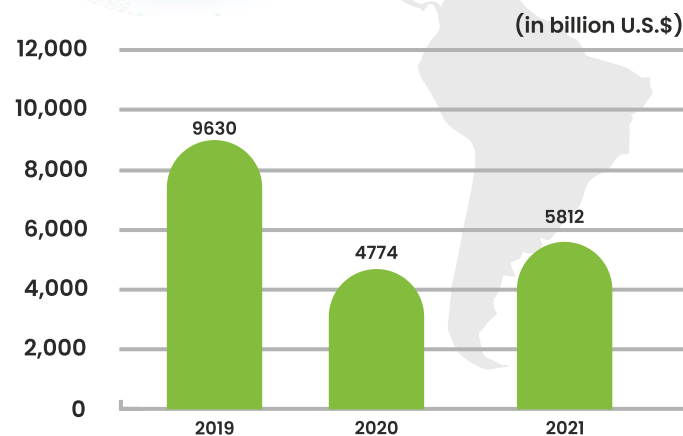
# Tourism Global Scenario

Tourism is one of the **Fastest Growing** sector in the world.

Total GDP contribution of tourism industry in year 2021 approx. **USD 5,812 Billion** worldwide & rose by 21.7% in 2021.\*\*

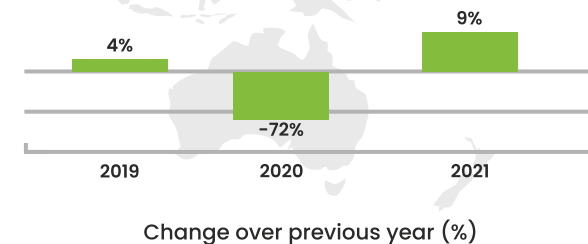
Total employment of tourism sector in 2021 was **289 million**.\*

Travel & Tourism sector across Asia Pacific is set to rebound significantly and over the next decade is estimated to create almost **77 million new jobs**.\*



Total contribution of travel and tourism to gross domestic product (GDP) worldwide from 2019 to 2021.\*\*

\*\*International Tourist Arrivals, Growth in %



Source:

\* World Travel & Tourism Council (WTTC)

\*\* World Tourism Organization (UNWTO)



# India Scenario

## Dekho Apna Desh

A campaign to promote Tourism was initiated by Hon'ble Prime Minister of India.

There are 40 Cultural and Natural UNESCO World Heritage sites in India.\*

There are 100+ National parks and 550+ Wildlife Sanctuaries.\*\*

### Growth

6<sup>th</sup>

in terms of Travel & Tourism total contribution to GDP (2021).\*\*\*\*

### Global Presence

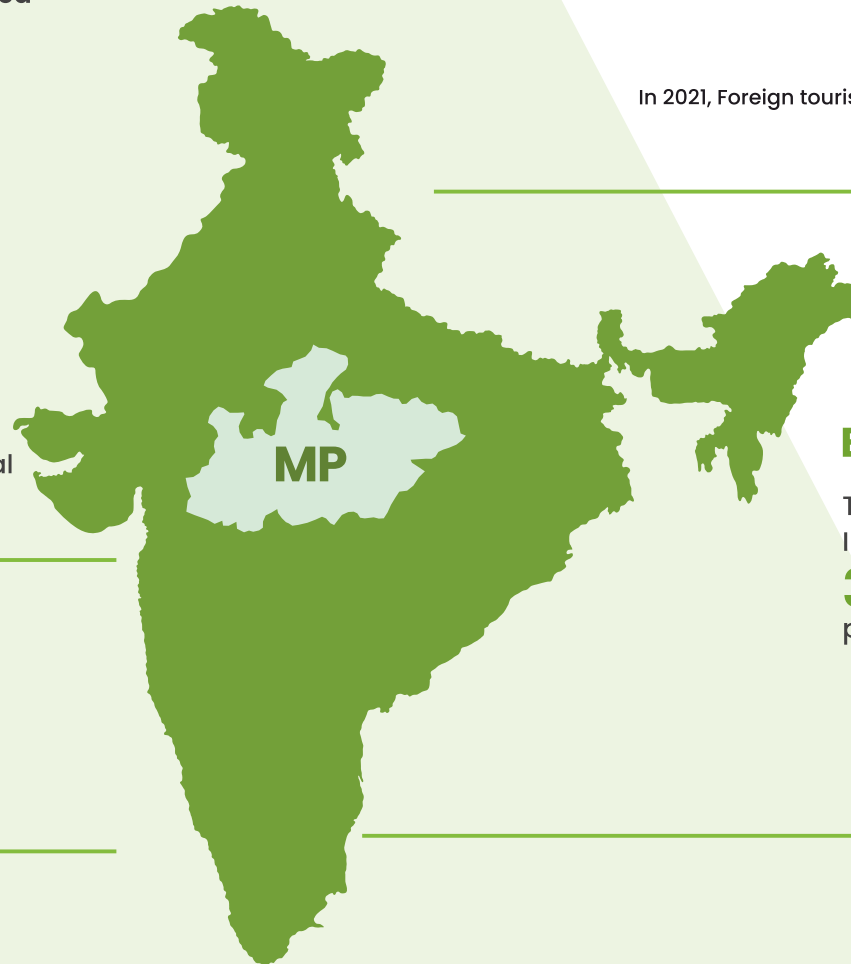
54<sup>th</sup>

on the World Economic Forum Travel & Tourism Development Index (2021).\*\*\*\*

**Tourist Arrivals**  
In 2021, Foreign tourist arrivals (FTAs) in India stood at  
**1.52 Million**\*\*\*

### Employment

The travel and tourism sector in India provided employment to nearly  
**32.10 million** people in financial year 2021.\*\*\*\*\*



Source:

\*UNESCO

\*\* Wildlife Institute of India

\*\*\* India Tourism Statistics

\*\*\*\* World Economic Forum for Travel & Tourism Development Index

\*\*\*\*\* World Travel & Tourism Council (WTTC)



# Madhya Pradesh

## Madhya Pradesh, The Heart of Incredible India

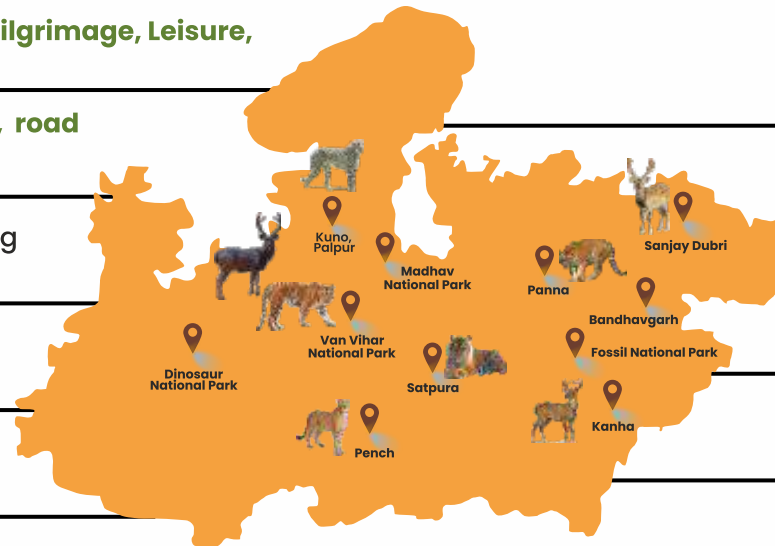
Confluence of **Heritage, Wildlife, Pilgrimage, Leisure, Adventure and Culture**

Central location and excellent **rail, road and air connectivity.**

**5 Airports** and **550+ trains** passing through the state every day.

**3,00,000 K.M.** road network with **40+** National highways.

**Power Surplus State.**



**Continuous Agriculture growth** in Food grain, pulses production, floriculture, Horticulture and organic farming.

**Fast growing** renewable energy, IT, Textile, Pharma, Automobile and Horticulture sectors.

**Green State** having 30% forest cover of the total land area.

About **146 notified forest** areas for recreation and Tourism experience activities.

**Investor friendly tourism policy** and a well set investment promotion and facilitation wing.

24

Sanctuaries



11

National Parks



06

Project Tiger Reserves



03

World Heritage Sites



02

Shiva Jyotirlingas



# 3 UNESCO World Heritage Sites



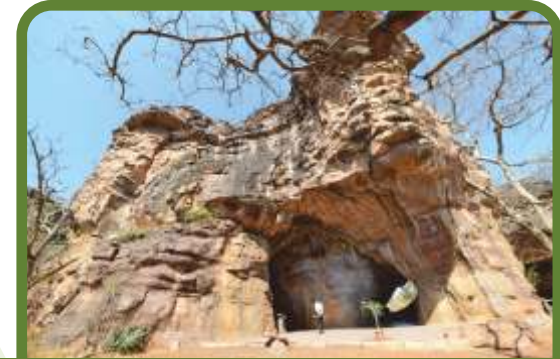
## SANCHI

- The 'Great Stupa' at Sanchi dating back to 3 BCE is the oldest stone structure in India – originally commissioned by emperor Ashoka the Great.
- Sanchi witnessed more than 0.24 million visitors in last 10 yrs.



## KHAJURAHO

- Built between 950–1050 AD by the Chandela Dynasty, the 'Khajuraho Group of Monuments' is famous for its Nagara-Style architecture and graceful sculptures.
- Witnessed visitors of more than 0.38 million people in last 10 yrs.



## BHIMBETKA

- Cave paintings dating back to approximately 10,000 years. Rock shelters that were home to humans, millennia ago is one of the largest prehistoric complexes to be seen.
- Witnessed visitors of more than 0.05 million people in last 10 yrs.

# Several Other Important Heritage Sites



**ORCHHA**

- The historic town of Orchha, center of attraction, Ram raja temple, is the only place where Lord Rama is worshipped as a king.
- Witnessed visit of more than 0.20 million people in last 10 yrs.



**MANDU**

- Medieval "City of Joy", combine the vigour of Afghans and the cultural heritage of the Turkish.
- Witnessed visit of more than 0.84 million people in last 10 yrs.



**GWALIOR**

- A city brimming with great history, melodically famous, described as 'The pearl amongst fortresses in India'.
- Witnessed visitors of more than 0.26 million people in last 10 yrs.



**BURHANPUR**

- Burhanpur is situated on the bank of river Tapti. It has a number of mosques, tombs and places of historical values.
- Witnessed visitors of more than 0.14 million people in last 10 yrs.



**Chanderi**

- Chanderi is a small 11th century town located in northern part of state. It is known for its quaint forts, hills and elegant hand-woven sarees.
- Witnessed visitors of more than 0.21 million people in last 7 yrs.



# Pilgrimage Tourism

Out of the 12 Jyotirlingas in India, Madhya Pradesh has two Jyotirlingas- Ujjain and Omkareshwar.



**UJJAIN**

- Ujjain city has more than 100 temples and most importantly Mahakaleshwar Jyotirlinga.
- Annual pilgrims visiting are around 3.5 Million.



**OMKARESHWAR**

- Home to one of the 12 revered Jyotirlinga shrines of Shiva. Temple is on Mandhata island.
- It hosts 3 million pilgrims.



**AMARKANTAK**

- The town of Amarkantak is popularly known as Teerathraj, or the 'King of Pilgrimages', it is source of Holy River Narmada.
- Annual pilgrims visiting are around 3 Million.



**MAIHAR**

- Maihar is famous for the Holy Maa Sharda Temple. She helps to fulfill one's desire in life by the dint of her power of knowledge.
- Annual pilgrims visiting are around 0.58 million.



**CHITRAKOOT**

- Lord Ram and Sita spent eleven of their fourteen years of exile in the deep jungles of Chitrakoot.
- Annual pilgrims visiting are around 0.60 million.



# Wildlife Tourism



# 30%

of MP's total area is forest covered  
(94,689sq. km)

## Unmatched Wildlife



TIGER STATE OF INDIA



LEOPARD STATE OF INDIA



VULTURE STATE OF INDIA



GHARIYAL STATE OF INDIA



CHEETAH STATE OF INDIA

# Some of the major Wildlife Destinations



- **Kuno National Park**  
New Home for Cheetah in India.
- Kuno hosted around 1,139 tourists in year 2021.



- **Bandhavgarh** is the place where Sir Richard Attenborough chose to shoot the Tiger episodes of Dynasties.
- Bandhavgarh hosted around 1,20,900 tourists in year 2021.



- **Pench** is an enthralling forest museum. it gives fascinating vegetation and wildlife.
- Pench hosted around 1,03,192 tourists in year 2021.



- **Kanha national park** is home to the endangered swamp deer Barasingha, the State animal of Madhya Pradesh.
- Kanha hosted around 1,74,332 tourists in year 2021.



- **Satpura National Park** The Satpura name means "Seven Folds" is home to the Giant Squirrel.
- Satpura hosted around 2,32,381 tourists in year 2021.

## FAIRS AND FESTIVALS



**Khajuraho Festival of Dances**

Khajuraho Dance Festival consist of cultural events and live dance performances.



**Bhagoria Festival - Jhabua**

Bheel tribes of Jhabua, Madhya Pradesh, Celebrates Bhagoria Festival every year before a week of Holi.



**Tansen Samaroh - Gwalior**

Celebrated every year in month of December in Gwalior, it is a 4 days musical extravaganza.

## ART & CRAFT TOURISM



**Gond paintings**



**Terracotta**



**Bell Metal Craft**



**Block Print**

# Opportunities

## Readily available properties for development -

Heritage Hotels, Convention Centre, Hotels & Resorts, Health & Wellness Resort, Golf course, Camping/Adventure, Water Sports, Film Studio, Ropeway, Aerosports, Seaplane and Amphibian Tourist vehicle.

Available land  
**1000+**  
Hectares

### Gwalior

Land Parcel - 04 (41 Hect.)  
Heritage - 4

### Bhopal

Land Parcel - 12 (400 Hect.)  
Heritage - 2

### Indore

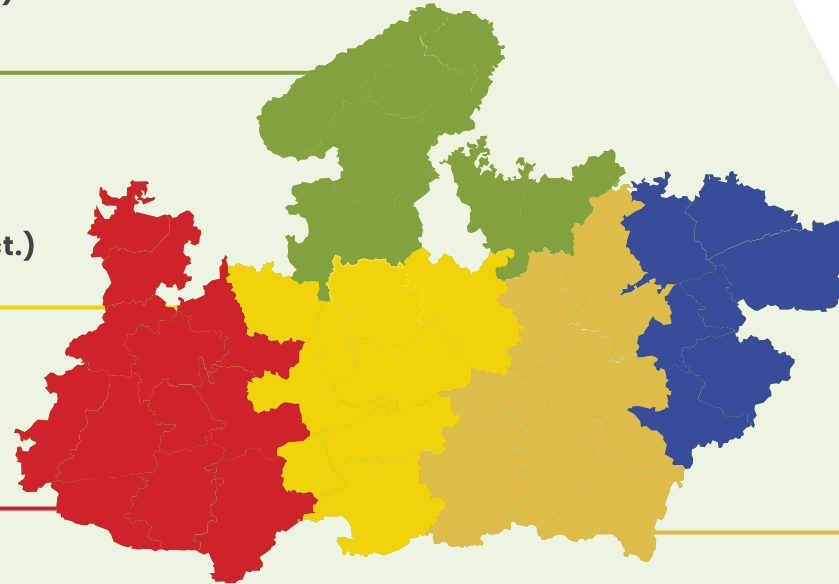
Land Parcel - 24 (292 Hect.)  
Heritage - 4

### Khajuraho

Land Parcel - 8 (156 Hect.)  
Heritage - 4

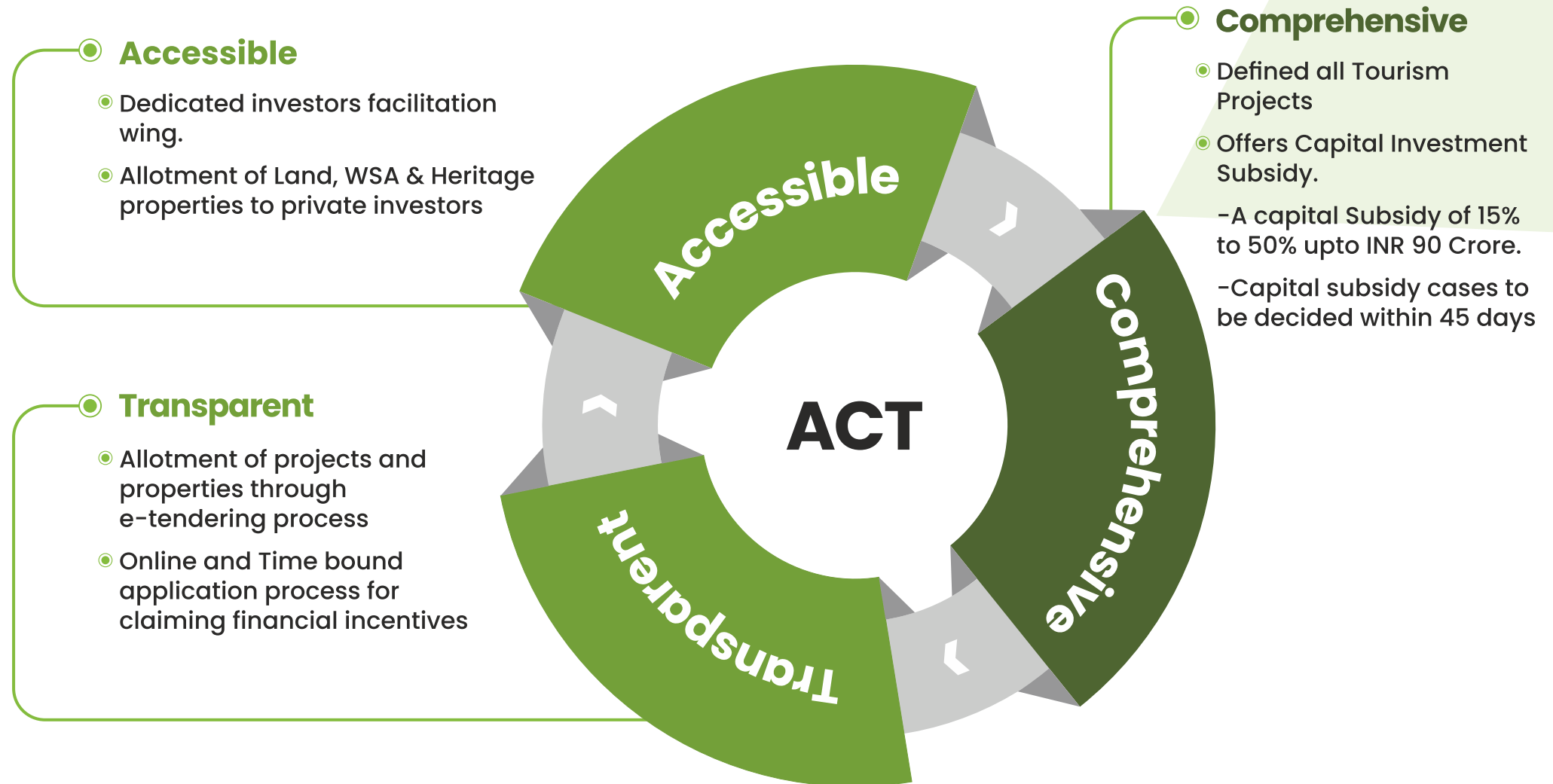
### Jabalpur

Land Parcel - 17 (86 Hect.)  
Heritage - 1



# Government offerings Tourism Policy (2016)

- Amended 2019



# Heritage Property Allotment Process

1

Heritage properties at potential locations are identified.

2

Properties is transferred to Tourism Department

3

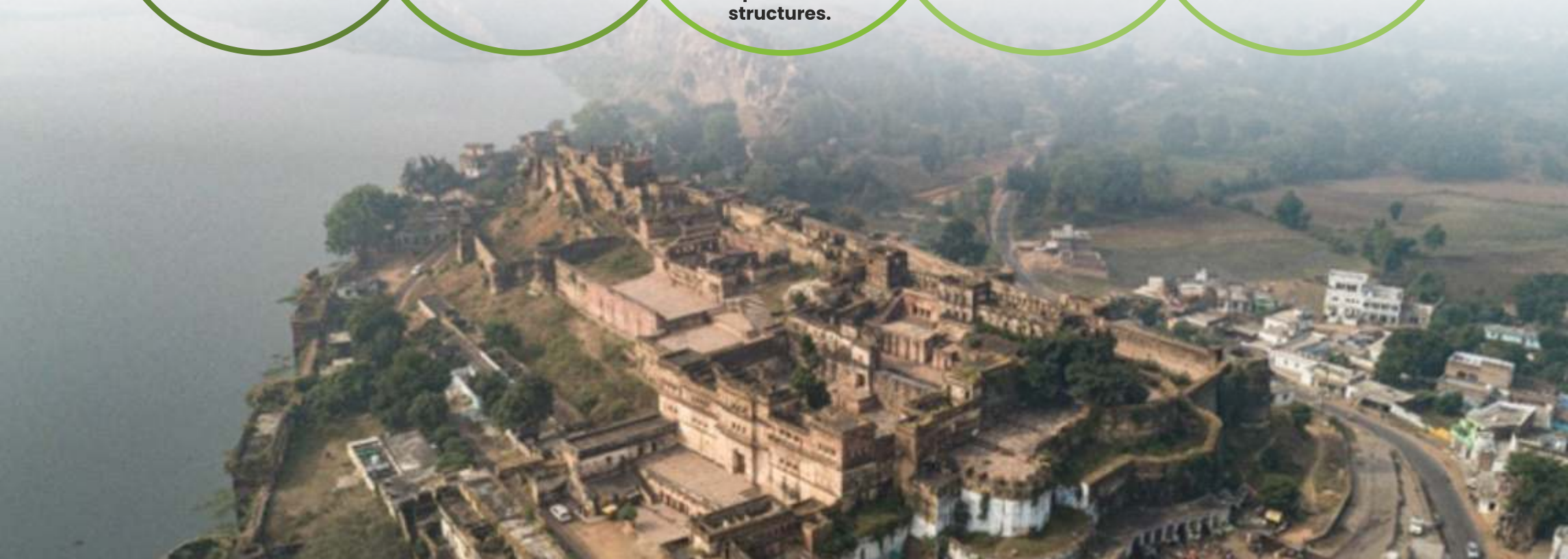
Detailed study of properties, regarding conservable, repairable and replaceable structures.

4

Property is placed on bid for allotment, Reserve price INR 01 lakh

5

Property allotted to the highest bidder for 90 years lease and lease rent 1% Per Annum.



# Land Allotment Process



## Allotment

to private investors through online bid process



## Fixed Reserve price

Rural area - INR 05 lakh/Ha, Urban area - INR10 lakh/Ha.



## Lease

90 yrs, Annual lease rent 1% of highest bid amount.



## Fixed Time

Fixed time line to setup the project



## Reimbursement

Reimbursement of stamp duty & registration charges, permission to mortgage for loan

\*\* Direct Allotment of available Govt Land to Ultra Mega Projects (investment INR 100 Cr. +) on collector guideline rate for 90 years.

# Upcoming Tourism Projects on PPP mode

To develop a 5-Star Branded Hotel facility at the existing MPT Lake View Residency Hotel.

To undertake development of passenger ropeway project at Salkanpur, Omkareshwar & Bhojpur.

To undertake the Development of Cruise Tourism from Barwani to Statue of Unity in River Narmada.

To develop an International Standard 18 Hole Golf Course at Pachmarhi.

To provide the projects of Maharaja Chhatrasal Convention Centre Khajuraho, Sarsi Island Project and Buddha Jambudweep Park Sanchi on operation & management contract.

To operate HoHo bus service in two cities (Bhopal & Indore).

To start intra-state air taxi operation for various locations in the State.





# Government Offerings

Tourism Policy – 2016 (amended 2019)

Water Tourism Activities – Licensing Procedure

MP Tourism Board is made Nodal Agency to grant licenses for Water Activities like Cruise/Houseboats/Motor boats/Jetski/SpeedBoats etc.

1

22 water bodies of approx. 3,000 sq. km. area notified for water sports/ tourism activities

2

Online Application System

3

Letter of Acceptance within 07 days from the application date

4

For issuing License, maximum one year shall be given from the date LOA for purchasing & other required certifications

5

License for 10 years:  
License Fees INR 5000 to 25,000 and renewal fees INR 2500 to 12500 as per boat capacity

# Government Offerings

## Wayside Amenities Policy (2016) - Amended 2019

This policy offers 3 business models to set up Wayside Amenities to private investors

### 3 Business Models

#### Benefits for all WSA:

- Common branding, logo, signage
- Standardised operation manual
- Free of cost training and skill development of manpower

#### Brown Field

- **Fixed Reserve Price:** INR 10 lakh per WSA for plug & play facility.
- Online bidding process.
- 60 Year Lease to Operate.
- Freedom to create support activities.

#### Green Field

- **Fixed Reserve Price (Upto 2 hectare):** INR 05 lakh.
- Online Bidding Process.
- 60 Year Lease to Build and Operate
- Freedom to create support activities.

#### Franchise

- The private facility can be registered
- **One-time registration fee:** INR 01 lakh
- Annual renewal fee: INR 25,000/-

# Eco & Adventure Tourism

## MP's Adventure Bucket

### Land-Based

- Camping, Trekking, Cycling, Biking, 4\*4 Motor sports, , Zip Wires & High Ropes Courses, Rock Climbing, Hiking, Other activities related land-based adventure activities.

### Water Based

- Kayaking, Rafting, River Cruising, Jet Ski, Banana Ride, Zorbing, Speed Boat, Shikara Ride, Paddle Boating, Canoeing, Sailing, Wind Surfing, Other water tourism activities.

### Air Based

- Hot Air balloon, Paragliding, Para Motoring, Parasailing, Skydiving, Helicopter Joy Ride Other Air Based Activities.
- Notified eco tourism recreational areas-146
- 50% Capital Subsidy will be provided to set up Hot Air Ballooning Activity



# Adventure and Camping Procedure

1

Identification and Notification of camping sites

2

Allotment of sites to private players through online application system

3

Allotment on first come first serve basis

4

License period – 5 to 15 years

**License fees** – INR 25,000/- for first 5 years

**Renewal fees** – INR 5,000/- per annum

**Extension fees** – INR 5,000/- per annum upto 15 years

Investors have to create basic infrastructure and run camps at least 50 days in a year



# Film Tourism

- Government taking continuous initiatives for promoting Film Tourism in Madhya Pradesh.
- MP Tourism Board is the nodal agency for film tourism.
- Provides single window clearance for all filming permissions.

**185+ Big Movies 40 others has been shot in MP**



# Film Tourism Policy with financial incentives:

## Financial Incentives

Upto INR

**2 Cr** for FEATURE Films projects or up to 25% of COP (Whichever is less)

Upto INR

**1 Cr** for Web series & TV Serial or up to 25% of COP (Whichever is less)

Upto INR

**40 Lakh**

or up to 50% of COP (whichever is less) for Nationally/Internationally released documentary based on Madhya Pradesh

Upto

**30%** Maximum up to INR 90 Cr. Financial subsidy on film related infrastructure development

Upto

**15%** Maximum up to INR 1 Cr for Cinema Hall Construction

**Landbanks**

reserved for film based infrastructure development

**40% Discount**

In room tariffs in State govt. owned hotels and Resorts.



## Additional Financial Incentives

Upto INR

**35 Lakh** On local artist Hiring or up to 50% of expenditure

Subsidiary INR

**50 Lakh** on featuring state prominently in Filming projects.

Upto

**75%** Reimbursement of fees paid for permission.

Additional

**10%** Subsidy for Southern language films

# Responsible Tourism Mission

“ Making better places for people to live in and better places for people to visit ”

Core Values based on **3 Pillars**

## Social & Cultural

- Respect host culture
- Built and living Cultural heritage
- Inter-cultural understanding

## Environmental

- Optimal use of resources
- Maintain ecological process
- Conserve natural heritage

## Economical

- Long-term business viability
- Socio-economic benefits to all
- Employment opportunities
- Poverty alleviation

The mission ensures participation of all the tourism stakeholders with the focus on community participation and empowerment.



**Various projects being implemented under the umbrella of Responsible Tourism Mission are :**



**► Rural Tourism**

Creating Tourism villages where community offer cultural experience-based tourism.

Reducing urban drift

Empowering the local with an additional source of income.

**► Project Clean Destination**

Ensuring sustainability of the environment, focusing solid waste management.

**► Safe Tourism Destination for Women**

creating safe environment for women travelers at tourist destinations creating awareness self-defence training, skilling and employment safety audit infra gap assessment.

**► Project Humsafar**

It aims to achieve easy accessibility for specially abled ones at tourist destinations.

**► Responsible Souvenir**

Promotion Of local art and craft by converting it into souvenir

**► Four schemes under Homestays**

1. Homestay
2. Bed and Breakfast
3. Gram stay
4. Farm stay

- 100 tourism villages being developed.
- Self Defence training to 6967 and Skill Training to 525 Women.
- 2 Art and Craft Centers at village Madla and Dhamna.
- Pilot Project in 30 villages near Panna National Park.
- Accessibility Audit and sensitization of workforce working at 41 Tourist Destination.
- 156 Homestays registered.
- Hospitality Training to 835 youths and Tourism sector jobs to 471 in last two years.



# Global Recognition



NATIONAL  
TOURISM  
AWARDS  
2018-19

Best Civic Management of a Tourist Destination  
in India' – Indore

'Swachh Paryatan Sthan -Western Region' –Ujjain

'Best Maintained and Disabled Friendly Monument' –  
Shiv Mandir Bhojpur

'Best Airport–Rest of India' –  
Devi Ahilya Bai Airport, Indore

'Excellence in Publishing–Hindi' –  
Malwa ke Bhatti Chitra

'Best Tourism Promotion Publicity Material' –  
Bhopal Brochure

'Best Wildlife Guide, Western–Central'  
Subhash Bhavre of Pench Tiger Reserve

Best 'Incredible India Bed and Breakfast  
Establishments – Courtyard House Homestay –  
Madla, Kanha National Park



Golden Mikes  
Award 2022

Bronze Award for  
Wellness radio  
campaign



68th National  
Film Award  
2020

Most Film  
Friendly State



WTM  
Responsible  
Tourism  
Award 2022

Madhya Pradesh



Best Active  
Tourism Award –  
Fitur 2022

Jalmahotsav



Best in Travel  
by Lonely Planet

World 3rd Best  
Value Destination



Terres  
Award 2019

International Eco & Travel  
Film Festival Tortosa



US International  
Film & Video  
Festival 2019

Gold Camera  
Statuette (Tourism Film)



Silafest TourFilm  
Festival 2019,  
Serbia

Original Score



FITUR Spain  
2018 Film  
and Video  
Competition  
by LANDING

Tourism Film



Cannes  
Awards  
2018

2 Awards  
for Destination TVC



Nominee for  
the Grand  
Prix CIFFT,  
Vienna 2019

Best Destination  
Film



# Key Players



# Attracting private investments, journey so far

- **Under Tourism Policy, Investment INR 3372 crore and Employment approx. – 50,500.**
- 758 hect land available for Tourism Projects.
- 358 Hect. land has been allotted to 39 investors.
- 13 Heritage Properties allotted to investors.
- 86 Way Side Amenities allotted to private investors.
- Major allottees include – Orange County, Oberai Group, Mahindra Holidays, State Express Group, Jehan Numa Palace Group, Waxpol Hotel & Resort, MRS Group and Cube Highways Pvt Ltd.
- Capital subsidy of INR 193.19 crore has been Sanctioned to 96 Tourism Projects.

Taj Lake Front, Bhopal



Govindgarh Palace, Rewa



Riverwood Forest Resort, PENCH



## Contact Us

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