

Incredible!ndia

**India is, the cradle of the human race,
the birthplace of human speech,
the mother of history,
the grandmother of legend,
and the great grand mother of tradition.**

**Our most valuable and most instructive materials in the history
of man are treasured up in India only.**

MARK TWAIN

DESPITE GLOBAL ISSUES,

TOURISM IS ON A GROWTH PATH

AMERICAS

ITA: 211 mn (+5%)
ITR: 326 US\$ bn (+1%)

EUROPE

ITA: 672 mn (+8%)
ITR: 519 US\$ bn (+8%)

AFRICA

ITA: 63 mn (+9%)
ITR: 37 US\$ bn (+8%)

MIDDLE EAST

ITA: 58 mn (+5%)
ITR: 68 US\$ bn (+13%)

ASIA PACIFIC

ITA: 323 mn (+6%)
ITR: 390 US\$ bn (+3%)

INTERNATIONAL TOURISM 2018

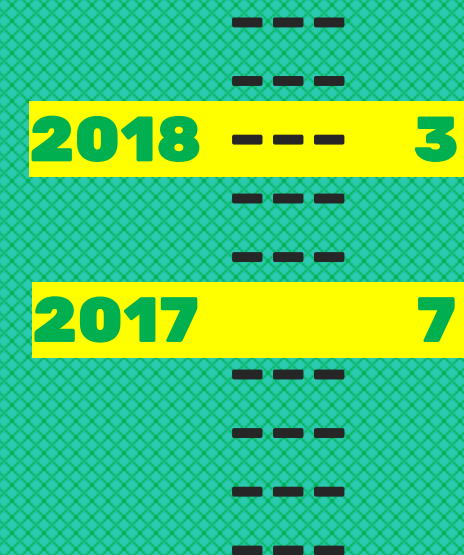
International Tourist Arrivals (ITA): 1,326 mn
International Tourism Receipts (ITR): US\$ 1,340 bn

INDIA, GROWING STRONGER EVERY YEAR

WTTC Travel & Tourism Power and Performance Report 2018

Country	Overall Rank	Overall Score	GDP Rank	Visitor Exports Rank	Domestic Spending Rank	Investment Rank
China	1	1.50	1	3	1	1
US	2	2.50	2	4	2	2
India	3	4.25	3	8	3	3
Mexico	4	6.75	5	7	8	7
UK	5	8.00	6	14	7	5
Spain	6	9.25	10	5	13	9
Turkey	7	10.75	11	9	17	6
Canada	8	13.00	14	20	10	8
Indonesia	9	14.25	15	15	15	12
Australia	10	14.75	12	13	9	25
UAE	10	14.75	16	6	21	16

OVERALL RANK



INDIA IS JUST GETTING STARTED

India accounts for **1.2% of the world tourism share** and India's earnings in terms of **World Tourism Receipts is 2.1%.**

This reflects that, travellers coming to India are spending more, and India is just getting started.

INDIA LOVERS COME FROM ALL OVER THE WORLD

India's Top 10 Source Markets

CANADA

USA

UK

GERMANY

FRANCE

CHINA

SPAIN

INDIA

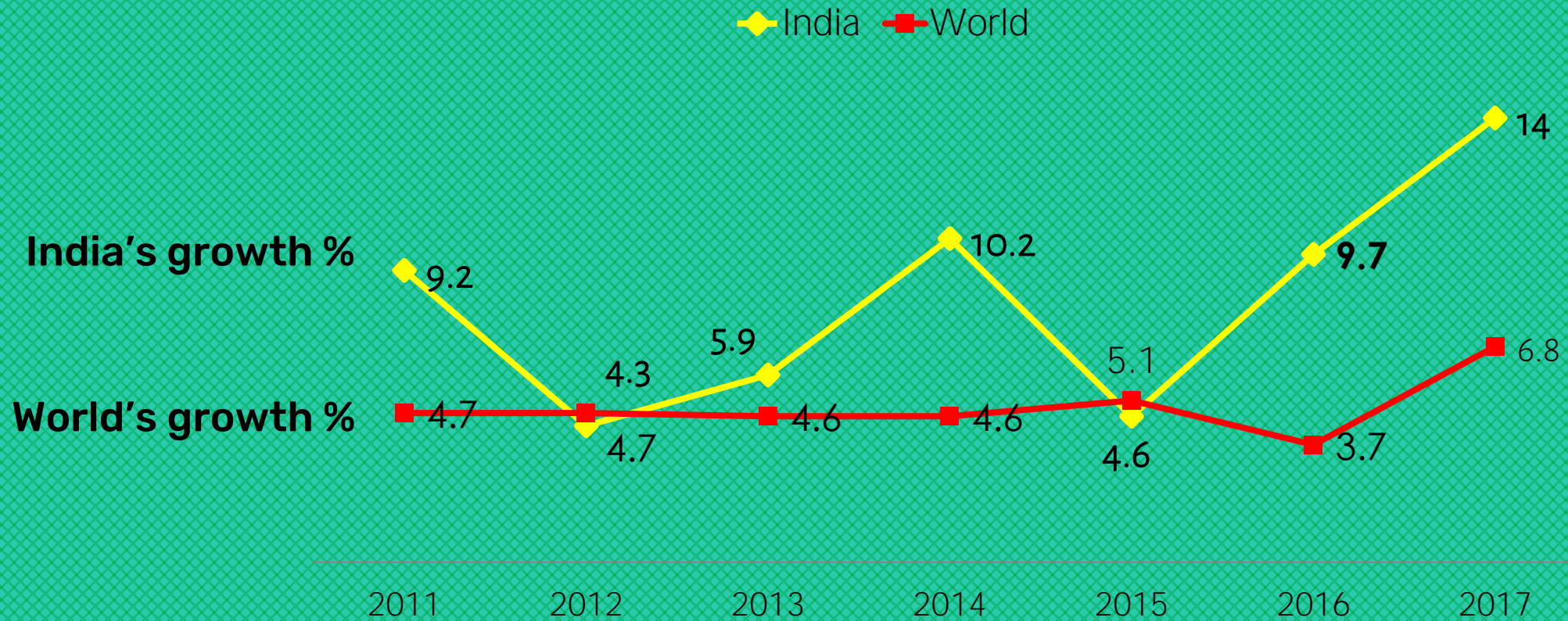
SRILANKA

MALAYSIA

AUSTRALIA

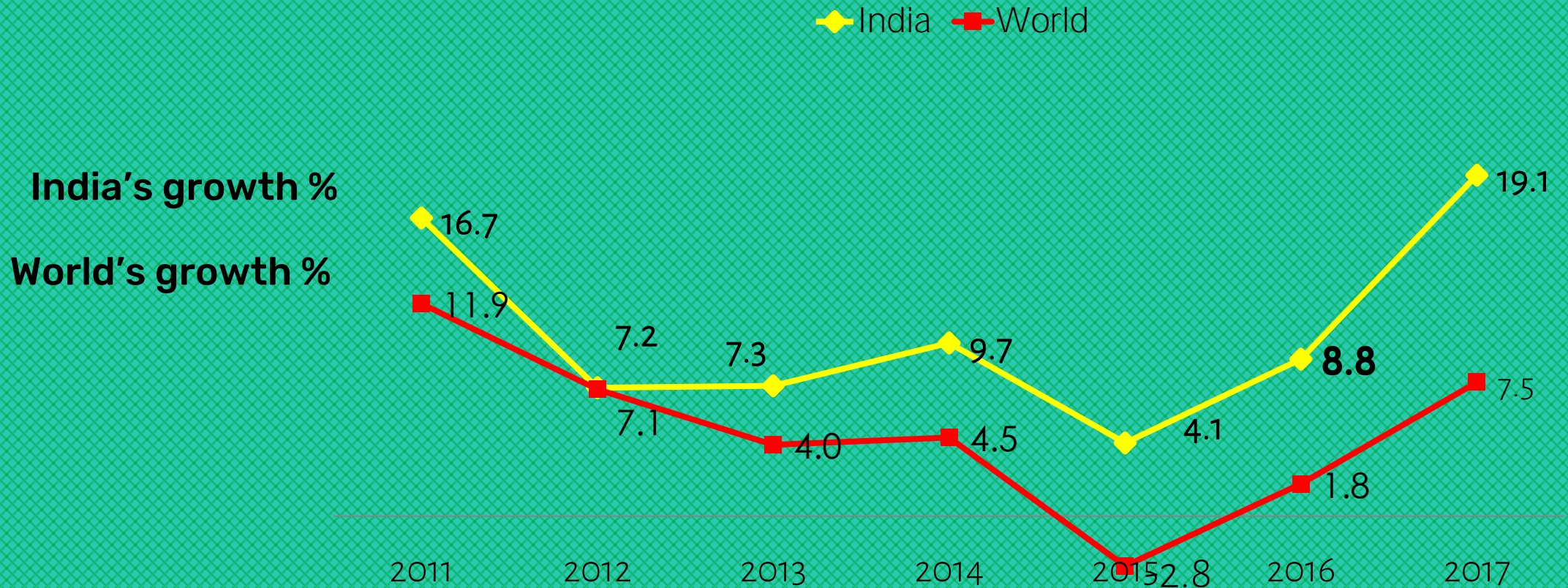
Source: MR Division, MoT

INDIA IS GROWING FASTER THAN THE WORLD



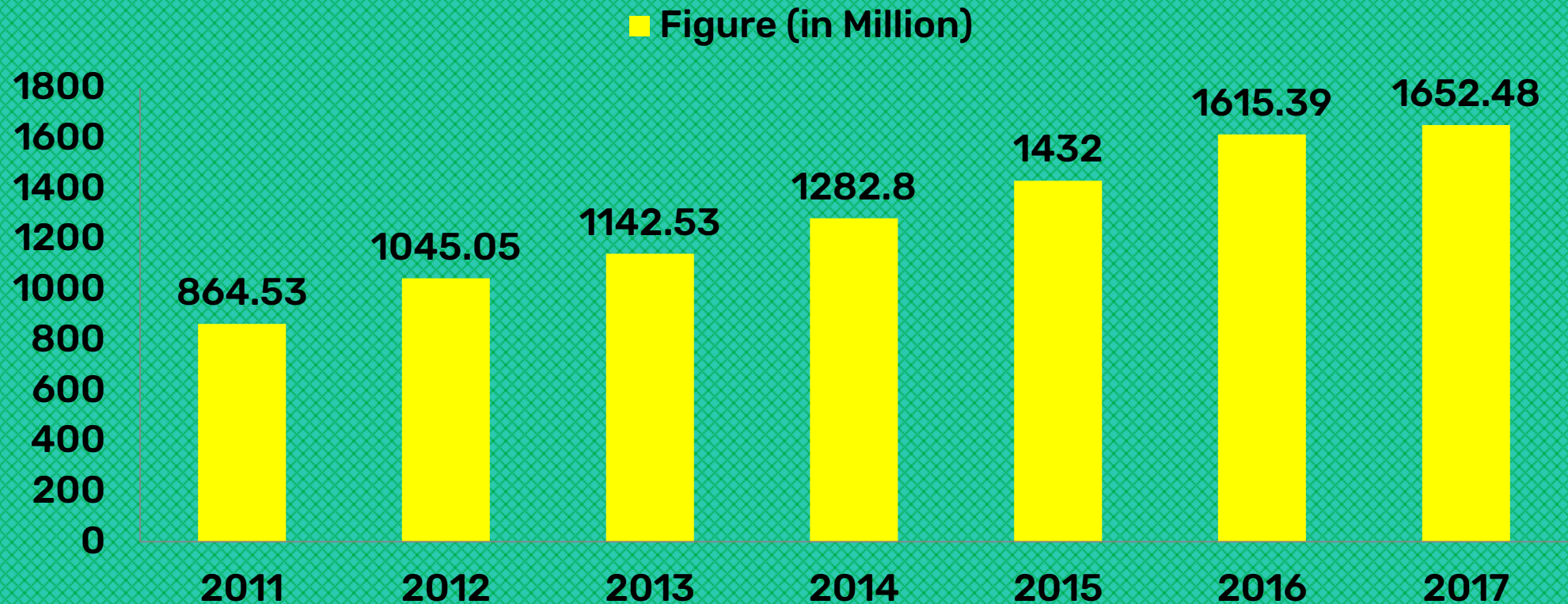
Foreign Tourist Arrivals (FTA)

INDIA IS GROWING FASTER THAN THE WORLD



International Tourism Receipts

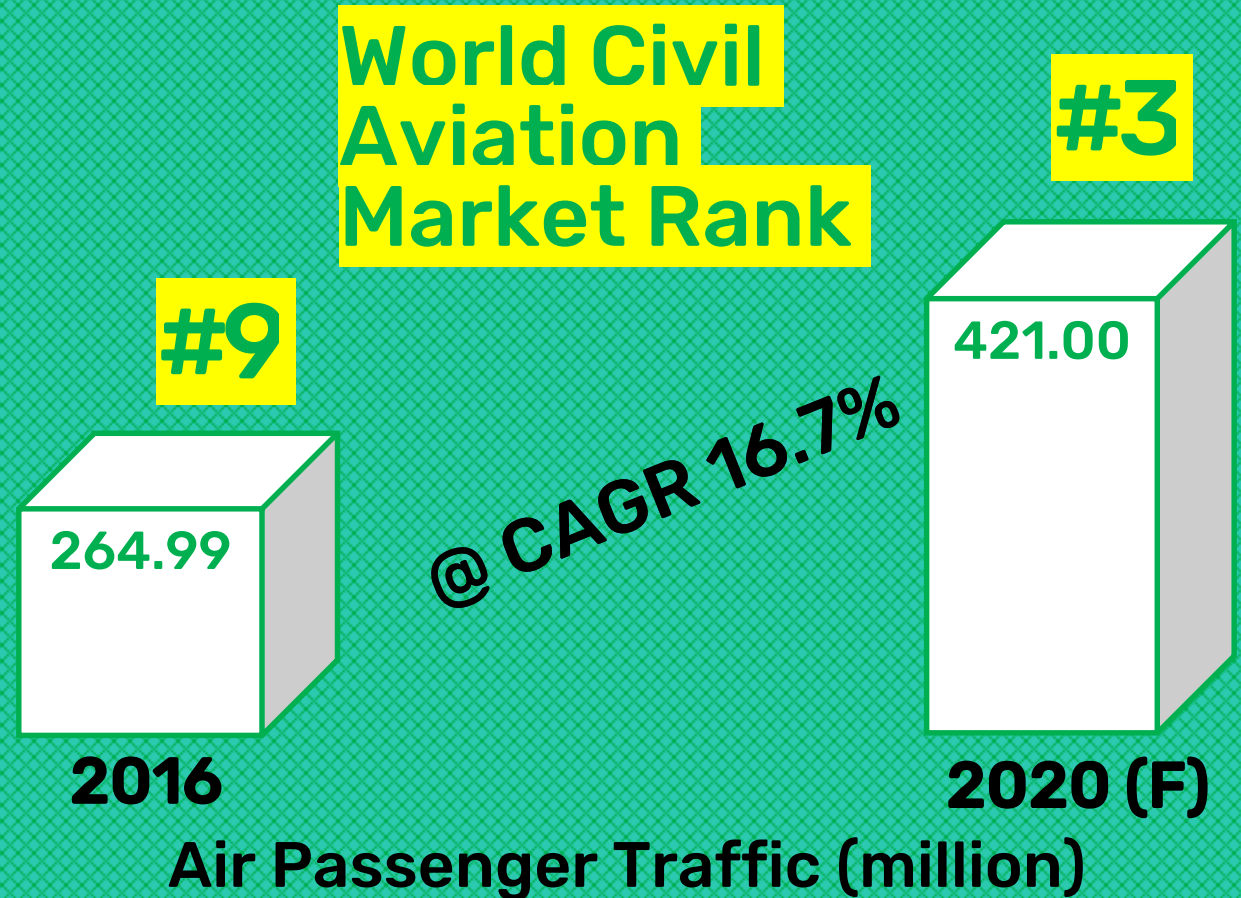
DOMESTIC TOURISM HAS DOUBLED IN 6 YEARS



Domestic Tourism Visits

ONE OF THE FASTEST GROWING AVIATION MARKETS

- 20/50 Airports are international airports
- Target: 250 airports operational by 2020
- 23 Airports developed and upgraded in the last 5 years



TRAVELLING TO INDIA IS BECOMING EASIER

- Single entry converted to Double entry/Triple entry
- Extending E-visa facility for following segments:
 - Tourist
 - Business
 - Medical
 - Cruise
- 5 major sea ports - Mumbai, Cochin, Goa, Chennai and Mangalore

E-VISA

166

Countries

60

Days Validity

120

Days before travel

TRAVELLER FIRST POLICIES

- Ministry of Tourism in 2010 launched the **Code of Conduct** to be adopted by the travel and tourism industry for **Safe & Honorable Tourism**
- State Tourism Police** deployed for added Safety & Security of Tourists

**24/7 TOLL FREE
MULTILINGUAL
TOURIST
HELPLINE**

12

Languages

DEVELOPMENT OF TOURISM

INFRASTRUCTURE

I

Sanctioned 98 tourism infrastructure projects for an amount of **1 billion USD** (approx) under SWADESH and PRASHAD Scheme

II

Development of world class tourist amenities at heritage sites and monuments through **ADOPT A HERITAGE** initiative

III

12 prominent tourist sites being developed into **Iconic Tourist Destinations**

IV

Regional air connectivity introduced to unserved new routes

ADVENTURE TOURISM IN INDIA

ADVENTURE TOURISM IN INDIA IS GROWING RAPIDLY

178%

Growth in adventure activities and outdoor experiences over the past 3 years

57%

Travel enthusiasts in India are inclined for adventure travel

42%

Increment in the popularity of long excursions among adventure travellers in past 3 years

55%

Young Indian travellers take 2-5 soft activities or adventure trips every year.

2018 **YEAR OF**
ADVENTURE

OPPORTUNITIES IN INDIA FOR ADVENTURE TOURISM

India is endowed with iconic samples of Natural, Geographical Features & Attractions:

- Highest mountain ranges of the world - the Himalayas
- Diverse forests ranging from Alpine to Rain Forests
- Longest rivers of the world
- Desert starting in Rajasthan and Gujarat and ends far away in Morocco
- Coral islands of Andaman & Nicobar along with Lakshadweep
- Massive coast line measuring over 7,500 Kms in length.

ARRAY OF ADVENTURE SPORTS

ACTIVITIES

Land Based

Bungee Jumping
Cycling Tours
Camel Safaris
Horse Safaris
Jeep Safaris
Motorcycle Tours
Mountaineering
Nature Walks/Bird Watching
Rock climbing, Artificial Wall
Climbing &
Abseiling
Segway Tours
Skiing
Trekking
Zip Wires and High Ropes
Courses

Air Based

Hot Air Ballooning
Paragliding
Para Motoring
Parasailing
Skydiving
Air Safaris

Water Based

Kiteboarding
Kayaking
Rafting
River Cruising
Scuba Diving
Snorkelling
Water Sports Centres

**LAND BASED
ADVENTURE ACTIVITIES**

A scenic view of Nathu La Lake, a high-altitude lake in the Himalayas. The lake is surrounded by snow-capped mountains and rocky terrain. The water is clear and blue, reflecting the surrounding landscape. A few people can be seen standing on a small island in the middle of the lake. The sky is blue with some light clouds.

NATHU LA LAKE

**73% of the
Himalayas
is in India**

TREK THE HIMALAYAS



BUNGEE JUMPING

Uttarakhand
Maharashtra
Karnataka



CYCLING TOURS

Himachal Pradesh
Arunachal Pradesh
Rajasthan
Bangalore
Goa



A photograph of two women riding a camel in a desert landscape. The camel is light brown and has a colorful floral blanket draped over its back. The women are smiling and looking towards the camera. The background shows rolling sand dunes under a clear blue sky.

CAMEL SAFARIS

Rajasthan
Jammu and Kashmir
Haryana

HORSE SAFARIS

Rajasthan
Karnataka



JEEP SAFARIS

Uttarakhand

Jammu and Kashmir

Himachal Pradesh

Rajasthan



MOTORCYCLE TOURS

Himachal Pradesh
Jammu and Kashmir
Arunachal Pradesh
Rajasthan
Sikkim



MOUNTAINEERING

Himachal Pradesh
Jammu and Kashmir
Arunachal Pradesh
Uttarakhand
Sikkim



BIRD WATCHING

Uttarakhand

Himachal Pradesh

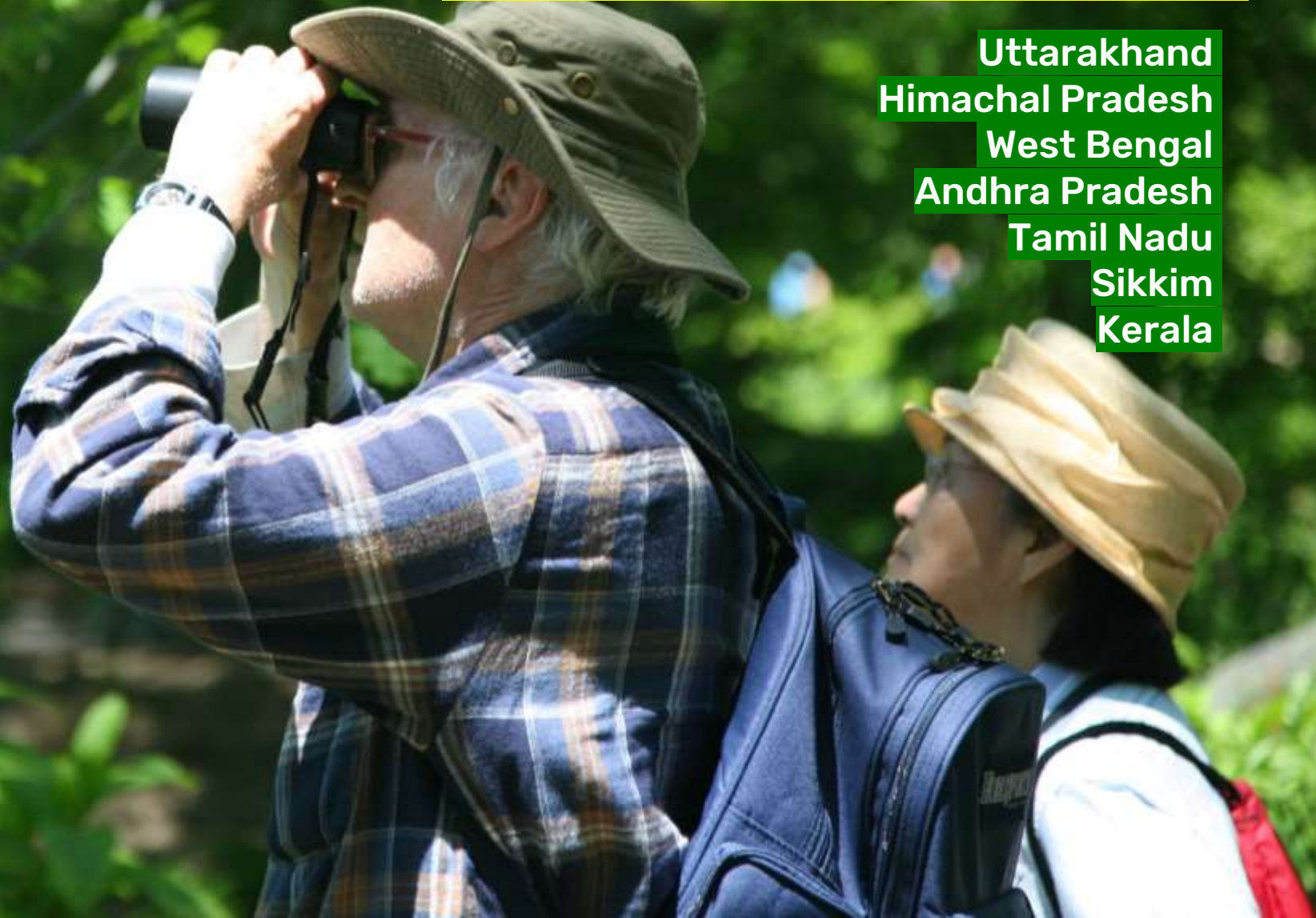
West Bengal

Andhra Pradesh

Tamil Nadu

Sikkim

Kerala



A person wearing a blue t-shirt is climbing a grey, textured rock face. They are using their hands to grip the rock and a thick orange rope is attached to their harness. The background shows some green grass and a blurred rock surface.

ROCK CLIMBING

Madhya Pradesh
Maharashtra
Uttarakhand
West Bengal
Kerala
Tamil Nadu

A person wearing a black helmet, a dark green jacket, and a large black and white backpack is standing on a Segway. The Segway has 'SEGWAY' written vertically on the handlebar. The person is looking out over a vast, hazy mountain range under a cloudy sky. The foreground is filled with green and yellowish bushes.

SEGWAY TOURS

Maharashtra

Rajasthan

Delhi

Goa

SKIING

Himachal Pradesh

Uttarakhand

Jammu and Kashmir





WILDLIFE SAFARI

Rajasthan

Uttarakhand

Madhya Pradesh

Jammu and Kashmir

Gujarat

ZIP LINES

Himachal Pradesh

Meghalaya

Maharashtra

Punjab

Gujarat

Kerala



AIR BASED

ADVENTURE ACTIVITIES



HOT AIR BALLOONING

Rajasthan

Maharashtra

Madhya Pradesh

Goa

Karnataka



PARAGLIDING

Himachal Pradesh

Maharashtra

Karnataka

Tamil Nadu

Uttrakhand

PARAMOTORING

Karnataka

Haryana

Maharashtra

Madhya Pradesh

Goa





PARASAILING

Rajasthan

Goa

Karnataka

Maharashtra



SKY DIVING

Karnataka

Gujarat

Tamil Nadu

Maharashtra

Madhya Pradesh

A woman with long dark hair and sunglasses is smiling and has her arms outstretched while sitting in a red hot air balloon basket. The basket is suspended by ropes and has two large round lights on top. Below her, a lush green valley with fields and small houses is visible under a clear sky. The sun is shining brightly from the right side of the frame, creating a lens flare effect.

AIR SAFARIS

Uttarakhand

**WATER BASED
ADVENTURE ACTIVITIES**

KAYAKING

A kayaker wearing a blue helmet and a black vest is navigating a turbulent white-water rapids. The kayaker is holding a red and black paddle and is positioned in a green kayak. The water is splashing around the kayak, creating a dynamic and intense scene.

Uttarakhand
Himachal Pradesh
Arunachal Pradesh
Maharashtra

A group of people are rafting on a river with rapids. They are wearing helmets and life jackets, and are using paddles to navigate the turbulent water. The raft is blue and yellow. The background shows a rocky riverbank with green trees.

RAFTING

Arunachal Pradesh
Maharashtra
Sikkim
Kerala
Karnataka



KITE BOARDING

Tamil Nadu
Gujarat
Goa

RIVER CRUISING

Kerala

Assam

Karnataka

Madhya Pradesh

Goa



SCUBA DIVING

Andaman and Nicobar

Goa

Lakshadweep

Karnataka

Kerala



A close-up, underwater photograph of two people snorkeling. They are wearing masks and snorkels, and their hands are clasped together. The water is clear and blue, with sunlight filtering through. In the background, a tropical island with palm trees is visible through the water's surface.

SNORKELLING

Andaman and Nicobar

Lakshadweep

Goa

Maharashtra

ADVENTURE TOURISM INITIATIVES

- Released **Indian Adventure Tourism Guidelines 2018 (Version 2.0)** which details 'Basic Minimum Standards for Adventure Tourism' to minimize the risk associated with adventure activities and for the safety of the tourists.
- **Guidelines for approval of adventure tour operators**, open to all Bonafide adventure tour operators
- **Central Financial Assistance** to the state departments and UTs for infrastructural development in Adventure tourism destinations.

A scenic winter landscape in Gulmarg, Jammu and Kashmir. The scene is dominated by a thick blanket of snow covering the ground and the branches of numerous evergreen trees. In the middle ground, several wooden buildings, likely part of a resort or lodge, are visible, their roofs also covered in snow. The sky is a mix of soft pinks, oranges, and whites, suggesting a sunrise or sunset. The overall atmosphere is serene and picturesque.

**The Indian
Institute of Skiing
& Mountaineering
has been made
fully operational in
Gulmarg from
January 2009**

GULMARG

Jammu and Kashmir

A person wearing a black wetsuit and a red and white helmet is riding a jet ski on the water. The jet ski is black and orange, with the number '6' on the front. The rider is leaning forward, and the jet ski is creating a large splash of water. The background is a vast expanse of blue water.

**Modern
infrastructure and
facilities for
training at
National Institute
of Water Sports**

Panjim

Goa

A wide-angle landscape photograph showing a calm, turquoise lake in the foreground. The lake's surface is perfectly still, acting as a mirror for the surrounding environment. In the middle ground, there are several rugged, brownish-tan mountains with visible erosion patterns. In the background, a prominent mountain peak is covered in snow, standing out against a sky filled with soft, white and grey clouds. The overall scene is serene and majestic.

**Opening of 104
additional peaks in
Jammu and Kashmir**

Jammu and Kashmir

WAY FORWARD

- Risk mitigation leading to the establishment of state of the art facility supported with air evacuation and trauma facility
- National Rescue and communication Grid for treks and expeditions.
- Training for adventure travel guides: Theory through Tourism institutes and practical through Mountaineering institutes and ATOAI
- Professional courses for porters and horsemen with guarantee of proper equipment and insurance cover
- Build new circuits for Adventure Tourism

Thank You