

# AMARAVATI

## DEEP DIVE WORKSHOP

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THE GATEWAY HOTEL, VIJAYAWADA

Liveability | Economic Powerhouse  
Infrastructure | Governance



Amaravati Tourism City



# Tourism city strategy for Amaravati

Visioning workshop document



# Amaravati tourism city's vision is based on “creating an iconic water based leisure destination”



“To become the world’s most iconic riverine tourism destination offering a compelling mix of rejuvenation heritage, spirituality and nature amidst a vibrant & modern setting”

## Metric

Number of tourist arrivals

Amaravati in 2036

~26 mn. tourist arrivals

Benchmark city -2017

Hong Kong, Bangkok, London<sup>1</sup>

No. of large events hosted

~120<sup>2</sup>

Dubai

1 Top 100 City Destinations Ranking 2017- Euro monitor International

2 Events listed across calendar year 2017



# Key learnings from global examples on making these tourism themes successful in the context of Amaravati



Hong-Kong



Singapore



Dubai



Langkawi



- “**Branding and promotion**” are crucial
- Maintain “**varied calendar of events**” to provide options to plan itinerary
- Leverage natural and heritage sites through development of “**additional assets**” close to
- Position as a “**3-4 day weekend destination**” for travelers from nearby urban centers
- Maximise “**water based tourism**” given Amaravati’s locational advantage
- Riverfront development should be done “**towards city centre**” to attract daily visits and then expand regionally e.g., Singapore, Hongkong

Costa-Rica



Ireland



London



Lou Pais, France





# Multiple themes & concepts have been evaluated to make Amaravati tourism city iconic



Health  
Living,  
Wellness  
& Yoga



Heritage  
&  
Culture



Nature  
inspired  
experiences



River  
front  
development



Tech-  
nology  
based  
Theme  
Parks



Temple-  
based  
Tourism



MICE &  
Business  
Tourism



Theme  
park



Sports  
and  
adventure



Eco-  
tourism

Ensuring that the vision is in alignment with..



Amaravati's Happy City  
Vision



Financial prudence in  
development with  
& reliance on private  
sector



Existing tourism assets  
(e.g., caves, islands for  
eco-tourism,  
Buddhism)



Demand / growth for  
tourism sectors



# Themes have been evaluated on the basis of “fit” to Amaravati



		<span style="background-color: #e0e0e0; padding: 2px;">Shortlisted themes</span> <span style="color: green; font-weight: bold;">✔</span> Strong <span style="color: orange; font-weight: bold;">✂</span> Medium <span style="color: red; font-weight: bold;">✘</span> Not available <span style="color: blue; font-weight: bold;">●</span> High <span style="color: blue; font-weight: bold;">●</span> Medium <span style="color: blue; font-weight: bold;">●</span> Low									
Parameters		 Healthy Living & Wellness	 Heritage & Culture	 Nature inspired experiences	 Riverfront development	 Technology based theme parks	 Theme Park	 Temple based tourism	 MICE & Business tourism	 Sports & Adventure	 Eco-Tourism
1	Existing tourism assets (if any)?	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: red; font-weight: bold;">✘</span>	<span style="color: red; font-weight: bold;">✘</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: red; font-weight: bold;">✘</span>	<span style="color: red; font-weight: bold;">✘</span>	<span style="color: green; font-weight: bold;">✔</span>
2	Happy city vision (e.g., catering to unmet tourism needs)	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>
3	Is the theme on a growth trajectory in Indian tourism sector?	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: red; font-weight: bold;">✘</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: orange; font-weight: bold;">✂</span>
4	Is the theme on a growth trajectory in International tourism sector?	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>	<span style="color: orange; font-weight: bold;">✂</span>	<span style="color: green; font-weight: bold;">✔</span>
5	Financial prudence (e.g., capex investment (Low, medium, High))	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>	<span style="color: blue; font-weight: bold;">●</span>



# 4 key pillars have been identified for the tourism city



Tourism city to become world's most iconic riverine tourism destination offering a compelling mix of rejuvenation heritage, spirituality and nature amidst a vibrant & modern setting

## A. Riverfront development

- River rejuvenation to create it as the center of **urban activity including retail, entertainment and dining**

## B. Health and wellness

- **Holistic wellness resorts built on the islands** offering physical and spiritual healing therapies

## C. Nature based experiences

- Activities with a variety of **natural, interactive locations and sports, exploring the varied landscape of Amaravati**

## D. Heritage & Culture

- Showcasing **history, arts, crafts, culture** and cuisine
- **Places of historical significance**

- **Physical infrastructure**- Improve airport connectivity; roads from source markets to destinations
- **Regulatory changes**- Defining right packages for private sector in terms of access to land, financing, tax rebates, foreign ownership
- **Financial assistance**- Assess the options to provide direct financial help or land donations especially for lower IRR investments to reach accurate balance of tourist attractions



# We are proposing multiple projects across themes which are relevant for Amaravati



## Characteristics

Tourism levers	A	River front development	<ol style="list-style-type: none"> <li>1 Family oriented F&amp;B</li> <li>2 Retail &amp; entertainment</li> <li>3 Open spaces &amp; place-making (Walking &amp; cycling paths)</li> <li>4 Marina</li> <li>5 High street development</li> </ol>
	B	Health and wellness	<ol style="list-style-type: none"> <li>6 Luxury Spa Resort (e.g., Ananda, Chivasom)</li> <li>7 Enthusiast oriented facilities in Yoga and Ayur-veda (e.g., BKS Iyengar, Jindal Health Farm)</li> </ol>
	C	Nature based experiences	<ol style="list-style-type: none"> <li>8 River cruise</li> <li>9 Water based sports eg. F1H2O, adventure sports</li> <li>10 Eco tourism (e.g., nature trails, animal conservatory)</li> <li>11 Golf course along the river bank</li> <li>12 Landscaped gardens by the bay +Opera House</li> <li>13 Hotels &amp; resorts on the river</li> </ol>
	D	Heritage & Culture	<ol style="list-style-type: none"> <li>14 Development of heritage caves (e.g. Sound &amp; light show, Museum, Monastery)</li> <li>15 Integrated spiritual retreat (e.g., Art of Living)</li> <li>16 Ropeway connecting caves area to Island</li> <li>17 Culture gully eg. Delhi haat, Shilparamam</li> </ol>







# Unique waterfront access and natural endowments ensure opportunities for asset development



## A Riverfront development



An iconic **waterfront and marina**, boasting of luxury retail, entertainment & dining along with open spaces

## Potential anchor projects



High street development with 1-2 **luxury retail & entertainment** destination, inclusive of shopping, entertainment, experiences etc.



**1 Marina development**



1-2 **water sports sites** around tourism city for activities like water bungee, Jet ski etc,



**1 dedicated adventure sports area** around the sports city

## C Nature based tourism



A destination of **nature through outdoor experiences** including nature trails, multi-terrain hikes, river based activities

## Amaravati value proposition

- Huge demand for RED given no quality RED projects in capital region (eg. primary research on demand showed that there is lack of good dining options)
- Marina
  - ~7-8 kms of riverfront in Amaravati
  - Riverine culture already exists in this belt.
  - Allow other monetizable assets to be developed e.g., RED to boost financial viability



# Wellness tourism could be a core part of the “movement” in Amaravati and brand the destination



## Amaravati value proposition

- Offer land at subsidized rate (eg. currently hotels tender for 3,4,5 star brands offers land at Rs 1.5 cr / acre) on freehold
- Contiguous land parcel in vantage location e.g. 20-25 acres facing river
- Capital subsidy per room e.g., previous tourism policy mentions INR 10 lakhs / acre
- Tax benefits e.g., Treatment as Infrastructure project i.e. power tariff charged at industrial rates, reimbursement of stamp duty
- Demand guarantee of 20% of rooms for first 2 years or revenue sharing agreement to reduce investment burden in initial years

### B Wellness

An integrated **wellness destination in the region** supported by range of tailored which encourages wellness as a movement and way of life



### Potential anchor projects



1-2 **destination spas and resorts**, offering spa's and yoga services which can be in collaboration with institutes present in Amaravati



1-2 **specialized yoga based resort on island**



1-2 **specialized Ayurveda centre/resort on island**

### Potential partners





# Amaravati Tourism city phase wise plan



## Theme

### Riverfront development

- Promenade development around government complex
- Cyclist paths
- **Retail and entertainment**

### Nature based tourism

- Eco-tourism spots
- River cruise
- Water/adventure sports
- **F1H2O**

### Health and wellness

- **Wellness resort- on island**
- Specialized center for wellness (Yoga/Ayurveda)

### Heritage & culture

- Site restoration for caves & experience centre

### MICE

- 3 star hotels
- 4 star hotels
- 5 star hotels
- Botanical gardens
- Convention centre

- **1 retail and entertainment complex**
- Promenade for rest of the riverfront
- Boat club

- Landscaped gardens by the bay
- 1 wellness resort on the island
- 2 specialized centers for wellness

- Interpretation center near the caves

- Museum

- 3 star hotels
- 5 star hotels
- 4 star hotels
- 1 Events venue by the river
- 1 library
- Botanical gardens
- Navigable waterways

- **Marina across the river**
- **Retail & entertainment destination which competes with Dubai Mall in footfall**

- Virtual reality based theme parks

- **Wellness resorts on island focusing on rejuvenation of sports**
- Specialized (Chiva Som equivalent) wellness centers across the city (4-5 branches)

- Opera house
- Art gallery
- 3,4,5 star hotels as per need



# Government action plan: Soft and hard infrastructure requirements are critical to enable the sector



Offer land at subsidized rates (eg. currently hotels tender for 3,4,5 star brands offers land at Rs 1.5 cr / acre) on freehold especially to attract phase 1 anchor i.e resort with retail, entertainment & dining



Capital subsidy per room for hotels e.g. previous tourism policy mentions INR 10 lakhs / acre



Tax benefits e.g., treatment as Infrastructure project i.e.. power tariff charged at industrial rates, reimbursement of stamp duty



Demand guarantee of 20%; of rooms for first 2 years or revenue sharing agreement to reduce investment burden in initial years



Develop a cohesive marketing campaign to promote Amaravati as a preferred destination for tourism and facilitate MoUs/Agreements with countries



Institute for tourism development and training local population in tourism activities



# Panel discussion



## Panel discussion questions



- Apart from the previously mentioned trends, what other upcoming trends we should capture to make Amaravati Tourism City a grand success?
- How can we make Amaravati an iconic water based / wellness tourism destination?
- What are some of the monetary and non-monetary incentives that government should provide to the private players/ companies to encourage them to invest heavily in Amaravati Tourism City?
- How do we ensure that Amaravati Tourism City remains sustainable for a very long time and gets a constant influx of tourists throughout the year?



## Tourism City



Introduction & overall context of the global & Indian Tourism industry with emphasis on key elements, trends and best practices from successful tourist cities globally. Leveraging learnings from case examples to develop the vision for Amaravati Tourism City.

### **Subbu Narayanswamy, Senior partner, McKinsey**

- Supports infrastructure rollout and city development to deliver multibillion dollar projects at reduced time and cost

### **Manosh De, Urban designer and master planner, CH2M**

- Extensive experience in master planning and urban strategy projects to promote sustainable development

### **Abhijit Mukerji, Former Executive Director Taj Hotels, Resorts And Palaces**

- Managing global operations spanning 100 hotels spread across the globe

### **Nalin A B., Co-Founder, HolidaysWallet.com**

- Extensive experience in direct and online sales in the Indian OTA Market and has worked reputed companies like Expedia, Yatra, etc.