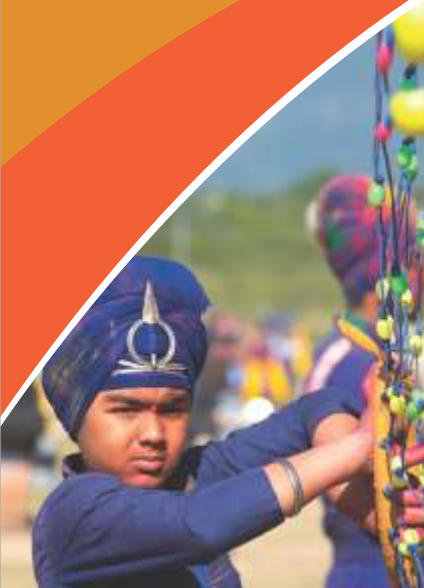




INVEST 
PUNJAB
BUSINESS FIRST



TOURISM



PUNJAB'S UNIQUE MODEL FOR EASE OF DOING BUSINESS



Investment Promotion Agency | Unified Regulator | Aftercare Agency

WE COMMIT. WE DELIVER.

Table of Contents



- **India Scenario:
Snapshot of Tourism Sector**
- **Punjab: India Begins Here**
- **Advantage Punjab:
Preferred Destination in Country**
- **Investment Opportunities**



INDIA SCENARIO



Tourism Emerging as Sunrise Sector in India

- India accounts for 1.2 % of International Tourist Arrivals, 1.9% of World Tourism Receipt and 4.8% of Tourist Arrivals in Asia Pacific Region in 2017

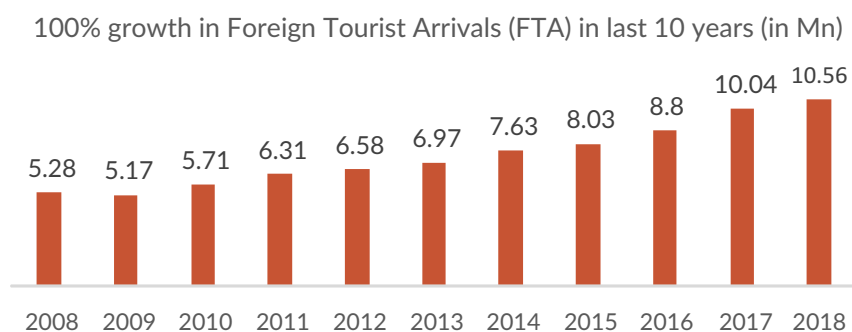
- Accounts for 9.2% of India's GDP and supports 42.67 million jobs (8.1% of total employment) in 2018

- More than 10 million tourists visited India in 2018, with a CAGR of about 9% in last 5 years

- Foreign Exchange Earnings from Tourism activities grew at 19.1% with receipt of about USD 27.31 billion (INR 1.9 lakh crore) during 2017

- India is ranked 34th in Travel and Tourism Competitive Index 2019 by World Economic Forum

Continuous increase in Foreign Tourist Arrivals

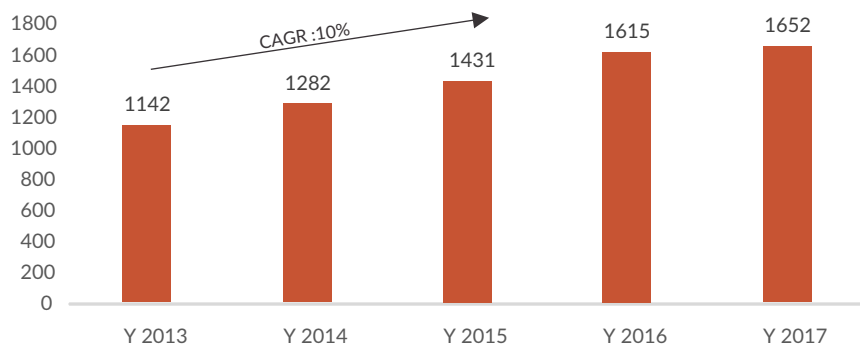


Source: India Tourism Statistics 2018



- India is world's 7th largest tourism economy in terms of GDP
- 38 World Heritage sites as per UNESCO
- 10 Bio-geographical zones & 26 Biotic Provinces
- Home to one of the 7 Wonders of the World
- India is 3rd largest in terms of investment in Travel & Tourism with an investment of USD 45.7 billion (INR 3.1 lakh crore) in 2018

Domestic Tourist Visits (in Mn)



Source: India Tourism Statistics 2018

India Tourism Sector: Key Drivers & Initiatives by Government

Growing disposable income with a CAGR of 11% in last decade

Emergence of new themes of tourism such as nature, medical, wellness etc.

Entry of innovative players such as Airbnb, Thrillophilia with offerings at competitive prices

Millennials powering India's experiential tourism with YoY growth of more than 50%

Policy Interventions by Govt.

Promotional campaigns such as Incredible India & Tourism Mart focusing on Digital & Social Media

5 Special Tourism Zones to be developed in partnership with states to boost tourism in India

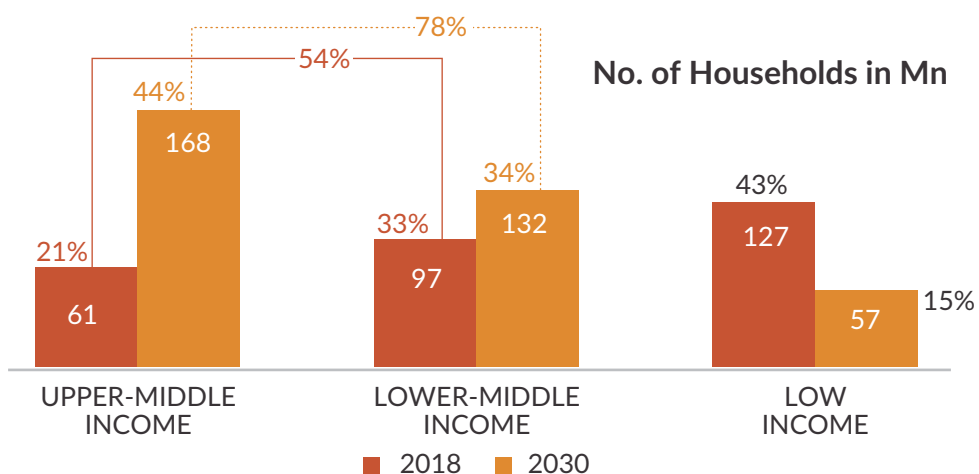
Launch of Swadesh Darshan Scheme to develop 13 thematic circuits including religious, nature, eco etc.

Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to develop pilgrim sites

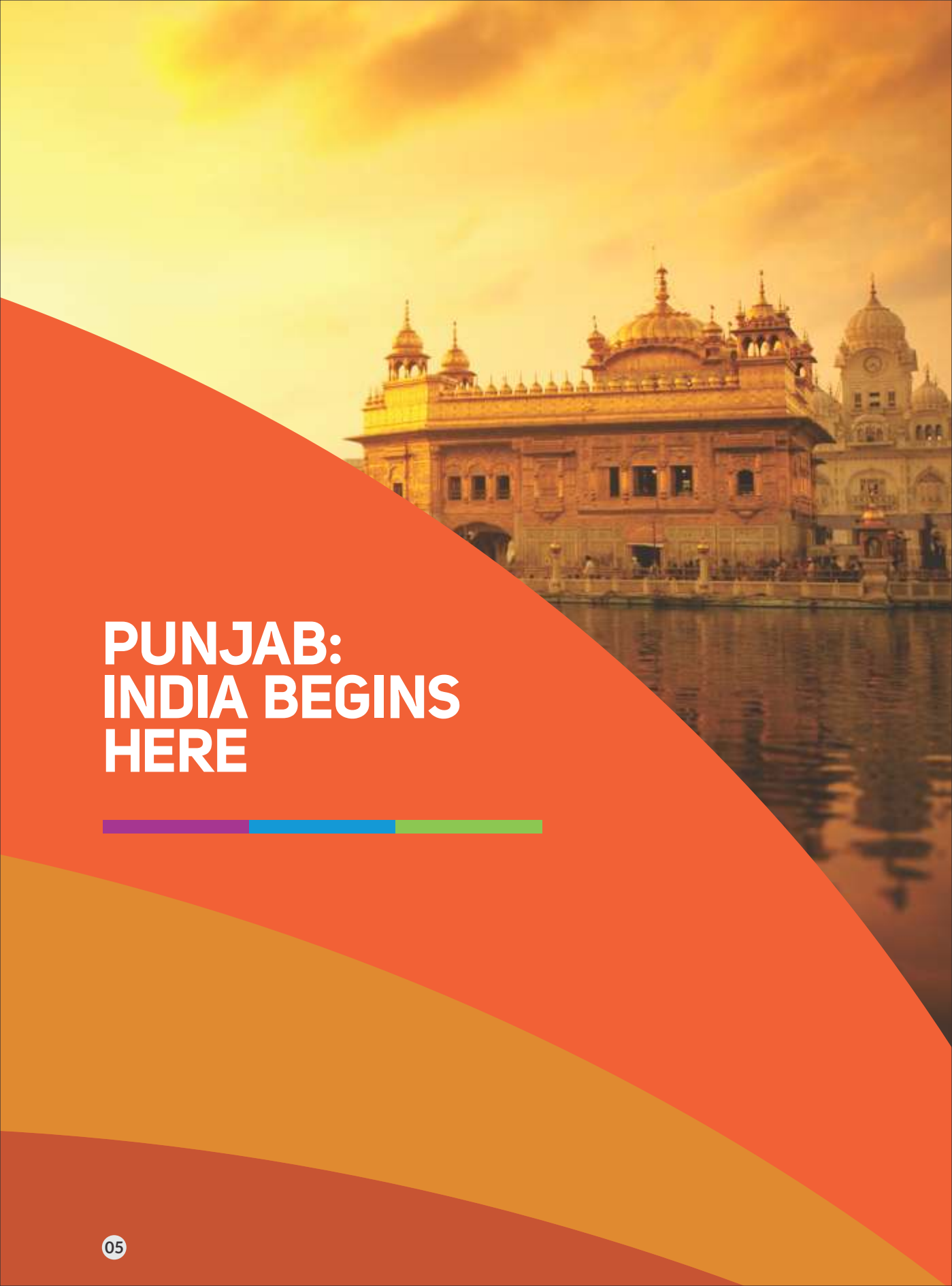
Extension of e- visa facility to citizens of 167 countries

Central Financial Assistance to the State govt. for large scale tourism infrastructure developments

The growth in the Indian tourism sector is expected to be driven by increasing middle class (expanding from 54% to 78% in next 12 years)



Annual income of USD 8500-40000 (INR 5.95 lakh-28 lakh) is upper mid class;
USD 4000 – 8500 (INR 2.8 lakh- 5.95 lakh) is lower middle class; < USD 4000 (INR 2.8 lakh) is low income



PUNJAB: INDIA BEGINS HERE



Punjab: One of the most Preferred Tourism Destination

Punjab has witnessed an exponential growth in Domestic and Foreign Tourists arrival in last 10 years

The state has seen a phenomenal CAGR of nearly 30% in Foreign Tourist Arrivals (FTA) & 27% in Domestic Tourist Arrivals (DTA) over the period 2009-2018

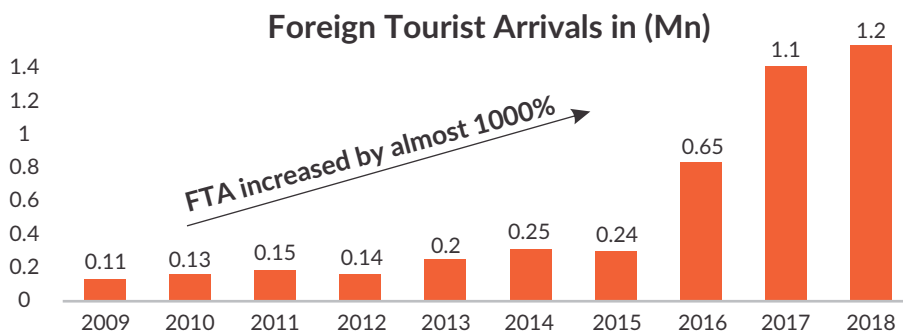
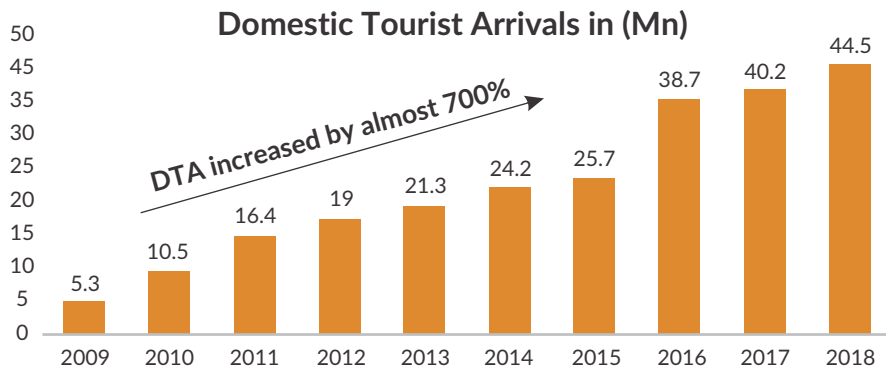
Punjab attained 7th position at National Level in terms of Foreign Tourist Arrivals during 2017-18

Home to Religious Shrines, Historical Forts, Archeological Sites, Ramsar's Wetlands

Golden Temple, Amritsar has been awarded as the most visited religious place in the world

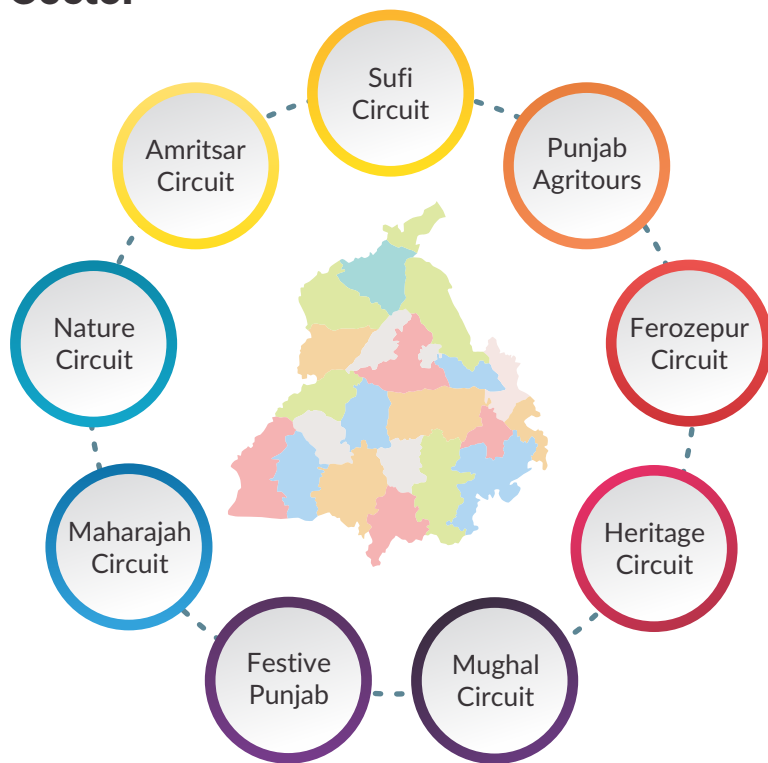
Virasat-e-Khalsa Museum awarded as the Museum with highest footfall by World Book of records and Limca Book of records in 2018, Asia Book of Records in 2019

Awarded "Best Heritage Tourism Destination" by Today's Traveller Award in 2018



Source: Punjab Tourism Department Website
*World Book of Records

Punjab Govt. Initiatives to Provide Thrust to Tourism Sector



Tented Accommodation Scheme: To cater to increasing demand for eco, adventure, wildlife and pilgrimage tourism. Facility has been set up in SBS Nagar, Rupnagar, Hoshiarpur, SAS Nagar.



Bed & Breakfast Scheme: Homes are registered for tourists stay. About 90 homes are registered under the scheme.



Heritage Property as Heritage Hotel such as The Baradari Palace, Patiala; Ranjit's Svaasa, Amritsar.



Farm Stay is the concept of providing an interesting, relaxing rural tourism experience and exposure to local community lifestyle to visitors.

Punjab: Key Thematic Areas in Tourism

Religious Shrines



Freedom Trails



Heritage Sites



Ecological Hotspots



Cultural Landmarks



Border Tourism



Sri Harmandir Sahib (Golden Temple) The Holiest Sikh Pilgrimage in the World

Religious Shrines



- The Harmandir Sahib, also called Darbar Sahib and popularly known as the "Golden Temple", is the holiest Sikh Gurudwara in the world
- Foundation stone of the temple was laid in 1588, with present-day Gurudwara rebuilt in 1764
- Awarded as the most visited religious place in the world by the UK-based World Book of Records
- Awarded "Best Heritage Tourism Destination" by Today's Traveller Award in 2018
- Heritage Street is one of the key attractions
- Approx 27 Mn people visited Amritsar in 2018
- Distance from Delhi is about 450 kms
- Air Connectivity to major destinations in India & world (US, UK, Canada etc.). Recently, flights to new destinations such as Bangkok, Birmingham introduced





Sri Anandpur Sahib

- Located in Rupnagar district (Ropar), on the edge of Shivalik Hills
- One of the most important Sikh shrines
- Founded in 1665 by the ninth Sikh Guru, Guru Tegh Bahadur Ji
- Khalsa Panth was founded here by Guru Gobind Singh Ji



Moorish Mosque - Kapurthala

- Moorish Mosque was designed by the same French architect who designed the Jagatjit Palace, and stands testimony to the ruler's secularism
- It is inspired by the Qutbia Mosque in Marakesh (Morocco), the mosque was built in 1930 and consecrated in the presence of the Nawab of Bahawalpur



Ram Tirath

- A temple panorama complex and an important historical monument of Maharishi Valmiki's located in Amritsar city
- Ram Tirath is believed to have been the Ashram of Maharishi Valmiki, where Luv and Kush were born



Sri Durgiana Temple

- This Hindu Temple is situated in Amritsar, its architecture is similar to the Golden Temple
- The original temple was built in 16th century and rebuilt in 1921
- Goddess Durga is worshipped here



Takht Sri Damdama Sahib Bathinda

- One of the five Takhts or Seat of Temporal is in Bathinda
- Here, Guru Gobind Singh, the tenth Sikh Guru, prepared the full version of the Sikh scriptures called Sri Guru Granth Sahib in 1705



Jama Masjid Khair-Ud-Din

- Built in 1876, Jama Masjid Khair-u-din is located in Amritsar
- The mosque holds great importance in India's freedom struggle. From this mosque Tootie-e-Hind, Shah Attaullah Bukhari, called upon the people to wage war against the British rulers



Rauza Sharif- Fatehgarh Sahib

- Sheikh Ahmed Farooqi lived at this place during the times of Akbar and Jahangir from 1563 to 1624
- The Urs celebration (death anniversary) of the Mujadid are held here for more than 300 years and are largely attended by Muslims from India, Pakistan, Afghanistan, Indonesia, Bangladesh and other Muslim countries



Saint Paul Church

- Established in 1852, Saint Paul Church is located in Amritsar
- The church was consecrated on by the Bishop of Madras, the then-Church of England in India



Jallianwala Bagh - Amritsar

- Established in 1951, to commemorate the massacre of peaceful celebrators including unarmed women and children



Jang-e-Azadi Memorial- Kartarpur

- Jang-e-Azadi Memorial is a memorial and museum being built in memory of contribution and sacrifices made by the Punjabi community in Indian independence movement



Partition Museum- Amritsar

- It is a People's Museum that tells the stories of millions of people affected during the Partition of 1947 through oral histories, personal artefacts, letters, photographs, and original documents



Khatkar Kalan - SBS Nagar

- Shaheed-e-Azam Bhagat Singh museum is located here. This is the place where Shaheed-e-Azam Bhagat Singh grew up



The National Martyrs Memorial- Firozpur

- It marks the location where Bhagat Singh, Sukhdev and Rajguru were cremated on 23 March 1931. It is also the cremation place of Batukeshwar Dutt



Kuka Memorial - Sangrur

- The memorial pillar symbolises the life of the 66 Kuka martyrs who sacrificed their lives for the cause of the Namdhari Sikhs' fight for freedom and fight against cow slaughter

Memorials



Chhota Ghallughara - Gurdaspur

- Martyr memorial at site which was inaugurated in 2011 to commemorate the sacrifice of Sikhs killed in 1746



Wadda Ghallughara - Sangrur

- This is place of supreme sacrifice of Sikhs against the forces of Ahmad Shah Abdali in the year 1762



Baba Banda Singh Bahadur Memorial - Chhappar Chirri

- Known as the Fateh Burj, it is the tallest minar (100m) in India situated in the historical village of Chhappar Chirri in the SAS Nagar
- This was built where the battle of Chhappar Chirri was fought to glorify heroic Sikh soldiers



War Memorial- Amritsar

- It covers the heroism and sacrifices on the sacred soil of Punjab from the days of Alexander the Great up to the Kargil War and the ongoing proxy war. It also covers the origins of Miri Piri which evolved at the time of the sixth Guru, Guru Hargobind Singh ji

Home to two of the ancient Harappa Sites- one of the World's oldest civilizations



Sanghol – Sri Fatehgarh Sahib

- Sanghol - A formal and regular excavation carried out by the Department of archaeology and museums, Government of Punjab in 1983 led to discovery of 117 sculptures, exquisitely and elegantly carved, as an important Buddhist establishment during the Kushana period
- This site is an important Buddhist site containing remains of a large stupa and a monastic complex from the 2nd – 3rd Century AD



Archeological Site - Rupnagar

- Rupnagar is the first archaeological Site in India to reveal Harappan remains
- A vast treasury of about 15000 antiquities has been collected of diverse nature like sculptures, terracottas, pottery, seals, sealings, coins, ivory, carvings, precious stones and other art objects



Bahadurgarh Fort - Patiala

- Established in the 17th century by Nawab Saif Khan during the reign of Aurangzeb and was reportedly called Saifabad



Anandgarh Fort - Sri Anandpur Sahib

- Anandgarh is one of the five Kilas Built By Shri Guru Gobind Singh Ji for the protection of sikhs from Hill rulers



Phillaur Fort - Jalandhar

- Originally a Sarai built by Shah Jahan on the Grand Trunk Road, substantially reconstructed by Maharaja Ranjit Singh, it has a distinct European Architecture



Gobindgarh Fort - Amritsar

- The foundation of the Gobindgarh Fort was laid in the mid 18th century by the leader of the Bhangi misl (clan). It is the only surviving fort from the times of Maharaja Ranjit Singh



Sheesh Mahal - Patiala

- Founded in 1763, by Baba Ala Singh, the first ruler of Patiala, Sheesh Mahal has the collection of largest number of medals and decorations in the world



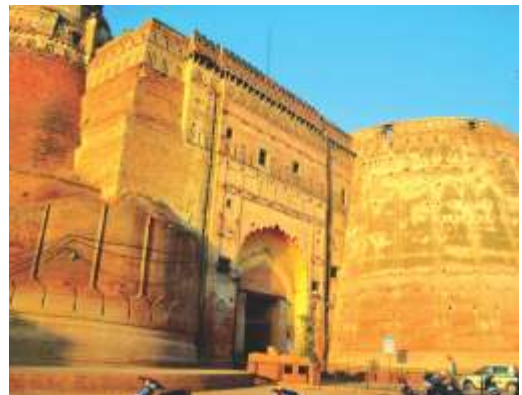
Qila Mubarak - Patiala

- This 18th century qila (fort) was built by Baba Ala Singh who established an independent Sikh principality at Patiala. The township of Patiala grew and flourished around Qila Mubarak, and today, this fort proudly marks the heart of the city



Jagjit Palace- Kapurthala

- The construction of this palace took roughly eight years (1900-1908).The interior decoration of the palace, which is unique of its kind in India, was carried out by expert European and Indian workmen
- The great Darbar Hall is one of the finest in India. The palace is full of imported art work from France, Italy, and Holland



Bathinda Fort

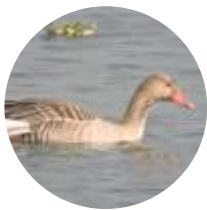
- It was constructed by Raja Dab during 90-110 AD who was the ancestor of Vena Pal
- It is the oldest standing fort in India

Out of 26 National Ramsar sites, 3 are in Punjab



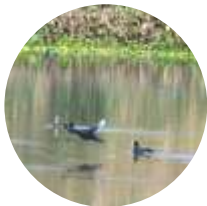
Harike Wetland

- Manmade wetland spread over 4100 Hectares formed in 1953 on the confluence of Beas and Satluj rivers and declared as a Ramsar Site in 1990
 - It is also a wildlife sanctuary providing a resting place for 400 species of birds, 7 different species of turtles and 26 species of fish
-



Ropar Wetland

- Formed in 1952 & spread over 1365 Hectares on the banks of Satluj and declared as a Ramsar Site in 2002
 - An important ecological zone providing a resting place for 150 species of resident and migratory birds
-



Kanjli Wetland

- Formed in 1870 & spread over 490 Hectares, named as a Ramsar Site in 2002
- It is a reservoir on a permanent freshwater rivulet, the Kali Bein. 15 water bird species are found, of which 5 are long distance winter migratory birds

2 sites declared as National Wetlands



Nangal Wetland

- Located across the river Satluj & spread over 283 Hectares, it forms a long artificial lake called Nangal lake
 - Declared as wildlife sanctuary in 2009
Home to numerous species of both resident and migratory birds from the trans-Himalayan region
-



Keshopur Wetland

- Located in Gurdaspur & spread over 342 Hectares, it is the first protected area in India declared as a community reserve by the Government of India. It attracts hundreds of thousands of migratory birds from Central Asia and Siberia in the winters

Fairs and Festivals

Cultural Landmarks

Kila Raipur Games

- Known as Rural Olympics of Punjab. In February each year, an annual recreational meet where farmers from areas surrounding Kila Raipur could get together and test their corporal endurance in Ludhiana



Harivallabh Sangeet Sammelan

- Organized every year in Jalandhar during the month of December, in the memory of Swami Harballabh, a famous saint musician. Attracts classical singers and musicians from all over the country

Hola Mohalla

- Consists of camping out and enjoying various displays of fighting prowess and valour, followed by kirtan, music, and poetry, held in the month of March at Anandpur Sahib



Sufi Darbar

- A gamut of experiences to engage the visitors from soul-stirring performances in Amritsar during the month of January

Baba Sheikh Farid Aagman

- A five day fair held in September that marks the visit of Sufi saint Baba Farid to Faridkot



Border Tourism



Wagah Border - Amritsar

- Amritsar receives more than half of the tourists visiting Punjab
- Wagah border is known for the Beating Retreat ceremony, a daily military practice that the security forces of India & Pakistan have jointly followed since 1959

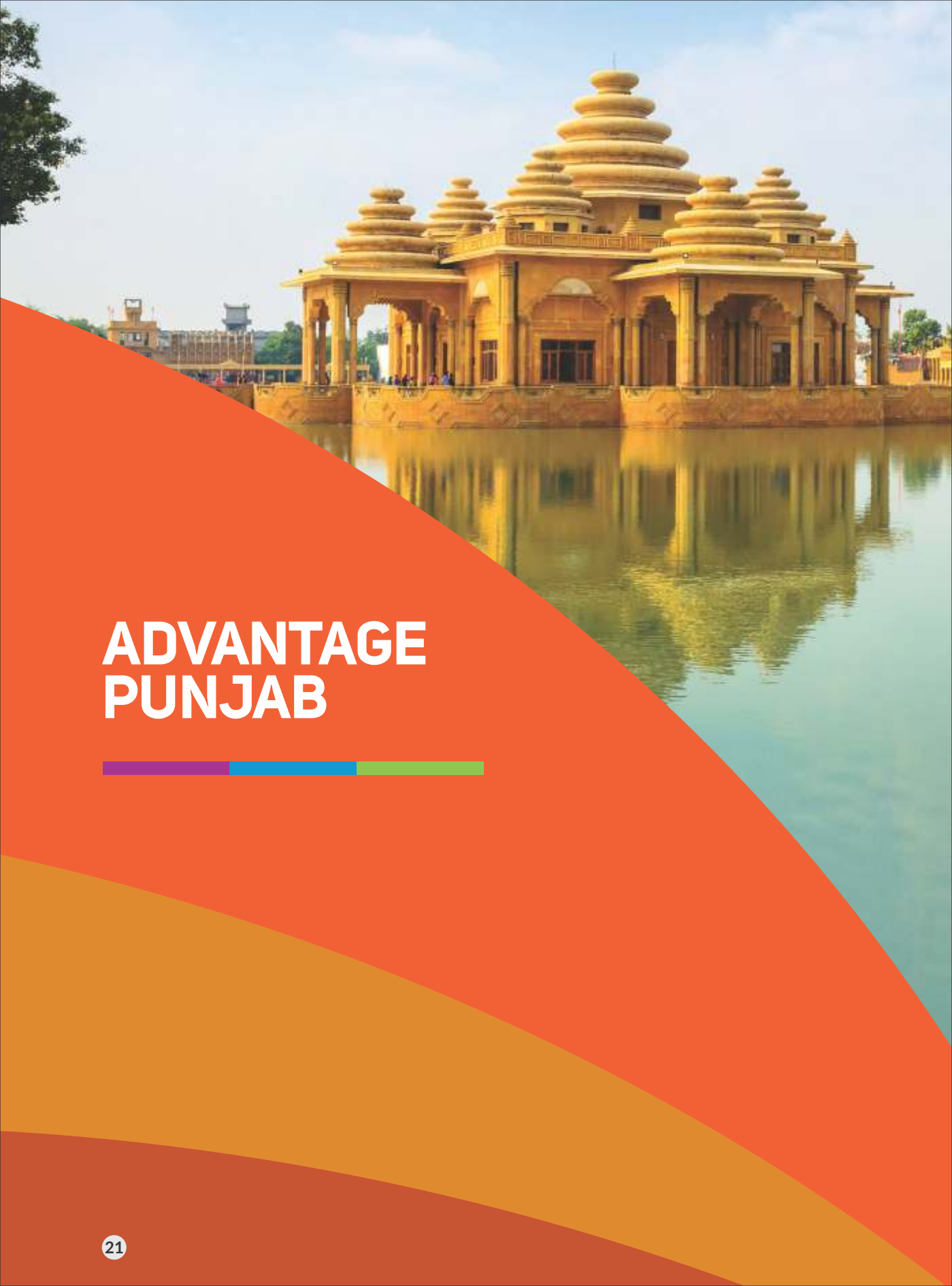
Hussainiwala Border – Ferozepur District

- Final resting place of three National Martyrs namely Sardar Bhagat Singh, Rajguru and Sukhdev, depicts an irrepressible revolutionary spirit of the martyrs
- Famous for its retreat ceremony
- Nearby places to visit: Anglo-Sikh War Memorial, Barki Memorial, Saragarhi Memorial and Harike Wetland



National Martyr's Memorial





ADVANTAGE PUNJAB



Punjab: Strategically Located & Well Connected



Proximity to National Capital

NEW DELHI
150 Miles

4 Hrs 

55 Min 



Connected to Freight Corridor for easy movement of goods

Connected to all major metro cities

Robust Connectivity

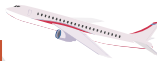
Direct Flights Available from
Amritsar & Mohali

- Sharjah (4 hrs)
- London (9 hrs)
- Tashkent (2.5 hrs)
- Dubai (4 hrs)
- Birmingham (9 hrs)
- Doha (4.5 hrs)
- Kuala Lumpur (6 hrs)
- Singapore (6 hrs)

**AMRITSAR
INTERNATIONAL
AIRPORT**



**4 DOMESTIC
AIRPORTS**
Jalandhar, Ludhiana,
Bathinda, Pathankot



**MOHALI
INTERNATIONAL
AIRPORT**



**COMING SOON
INTERNATIONAL
AIRPORT@ Ludhiana**



- 100% Road Connectivity
- All Major Towns Connected with 4/6 Lane Highways
- Road Density 2 times higher than National Average

- 2nd highest rail density in India

Lucrative Incentives

Tourism & Hospitality Sector has been Earmarked as a Thrust Sector Under Punjab Industrial & Business Development Policy 2017

Net GST Reimbursement

For 10 years with a cap of 125% of FCI.

Electricity Duty Exemption

100% exemption for 10 years

Stamp Duty Refund

100% refund on sale / lease deed

Property Tax Exemption
100% exemption for 10 years

Exemption from CLU/EDC
100% exemption

Readily Available Resources to Cater to Industry Demand



- Under 'Hunar Se Rozgar Tak', trainings for various hospitality courses such as Food & Beverages Service, House Keeping Utility, Food Production etc. are being provided



- Training is also being provided through Punjab Skill Development Mission at Village level to promote Farm Tourism



- Department of Tourism signed MOUs with 3 Government Universities for imparting sector specific training and sharing best practices
 - GNDU (Guru Nanak Dev University)
 - Punjab University
 - Punjabi University



Ease of Doing Business - Punjab Bureau of Investment Promotion



**UNIFIED
REGULATOR**
(23 Departments)



**INVESTMENT
PROMOTION
AGENCY**



**DEDICATED
RELATIONSHIP
OFFICER**



**DIGITAL
APPROVALS**



**INVESTMENT
PROMOTION**



**FISCAL INCENTIVE
APPROVALS**

**ONE STOP OFFICE
ADVANCED SINGLE WINDOW SYSTEM
ONE OF ITS KIND IN INDIA**



**REGULATORY
CLEARANCES**



**INVESTMENT
FACILITATION**

LEVEL

STATE

DISTRICT

AUTHORITY

CEO, PBIP

DC

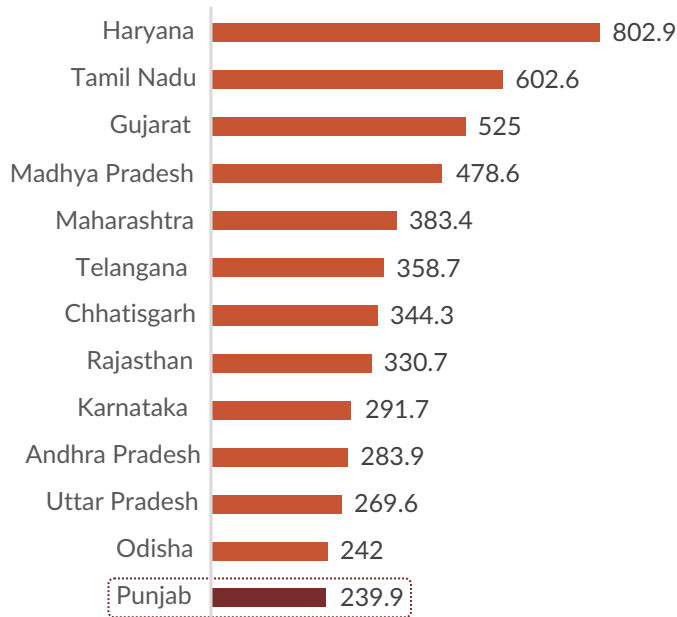
UNITS

LARGE

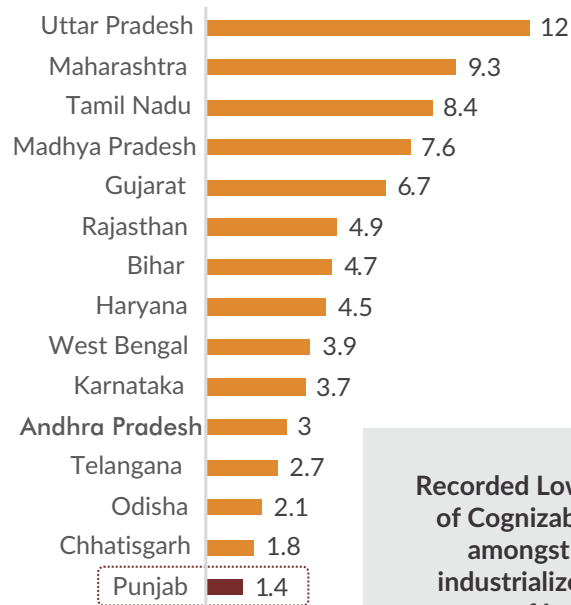
MSME UNITS

One of the Safest States for Tourists

Rate of Cognizable Crimes (2017)



Percentage Share of State for Cognizable Crime in India



Recorded Lowest Share of Cognizable Crime amongst major industrialized states of India



*Source: As per NCRB 2017

Just the Right Eco-system to Enrich the Experience

- Vibrant Cities co-existing with rustic charm of colorful villages
- World class Hotels with modern amenities
- Joyous celebration of life through fairs & festivals all round the year

Leisure Spaces



Trilium Mall

Hotels



Hospitals



Famous Dhabas for Local Cuisine



Night Life



Travel Agents



Other Nearby Getaways



Shimla - 130 km



Chail - 106 km



Kasauli - 54 km



Parwanoo - 30 km



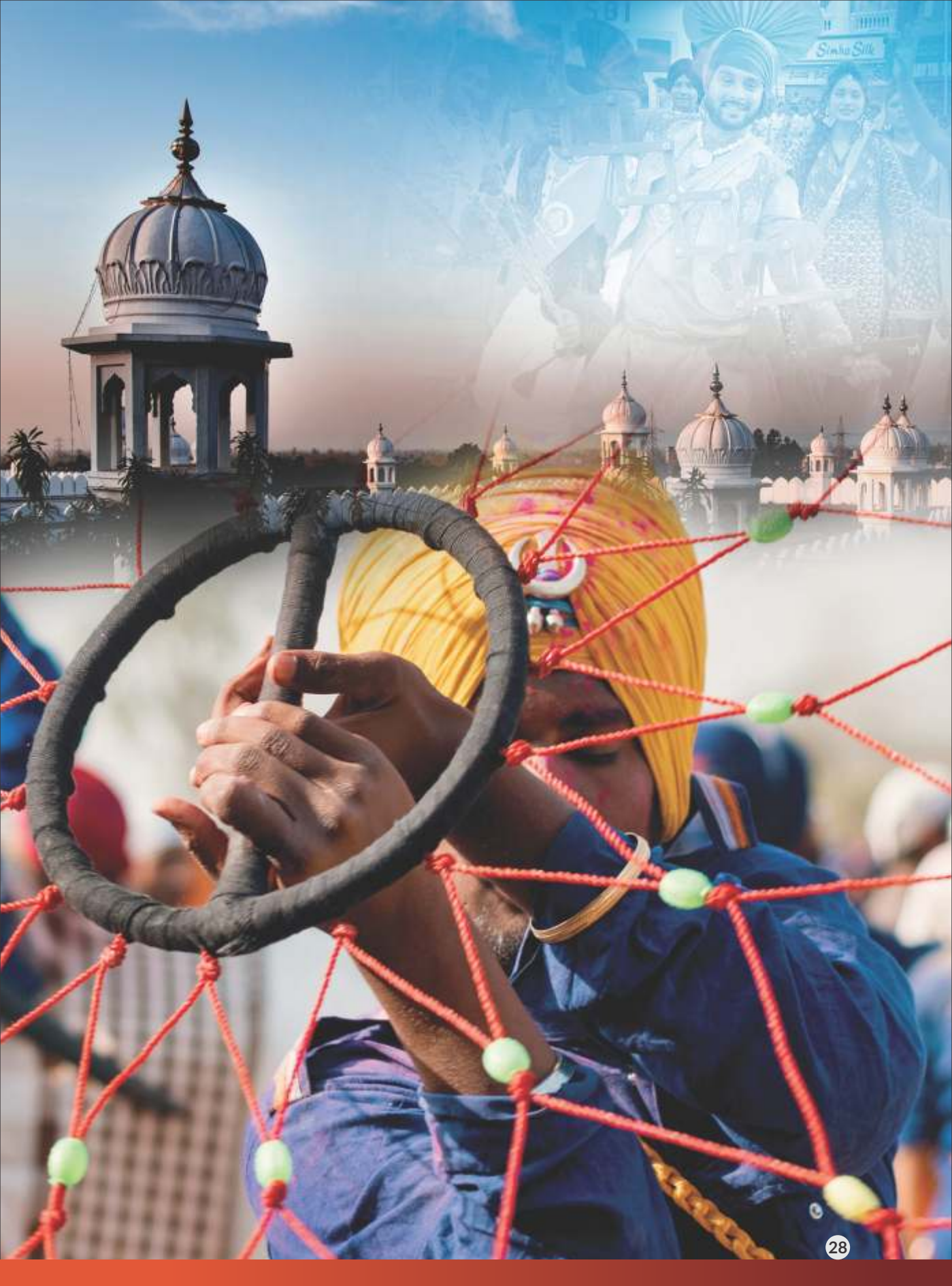
Dharamshala - 250 km



Chintapurni - 170 km



Vaishno Devi - 400 km





INVESTMENT OPPORTUNITIES



Investment Opportunities Across Thematic Areas

○ Religious Shrines

- Integrated development of iconic tourist sites and famous religious points such as
 - The Golden Temple in Amritsar
 - Anandpur Sahib, the birthplace of Sikhism
 - Gurudwara Kiratpur Sahib
 - Rauza Sharif
 - Ram Tirath
 - Damdama Sahib
 - Fatehgarh Sahib
- Infrastructure Development: INR 300 crore has been spent for the celebration of 550th Parkash Purab of Guru Nanak Dev ji this year. Funds deployed for infrastructure development at Sultanpur Lodhi and Dera Baba Nanak. Heritage Museum at Sultanpur Lodhi and an Interfaith Institute at the Guru Nanak Dev University, Amritsar are to be set up
- Development of integrated Hospitality Hub along recently opened Kartarpur Corridor: To witness 1.8 million devotees per year
- Development of Sultanpur Lodhi Town as Heritage City by MOHUA, GoI

○ Heritage Sites

- Partnership under 'Adopt a Heritage' project, conducted in collaboration with the Ministry of Tourism
- Investments in furniture, handicraft etc. at various sites
- Skill upgradation for businesses such as training of guides and interpreters, handicraft and souvenir industry etc.
- Reuse of heritage properties as Hotels, Museums etc.

○ Ecological Hotspots

- Key Sites around which development may take off include:
 - Keshavpur Wetland, Gurdaspur
 - Takhni-Rehmapur Wildlife Sanctuary, Hoshiarpur
 - Kanji Wetlands, Kapurthala
 - Ropar Wetland, Rupnagar
 - Harike Wild Life Sanctuaries, Faridkot
 - Lakhi Jungle, Bathinda
 - Abohar Black Buck Sanctuary & Emu Farms, Fazilka
- Setting up of Eco Tourism resorts and home stays
- Conceptualization of Bird Safari Package
- Setting up of training centers for capacity building of Tour Guides



○ Cultural & Farm Tourism

- Offer Clean, hygienic environment with modern facilities for the comfort of visitors
- Farm Stays under the 'Farm Stay' Program
- Other amenities and entertainment avenues around Farm Stays
- Setting up of training centers for capacity building of Tour Guides

○ Freedom Trails

- Infrastructure augmentation such as setting up of Hotels, Food Joints, Parking Facility etc. across sites
- Offering Education Tour packages including audio & visual description of the site's significance
- Development of Retail Zones to promote local arts and crafts

○ Border Tourism

- Laser show depicting Freedom Movement of India
- Convention Centre to organize Plays, Dramas etc
- Infrastructure development such as setting up of Hotels, Restaurants, Shopping Complexes etc
- Establishment of O&M parking facilities
- Development of Retail Zones to promote local arts and crafts



Other Investment Opportunities

- Significant tourism potential in Amritsar, Patiala, & Ananadpur Sahib which offers opportunity for Hotel Industry
- Conservation is under process of Heritage Sites namely Darbar Hall Kapurthala, Sangrur Kothi at Sangrur & Ranbas at Patiala to be converted into hotels in PPP mode. Conservation works to be completed by Sept 2020
- About 15 properties of PHTPB at ideal locations are available to be developed as tourist destinations in PPP mode

*Though all efforts have been made to ensure the accuracy and currency of the content of this collateral the Government of Punjab (along with the Knowledge Partner) does not assume any legal liability, whether direct or indirect or responsibility for the accuracy, completeness or usefulness of this information.



Invest Punjab, 2nd Floor, Udyog Bhawan, Sector -17, Chandigarh, 160017 Punjab, India
Email: info@investpunjab.gov.in | Website: www.investpunjab.gov.in

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