The Next International Cruise Tourism Hub

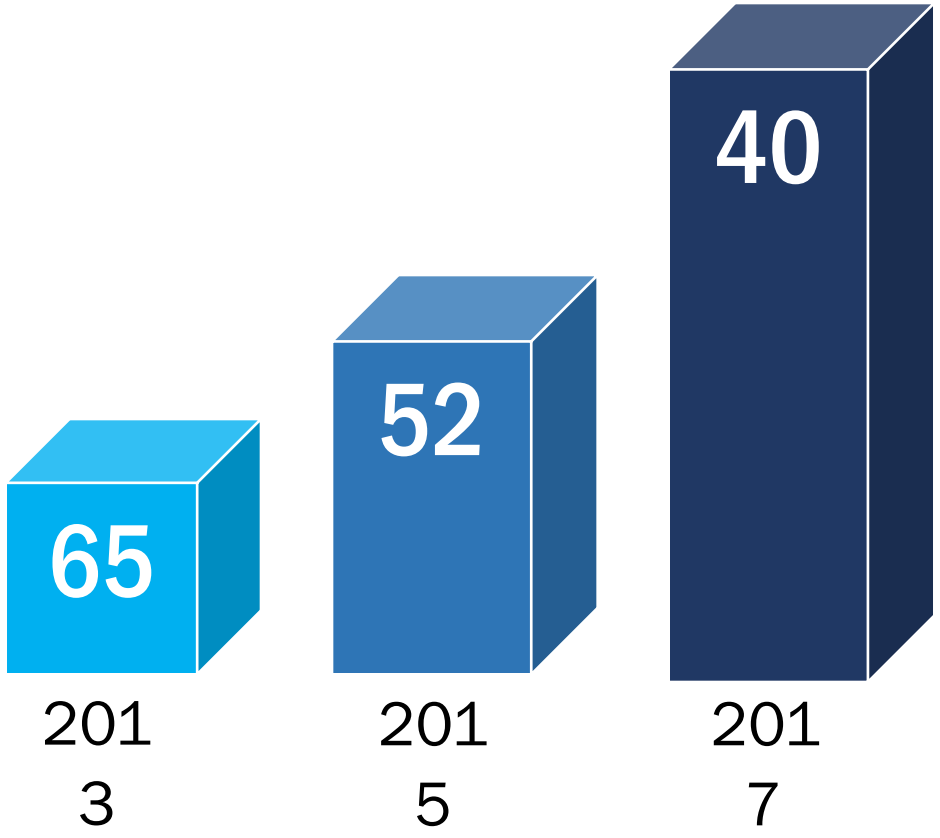
Incredible India

Ministry of Tourism
Government of India

Contents

- Market Scenario and Projections
- Demand & Supply Factors
- Current Scenario in India
- Vision & Formulation of Task Force
- Standard Operating Procedures
- Ministry of Tourism’s Assistance Programs
- Creating Tourism Experiences

India, growing stronger every year



India's Ranking at
World Economic Forum
Travel & Tourism
Competitiveness Index

Travellers' love for India is growing and they're spending more

India's Rankings (2016)

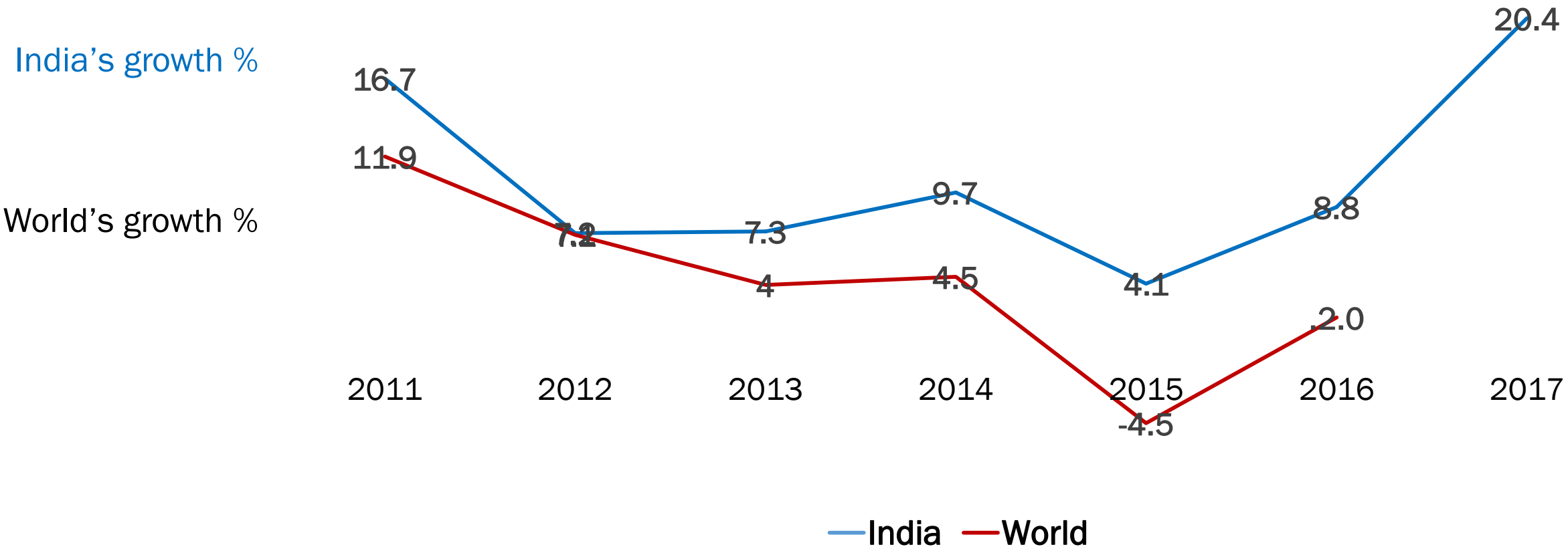
#7 Tourism Receipts, Asia Pacific Region

#13 Tourism Receipt, World

#25 International Tourist Arrivals

India is growing faster than the world

International Tourism Receipts



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India, is just getting started

India's Share in World Travel (2016)

1.18%

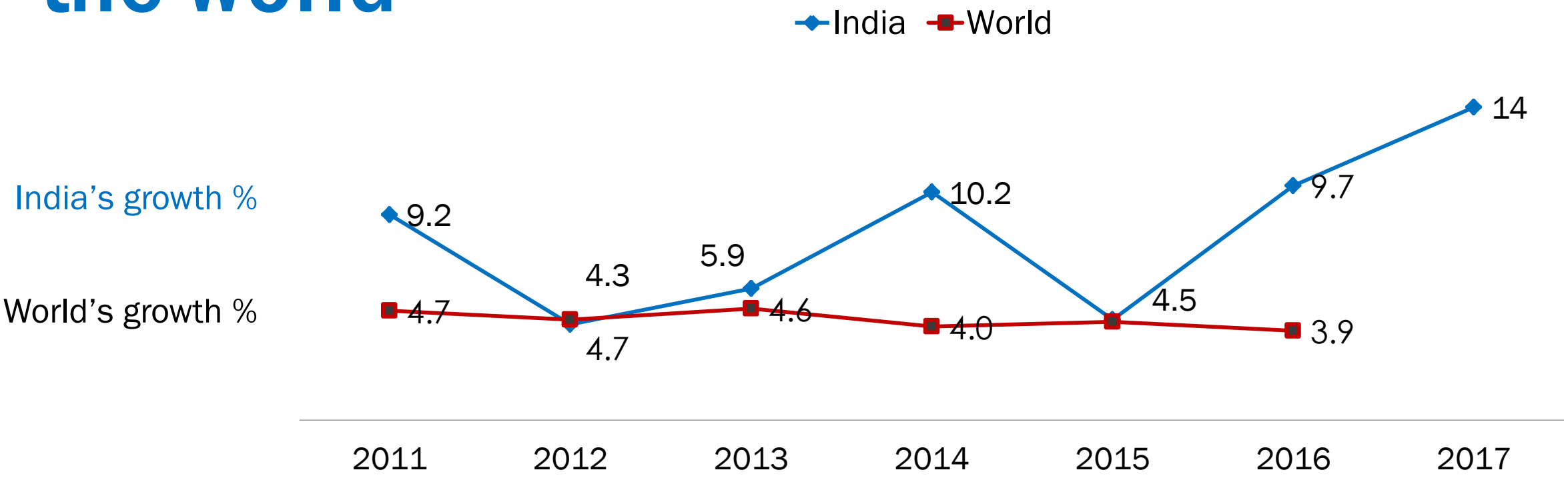
International Tourist Arrivals

1.88%

International Tourist Receipts

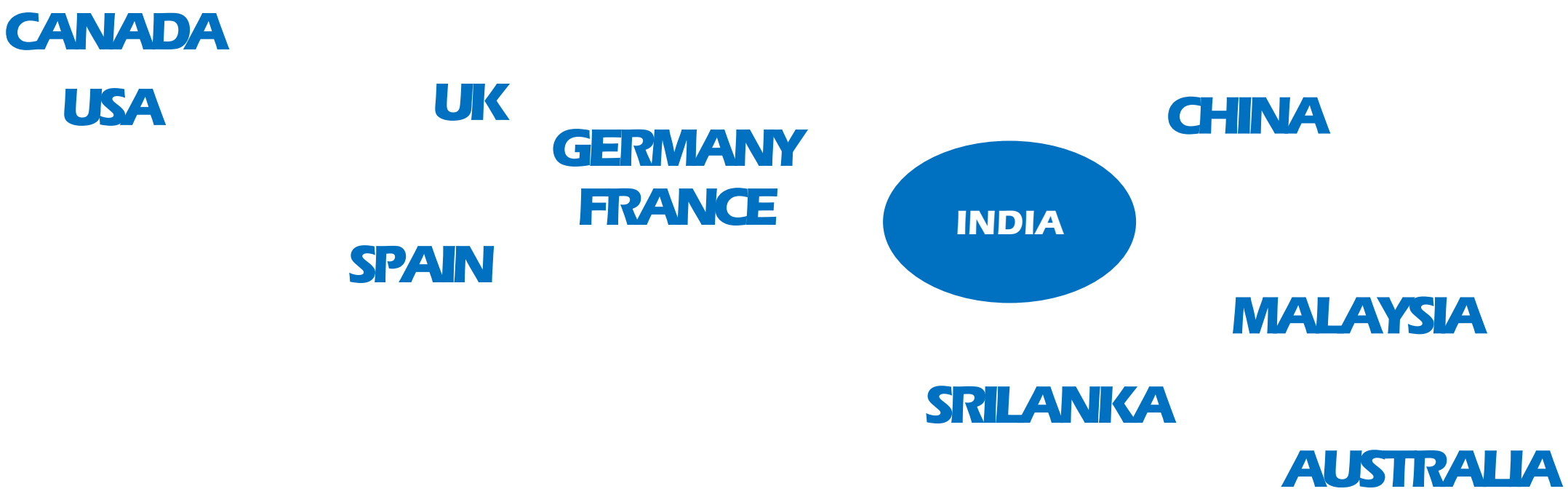
India is growing faster than the world

Foreign Tourist Arrivals (FTA)



India lovers come from all over the world

India's Top 10 Source Markets



Source: MR Division, MoT

Travelling to India is becoming easier

E-VISA

163
Countries

60
Days Validity

120
days before travel

- 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

Preferred Mode of Transport

84.10%
By Air

15%
By Land

0.90%
By Sea

Foreign Tourist Arrivals in 2017
has grown up to
10.04 Million (14%)

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Multifaceted Tourist Attractions

DIVERSE LANDSCAPE

MODERN & ANCIENT

NATURAL SITES

CULTURAL SITES

HUGE COASTLINE

36 WORLD HERITAGE SITES

MEDICAL TOURISM

WILDLIFE TOURISM

WELLNESS

CUISINE

Stakeholders Involved

- Ministry of Shipping
- Ministry of Tourism
- Ministry of Finance
- Various Port Authorities of India
- Bureau of Immigration
- Central Industrial Security Force
- State Governments
- Ministry of Health
- Ministry of External Affairs
- Private Sector- Tour Operators, Transporters, Guides etc

Policy Measures

- Infrastructure upgradation to global standards supported
- Port Charges reduced and rationalized
- Additional Incentives for home porting and coastal cruises
- Priority berthing available **24x7x365**
- Pre clearance of passengers based on advance details
- E - Visa with no Biometric requirements introduced
- Face to face checks only at entry and exit

Overall India Cruise Passenger Projections

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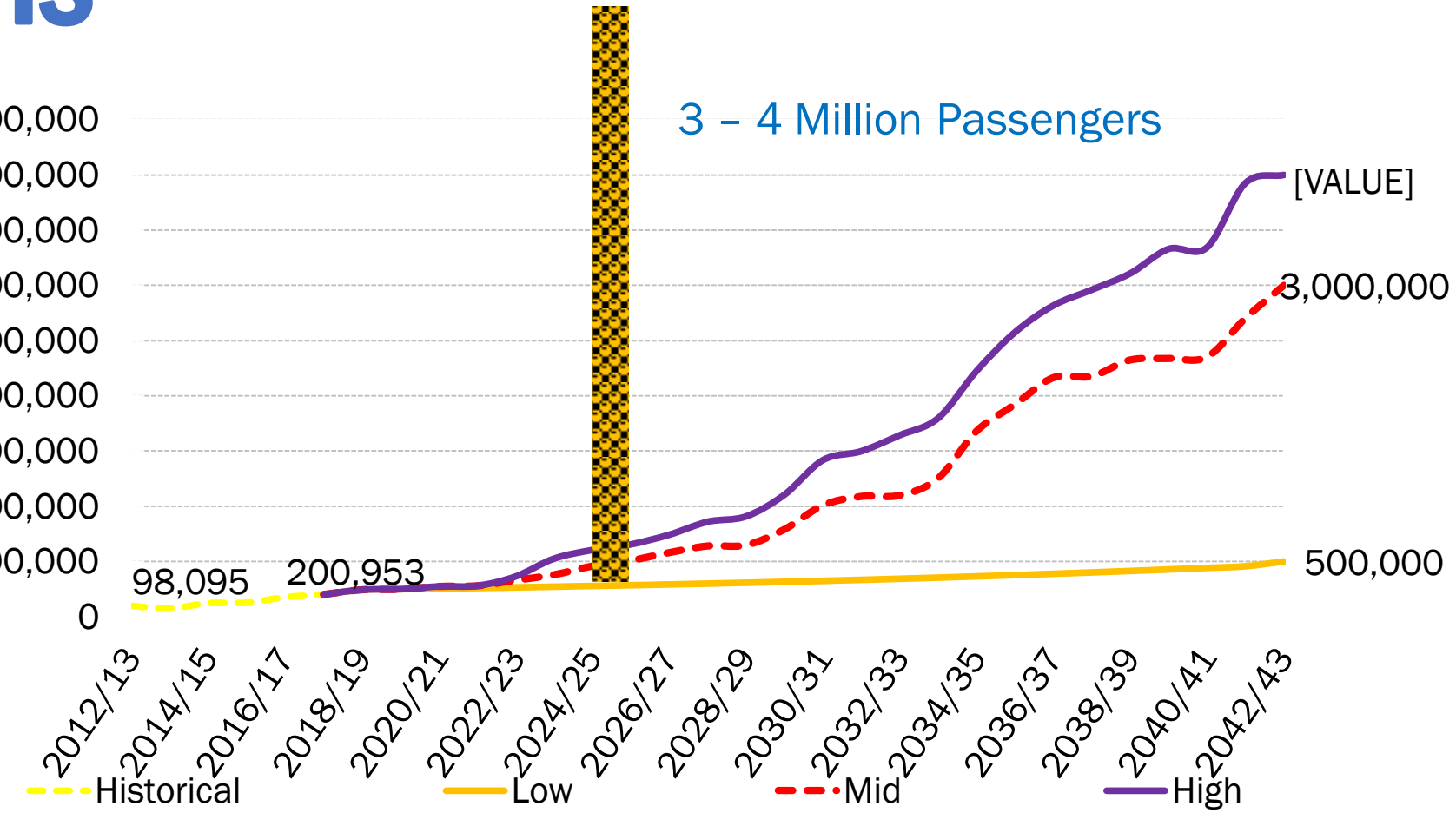
Natural Growth will not be a game changer for India.

Real change based on Domestic cruise vessel deployments



2012/13 – 2042/43

Major Indian Ports

- Mumbai
- Goa
- Mangalore
- Kochi
- Chennai

Market Scenario and Projections

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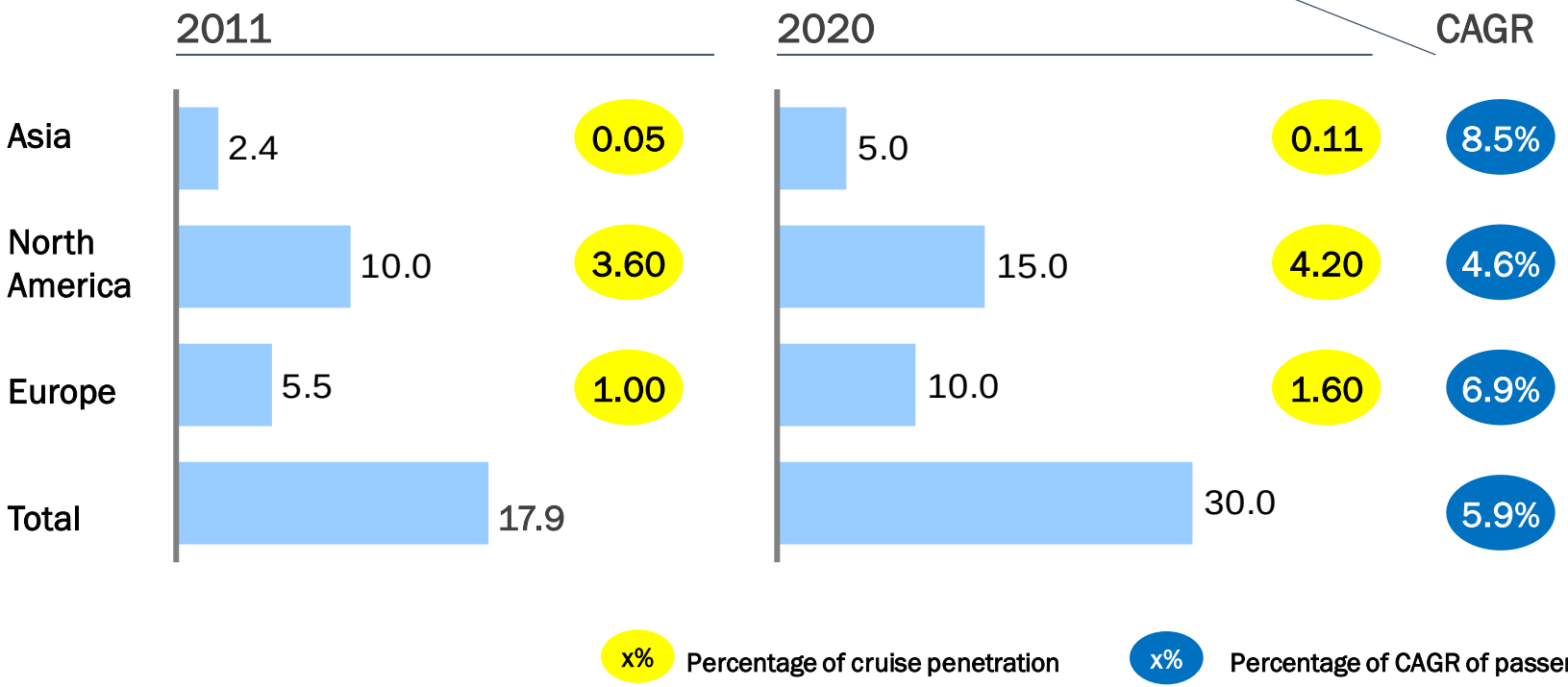
Number of Cruise passengers and penetration rates[1] in global markets

Millions of passengers, Percentage

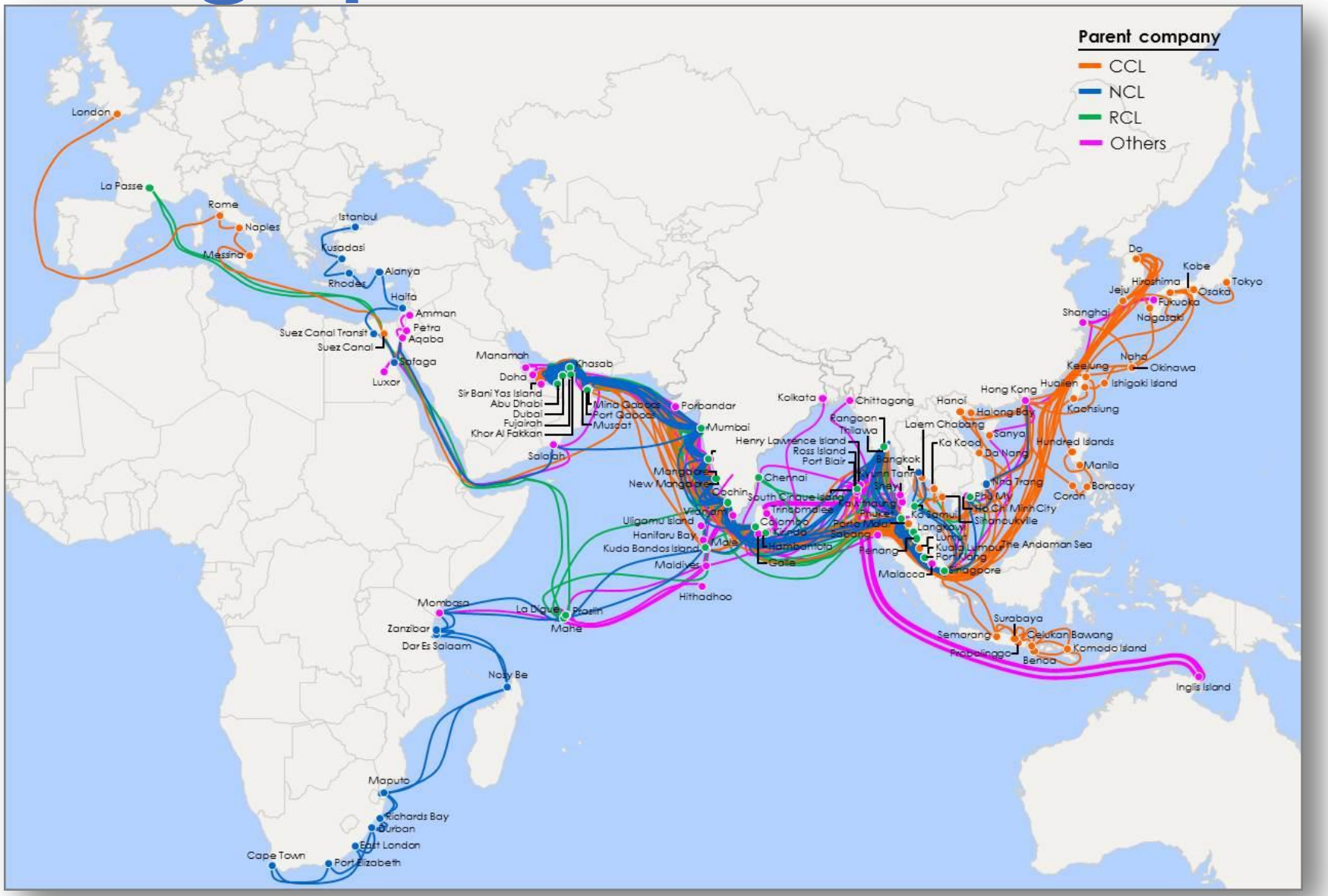


The Asian Cruise market is expected to grow at 8% per annum, and double passenger volume by 2020

1 Defined as cruise passengers/population

SOURCE: MVA/GHK; European Cruise Council, Port of Everglades; Keynote

Geographical Overview



Currently Indian Ports are mostly Ports of Call

Current Status vs Potential

	Existing (2016)	India's Potential (2041)
Number of Passengers	0.2 million	4 million
Number of Ship Calls	158	955
Passengers per Ship	1250	4100
Domestic Tourists	-	3 million

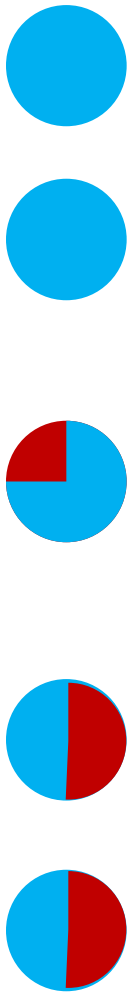
DRIVERS OF GROWTH

- Fastest growing Economy – More disposable income
- 5.3 million household > 55K USD
- Large Domestic and International Tourist base (8 million inbound and 23 million outbound)
- Present outbound Cruise Tourists – 2,00,000
- Cruise – Aspirational product. (Independent study by Carnival – 4 million Inbound + Outbound)

Demand Factors

Status in India

1. Local market size
2. Airport passenger throughout and flight connectivity
3. Proximity to attractive destination ports
4. Attractiveness of homeport city to tourists
5. Safety



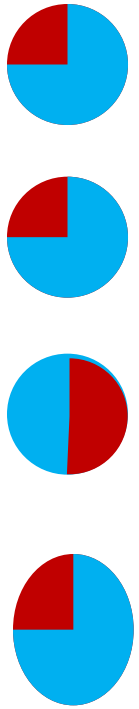
Favorable

Work In progress

Supply Factors

Status in India

6. Port terminal capacity
7. Logistical efficiency
8. Costs (e.g., fuel, berthing)
9. Ease of doing business

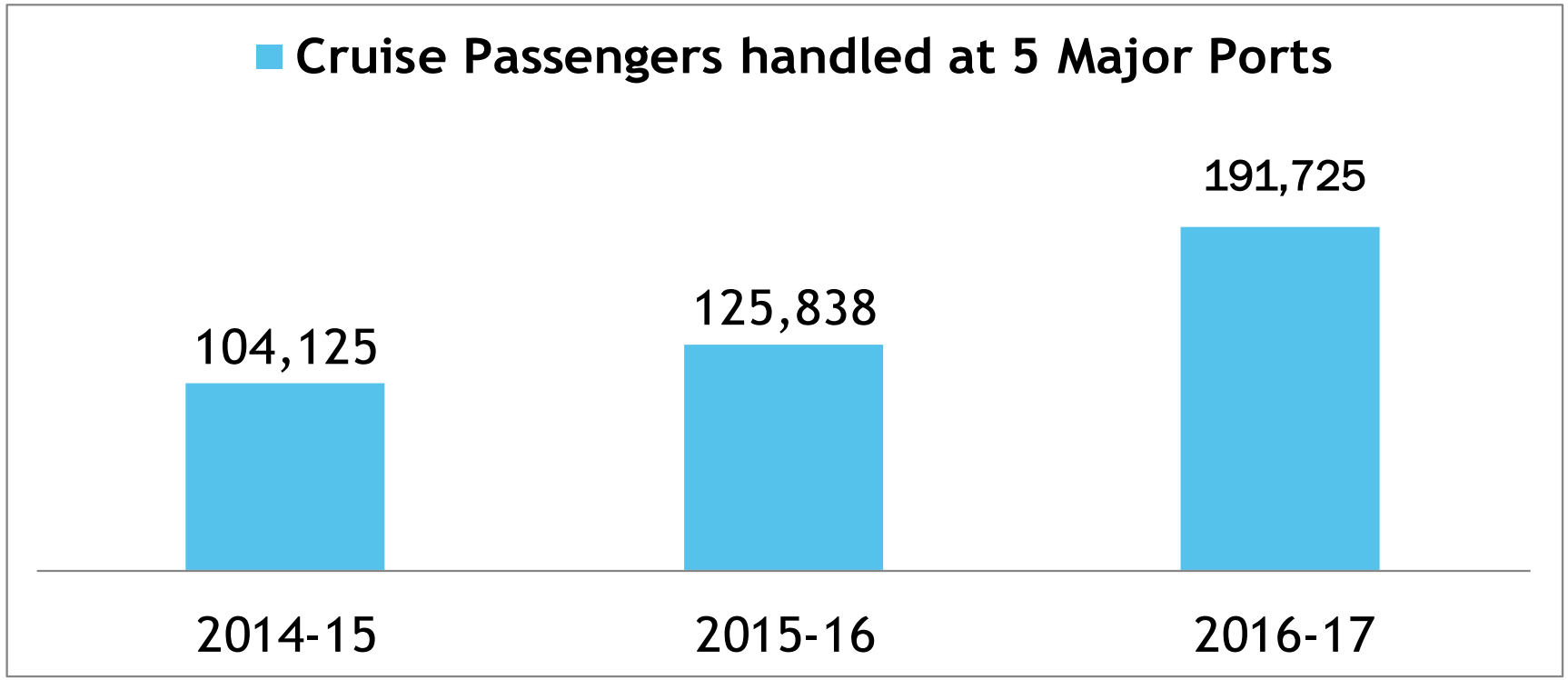


Favorable

Work In progress

Source: Vision for Coastal Shipping, Tourism and Regional Development, Ministry of Shipping

India- The Fast Emerging Cruise Tourist Destination



Costa Neo Classica homeported in Mumbai 2016-17 and 2017-18 season

SOURCE: Ministry of Shipping
Season: October- March

Indian Scenario - Future

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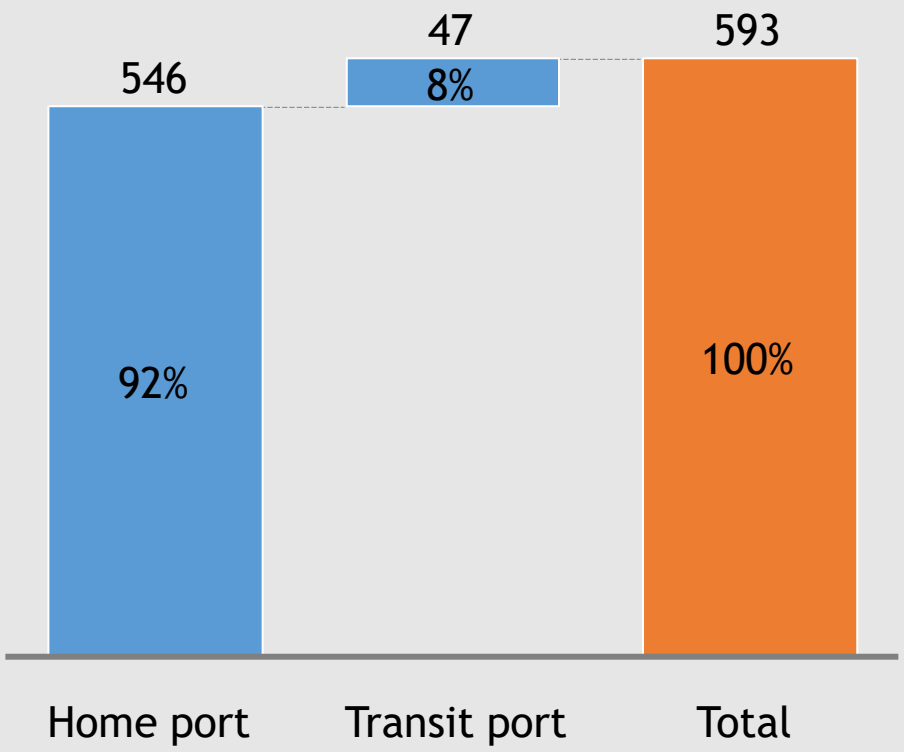
Focus to develop HOME PORTING

Singapore Example, Analysis
SGD millions, 2012

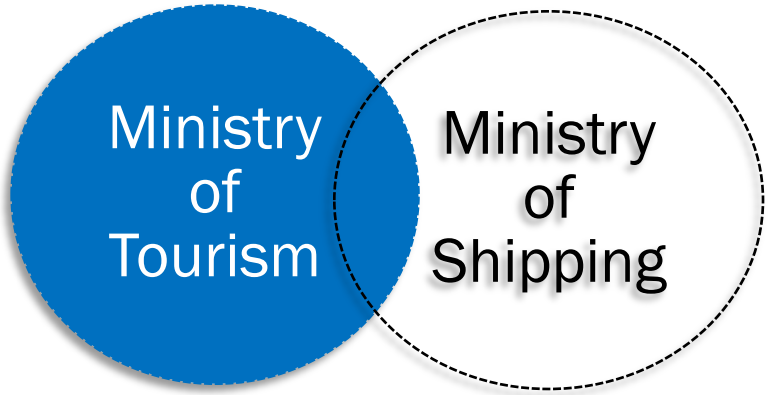


- Highest contribution to economy comes from being a home port location
- 90% of direct spend is driven by home port expenditure

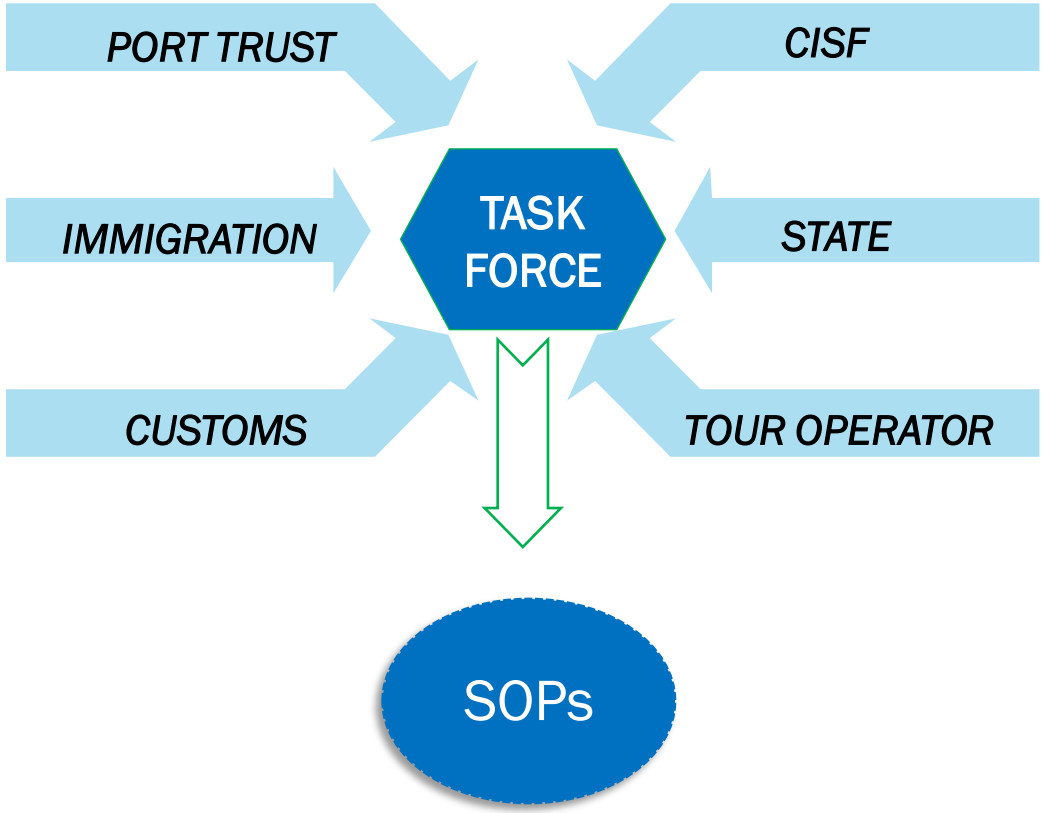
- Indian ports feature primarily as Ports of call for cruise lines
- Mumbai port is the only home port but has a much lower share of traffic as compared to other ports

The Task Force on Cruise Tourism

Constituted in2015



- Ministry of Tourism
- Ministry of Shipping
- Ministry of Home Affairs
- Ministry of Finance
- Ministry of Health
- Port Trusts of Cochin and Chennai
- All Coastal States
- Cruise Operators



Standard Operating Procedures

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Key Take Aways

- Infrastructure upgradation to global standards
- Port Charges reduced and rationalized
- Additional Incentives for Home Porting and Coastal Cruises
- Priority berthing available **24x7x365**
- Pre clearance of passengers based on advance details
- E - Visa with no Biometric requirements introduced
- Face to face checks only at entry and exit

Standard Operating Procedures

contd..

Key Take Aways

- Cabotage waived, Indians allowed to sail between ports
- Tour operators, coaches, etc. facilitated through Single Long Term Per
  and Single Point Electronic Clearance
- Creation of entertainment zone i.e. Restaurants, Bars, Shops, etc.
- Pre-paid vehicles with verified/ empaneled drivers
- Facilitate tourists to places of interest with trained guides
- Reception and cultural shows

SOP 2.0 already under implementation further simplifying regulations

Standard Operating Procedures contd..

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Key Take Aways

- **Single point custom clearances for vessel**
    - **Port Health** – Not to board (unless Ship/Crew/Pax from Yellow Fever/notified area)
    - **GST** – Uniform, Single & simplified taxation system introduced
    - **Port & Security**
        - ✓ Electronic access control and RFID on vehicles
        - ✓ Separate cargo and Cruise approaches
        - ✓ Single window system- e permits/ payments

SOP 2.0 already under implementation further simplifying regulations

Skill Development in Tourism Sector

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HONAR SE ROZGAR SKILL DEVELOPMENT SCHEME

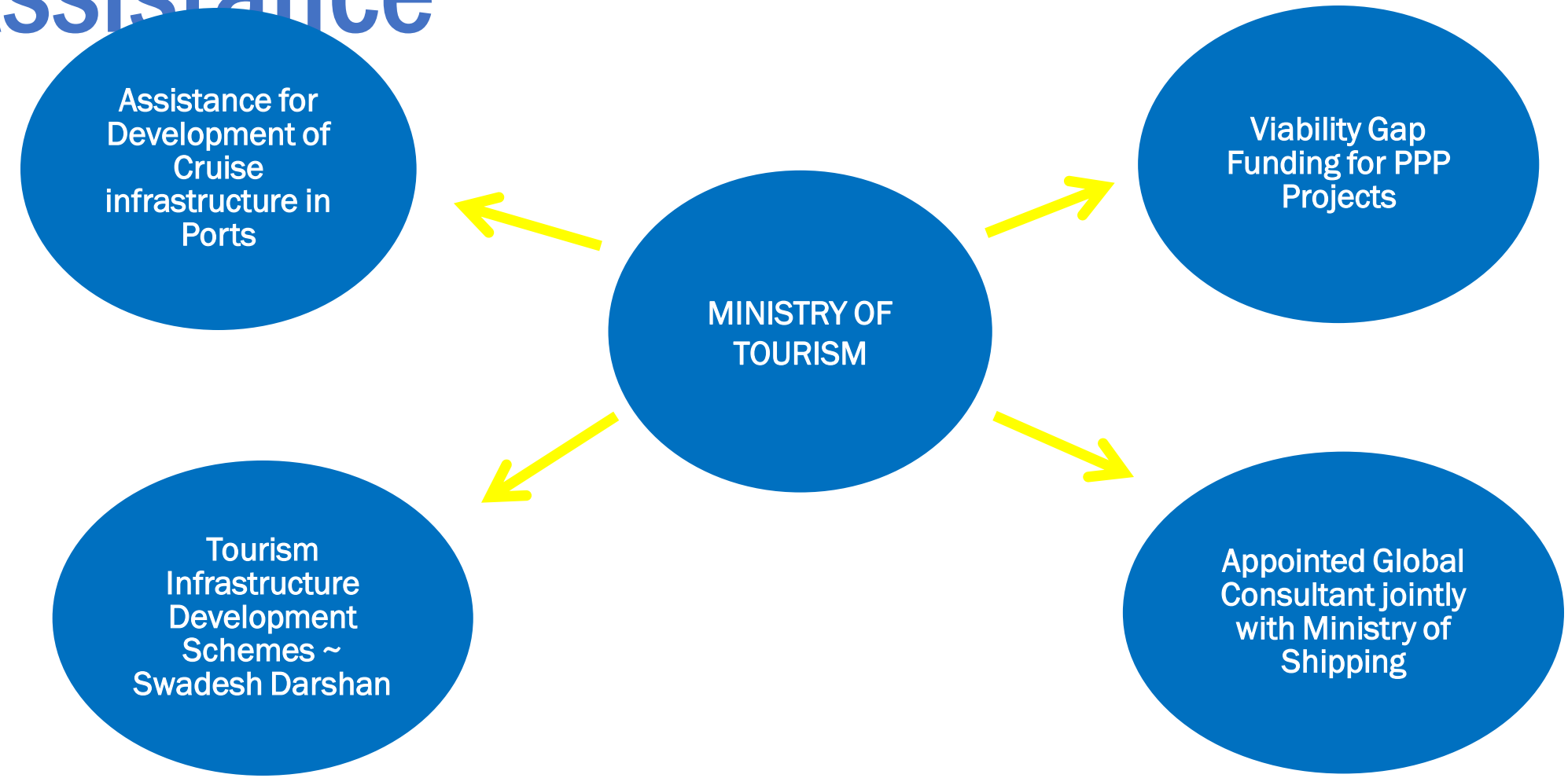
INDIAN INSTITUTE OF TRAVEL AND TOURISM MANAGEMENT

FOOD CRAFT INSTITUTES

INSTITUTES OF HOTEL MANAGEMENT

PRIVATE SECTOR HOSPITALITY & TRAVEL TRAINING INSTITUTES

Ministry of Tourism Assistance



Way Forward

- **Recommendations of the Consultant**
  - Regulatory & Operational
  - Infrastructure
  - Marketing & Communication
  - Capacity Building
  - Monitoring & Benchmarking

Other Initiatives

- **Sagarmala Scheme**
  - **Port Modernization & New Port Development:** De-bottlenecking and capacity expansion of existing ports and development of new greenfield ports
  - **Port Connectivity Enhancement:** Enhancing the connectivity of the ports to the hinterland
  - **Port-linked Industrialization:** Developing port-proximate industrial clusters and Coastal Economic Zones
  - **Coastal Community Development:** Promoting sustainable development of coastal communities through skill development & livelihood generation activities, fisheries development, coastal tourism etc.

Other Initiatives

- **Development of Islands**
  - 10 Islands in Lakshadweep and Andaman & Nicobar identified for holistic development
  - Concept Development and Master Plans under preparation
- **Coastal Circuits**
  - Theme Based Holistic Development of Tourism Infrastructure in Coastal Areas
  - Emphasis on providing Tourist Amenities
  - Community Empowerment, Skill Development, Job Creation
  - Sustainable and Responsible Tourism

Creating Transformative Tourism Experiences

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- Develop world class infrastructure at identified ports
- Develop dedicated cruise terminals
- Structure bankable PPP options
- Ease of entry formalities- e-cruise visa/e-landing permit
- Make cruise terminals into destinations by themselves

Welcome to
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