

State Benchmarking Tourism Investment



Key takeaways for Maharashtra Tourism Marketing Initiatives for Investment Attraction

Tourism Investor Summit

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- Panel discussion of tourism experts, government officials, and industry leaders.
- Present Maharashtra's key investment opportunities across tourism sub-sectors (e.g., eco-tourism, adventure tourism, cultural tourism, cruise tourism, etc.).
- A platform for investors to network with local business owners, government officials, and tourism developers.
- Highlight the ease of doing business in Maharashtra, share information about incentives, for tourism investments.
- Sign Memorandums of Understanding (MoUs) or letters of intent with investors for tourism projects

Domestic & International Investment Roadshows

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- Presentations to highlight Maharashtra's tourism strengths, investment opportunities, and future plans.
- One-on-one meetings with potential investors, developers, hospitality chains, and tour operators to discuss project specifics and explore collaboration opportunities.
- Cultural and Experiential Engagements to provide an immersive experience and promote the Maharashtra's tourism appeal.
- Networking opportunities between investors, tourism professionals, and government officials to discuss potential ventures and investment synergies.

Foreign Diplomatic Collaboration

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- Invite foreign diplomats, trade commissioners, and tourism attachés to visit Maharashtra's tourism hubs
- Presentations and discussions with local authorities, industry representatives, and tourism developers to discuss specific tourism projects, policies, and incentives.
- Visit embassies and high commissions in key source countries to build relationships with potential investors, tourism bodies, and multinational corporations.

Key takeaways for Maharashtra Tourism

Creation of Tourism Digital Map



Major Tourist Attractions

- Interactive markers to show detailed information about tourist attractions.
- Users can filter attractions based on types (historical, adventure, wildlife, coastal, cultural, etc.), allowing investors to identify areas of specific interest



Information on land

- Display available government land parcels suitable for tourism development
- Process for taking the land - leasing, or PPP
- District Level Committee rate of the land
- Display of geographic coordinates along with navigational integration providing easy access to directions



Tourist footfall & Connectivity

- Visual graphs and charts illustrating the number of visitors to major tourist sites over time, with historical trends and peak tourist seasons
- Connectivity information such as transportation links to key tourist destinations and land parcels. Display nearby airports and ports



Regulatory Status

- Display the regulatory status detailing whether the necessary permissions, environmental clearances, and land-use approvals have been granted.
- Display approvals required for proposed tourism developments, including timelines for obtaining clearances.

Key takeaways for Maharashtra Tourism Investor Facilitation Process



Total Turnaround time from application to issue of provisional registration certificate

- 19 days (without additional documents)
- 29 days (with additional documents/ physical verification)

Process Support Mechanism

- SMS/Email notification for each above step to Applicant, Nodal Officer, DoT.
- Automatic reminder function for missing the timeline by the department to be notified to applicant.
- Support cell consisting of multilingual staff for assisting investing facilitation process & enquiry.
- Nodal Officer from relevant departments for smooth implementation of Maha Tourism Policy 2024. (Forest, LSG, Panchayat, UDD, RDD, Fire, Irrigation, Home Department)