




Ministry of Tourism

Government of India




West Bengal - At a Glance



Geographic Area: 88,752 sq km
Location: Eastern part of India & shares borders with 4 Indian states (Jharkhand, Bihar, Odisha, Sikkim & Assam) & 3 countries (Bangladesh, Bhutan & Nepal)




Climate: Varies from tropical savannah in the south portions to humid sub tropical in the north



State Income (NSDP): ₹ 728,974 cr (2014-15)
Budget Allocation: ₹ 57,905 cr (2016-17)



Capital: Kolkata
Districts: 20
Major Cities: Kolkata, Asansol, Durgapur, Howrah, Burdwan, Siliguri, Kharagpur, Haldia



Population: 91.3 million
Literacy Ratio: 77.1%
Urban-Rural Ratio: 0.46% (Urban 31.87%, Rural 68.13%)



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Advantage West Bengal



Consistent Economic Growth

- GSDP: ₹ 800,868 Cr (2014-15)
- GSDP growth at a CAGR of 11.06% between 2004-05 & 2014-15
- Per capita income - ₹ 78,903 (2014-15)



Excellent Connectivity

- **Air** - Netaji Subhash Chandra Bose International Airport at Dum Dum. Domestic airports at Durgapur, Andal & Bagdogra
 - **Port** - Kolkata & Haldia
 - **Rail** - Connect major tourist locations
- Kolkata is the 1st city in India to start the underground metro railway service



Strategic Location

- **Domestic** - Proximity to markets of Eastern, North-Eastern & Northern India.
- **International** - Access to ASEAN & SAARC region



High Tourist Influx

- **Domestic Tourist Arrivals** - 8th in the country
- **Foreign Tourist Arrivals** - 5th highest in the country



Diverse Tourism Products

- Himalayas, Religious Sites, Forest, Mangroves, Historical Sites, Cultural Hot Spots, Fairs & Festivals, etc.



Ease of Doing Business

- Ranked 11th in the country
- Designated Single Window System
- Team to monitor progress & expedite clearances



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West Bengal - Tourism Profile

₹ 2,570 Million
Tourism Budget
allocation
(2015-16)

71.6 Million
Tourist visited
in 2015

17.33% CAGR
of tourist
arrivals between
(2005-2015)

2,213
Rooms in Kolkata
(2015-16)

67%
Room Occupancy
rate in Kolkata
(2015-16)

10,000
Rooms to be
available in the
State by 2020



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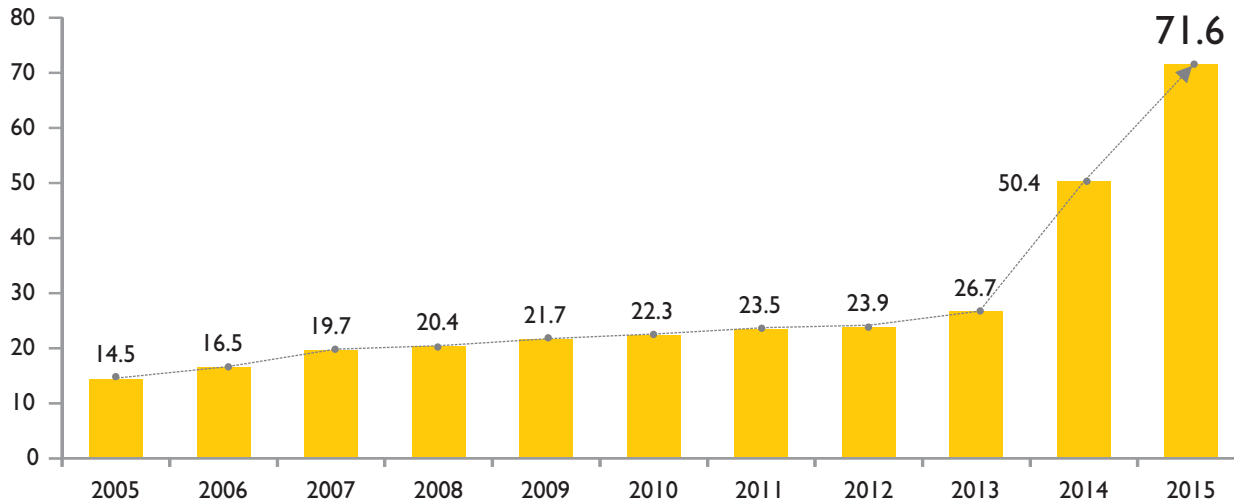
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West Bengal - Tourism Trends

Tourism Trends in West Bengal (in million)



CAGR of 17.33% between 2005-2015





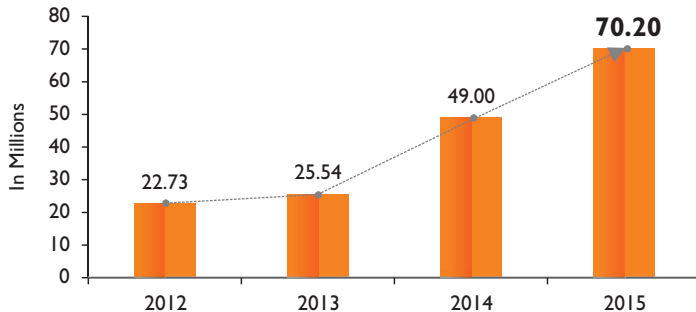
West Bengal - Tourist Arrivals

Total Tourist Footfall: **71.69** million in 2015 – **4.9%** of Total Tourist Visits in India

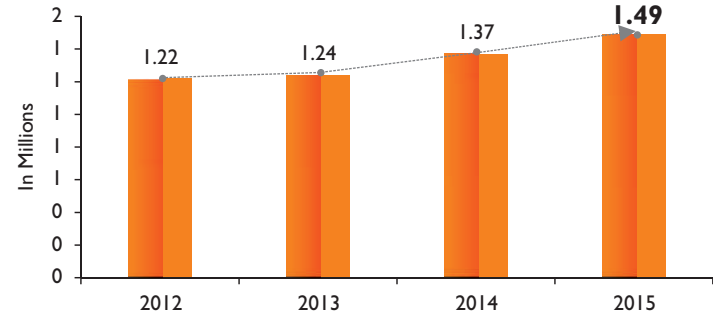
8th in Domestic Tourist Arrivals (2015)

5th in Foreign Tourist Arrivals (2015)

DOMESTIC TOURIST ARRIVALS



FOREIGN TOURIST ARRIVALS





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West Bengal - Incentive Scheme - 2015

Incentive Type	Description
Interest Subsidy to new tourism units	50-75% of annual interest liability on Term Loan from Financial Institutions subject to max limit of ₹ 30 lakhs for 7 years
Capital Subsidy to new tourism units	State Capital Investment Subsidy ranging from 7.5-25% subject to a limit of ₹ 175 lakhs
Stamp Duty Concessions	50-70% Reimbursement of Stamp Duty
Subsidy for Quality Improvement	Reimbursement of upto 50% of fixed capital investment expenditure for quality Improvement, Modernization, & Installation of Pollution Control devices & obtaining ISI/BIS/ISO certification subject to a maximum of ₹ 7.5 lakhs
Electricity Duty	Waiver of electricity duty for a period of 5 years from the date of commercial operation on reimbursement basis
Incentive on Employment Generation	For additional employment generation, re-imburement of up to 60% of expenditure incurred towards EPF & ESI for 5 years
Incentives for Adventure Tour Operators	Operators bringing in more than 50 International Tourists or 100 Domestic Tourists in a financial year shall be entitled to an additional incentive for purchase of adventure sports equipments by way of VAT reimbursement between 50-100%
Incentives for Mega Projects	Exclusive incentives through State Capital investment subsidy, reimbursement on stamp duty & registration fee, waiver of electricity duty, capacity utilization, luxury tax exemption & tourism promotional assistance



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