

ANDHRA PRADESH TOURISM STRATEGY-PATH TO 2029



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For inquiries or further information, please contact the Department of Tourism at (ceo-apta@ap.gov.in).

Conceptualisation: GFST

Strategic Partner: Ernst & Young

Design: OTS Advertising

Printer: Harshitha Printers

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NARA CHANDRABABU NAIDU

Chief Minister of Andhra Pradesh

FOREWORD BY

Hon'ble Chief Minister of Andhra Pradesh

Andhra Pradesh is at the cusp of a tourism renaissance. With our rich cultural heritage, spiritual legacy, and breathtaking natural landscapes, we are poised to become a global tourism powerhouse.

This strategy is not merely a roadmap—it is a bold declaration of our commitment to inclusive growth, sustainable development, and the creation of world-class tourism experiences.

By harnessing the power of technology, embracing innovation, empowering our communities, and fostering strategic partnerships across sectors, we are building a tourism ecosystem that is future-ready and globally competitive. Our vision is to make Andhra Pradesh a destination where every traveler finds not just a place to visit, but a story to live—a journey that touches the soul and leaves lasting memories.

I invite the world to discover the soul of Andhra Pradesh—to walk its sacred paths, sail its rivers, explore its forests, and engage with its people. Join us in this journey toward pride, prosperity, and global recognition. Together, let us shape a new era of tourism that celebrates heritage, embraces innovation, and uplifts every citizen of our great state.

PREFACE BY

Hon'ble Minister for Tourism & Culture Andhra Pradesh



Sri Kandula Durgesh

Hon'ble Minister for
Tourism & Culture

It gives me immense pride to present the 'Andhra Pradesh Tourism Strategy – Path to 2029', a visionary blueprint that reflects our unwavering commitment to transforming Andhra Pradesh into one of the most vibrant, inclusive, and sustainable tourism destinations in the world. Tourism is not just an economic activity—it is a powerful force for cultural exchange, community empowerment, and regional development. With our rich spiritual heritage, diverse landscapes, and dynamic cultural traditions, Andhra Pradesh is uniquely positioned to offer immersive and unforgettable experiences to travelers from across the globe.

This strategy is the result of extensive consultations, research, and collaboration. It outlines a bold and integrated approach built on six strategic pillars: product and project development, investment facilitation, branding and marketing, creative economy, smart technology enablement, and capacity building.

We are embracing innovation and digital transformation to enhance visitor experiences, while ensuring that tourism growth is inclusive, community-driven, and environmentally responsible. From temple circuits and beach tourism to adventure trails and cultural festivals, our goal is to diversify offerings and extend the economic benefits of tourism to every corner of the state.

As the Minister for Tourism, I am deeply committed to ensuring that this strategy is implemented with integrity, agility, and accountability. I invite all stakeholders—industry leaders, investors, entrepreneurs, and citizens—to join us in this transformative journey.

Let us work together to make Andhra Pradesh a global beacon of sustainable tourism, where every visitor finds not just a destination, but a story to live.

PREFACE BY

Special Chief Secretary to Government



Sri Ajay Jain IAS

Special Chief Secretary
to Government, YAT & C
Department, Government
of Andhra Pradesh

Andhra Pradesh is indeed poised for a significant transformation in its tourism sector. With its rich cultural heritage, diverse landscapes, and historical sites, the state has the potential to attract a wide range of tourists. With over 27 crore domestic tourist visits in 2023–24 and tourism contributing INR 70,000 crore (4.6%) to the state's GSDP, the potential is immense. This strategy envisions a bold leap forward targeting a GSDP contribution of INR 2.4 lakh crore and the creation of over 50 lakh jobs by 2029.

To realize this, we have laid out a comprehensive roadmap anchored on 6 strategic pillars:

- 25+ thematic circuits across spiritual, coastal, eco, adventure, and heritage tourism
- 7 anchor hubs including Visakhapatnam, Tirupati, Araku, and Gandikota
- A shift from high-volume to high-value tourism—raising average tourist spend from INR 1,700 to INR 25,000
- Expansion of hotel room inventory from 3,500 to 9,300
- Attraction of INR 25,000+ crore in private investment

This strategy is not just about numbers—it's about people. Through the People-Public-Private Partnership (P4) model, smart technology, and a strong focus on sustainability and community engagement, we aim to make tourism a true engine of inclusive growth.

We invite all stakeholders—government, industry, and citizens—to join us in this journey to make Andhra Pradesh a global tourism destination and a land of unforgettable living experiences.

PREFACE BY

Chief Executive Officer



Smt. Amrapali Kata IAS

Chief Executive Officer,
Andhra Pradesh Tourism
Authority, Govt. of Andhra
Pradesh and Managing Director,
Andhra Pradesh Tourism
Development Corporation

Tourism is more than travel—it's a bridge between cultures, a driver of livelihoods, and a catalyst for inclusive growth. Andhra Pradesh, with its breathtaking landscapes, spiritual heritage, and vibrant communities, is uniquely positioned to lead India's next tourism revolution. This strategy sets a bold course for the future. By 2029, we aim to increase tourism's contribution to the state's economy from INR 70,000 crore to INR 2.4 lakh crore, create 50 lakh jobs, and welcome travellers from across the globe to experience our 25+ thematic circuits and 7 anchor hubs.

Our focus is clear: build immersive experiences, empower local communities, embrace smart technology, and attract meaningful investment. Whether it's a pilgrim's journey to Tirupati, a beachgoer's escape to Suryalanka, or a trekker's adventure in Gandikota, we want every visitor to leave with a story worth sharing.

I see this strategy not just as a plan—but as a promise. A promise to deliver quality, sustainability, and opportunity. Together, with our partners and people, we will make Andhra Pradesh a land of living experiences.

PREFACE BY

Director, Department of Information & Public Relations (I&PR)



Shri Himanshu Shukla, IAS

Director, Department of
Information & Public Relations
(I&PR)

As Andhra Pradesh advances confidently toward its goal of becoming a leading global tourism destination, Tourism Department is privileged to play a key role in bringing this transformative vision to life. A vital focus area is strengthening our branding and promotional strategies—developing a compelling identity that showcases our distinctive tourism circuits, vibrant cultural legacy, and memorable experiences tailored for the modern traveler.

The state's rich heritage—reflected in its majestic temple architecture, exquisite handicrafts, diverse cuisine, and vibrant festivals—offers immense potential for immersive and culturally enriching tourism. We are also unlocking high-value segments such as destination weddings, where Andhra Pradesh's scenic beauty, coastal allure, traditional art forms, and spiritual ambiance provide the ideal canvas for unforgettable celebrations rooted in authenticity.

Technology is at the heart of our evolution. By integrating smart solutions such as virtual tours, real-time dashboards, and digital engagement platforms, we are improving the tourist experience while ensuring safety, convenience, and responsive governance. Simultaneously, we are committed to capacity building—empowering local communities, especially women and youth, with the skills needed to actively participate in and benefit from the expanding tourism ecosystem.

To achieve this shared vision, Andhra Pradesh Tourism is actively fostering private investment and strategic partnerships, building a framework that is inclusive, investor-friendly, and impact-oriented. We extend a warm invitation to all stakeholders to collaborate with us in shaping a future where Andhra Pradesh is not just visited—but truly experienced as a vibrant cultural, artisanal, and experiential destination.

PREFACE BY



S.P. Tucker, IAS (Retd)

Vice Chairman & Director, GFST

The strategy document is culmination of series of actions taken to realize the guidance of the Honorable Chief Minister of setting the target of 18-20% CAGR of tourism sector in Andhra Pradesh for next five years. The knowledge partner Ernst and Young, the line Department of Tourism and Global Forum for Sustainable Transformation have worked together to strategize to convert this vision into reality. The starting point was the organizational restructuring and identification of multiple products that would require the targeted approach and management. The goals were converted in to the number of travelers and period of stay and ways of enhancing that. The key areas of investment were identified and targets fixed. I am pleased to note that more than 10,000 crores of rupees, Memorandum of Understanding are being signed during the two-day conference. The outcomes will be monitored through KPIs.



Sanjay Gupta, IFS (Retd)

CEO, GFST

Going forward, this strategy document needs to be regularly monitored through KPIs. This entire strategy is converted to actionable items. Each of these actionable items are related to KPIs which are placed onto a Dashboard which is an automated system linked with AI. The events are captured as they happen at multiple periodicities. The Dashboard will serve as a single source of truth in future and all the meetings can take place using the Dashboard. An AI enabled app is also being launched for assisting the Tirupati-Tirumala travelers. The App will facilitate their navigation, security, accommodation, darshan management etc and from the management perspective it will address issues like crowd management, footfall forecasting among various other initiatives. The App will be replicated to multiple sites across the state.

EXECUTIVE SUMMARY

Introduction

Andhra Pradesh, blessed with rich cultural heritage, historical significance, and diverse natural landscapes, stands ready for a tourism renaissance. The state has demonstrated strong potential by attracting over 27 crore domestic visitors in 2023-24, establishing a solid foundation for exponential growth. This comprehensive strategy, developed by the Department of Tourism, Government of Andhra Pradesh, presents a structured roadmap to transform the state into a leading global tourism destination while maximizing socio-economic benefits for local communities.

The primary objective is to elevate tourism as a key engine of economic growth and employment generation in Andhra Pradesh. The strategy addresses the critical need to transition from a high-volume, low-value tourism model to a high-value tourism that encourages longer stays and greater tourist expenditure. This transformation is essential to unlock the state's full economic potential, diversify the tourism portfolio beyond traditional segments, and create sustainable employment opportunities across the state.

The strategy is built on five interconnected growth pillars that form the foundation for comprehensive tourism ecosystem development:

1. Product and Project Development

This pillar focuses on creating world-class, immersive travel experiences through strategic destination development. The cornerstone approach involves developing over thematic circuits organized around Anchor Hubs: Visakhapatnam, Tirupati, Araku Valley, Rajahmundry, Amaravati, Srisailem, and Gandikota. This hub-and-spoke model ensures that development benefits reach surrounding regions while creating diverse tourism offerings.

The temple circuit development encompasses over 10 enhanced circuits featuring modernized infrastructure, digital integration through AR/VR experiences, curated spiritual trails, and sustainable practices. The vision positions Tirupati as the "Spiritual Capital of the World." Coastal tourism development includes five circuits along the extensive coastline, focusing on high-quality amenities, Blue Flag certification pursuit, and water sports promotion. Three eco-tourism circuits will promote sustainable travel through eco-lodges, nature-based activities, and strong community involvement.

Additional specialized circuits include Buddhist heritage, cultural legacy, riverine experiences, and sea-plane tourism to cater to diverse traveler interests. The government anticipates project investments worth INR 25,000 crore over five years through combined state and central funding, private investments, and innovative Public-Private Partnerships.

2. Investment Promotion and Facilitation

This pillar creates an attractive investment environment through the Tourism Policy 2024-29, which grants “Industry Status” to tourism projects, enhancing their financial viability. The policy offers comprehensive incentives including stamp duty reimbursement, land conversion charge waivers, capital subsidies, industrial electricity rates, and net SGST reimbursement, with tailored benefits for mega-projects.

The innovative People-Public-Private Partnership (P4 Model) goes beyond conventional PPPs by involving local communities in investment opportunities and benefit-sharing, fostering inclusive growth. The state actively promotes investment opportunities at global forums like ITB Berlin and ATM Dubai, already securing INR 10,000+ Cr investment commitments which will create 15,000+ direct employment opportunities.

3. Branding and Marketing

This pillar transforms Andhra Pradesh’s tourism profile through unified, professional branding and high-impact marketing strategies. The master brand identity unifies all marketing efforts, conveying vibrancy and authenticity while positioning the state for immersive travel experiences.

Supporting thematic sub-brands like “Azure Andhra” for coastal tourism and “Spiritual Andhra” for pilgrimage experiences target specific market segments. The flagship “365 Days of Event Calendar” initiative promotes year-round destination appeal through continuous festivals and events, while the international “Brand Campaigns” target key source markets.

The digital transformation strategy emphasizes professional agency partnerships, an integrated mobile “Super App,” modern tourism portal development, and engaging AR/VR content creation for contemporary marketing approaches.

4. Creative Economy

This pillar transforms the state into a creative economy-driven destination by integrating culture, technology, and commerce. It proposes the development of Creative & Cultural Districts in key hubs like Visakhapatnam, Amaravati and Tirupati, film tourism infrastructure, and innovation hubs for cultural startups and MSMEs.

The strategy emphasizes digital tools like AR/VR, AI, and 3D digitization to enhance heritage experiences and storytelling. These initiatives aim to boost tourism revenue, create local jobs, preserve cultural heritage, and elevate Andhra Pradesh’s global cultural presence, supported by a dedicated Creative Economy & Cultural Tourism Council and cross-sector partnerships.

5. Smart Technology Enablement

This pillar leverages cutting-edge technology to create a “Smart Tourism State” with seamless visitor experiences from planning to departure. The integrated “Super App” serves as a comprehensive mobile solution featuring trip planning, booking capabilities, 24x7 AI-powered concierge services, and real-time location-based recommendations.

A smart tourism dashboard provides real-time, integrated data monitoring of the entire tourism ecosystem, enabling data-driven decision-making for government and private stakeholders. Immersive AR and VR technologies create virtual tours of heritage sites, offering “try before you visit” experiences that promote diverse locations.

Enhanced security and mobility solutions include AI-powered systems, facial recognition, and drone technology for safety at high-footfall pilgrimage sites, while sustainable mobility initiatives promote electric vehicle adoption on tourist routes.

6. Capacity Building

This pillar recognizes skilled workforce development as crucial for service excellence delivery. Institutional strengthening includes establishing a new Institute of Hotel Management and several Food Craft Institutes to create a robust talent pipeline. Local employment mandates require hotel chains to hire at least 60% of their workforce from local populations, ensuring community benefits.

A comprehensive statewide “Skill Census” will inform targeted training programs, with Satellite Training Centers established in rural and tribal areas offering instruction in local languages. Global competitiveness initiatives include cross-border apprenticeship programs partnering with leading tourism countries like Switzerland and Thailand, providing students with international exposure and globally recognized certifications.

Key Targets and Outcomes

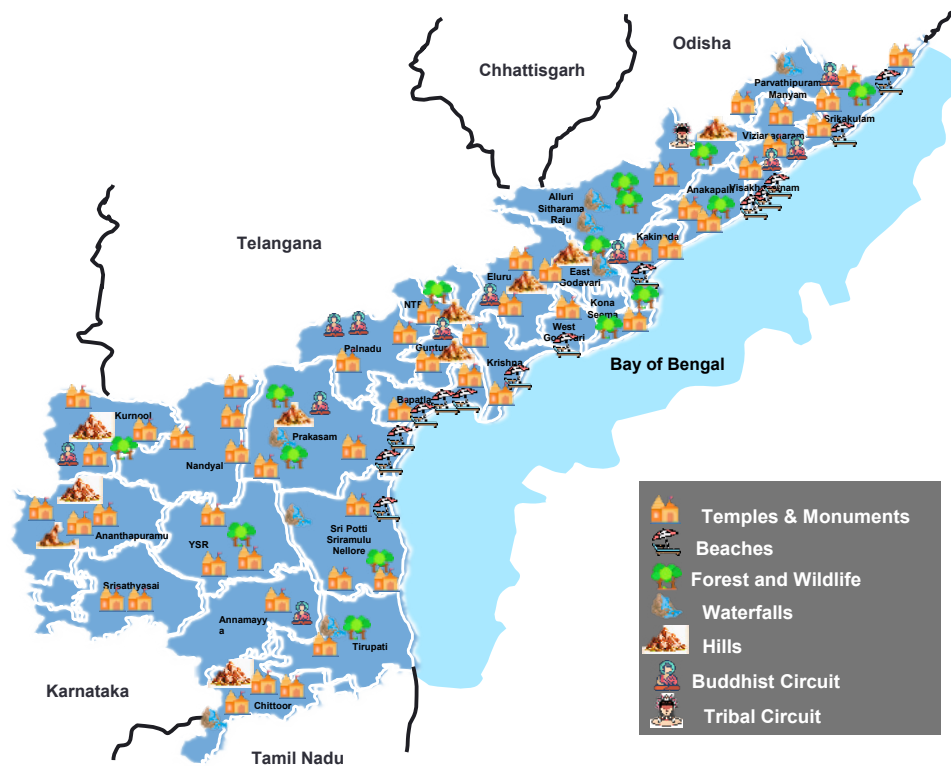
In alignment with AP Tourism Strategy 2024-29, the strategy sets ambitious targets for 2029: increase tourism's GSDP contribution from INR 70,000 crore (4.6%) to INR 2,40,000 crore (8%); create about 50 lakh new jobs, raising tourism's employment share from 12% to over 15%; elevate Andhra Pradesh into India's top 10 states for foreign tourist arrivals; increase average tourist spending from INR 1,700 to INR 25,000 and extend average stay duration from 1-2 days to 5 days; expand classified hotel room inventory from 4,300 to 20,000 rooms and attract over INR 25,000 crore in private investments. The strategy anticipates a paradigm shift with temple tourism's revenue share adjusting from over 70% to approximately 65%, reflecting significant growth in beach, eco-tourism, and wellness segments, creating a more balanced tourism economy targeting 25-28% annual growth.

Conclusion

The “Strategy for Development of Tourism Sector in Andhra Pradesh” presents a comprehensive vision to establish the state as a premier global tourism destination by 2029. Through coordinated implementation of five integrated growth pillars, Andhra Pradesh is positioned to achieve substantial economic growth, create widespread employment opportunities, and showcase its unique cultural and natural heritage to international audiences. The strategy's success depends on strategic partnerships, sustainability principles, and technological innovation, providing a clear pathway for the state to secure its place on the global tourism map as a destination offering unforgettable living experiences.

1. INTRODUCTION

1.1. Overview of Tourism Sector in Andhra Pradesh



Andhra Pradesh is renowned for its rich cultural heritage, historical significance, and stunning natural landscapes. The state is home to numerous ancient temples, forts, and monuments that reflect its historical significance. The map below illustrates the various tourist destinations across the state:

The State is a major pilgrimage destination, with Tirupati being one of the most visited religious sites in the world. The Tirumala Venkateswara Temple attracts millions of devotees annually. Other important pilgrimage sites include Srikalahasti and the ancient temples of Amaravati. The state boasts diverse landscapes, from the scenic hills of Araku Valley to the beautiful beaches of Visakhapatnam. The Eastern Ghats and the coastline along the Bay of Bengal offer breathtaking views and opportunities for outdoor activities. In addition, AP is home to several bird sanctuaries like Nelapattu, Uppalapadu, wildlife sanctuaries Kambalakonda, Rollapadu and national parks, including the Nagarjunsagar-Srisaillam Tiger Reserve, which is rich in biodiversity and offers opportunities for wildlife enthusiasts. Further, the state celebrates numerous festivals with great enthusiasm, including Ugadi, Sankranti, and Dasara, showcasing

its vibrant culture and traditions. The graph below illustrates the annual domestic tourist visits witnessed by various states in 2023-24 and the corresponding growth rates over the last 7-8 years¹:

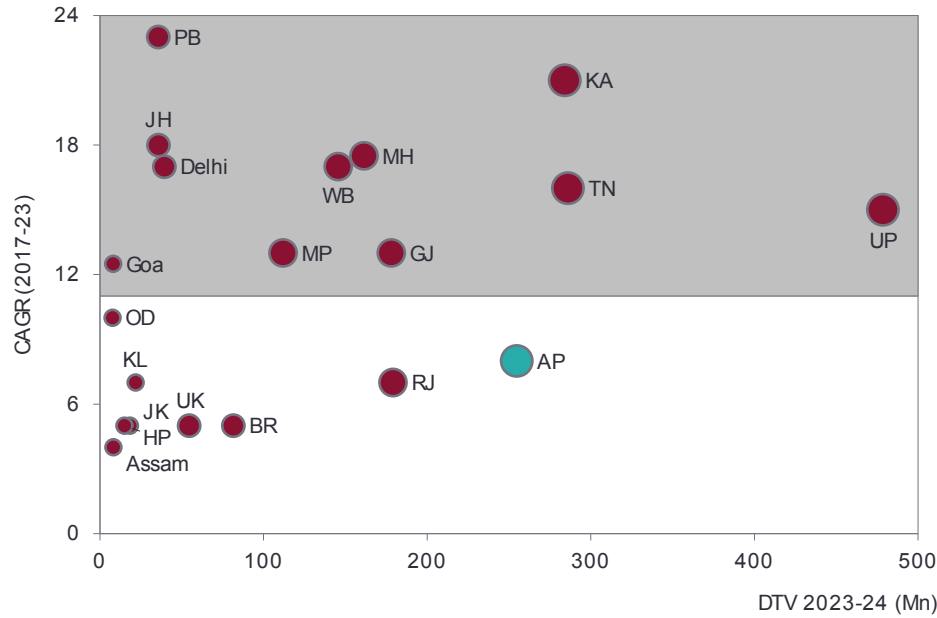


Figure 2: Annual Domestic Tourist visits witnessed by various states in 2023-24 and the corresponding growth rates over the last 7-8 years

Over 27 crores visitors visited the state in the 23-24. While historically the growth has been muted, in FY 2021-22, the state registered year-on-year growth of 107% and 502% in terms of domestic tourist visits and foreign tourist arrivals, respectively following the Covid-19 pandemic. The growth momentum continued in 2023-24 as well.

Tourism contributes ~4.6% of AP’s GSDP and supports over 12% of its workforce. While the tourism footfalls are encouraging the per capita spent (INR 1,700 per person) is below the National average on account of infrastructure deficit, lack of quality hotel keys, muted branding and promotion, lack of finance to develop tourism circuits and other attractions, safety and security, quality and standards of service and natural disasters are some of the key issues which have prevented the state in realizing its full potential in the tourism sector.

1.2. Need for a Tourism strategy

The State has set ambitious targets to increase the contribution of tourism from current INR 70,000 crores to INR 240,000 crores by 2029 thereby increasing the contribution

¹ Ministry of Tourism Annual Report published since 2017 to current

of the sector to 8% of AP's GSDP. This would entail adding over 50 lakh formal and informal employment over the next 5 years thereby increasing the contribution of sector for employment to 15% from current of 12%. Granting industry status to the tourism sector will boost investments in the micro, small, and medium categories. While the targets are ambitious the State needs investments to improve the quality of infrastructure, revive places of historical importance, improve the facilities for beach and adventure tourism, support the hospitality sector with incentives to set up hotels and amusement parks and promote eco-tourism projects.

The table below depicts Macro Indicators that the State Aspires to achieve over the next 5 years:

Table 1: Macro Indicators that the State Aspires to achieve over the next 5 years²

| Macro Indicator | Current State | Policy Target (2029) |
|---|---------------|----------------------|
| Contribution of Tourism to State GVA (%) | 4.6% | 8% |
| Contribution of Tourism to State's GDP (INR Crore) | 74,000 | 2,40,000 |
| Shares of Tourism in employment | 12% | 15% |
| Rank in no. of Foreign Tourist Arrivals (FTAs) in India | 13 | Top 10 |
| Average spends per tourist (INR) | 1,700 | 25,000 |
| Average duration of stay | 1-2 | 5 |
| Total number of classified hotel room inventory | 4,450 | 20,000 |
| Total number of unclassified hotel room inventory | 15,000 | 30,000 |

With the proposed investment, this can rise significantly, boosting GDP, generating lakhs of jobs, and attracting INR 25,000+ crore in private investments. The tourism sector offers high returns on public spending and supports inclusive regional development, especially in heritage-rich but economically lagging districts. The targets set by the department are ambitious and need a detailed strategy to achieve the objectives. The illustration below depicts the broad objectives and strategic pillars to achieve them.

² Andhra Pradesh Tourism Department

As depicted in the diagram below, creating a tourism strategy is essential for several reasons:

- **Economic Growth:** Tourism can significantly contribute to the local economy by creating jobs, generating income, and attracting investment.
- **Sustainable Development:** A well-planned tourism strategy promotes sustainable practices that protect the environment and local culture while providing economic benefits.
- **Branding and Marketing:** A clear strategy helps in effectively branding and marketing the destination, making it more appealing to potential visitors.
- **Infrastructure Development:** It identifies the need for infrastructure improvements, such as transportation, accommodation, and attractions, which can enhance the overall visitor experience.
- **Community Engagement:** Involving local communities in the tourism strategy fosters a sense of ownership and ensures that tourism development aligns with their needs and values.
- **Crisis Management:** A robust strategy prepares destinations to handle crises, such as natural disasters or pandemics, ensuring resilience and quick recovery.
- **Visitor Experience:** It focuses on enhancing the visitor experience, leading to higher satisfaction rates and repeat visits.
- **Policy Framework:** A tourism strategy provides a framework for policymaking and regulation, ensuring that tourism development is managed effectively.

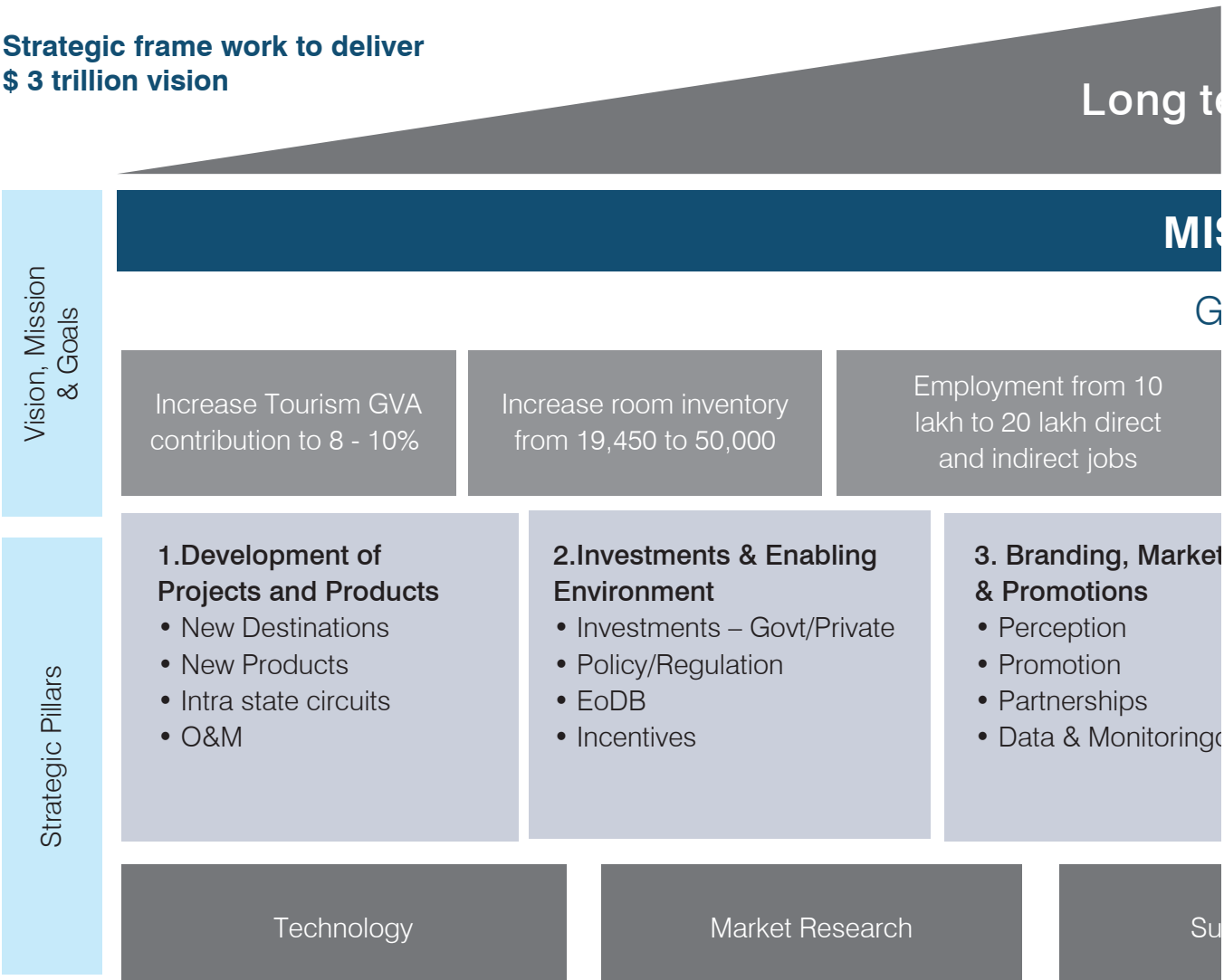
In summary, a tourism strategy is vital for maximizing the benefits of tourism while minimizing its negative impacts, ensuring long-term sustainability and growth. In the paper we discuss in detail the strategic pillars to achieve the mission.

2. GROWTH PILLARS

Development of Projects and Products

As mentioned earlier, the State, with its rich cultural heritage, historical landmarks, and stunning natural beauty, is emerging as a promising tourism destination. The state offers a diverse array of attractions, including ancient temples, pristine beaches, lush hill stations, wildlife sanctuaries, and unique art, cuisine, and architecture, appealing to both domestic and international travelers. Recognizing this immense potential, the Government of Andhra Pradesh has introduced over 25 thematic circuits under 7 Anchor Hubs and Adventure Tourism circuits designed to attract tourists with special interests in exploring these remarkable sites.

Strategic frame work to deliver \$ 3 trillion vision



2.1. Product Development

2.1.1. Anchor Hubs

The Anchor hubs—Visakhapatnam, Araku Valley, Rajahmundry, Amaravati, Srisailam, Gandikota, and Tirupati - are strategically chosen to represent the state’s diverse tourism offerings, including spiritual, eco, river, adventure, and heritage tourism. Each anchor hub is being developed as a central node in a broader tourism circuit, supported by world-class infrastructure such as upgraded airports, smart roads, luxury accommodations, and digital services. The goal is to extend tourist stays, increase foreign tourist arrivals, and boost tourism’s contribution to the state’s GDP. These hubs are also designed to foster public-private partnerships, encourage community participation, and promote sustainable tourism practices. This anchor hub model is central to Andhra Pradesh’s vision of becoming a globally recognized tourism destination by 2047.

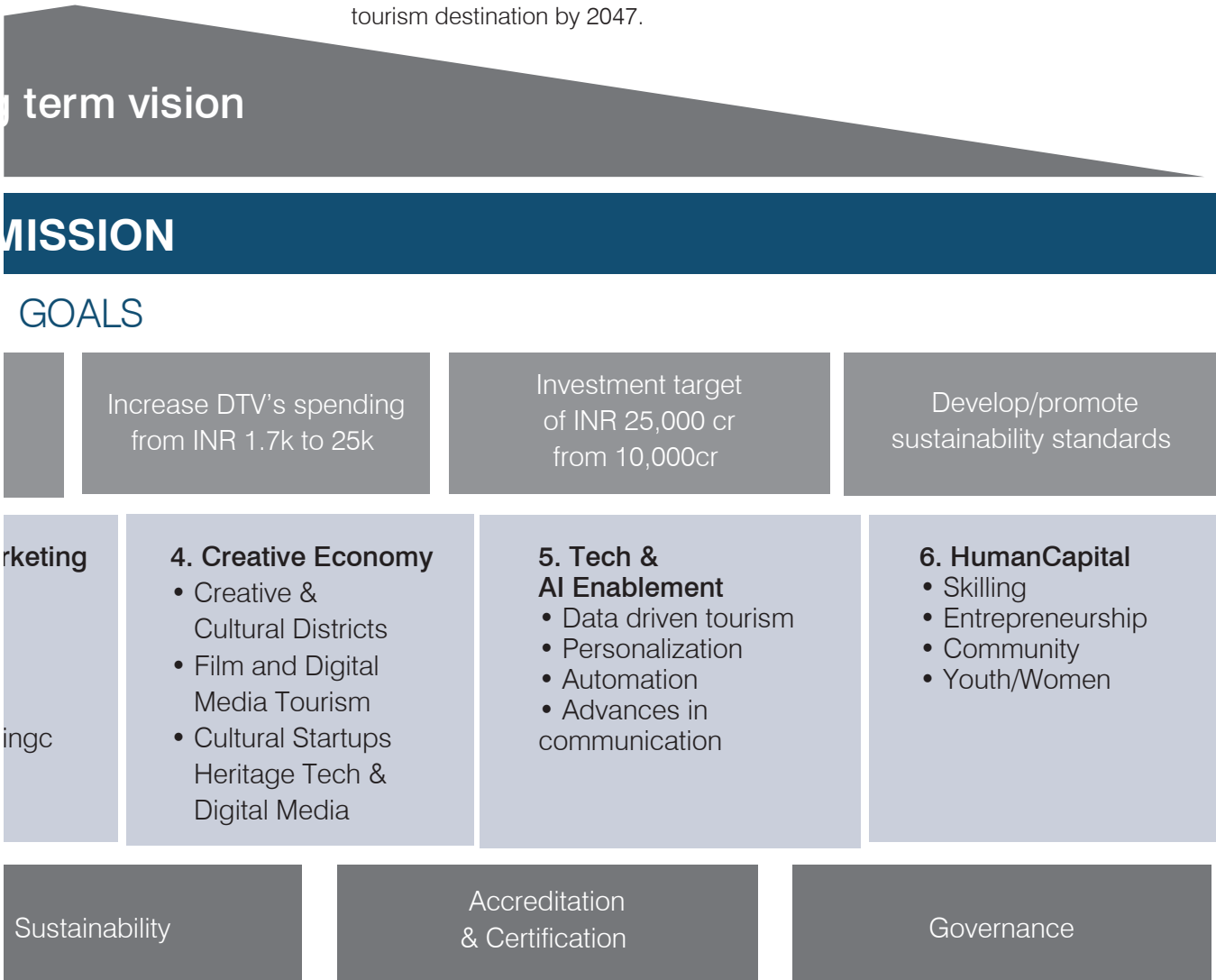


Figure 3: The diagram illustrates the Long-Term Vision of Tourism Strategy for the state.

- a. **Development of multi-modal transport hubs in key cities like Visakhapatnam, Tirupati, and Amaravati to ensure seamless connectivity for tourists.**
- b. **Smart tourism infrastructure** including mobile apps, digital kiosks, and real-time dashboards for navigation, planning, and visitor engagement.
- c. **Experience-rich urban environments** with thematic circuits, cultural hubs, night tourism, and city festivals to attract diverse tourist segments.
- d. **Support for local economy** through artisan markets, cultural experience centers, skill development centers, and tourism entrepreneurship via public-private partnerships.
- e. **Sustainable urban tourism** with green mobility options, eco-certified facilities, and beautification of public spaces and heritage zones.

The key anchor hubs are depicted in the diagram below:

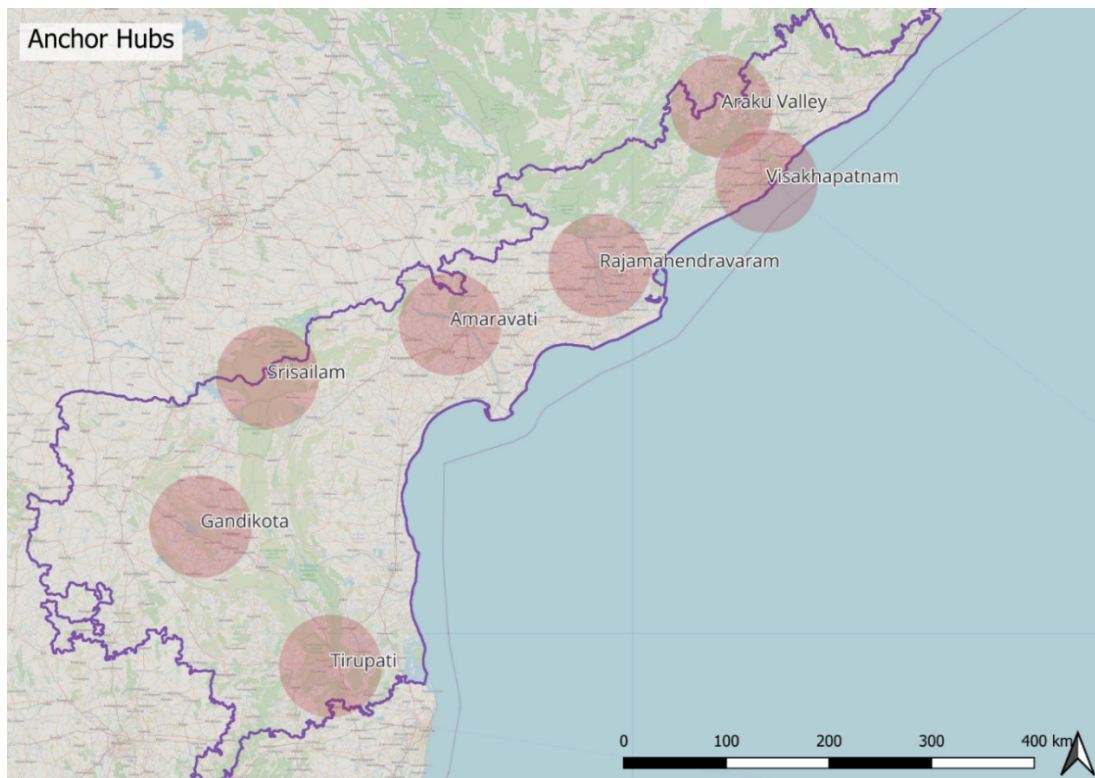


Figure 4: Map illustrating the Anchor Hubs as per the Andhra Pradesh Tourism Policy 2024-29³

i. **Use Case for Transforming Tirupati as Anchor Hub Development**

Tirupati, home to the revered Sri Venkateswara Temple, is one of the most visited pilgrimage destinations in the world. Recognizing its spiritual and economic

³ Andhra Pradesh Tourism

potential, the Government of Andhra Pradesh has launched a visionary initiative under the Tourism Policy 2024-29 to position Tirupati as the “Spiritual Capital of the World.”

Key targets

- Increase tourist footfall to 5 Cr⁴.
- Boost foreign tourist arrivals (FTAs) from 0.2 cr to 1 cr⁵
- Raise tourism GVA contribution from 4.6% to 8% in AP⁶
- Total Investment Required: INR 5,000 Cr (Public + Private)⁷

Table 2: Comparative Analysis of India’s Religious Destinations⁸

| Metric | Tirupati (2023) | Varanasi (2023) | Golden Temple (2023) | Target for Tirupati (2029) |
|----------------------|-----------------|-----------------|----------------------|----------------------------|
| Annual Visitors (Cr) | 2.5 | 2.0 | 1.5 | 5.0 |
| FTA (%) | 2% | 5% | 3% | 10% |
| Avg. Stay (Days) | 1.5 | 2.5 | 2 | 4 |
| Revenue (INR Cr) | 12,000 | 10,000 | 8,000 | 30,000 |

Key Takeaways

- Tirupati leads in footfall but lags in foreign tourists and average stay duration.
- Varanasi outperforms in experiential tourism (Ganga Aarti, cultural events).
- Golden Temple excels in community-driven tourism (free langar, volunteer culture).

Proposed New Tourism Development and Attraction

- a. **Spiritual Theme Park/Experience Center:** A modern facility that uses interactive exhibits, multimedia presentations, and potentially even virtual reality to showcase the history, mythology, and significance of Tirupati and Lord Venkateswara.
- b. **Museum of Religious Art and Artifacts:** Displaying the rich collection of religious art, sculptures, and artifacts associated with the temple and the region.
- c. **Cultural Center:** A space to showcase the traditional arts, crafts, music, and dance forms of Andhra Pradesh, providing cultural enrichment for tourists.
- d. **Improved Public Spaces and Landscaping:** Enhancing the aesthetic appeal of Tirupati town with better landscaping, parks, and pedestrian-friendly zones.

4 Andhra Pradesh Tourism and EY Analysis and Research
5 Andhra Pradesh Tourism and EY Analysis and Research
6 A.P. Tourism Policy 2024-29
7 Andhra Pradesh Tourism and EY Analysis and Research
8 Ministry of Tourism Statistic Book 2023

- e. **Development of Local Cuisine Experiences:** Promoting local Andhra cuisine through food festivals, culinary tours, and partnerships with local restaurants.
- f. **Wellness and Ayurveda Centers:** Given the spiritual ambiance, promoting wellness retreats and Ayurveda centers could attract a different segment of tourists seeking rejuvenation.
- g. **Eco-Tourism Initiatives around Tirupati:** Developing nature trails and viewpoints in the surrounding hills (while respecting the sanctity of Tirumala) to diversify the tourism offerings. (Concept similar to Trek TN with Forest Dept. guided trips)
- h. **Night Tourism:** Carefully planned and managed night-time activities or light and sound shows that highlight the temple's architecture and history.
- i. **Educational Tourism:** Organize talks and workshops on Hindu philosophy, temple architecture, and local traditions.
- j. **Community Engagement and Empowerment:** Involve local communities in tourism initiatives by promoting local crafts, arts, and temple-based livelihoods, ensuring that tourism benefits the residents.
- k. **Transportation and Accessibility Improvements:** Enhance connectivity between temple sites and nearby attractions through improved transportation options, making it easier for tourists to explore multiple destinations.
- l. **Thematic Pilgrimage Packages:** Create curated pilgrimage packages that allow visitors to experience multiple temples in a single journey, encouraging longer stays and deeper engagement with the spiritual landscape.

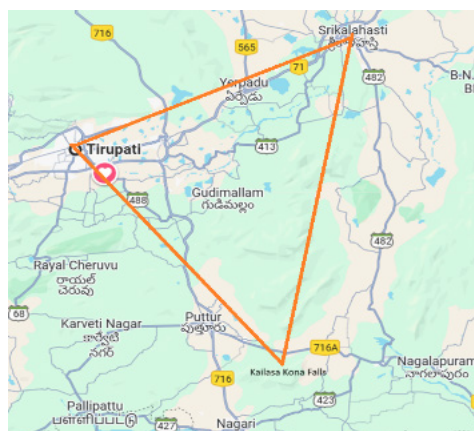


Figure 5: Map of Mini Circuit 1: Temples & Nature Triangle

Proposed Mini Circuits

The following mini- circuits can be planned

- **Mini Circuit 1: Temples & Nature Triangle**
 - Route: Tirupati, Sri Kalahasti, Kailasakona
 - Description: 2-day mix of Temple and Nature
- **Mini Circuit 2: Devotional Circuit**
 - Route: Tirupati, Sri Kalahasti, Kanipakam
 - Description: 2-day trip focused on temple visits.
- **Mini Circuit 3: Devotional, Leisure & Fort Circuit**
 - Route: SriCity, Tirupati, Chandragiri fort, Kailasa kona Falls, Nagalapuram
 - Description: 2Night - trip focused on Temple, Nature & Fort

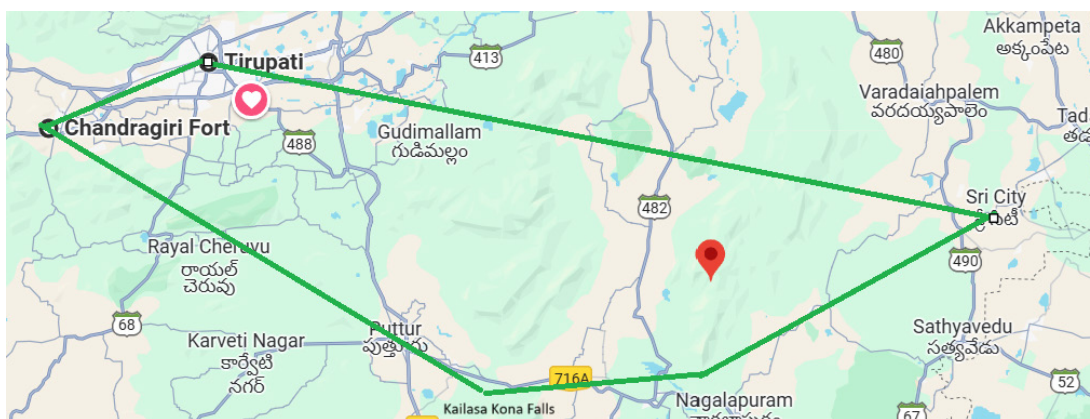


Figure 6: Map of Mini Circuit 3: Devotional, Leisure & Fort Circuit

Cultural Monetization

Apart from above mentioned measures, cultural monetization is a widely adopted strategy to increase footfalls. Various measures that can be introduced are:



Figure 7: Visual illustration of an envisaged Laddu World

Food Tourism

- Year 1: GI-tag Tirupati Laddu + launch food walks / AP Cuisine Festivals.
- Year 3: Can Explore creating “Laddu World” theme park (similar concept to Brussels’ Chocolate Village in EU).
- **Artisan Empowerment**
 - TTD Certification: Train 500 Kalamkari artists as “Temple Art Ambassadors”.
- **Tirupati Laddu Global Expansion**
 - Export GI-tagged laddus to USA/UAE (Premium pricing INR 1,000/pack)
 - Projection: +INR 200 Cr/yr by 2027

2.1.2. Thematic Circuits

Through targeted interventions across the six pillars, Andhra Pradesh would transform its thematic tourism circuits and Anchor hubs into immersive, sustainable, and community-driven experiences. This integrated approach enhances infrastructure, leverages digital innovation, enriches visitor engagement, empowers local communities, and ensures environmental stewardship.

Further, these Anchor Hubs have a potential to offer diverse tourism experiences, including beach tourism, river cruises, spiritual tourism, eco-tourism, wellness, heritage, adventure, and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. These hubs are designed to provide multi-stay itineraries that cater to a variety of traveler interests. A “hub-and-spoke” model opted for enabling surrounding areas to benefit from the development of these central locations.

25 Thematic Circuits identified under 7 Anchor Hubs to elevate the Andhra Pradesh’s tourism landscape are discussed below:

Table 3: 25 Thematic Circuits under 7 Anchor Hubs⁹

| S. No. | Name of the Thematic Circuit | No. of Circuits | Locations |
|--------|------------------------------|-----------------|--|
| 1. | Temple Circuit | 10 | Shakti Peetham, Simhachalam, Dwaraka Tirumala, Rajahmundry (Annaram), Vijayawada, Srisaillam, Ahobillam, Tirupati, Lepakshi, Kanipakam |
| 2. | Buddhist Circuit | 2 | Visakhapatnam, Amaravati- Nagarjuna Konda |
| 3. | Beach Circuit | 5 | Srikakulam, Visakhapatnam, Kakinada, Machilipatnam, Suryalanka, Nellore |
| 4. | River Circuit | 4 | Godavari, Krishna, Konaseema, Backwater |

⁹ A.P. Tourism Policy 2024-29

| S. No. | Name of the Thematic Circuit | No. of Circuits | Locations |
|--------|------------------------------|-----------------|--|
| 5. | Sea Cruise Circuit | 2 | Visakhapatnam- Bhubaneshwar- Kolkata Visakhapatnam- Chennai- Tuticorin- Trivandrum |
| 6. | Eco-Tourism Circuit | 3 | <ul style="list-style-type: none"> • Anantapuram - Chittoor • Tirupati - Annamaya • Nandyal – Prakasam • Prakasam – Guntur - S.P.S.R.Nellore • Kakinada – ASR – Eluru • ASR – Visakhapatnam – Vizianagaram - Parvathipuram Manyam – Srikakulam |
| 7. | Sea Plane Circuit | 8 | Araku Valley, Visakhapatnam, Rajahmundry, Konaseema, Prakasham Barrage, Tirupati, Gandikota, Srisailem |

Tourism product development in Andhra Pradesh is being strategically advanced through the creation of **thematic circuits and anchor hubs**, aimed at showcasing the state's rich cultural, spiritual, natural, and historical assets.

With over **25 thematic circuits + 7 Anchor hubs** identified—ranging from temple, beach, and river circuits to eco-tourism, sea cruise experiences and adventure activities—the state is curating specialized travel routes that cater to diverse tourist interests.

Under Product Development initiative, Andhra Pradesh Tourism Department is creating and enhancing experiences, services, and destinations through Public-Private partnership (PPP) model that attract and satisfy tourists. This process also involves designing travel experiences that are marketable, sustainable, and culturally enriching, while also benefiting local communities and economies. This initiative aims to leverage collaboration between the government and private sector to improve tourism infrastructure and offerings, ensuring a memorable experience for visitors.

Product Development Curation revolves around 5 key interventions namely (i) Infrastructure and Amenities, (ii) Digital and Smart Solutions (iii) Experience Enhancement (iv) Local Economy and Community Engagement and (v) Sustainability and Cleanliness. Product development proposed under different Circuits and Anchor Hubs are as below:

I. Temple Circuits

The State has been a great source of spiritual rejuvenation for travelers from across the globe. It is home to over 27,000+ temples (managed by Endowment Dept, GoAP)¹⁰, exemplify the rich Dravidian style of architecture. Temple/Spiritual tourism contributes ~70% of tourism sector in the state.

10 Endowment Department, GoAP

The map below illustrates 10 temple Circuits across the state:

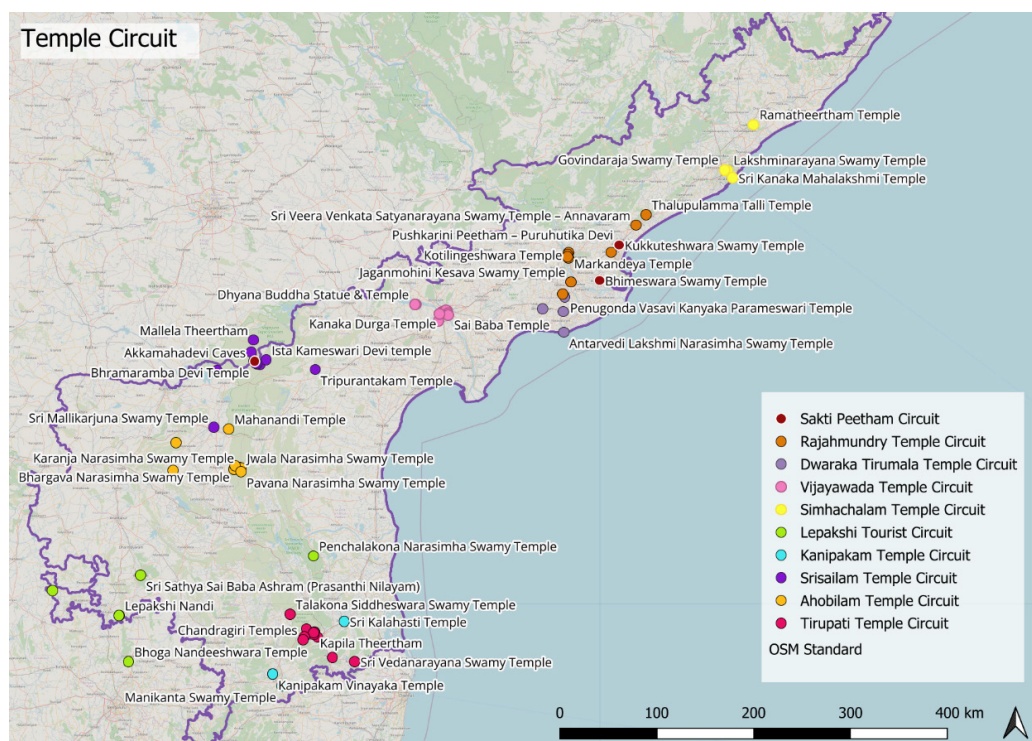


Figure 8: The map illustrating 10 Temple Circuits across the state

The temple circuits in Andhra Pradesh are witnessing a significant revival and expansion, driven by the state's focus on promoting spiritual tourism. The Government has launched 10+ Temple Circuits in Tourism Policy connecting major temples at Shakti Peetham, Simhachalam, Dwaraka Tirumala, Rajahmundry (Annaram), Vijayawada, Srisailem, Ahobilam, Tirupati, Lepakshi, Kanipakam making it easier for devotees to visit multiple sacred sites in a single journey, enhancing their spiritual journey.

With the development of the temple circuits, the state aims to diversify tourist activities around these sacred destinations. The initiative is designed to encourage visitors to spend more time, fostering longer stays and facilitating visits to multiple destinations surrounding the temples. By enhancing the overall experience, the state seeks to create a vibrant ecosystem that not only highlights the spiritual significance of the temples but also promotes local culture, cuisine, and hospitality, ultimately enriching the journey for every traveler.

This initiative is expected to boost tourism, generate employment, and enhance infrastructure. The tourism sector has also been granted "industry status," encouraging private investment and inter-departmental coordination. These developments at

the Temple Circuits are supported by central schemes like Swadesh Darshan and PRASAD. Overall, Andhra Pradesh is positioning itself as a premier destination for spiritual and heritage tourism in India.

Moreover, the tourism department is collaborating with the Endowments and Forest departments to ensure that religious tourism is sustainable and inclusive. Plans are underway to introduce multilingual signage, cultural festivals, and heritage walks to attract both domestic and international tourists. With these initiatives, Andhra Pradesh is not only preserving its spiritual legacy but also transforming it into a dynamic engine for cultural tourism and regional development.

Strategy for enhancing Temple Circuits experience

- Restoration and modernization of temple infrastructure to preserve heritage and improve pilgrim comfort.
- Digital integration through mobile apps, e-booking, and immersive AR/VR experiences.
- Enhanced spiritual experiences via curated trails, guided tours, and cultural festivals.
- Community empowerment by promoting local crafts, arts, and temple-based livelihoods.
- Sustainable practices including green transport, waste management, and eco-friendly amenities.
- Broadening the range of activities available to tourists around temple sites, encouraging them to extend their visits, engage more deeply with the local culture, and explore multiple sacred locations during their journey.

Case Study: Kashi Viswanath Temple Corridor

Varanasi, also known as Kashi, is one of the world’s oldest living cities and a spiritual nucleus for millions of Hindus. At its heart lies the Shri Kashi Vishwanath Temple, a revered Jyotirlinga shrine dedicated to Lord Shiva. Despite its religious prominence, the temple precinct faced severe infrastructural and accessibility challenges, limiting the spiritual experience for pilgrims. Government has allocated ~INR 800 Cr for various development projects over the last 5 years.

The **Shri Kashi Vishwanath Corridor Project** was launched to transform the temple precinct into a world-class spiritual and cultural destination.

The table below illustrates scenario over the decades and the recent interventions by Government:

Table 4: The scenario over the decades and the recent interventions by the Government at the Kashi Vishwanath Temple Corridor¹¹

| Scenario over the decades | Interventions taken under corridor development program |
|---|--|
| <ul style="list-style-type: none"> • Congested, narrow lanes and poor crowd management | <ul style="list-style-type: none"> • A 50,000 sq. m. corridor connecting the temple to the Ganga ghats |
| <ul style="list-style-type: none"> • Lack of basic amenities like clean restrooms and waiting areas | <ul style="list-style-type: none"> • Widened pathways for smooth crowd flow |
| <ul style="list-style-type: none"> • Limited access to the Ganges River, hindering traditional rituals | <ul style="list-style-type: none"> • Modern amenities: toilets, resting areas, tourist facilitation centres |
| <ul style="list-style-type: none"> • Safety concerns due to overcrowding and inadequate infrastructure | <ul style="list-style-type: none"> • Cultural infrastructure: Vedic Kendra, Bhogshala, museum, and viewing galleries |
| | <ul style="list-style-type: none"> • Enhanced river access for ritual purification and Panchkoshi Parikrama |

Outcome & Impact

- **Improved pilgrimage** experience with seamless movement and better facilities
- **Boost in tourism:** increased footfall from domestic and international visitors
- **Economic upliftment:** growth in local businesses, employment, and hospitality
- **Cultural revival:** renewed global attention on Varanasi's heritage
- **Urban transformation:** a model for integrating heritage with modern infrastructure

II. Buddhist Circuits

Andhra Pradesh is home to several significant Buddhist sites and circuits that reflect the rich heritage of Buddhism in the region. Although, the State has a significant number of Buddhist sites in different districts, the number of foreign Buddhist pilgrims visiting is significantly lower in comparison to other States. A number of efforts have been made to develop and promote Buddhist tourism in the recent past.

GoAP has planned two dedicated Buddhist circuits to showcase the region's rich Buddhist heritage, with a focus on immersive and educational experiences for both domestic and international tourists.

The two circuits are centered around:

- **Amaravati and Nagarjuna Konda** – These sites are historically significant as centers of Buddhist learning and art, with the **Amaravati Stupa** and **Nagarjuna Konda Museum** being key attractions.

11

U.P. Tourism

- **Visakhapatnam Region** – This includes important archaeological sites like **Thotlakonda, Bojjanakonda, and Shalihundam**, which reflect the spread of Buddhism along the eastern coast.

The map below illustrates 2 Buddhist Circuits across the state:

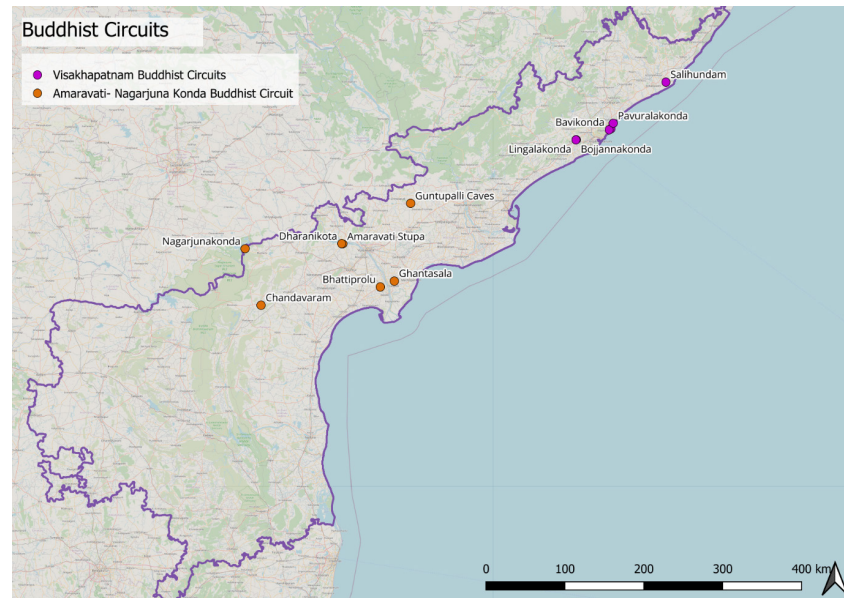


Figure 9: The map illustrating 2 Buddhist Circuits across the state

These circuits are being developed under a **hub-and-spoke model**, with anchor hubs in **Amaravati** and **Visakhapatnam**, and are supported by central schemes like **Swadesh Darshan 2.0** and **PRASHAD**. The goal is to create sustainable, well-connected, and culturally rich tourism experiences. Infrastructure upgrades, digital guides, multilingual signage, and eco-tourism elements are being integrated to enhance accessibility and visitor engagement

Strategy for enhancing Buddhist Circuits experience

- Restoration and conservation of key Buddhist sites such as Amaravati, Nagarjunakonda, and Shalihundam to preserve historical and spiritual significance.
- Development of meditation zones, interpretation centers, and wellness retreats to enhance spiritual and educational experiences.
- Integrated transport connectivity (road, river, and air) to improve access to Buddhist heritage clusters.
- Community engagement through training, homestays, and promotion of traditional Buddhist arts to empower locals and enrich visitor experiences.
- Visitor-friendly infrastructure including restrooms, drinking water, shaded seating, and barrier-free access for inclusive tourism.

III. Beach Circuits

With a coastline approximately 974 kilometers¹²—the third longest in India—the state has identified five key coastal regions for focused developments: **i.e Visakhapatnam, Srikakulam, Kakinada, Nellore, and Machilipatnam**. These regions are being transformed into vibrant beach tourism hubs, offering a mix of natural beauty, cultural heritage, and modern amenities.

The beach circuits are designed under a hub-and-spoke model, with Visakhapatnam serving as a major anchor hub. The government is promoting niche tourism experiences such **as eco-tourism, cruise tourism, backwater exploration, and adventure sports**, while ensuring sustainability and community participation. Infrastructure upgrades include the development of promenades, resorts, water sports facilities, and improved connectivity through cruise terminals and seaplane services.

Projects like the **Surya Lanka Beach tourism hub** in Bapatla are already in progress with Central Assistance, showcasing the state's commitment to transforming its coastline into a world-class beach tourism destination. These efforts aim to complement Andhra Pradesh's spiritual and heritage circuits, offering tourists a diverse and enriching travel experience.

The map below illustrates 6 Beach Circuits across the state:

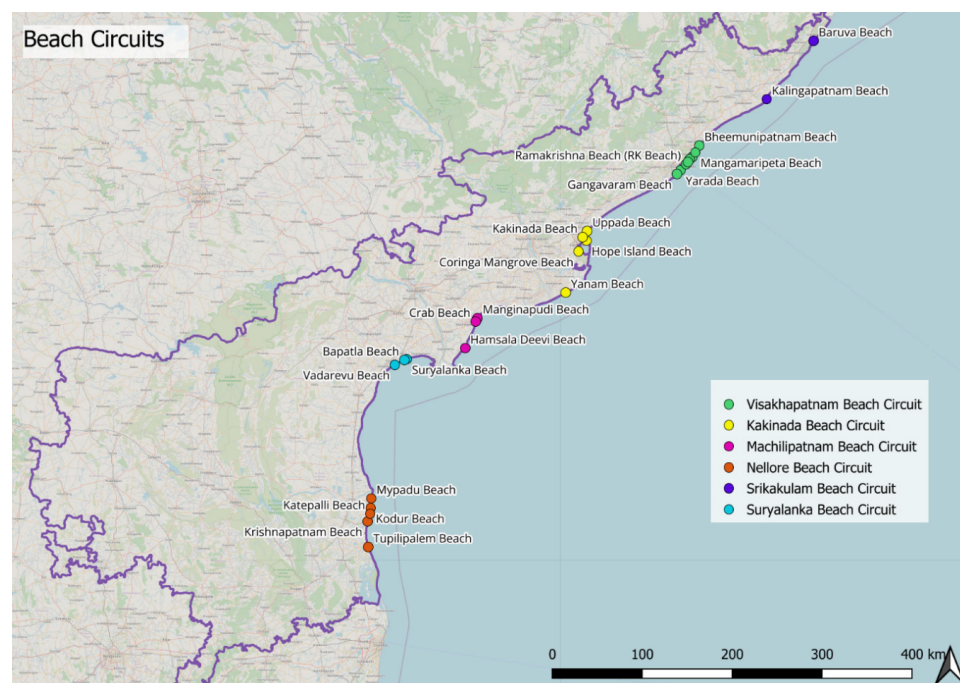


Figure 10: The map illustrating 6 Beach Circuits across the state

Strategy for enhancing Beach Circuits experience

- i. Development of beach infrastructure including promenades, boardwalks, restrooms, lifeguard towers, and eco-friendly accommodations.
- ii. Blue Flag certification and safety measures such as CCTV surveillance, night lighting, and first-aid centers to ensure clean and secure beaches.
- iii. Smart tourism tools like mobile apps, drone surveillance, and AR/VR experiences to enhance visitor engagement and safety.
- iv. Experience-driven attractions including water sports, floating cafes, beach festivals, and wellness retreats to boost tourist appeal.
- v. Sustainable and community-based tourism through plastic-free campaigns, local crafts promotion, and eco-resorts run by local communities.

IV. River Circuits

The Government has identified and is actively developing four major river tourism circuits, leveraging the state's extensive river systems, particularly the **Godavari and Krishna rivers**. These circuits are designed to offer a blend of cultural, ecological, and recreational experiences, promoting both domestic and international tourism.

The map below illustrates 2 River Circuits across the state:

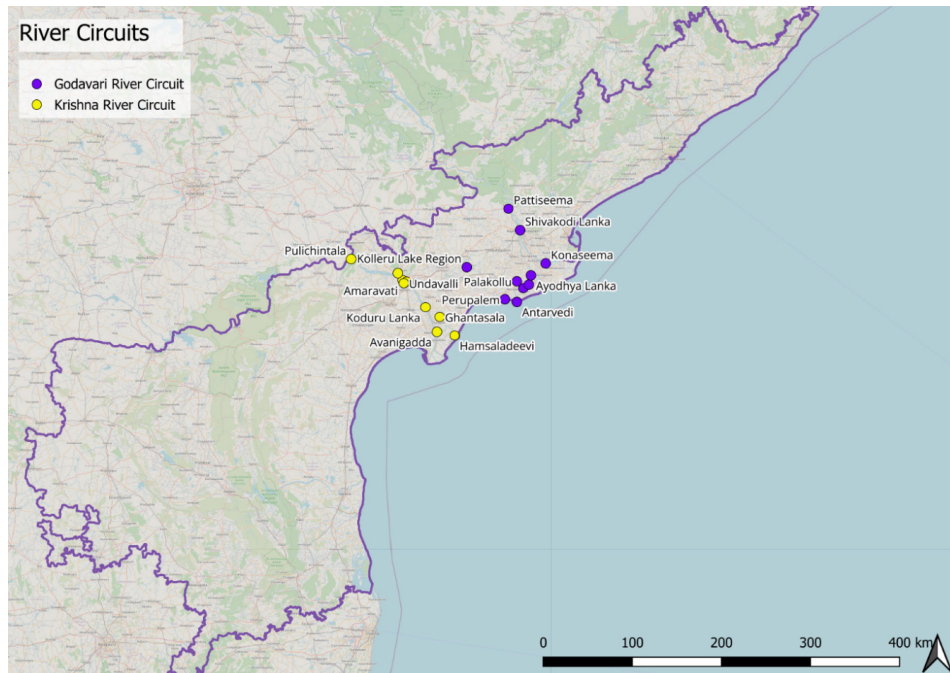


Figure 11: The map illustrating 2 River Circuits across the state

Key projects include the Akhanda Godavari initiative, which aims to transform the Godavari riverfront into a vibrant tourism corridor with river cruises, ghats, eco-parks, and cultural centers. Similarly, the Krishna River circuit is being enhanced with boating facilities, riverfront beautification, and integration with nearby spiritual and heritage sites like Amaravati and Vijayawada.

These circuits are part of a broader plan that includes **cruise tourism, eco-tourism, and village tourism**, supported by central schemes like Swadesh Darshan 2.0 and SASCI (Special Assistance to States for Capital Investment). The state government is also encouraging private investment through incentives and public-private partnerships, aiming to create jobs, boost local economies, and increase Andhra Pradesh's share in national and international tourism.

Strategy for enhancing River Circuits experience

- i. Development of riverside infrastructure including promenades, boardwalks, restrooms, lifeguard towers, and eco-friendly accommodations like House Boats and River Cruises.
- ii. Smart tourism tools like mobile apps, drone surveillance, and AR/VR experiences to enhance visitor engagement and safety.
- iii. Experience-driven attractions including water sports, floating cafes, river cruises, beach festivals, and wellness retreats to boost tourist appeal.
- iv. Sustainable and community-based tourism through plastic-free campaigns, local crafts promotion, and eco-resorts run by local communities.

V. Eco-Tourism Circuits

The government has identified three major eco-tourism circuits to promote sustainable travel experiences that highlight the state's rich biodiversity, forest reserves, and tribal cultures. These circuits are:

- Anantapuram - Chittoor
- Tirupati - Annamaya
- Nandyal – Prakasam
- Prakasam – Guntur - S.P.S.R.Nellore
- Kakinada – ASR – Eluru
- ASR – Visakhapatnam – Vijayanagaram - Parvathipuram Manyam – Srikakulam

These circuits are designed to offer immersive nature-based experiences, including visits to wildlife sanctuaries, hill stations, waterfalls, tribal villages, and forest trails. The eco-tourism initiative is part of a broader “hub-and-spoke” tourism model, with Araku Valley, Srisailem, and Gandikota serving as key anchor hubs for nature and adventure tourism. The Andhra Pradesh Tourism Department is also integrating eco-tourism with tribal tourism, wellness retreats, and adventure sports, aiming to attract both domestic and international tourists. The focus is on sustainable infrastructure, community participation, and conservation, ensuring that tourism growth does not compromise ecological balance.

These efforts are supported by central schemes like Swadesh Darshan 2.0 and Special Assistance to States for Capital Investment (SASCI), with the goal of making Andhra Pradesh a leading destination for eco-conscious travelers.

The map below illustrates 6 Eco-Tourism Circuits across the state:

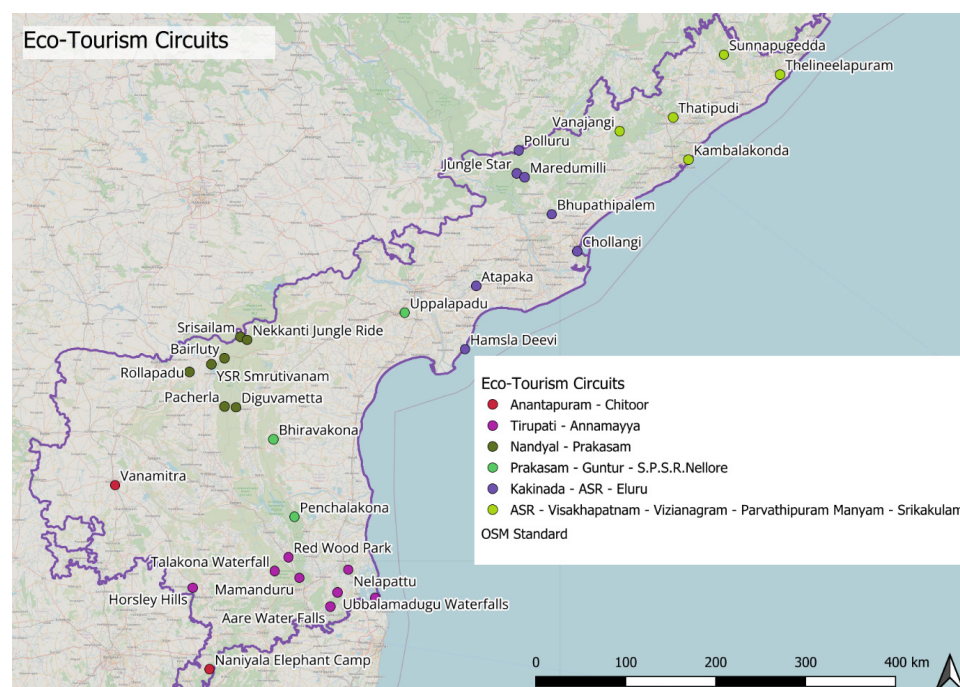


Figure 12: The map illustrating 6 Eco-Tourism Circuits across the state

Strategy for enhancing Eco-Tourism Circuits experience

- Development of eco-friendly accommodations like eco-lodges, treehouses, and forest campsites to blend with natural surroundings.
- Nature-based experiences such as guided safaris, trekking, canopy walks, and wellness retreats to attract eco-conscious travelers.
- Community involvement through local homestays, tribal craft promotion, and skill development for eco-guiding and hospitality.
- Sustainable infrastructure including solar lighting, eco-toilets, rainwater harvesting, and zero-waste tourism practices.
- Environmental education and conservation via interpretation centers, biodiversity workshops, and visitor sensitization programs.

VI. Sea Cruise Circuits

Sea Cruise circuits are being developed with Visakhapatnam as a major anchor hub, supported by infrastructure upgrades at the Visakhapatnam Port Trust. The cruise circuits are designed to offer both domestic and international cruise experiences, connecting Andhra's coastal cities with other ports along the Bay of Bengal and potentially Southeast Asia. The sea cruise initiative is part of a broader plan that includes seaplane services, coastal tourism, and backwater exploration, creating a seamless and immersive maritime tourism experience. These developments aim to position Andhra Pradesh as a premier destination for luxury, leisure, and cultural sea cruises, complementing its beach, river, and heritage tourism circuits.

The map below illustrates 2 Sea Cruise Circuits across the state:

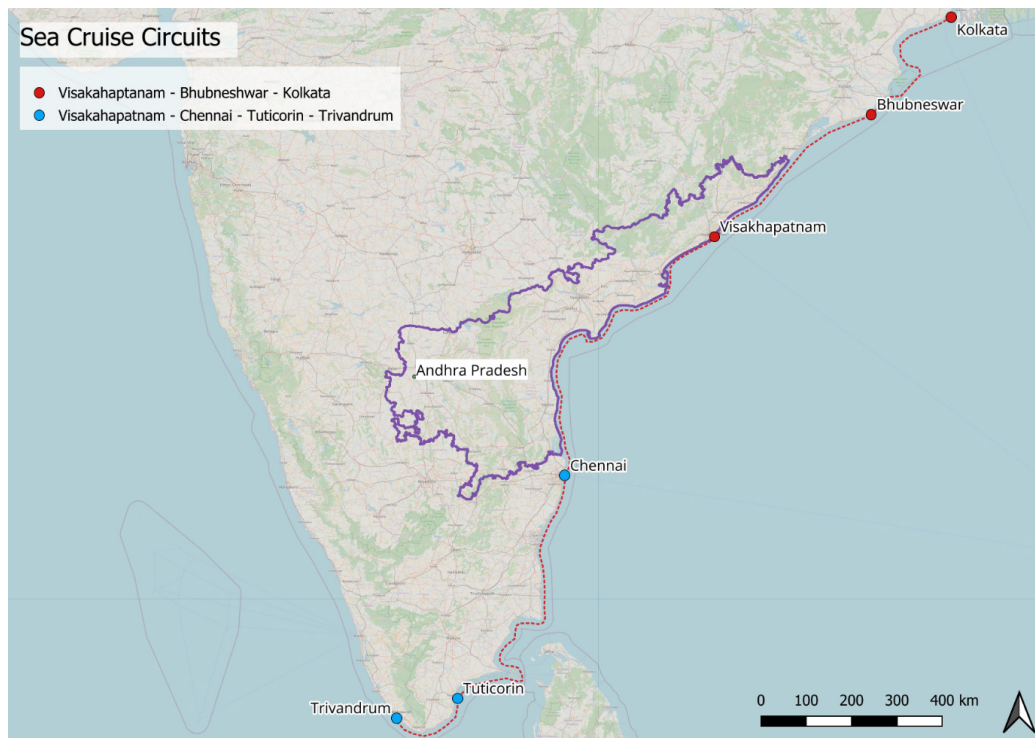


Figure 13: The map illustrating 2 Sea Cruise Circuits across the state

Strategy for enhancing Sea Cruise Circuits experience

- i. Development of modern cruise terminals at Visakhapatnam, Kakinada, and Machilipatnam with customs, immigration, and passenger amenities.
- ii. Integration with local tourism circuits (beach, temple, eco-tourism) to enhance onshore excursion experiences.
- iii. Onboard and onshore cultural experiences including local dance, cuisine, and themed cruises to attract diverse tourist segments.
- iv. Community engagement and local economy support through employment, vendor stalls, and partnerships with local tour operators.
- v. Sustainable cruise infrastructure with eco-friendly vessels, green ports, and marine conservation initiatives.

VII. Sea Plane Circuits

The State government, in collaboration with the Ministry of Civil Aviation and private operators such as SpiceJet, has launched trial seaplane services connecting key tourist destinations. A notable demonstration flight was conducted from Punnami Ghat in Vijayawada to Srisailem, using a De Havilland amphibious aircraft.

These circuits are part of a broader vision to link **remote and scenic destinations** such as **Gandikota (the Grand Canyon of India)**, **Araku Valley**, and **Konaseema** with major cities like Visakhapatnam, Vijayawada and Hyderabad. The goal is to drastically reduce travel time and improve accessibility to these culturally and ecologically rich areas.

The state plans to operate at least **10 seaplanes** over the next five years, with routes extending along the coastline from **Srikakulam to Nellore**. These services are being developed under the **RCS-UDAN scheme**, which aims to make regional air travel affordable and accessible.

Seaplane circuits are expected to complement Andhra Pradesh's broader tourism strategy, which includes beach, river, eco, and heritage circuits, by offering a **unique aerial and aquatic travel experience** that enhances both convenience and scenic value.

The map below illustrates 1 Sea Place Circuits across the state:

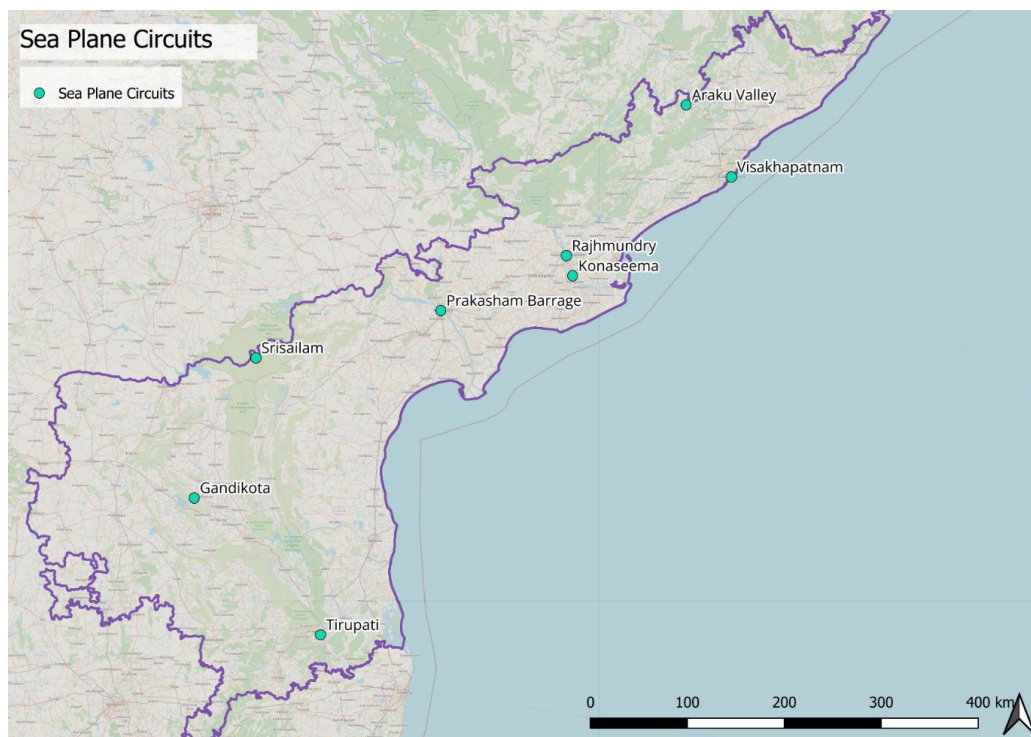


Figure 14: The map illustrating 1 Sea Plane Circuit across the state

Strategy for enhancing Sea Plane Circuits experience

- i. Establishment of water aerodromes and floating jetties at key destinations like Visakhapatnam, Araku, Gandikota, and Srisaillam to enable seamless air-water connectivity.
- ii. Integrated passenger terminals with check-in, lounges, safety infrastructure, and multi-modal transport links for smooth traveler experience.
- iii. Scenic aerial experiences including heritage storytelling, luxury picnics, and chartered flights integrated with temple, eco, and beach circuits.
- iv. Digital solutions like real-time flight tracking, AR/VR previews, and unified booking platforms for enhanced convenience and engagement.
- v. Community involvement and local economy support through employment, training, local partnerships, and promotion of crafts and cuisine at terminals

VIII. Adventure Tourism

Andhra Pradesh is poised to become a leading destination for adventure tourism,

leveraging its diverse landscapes, rich natural resources, and vibrant culture. The state offers a plethora of adventure activities, including water sports, land-based activities, sea cruise, Zipline, Land based (Bungee trampoline, Rocket ejector, Bull ride, ATV, Fun games sports, Para motoring activity & Jet ski, trekking, rock climbing, river rafting, and wildlife safaris, appealing to thrill-seekers and nature enthusiasts alike.

To promote adventure tourism, the Government has identified various locations across the districts with different proposed activities. Following list illustrates different activities proposed against each location in the Phase of development.

Table 5: List of proposed activities with their locations and phase of development¹³

| S. No | Location | District | Proposed activities |
|-------|-----------------------------------|---------------|---|
| 1 | Gandikota canyon | Kadapa | Water Sports and Land based activities |
| 2 | Fishing harbor | Visakhapatnam | Sea cruise |
| 3 | Rushikonda Beach to Bhimili Beach | Visakhapatnam | Sea cruise vessel |
| 4 | Tenneti park | Visakhapatnam | (High rope course& Bungee trampoline, Rocket ejector, Bull ride, ATV, Fun games) |
| 5 | Galikonda viewpoint | ASR District | Zipline (High rope course) |
| 6 | Kakinada beach | Kakinada | Water Sports |
| 7 | Rushikonda Beach | Visakhapatnam | Land based (Bungee trampoline, Rocket ejector, Bull ride, ATV, Fun games) |
| 8 | Skyline | ASR District | Skyline at Araku, Visakhapatnam |
| 9 | Berm Park to Bhavani Island | NTR | Zipline (High rope course) |
| 10 | Bhavani Island, Vijayawada | NTR | Land based (High rope course& Bungee trampoline, Rocket ejector, Bull ride, ATV, Fun games) |
| 11 | Rushikonda beach | Visakhapatnam | Para motoring activity & Jet ski |
| 12 | Sagar Nagar beach | Visakhapatnam | Para motoring & Jet ski |
| 13 | Tenneti Park Beach | Visakhapatnam | Para motoring & Jet ski |
| 14 | Gandikota canon | Kadapa | Water Sports |

| S. No | Location | District | Proposed activities |
|-------|--|------------------------------------|---------------------------------|
| 15 | Pampa River | Annavaram, Kakinada | Water Sports |
| 16 | Thotlakonda beach | Visakhapatnam | Scuba diving |
| 17 | Thimmapuram beach | Visakhapatnam | Scuba diving |
| 18 | Gostani River, Bhimili | Visakhapatnam | Water Sports |
| 19 | Araku Mayuri Hotel | ASR District | Bike Rentals |
| 20 | Vivekananda Park | Kakinada | Water Sports |
| 21 | Madhavapuram Village | Kakinada | Water Sports |
| 22 | Dawaleswaram to Atreyapuram near vadapalli temple | East Godavari | Water Sports |
| 23 | Lolla lakulu | Atreyapuram, Mandal, East Godavari | Water Sports |
| 24 | Badampudi, near mutyalamma Temple. | West Godavari | Water Sports |
| 26 | Tandava River near tuni | East Godavari | Water Sports |
| 27 | Chinchunada, Yalamanchili lanka | West Godavari | Water Sports |
| 28 | Bramhasagaram | Kadapa | Water Sports |
| 29 | Parnapalli | Kadapa | Water Sports |
| 30 | Puligadda to Penumudi | Krishna | Water Sports |
| 31 | Golden sand beach resorts | Bapatla | Jet ski |
| 31 | Ramapuram beach | Bapatla | Jet ski |
| 32 | Suryalanka Beach | Bapatla | Jet ski |
| 33 | Vijayalakshmipuram Beach | Bapatla | Jet ski & Land based activities |
| 34 | Ramapuram beach point, Akkayapalem revenue village | Bapatla | Jet ski & Land based activities |
| 35 | Mypadu beach | Nellore | Jet ski |
| 36 | Krishnapuram Beach | Nellore | Jet ski |
| 37 | Kalauvaya, Mini Balancing Reservoir (MBR) | Nellore | Water Sports |
| 38 | Sri city | Tirupathi | Water Sports |

| S. No | Location | District | Proposed activities |
|-------|----------------------------------|---------------|----------------------|
| 39 | Tajangi | ASR District | House boats activity |
| 40 | Rajahmundry, Saraswathi ghat | East Godavari | |
| 41 | Rajahmundry Padmavathi ghat | East Godavari | |
| 42 | Suryalanka to Nijam patnam canal | Bapatla | |
| 43 | Mylavaram, Gandikota | Kadapa | |
| 44 | Bhavani island | NTR | |

In addition to the location identification, AP Tourism engaging different Adventure tourism partners through a transparent procurement process and allocating the locations on license basis.

Furthermore, Registration, Renewal and Operational Guidelines for Adventure Tourism Activities, 2025 are under finalization by Government, which aims to establish a comprehensive framework to regulate and monitor adventure tourism in the State. These rules are aligned with national standards and integrate region-specific protocols adapted to Andhra Pradesh's ecological, cultural, and geographical context.

Strategy for Enhancing Adventure Tourism Experience

- i. **Destination Development:** Identifying and develop adventure hotspots and conducting feasibility studies and Creating adventure circuits linking natural, cultural, and spiritual sites for multi-day itineraries.
- ii. **Infrastructure Development:** Establishing adventure parks, camping sites, and eco-friendly accommodations to enhance the overall experience for adventure tourists.
- iii. **Safety and Training Programs:** Implementing safety protocols and training programs for adventure guides and operators to ensure a secure environment for participants.
- iv. **Promotional Campaigns:** Launching marketing campaigns to highlight Andhra Pradesh's adventure offerings, targeting both domestic and international tourists.
- v. **Community Involvement:** Engaging local communities in adventure tourism initiatives by providing training and employment opportunities, promoting local crafts, and creating homestay experiences.
- vi. **Sustainable Practices:** Encouraging eco-friendly practices in adventure tourism, such as waste management, conservation efforts, and responsible tourism guidelines.

Cultural Monetization through Adventure Tourism

- **Adventure Festivals:** Organizing annual adventure festivals that showcase local talent, adventure sports, and cultural performances to attract tourists.
- **Local Cuisine Experiences:** Incorporating local culinary experiences into adventure packages, allowing tourists to savor traditional Andhra cuisine after their activities.
- **Craft Workshops:** Offering workshops on local crafts and skills related to adventure tourism, such as traditional fishing techniques or handicrafts made from natural materials.

By implementing these strategies and developing adventure circuits, Andhra Pradesh aims to position itself as a premier destination for adventure tourism, attracting thrill-seekers and nature lovers while promoting sustainable practices and community engagement.

2.2. Project Development

The objective of developing anchor hubs and tourism circuits in Andhra Pradesh is to discover the enchanting allure of the region, where world-class infrastructure meets thriving coastal areas, rich cultural heritage, and stunning natural beauty, all while promoting sustainable and responsible tourism that highlights its spiritual and historical significance. Andhra Pradesh Tourism Department have identified various projects for development under each circuit and Key Hubs identified.

The graph illustrates the funding in different circuits and anchor hubs

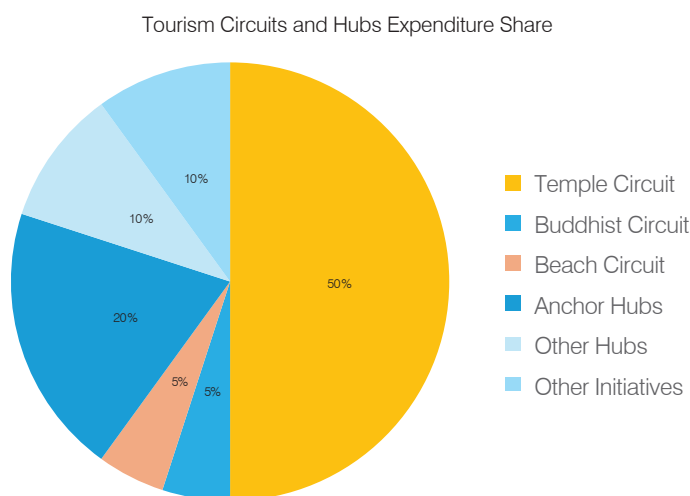


Figure 15: Tourism Circuits and Hubs Expenditure Share

The tourism Policy 2024-29 set a target to attract investment of INR 25,000 Cr for the development of thematic circuits and anchor hubs to contribute 8% to the GVA of the tourism sector. The project funding is expected to be mobilized from various sources, such as funding from the Government of Andhra Pradesh, leveraging Central Government schemes, grants-in-aid from the Government of India, Public-Private Partnerships and Collateral loans from financial institutions.

The graph illustrates funding sources of different Circuits¹⁴:

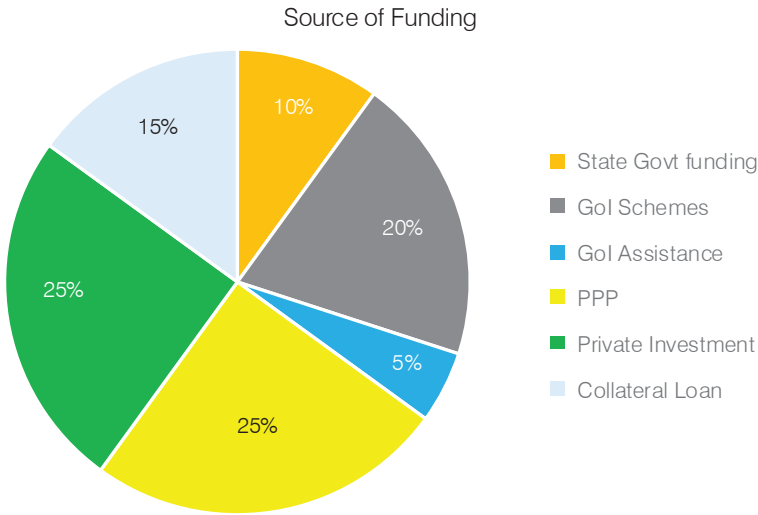


Figure 16: The funding sources of different Circuits

2.2.1. Interventions by Government for the Development of Products and Projects

- a) **Government as Enabler, Partner, and facilitator** aims to create a conducive environment for growth and development by fostering collaboration between public and private sectors, streamlining processes, and providing necessary resources and support to drive innovation and investment.
- b) **Leveraging Government of India schemes and International Finance Institution funding** would help the government bridge the financial gaps of the projects. Government of India schemes, such as Swadesh Darshan 2.0 and PRASHAD (Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive), offer funding up to 100% of the project cost. Furthermore, the Global Environment Facility (GEF), United Nations Environment Program (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), and World Tourism Organization (WTO) offer funding for tourism revitalization, historic preservation, and sustainable and responsible tourism projects. The International Finance Corporation (IFC), an arm of the World Bank, Japanese International Cooperation Agency (JICA) and the Asian Development Bank offer long-term loans for tourism projects.

- c) **Financing through Public Private Partnership (PPP/ P3) and Public Private People Partnership (P4):** P3 and P4 model offers a strategic approach to mobilize private sector investment for tourism infrastructure and services in Andhra Pradesh. By leveraging PPP models, the state can accelerate development of adventure parks, eco-resorts, transport facilities, and digital platforms while ensuring operational efficiency and innovation. These partnerships reduce public financial burden and foster long-term sustainability through shared risks, co-investment, and performance-based outcomes.

The Government shall also engage with generous Donors, Non-Resident Indians (NRIs), and Corporate Social Responsibility (CSR) funds, , for Human, Natural, Financial, Physical, and Social Capital Development. This collaboration of the Government, and the People shall not only be limited to infrastructure development but will also focus on community development, ensuring sustainability, democratizing knowledge, and preparing society for the next level of growth and inclusion.

- d) **Incentivizing the Private Investor:** The recently launched Tourism Policy 2024-29 has accorded industry status to the tourism sector. It offers multiple incentives such as stamp duty reimbursement, waiver of land conversion charges, capital subsidy, power at industrial rates, net SGST reimbursement, employment subsidy, and others. Furthermore, the policy offers tailor-made incentives for mega and ultra-mega projects. During the project implementation process, the government will introduce more policies and schemes to attract private investments in the sector. Employment subsidy, film tourism policy, and eco-tourism policy are a few initiatives that are currently under preparation by the government.
- e) **Collateral Loans from Banks, Financial Institutions** will be secured against assets, which reduces the risk for lenders and allows tourism businesses to access the funds they need to enhance their offerings. By leveraging collateral, tourism operators can invest in infrastructure, marketing, and innovative services that attract more visitors. Institutions like Tourism Finance Corporation of India, Banks and other institutions offers loans for infrastructure projects.
- f) **Technology Integration for Project Monitoring and Implementation of** tourism projects enhance monitoring and implementation by providing real-time data and analytics. Utilizing tools like project management software and IoT devices allows stakeholders to track progress, identify issues, and optimize resources efficiently. This streamlined approach improves communication and ensures that tourism projects are completed on time and within budget, ultimately enhancing the overall visitor experience and sustainability.
- g) **Creation of Thematic Circuit Strategy Implementation Board** under the chairman ship of Hon'ble Chief Minister established to oversee and drive the strategic implementation of circuit development initiatives The Board will facilitate high-level decision-making, align government policies with regional development

goals, and foster collaboration among different departments and stakeholders. It will also be responsible for setting performance metrics, monitoring progress, and ensuring accountability in the implementation of circuit strategies.

The table below discusses the Output and Outcome of the Project Development:

Output and Outcome

| S. No. | Thematic Circuit / Anchor Hubs | Partner Agencies | Output | Outcome |
|--------|--------------------------------|---------------------------|---|---|
| 1. | Temple Circuit | Endowment Department | <p>Master Plans: Detailed plans for temple restorations and heritage protection with ASI.</p> <p>Completion of infrastructure projects such as better roads, signage, and amenities, leading to a more comfortable and accessible experience for tourists.</p> <p>Cultural Events: Year-round festivals and events to highlight cultural and spiritual aspects.</p> <p>Tourist Packages: Diverse packages designed with the Tourism Department.</p> <p>Enhanced Services: Improved connectivity, Wi-Fi, e-passes, and trained staff.</p> <p>Eco-Friendly Practices: Implementation of sustainable waste management.</p> | <ul style="list-style-type: none"> • Annual Increase in 10% Tourist Footfall • 6% growth rate in average Spend and stay • Annual 10% increase in temple endowment revenue generation |
| 2. | Buddhist Circuit | International Governments | <p>Preserving Buddhist Site at Amaravati- Nagarjuna Konda Circuit and Vishakhapatnam Circuit</p> <p>Global Collaboration: Hosting international Buddhist conferences, festivals, and events in collaboration with global Buddhist associations.</p> <p>Marketing & Promotion of Buddhist Circuits in ASEAN Countries</p> <p>Spiritual Workshops: Conducting workshops by renowned Buddhist scholars.</p> <p>Multilingual Accessibility: Providing multilingual guides and informational materials in languages like English, Japanese, Thai, and Sinhalese</p> | <ul style="list-style-type: none"> • Annual Increase in 10% Tourist Footfall • 6% growth rate in average Spend • Annual 10% increase in temple endowment revenue generation |

| S. No. | Thematic Circuit / Anchor Hubs | Partner Agencies | Output | Outcome |
|--------|--------------------------------|---|--|--|
| 3. | Beach Circuits | A.P Maritime Board, A.P Waterways Authority | <p>Eco-Friendly Accommodations: Introducing beachside eco-resorts and offering nature walks, birdwatching, and wildlife tours.</p> <p>Blue Flag Certification: Pursuing Blue Flag certification for major beaches to meet international standards by 2029</p> <p>Basic Amenities and Infrastructure: Providing essential amenities and infrastructure for visitors.</p> <p>Local Culinary and Retail Promotion: Developing beach shacks, cafes, and souvenir shops to promote local food and retail offerings.</p> <p>Trained Lifeguards: Ensuring lifeguards at stations equipped with life-saving equipment and first-aid kits.</p> | <ul style="list-style-type: none"> • One Blue Flag Beach each year • Annual Increase in 10% Tourist Footfall • 6% growth rate in average Spend • Increase in Minimum Stay from 2 days for 4 days • 288 identified beached to be developed and maintained by SHG. |
| 4. | River Circuits | A.P Waterways Authority | <p>Cruise Terminals: Establish state-of-the-art cruise terminals and docking stations along major rivers, such as Rajahmundry (Godavari) and Vijayawada (Krishna).</p> <p>Connectivity Improvements: Enhance last mile connectivity to cruise terminals.</p> <p>Floating Hotels and Restaurants: Build floating hotels and restaurants along the rivers.</p> <p>House Boats: Increase the number of house boats to attract more tourists to the state's backwaters.</p> | <ul style="list-style-type: none"> • Minimum 3 Luxury River cruises • 20 Eco Friendly Houseboat Fleet • Adventure Sports and Water Sports Activities at 30 locations • River Cruise Training Academy • Godavari and Krishna being the longest backwater stretch in state, to be developed and destination to be developed for river houseboat stays |

| S. No. | Thematic Circuit / Anchor Hubs | Partner Agencies | Output | Outcome |
|--------|--------------------------------|---|--|--|
| 5. | Sea Cruise Circuit | A.P Maritime Board, A.P Waterways Authority | <p>Cruise Terminals: Establish state-of-the-art cruise terminals and docking stations along major rivers, such as Rajahmundry (Godavari) and Vijayawada (Krishna).</p> <p>Connectivity Improvements: Enhance last mile connectivity to cruise terminals.</p> <p>Floating Hotels and Restaurants: Build floating hotels and restaurants along the rivers.</p> <p>In-House Boats: Increase the number of in-house boats to attract more tourists to the state's backwaters.</p> | <ul style="list-style-type: none"> • One among the top 3 destination in Cruise Development • 3 Operational Cruise Routes with 2 cruises on each route • River Front Development Projects at Rajahmundry, Vijayawada • 30 Private Houseboat Fleet with 80% of occupancy • 2 more terminals to be developed in Machilipatnam port and Krishnapatnam port which will enable the direct connectivity with the south Asian countries |
| 6. | Eco Tourism Circuit | Forest Department | <p>Guided Safari Tours: Develop guided safari tours that respect the natural habitats of wildlife and biomes.</p> <p>Eco-Friendly Accommodations: Introduce treehouse accommodations, eco-lodges, homestays, and encourage farm stays near forest reserves.</p> <p>Nature and Wildlife Activities: Offer guided nature walks with locals, organize specialized photography tours, bird watching at aviaries, and visits to aqua marine sanctuaries.</p> <p>Biodiversity and Cultural Education: Facilitate biodiversity conservation education, arrange festivals celebrating tribal arts and traditions, and support community-based tourism initiatives.</p> <p>Tribal Heritage and Community Tours: Promote tribal heritage tours, community visits, and develop AR/VR experiences for virtual forest tours.</p> | <ul style="list-style-type: none"> • Eco Resorts at 6 Eco tourism circuits • Wildlife Sanctuaries at Nandyal |

| S. No. | Thematic Circuit / Anchor Hubs | Partner Agencies | Output | Outcome |
|--------|--------------------------------|---|--|---|
| 7. | Sea Plane Circuits | A.P Airports Development Corporation Ltd | <p>Sea Plane Terminal Development at Araku, Visakhapatnam, Rajahmundry, Konaseema, Prakasham Barrage, Tirupati, Gandikota, Srisaillam</p> <p>Sea Plane Fleet with latest navigation and safety features by Private Operators</p> <p>Developing a range of tour packages includes sea plane flights to various tourist destinations</p> <p>Setting up maintenance and repair facilities to provide regular servicing of sea planes, ensuring operational safety and efficiency.</p> <p>Establishing training centers for pilots and crew members</p> | <ul style="list-style-type: none"> • 9 Sea Plane routes • Sea Plane Fleet by Private Players • GOI funding for aerodromes in Prakasam Barrage under the Udaan scheme |
| 8. | Anchor Hubs | Urban Development Dept, Panchayaraj, ULBs | <ul style="list-style-type: none"> • Enhanced Image, Identity and Visibility of Anchor Hubs • Infrastructure Gap Assessment Plan • Development of Anchor hubs as a Commercial and MICE Destination • Conservation and Promotion of Local Arts and Skills and Enhanced Livelihood and Quality of Life • Equipping Anchor hubs with State-of-The-Art Tourist Amenities Safe and Friendly Hubs | <ul style="list-style-type: none"> • Increase tourist footfall • Extend visitor stays and spend • Promote diverse tourism experience |

2.3. Investment Promotion and Facilitation

India's tourism and hospitality industry is a cornerstone of the nation's economic prosperity, contributing significantly to GDP and employment. With its rise in the World Economic Forum's Travel & Tourism Development Index 2024, the industry achieved a remarkable direct contribution of INR 1,90,72,500 crore to India's GDP in 2023.

The Government of India has taken several steps to attract Private Investments in the Tourism Sector.

- **Foreign Direct Investment (FDI)** up to 100% is permitted under the automatic route in the Tourism and Hospitality industry, subject to regulations.
- **Tourism Construction Projects:** 100% FDI is also allowed in tourism construction projects, including hotels, resorts, and recreational facilities.
- **Tourism Infrastructure Status:** The government has declared tourism infrastructure status for:

- Three-star or higher classified hotels outside cities with populations over 1 million.
- Ropeways and cable cars included in the Harmonized Master List
- Exhibition-cum-Convention Centers: Projects with a minimum area of 100,000 square meters for exhibition or convention space are included in the Harmonized Master List.

2.3.1. FDI in Tourism Sector in India

Ranking **39th** in the global **Travel and Tourism Development Index (TTDI)** in 2024, the tourism and hospitality sector is one of the largest service sectors and serves as a pillar for employment generation that aims to generate **5.3 Cr jobs by 2029**.

With **43 UNESCO World Heritage sites**, the country received **Foreign Exchange Earnings (FEEs)** of **INR 2.31 Lakh Crores** in 2023, showcasing the growing prospects of the tourism and hospitality sector. With recent developments in the hospitality infrastructure, the segment envisages directly contributing **INR 24.9 lakh crores** to the country's **GDP by 2047**. A.P. attracted less than 1% of Foreign Direct Investment (FDI) investments to the state.

The graph below illustrates the FDI in flows in Tourism Sector in INR Cr:

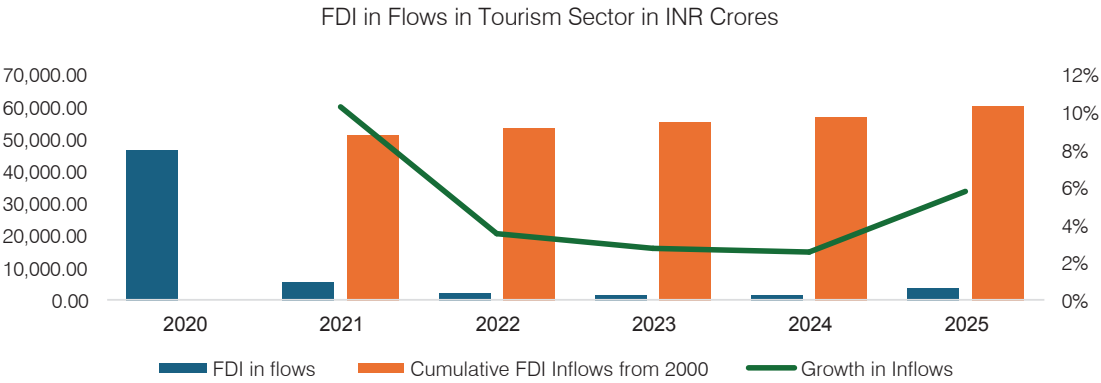


Figure 17: FDI in flows in Tourism Sector in INR Cr

2.3.2. Current Status of Investments in Andhra Pradesh

Details of MoUs in pipeline

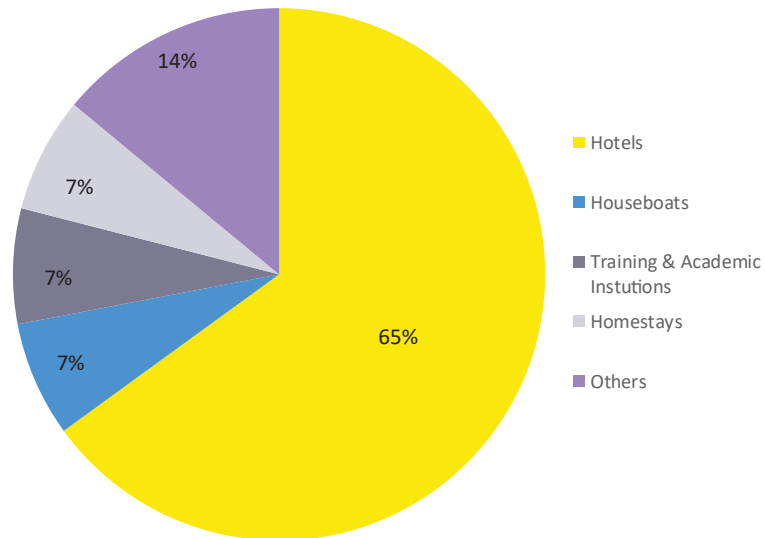


Figure 18: Details of MoU in pipeline

Over the last year, the government has attracted over INR 10,000 crore in investments in the tourism sector in last one year. More than 65% of these investments are in hotels, followed by houseboats and training and academic institutions, each receiving 7%. During the investors' meet held in Visakhapatnam in January 2025, Andhra Pradesh Tourism Department signed investments worth INR 1,217 crore, with a proposed employment of 2,667 jobs across various sectors, including hotels, resorts, cruise tourism, and MICE centers. The graph illustrates the details of MoU in pipeline¹⁵:

Furthermore, for the purpose of the Tourism Conclave Tech AI 2.0, INR 10, 000+ crore in investments is in the pipeline, with a total expected employment generation of approximately 15,000 direct jobs and 45,000 indirect jobs from these MoUs. Currently, efforts are being made to approach new hotel chains and invite them to explore investment opportunities. Additionally, there is a focus on connecting high-net-worth investors from Andhra Pradesh with hotel chains for branding and management, as well as signing MoUs. Investment facilitation services are being provided to investors to convert these MoUs into groundbreaking ceremonies. The state is actively pursuing FDI investments in the Tourism Sector.¹⁶

¹⁵ Andhra Pradesh Tourism

¹⁶ Investment Facilitation Cell Andhra Pradesh Tourism

2.3.3. Investor Outreach Activities by Tourism Department¹⁷:

In the recent past 6 months, Government have organized and participated following various outreach activities at national and international level.

- Participated international events:
 - ITB Berlin (March 2025)
 - ATM Dubai (April 2025)
- Participated national events:
 - South Asia Travel and Tourism Exchange, Delhi (March 2025)
 - Travel and Tourism Fair, Chennai (March 2025)
 - Hotel Investment Conference South Asia (HICSA) (April 2025)
- A.P Tourism Roadshows in Bhubaneshwar and Raipur (March 2025)
- Regional Investors' Meet in Visakhapatnam (January 2025)

These events have boosted visibility of A.P on the Global and National Tourism map beside showcasing the tourism potential to Investors.

2.3.4. Strategizing the Investments through Tourism Investment Framework

Andhra Pradesh is committed to developing a robust Investment Promotion and Facilitation Framework that will serve as a strategic blueprint for attracting investments across various sectors, with a particular emphasis on tourism. This framework is designed to create a conducive environment for investors by focusing on four key dimensions: **Governance, Economy, Socio-cultural aspects, and Environmental sustainability**. The illustration below shows the Tourism Investment Framework:

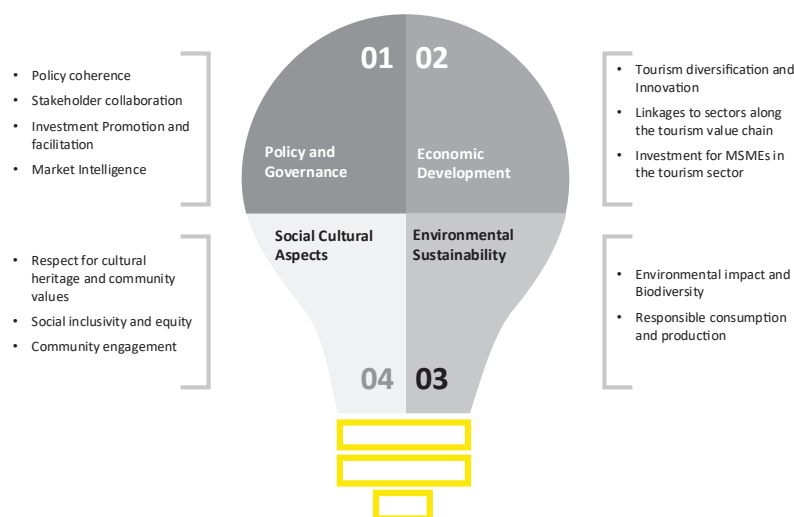


Figure 19: Tourism Investment Framework¹⁸

¹⁷

¹⁸ Andhra Pradesh Tourism and EY research and analysis

The above framework offers a roadmap to achieve a set of multifaceted objectives by aligning four dimensions of investment policymaking for sustainable tourism: **policy and governance, economic development, sociocultural aspects, and environmental sustainability**. These four constituent dimensions are interconnected and interactive, with many of the principles within them mutually reinforcing one another.

2.3.5. Enabling Private Investment

While the above steps are essential, the state is expected to provide support and assistance to the private sector so that they are empowered and encouraged to finalize investment in the state in the tourism sector. The Illustration below depicts the key parameters to enable private sector investment:

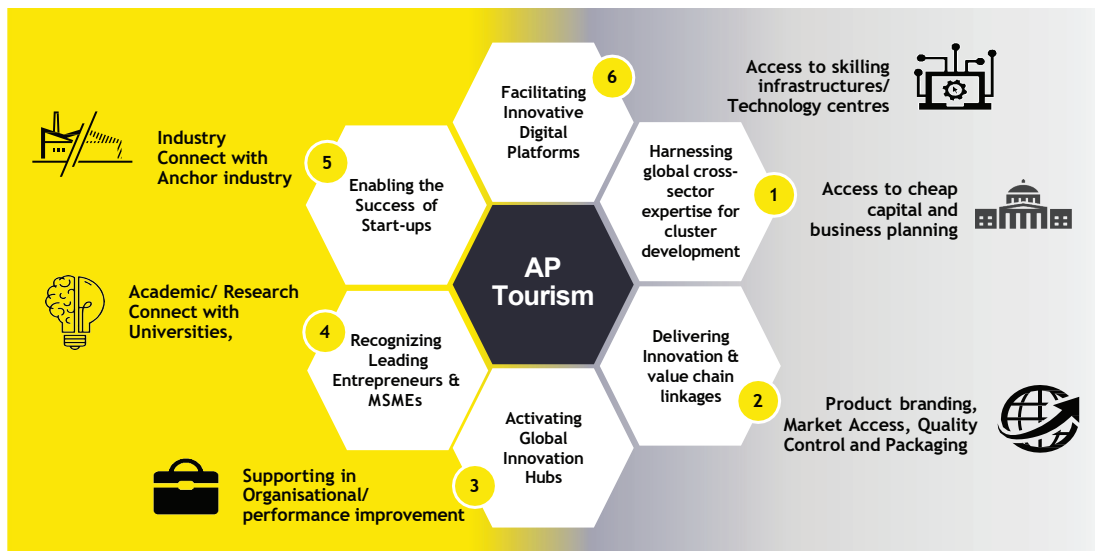


Figure 20: Key Parameters to enable Private Sector Investment¹⁹

19 Andhra Pradesh Tourism and EY research and analysis

2.3.6. The Investment Strategy for core investment areas

Table 6: Investment Strategy for core investment areas²⁰

| Investment Focus Area | Key Objective | Estimated Cost | Best Practices |
|--|--|--|--|
| Attract and increase more tourists from all key markets | The number of domestic tourists is expected to increase to 45-50 cr annually in 2029 compared to 27 cr in 2023. Foreign tourists' number are expected 4-4.5 cr annually during this period | Cost of INR 250 Cr per years may be require (mainly marketing costs and development of new markets) | Kerala allocates INR 350 Cr budget for promotion |
| Diversified and competitive tourism products development | The state has thriving religious tourism. Dept should focus on diversified tourism product/ Project to attract more tourists | INR 25,000 Cr investments for next 5 years for the development of various product/ project development | Saudi Arabia diversifying its tourism sector from Religious to Adventure/ Sports/ Heritage sectors |
| Economic empowerment and transformation agenda in the sector | Increase local employment, entrepreneurship, and community-based tourism | To be determined (based on project scale and location) | Rajasthan's rural tourism model; Nepal's homestay programs |
| Sector profitability and supporting investment climate | Create investor-friendly environment and improve ease of doing business | Policy-driven (costs embedded in governance reforms) | UAE's Unified Licensing Mechanism; Singapore's Tourism Concierge Services |

Case Study: Odisha Investment Promotion and Facilitation through Single Window System- GoSWIFT Portal

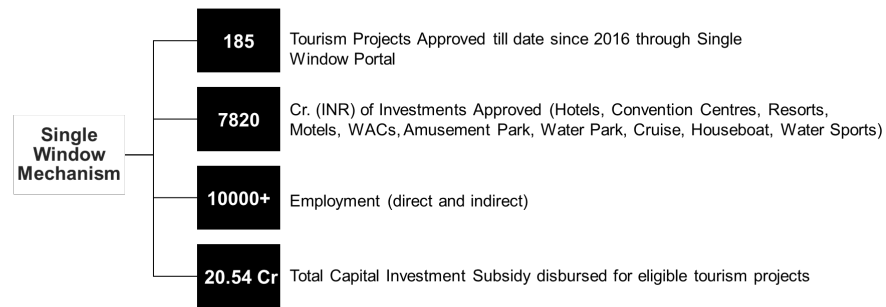


Figure 21: Odisha Investment Promotion and Facilitation through Single Window System - GoSWIFT Portal



2.4. Branding and Marketing



Figure 22: The pyramid illustrates the overall value chain of tourist activities that will lead to increased tourist arrivals

Tourism is a fiercely competitive global industry that contributes over **INR 581 lakh crores** to GDP. In this landscape, strategic branding and marketing are not optional – they are mission-critical for destinations. A compelling tourism brand differentiates a place and creates an emotional identity that attracts visitors and investors. It builds visibility and recall: for example, Kerala’s tagline “God’s Own Country” has become one of the world’s most famous destination slogans, instantly evoking the state’s

imagery. Crucially, a strong tourism brand doesn't just draw tourists – it can generate investment and economic growth. In summary, robust branding and marketing attract tourists, instill positive perceptions, build lasting recall, and spotlight a destination on the world map – all of which create a virtuous cycle of higher arrivals, spending, boost to local economy boost and investor interest in tourism infrastructure.

2.4.1. Andhra Pradesh Tourism Branding and Marketing Initiatives

Andhra Pradesh Tourism has been making significant strides in positioning itself to harness the state's rich heritage and emerging events, laying a strong foundation for long-term brand building and visibility.

Recent **initiatives taken by Andhra Pradesh Tourism** included below:

- i. **Event-Led Tourism Promotion:** Andhra Pradesh Tourism Department has launched and supported several signature events to draw tourists. Notable examples are the **Araku Balloon Festival** (a hot-air balloon fiesta in Araku Valley), beach festivals like **Visakha Utsav** in Visakhapatnam, Masula Beach Festival in Machilipatnam, and the **Yogandhra 2025** festival across the state and different cultural fairs highlighting the state's arts and cuisine. These events generated buzz and media coverage, projecting a vibrant image of Andhra Pradesh. They also helped extend tourist stays and create seasonal "peak" periods in different circuits. Such event-centric marketing proved effective in showcasing lesser-known destinations (e.g. Araku, Lambasingi) and engaging local communities.
- ii. **Trade Fair Participation:** The tourism department ensured Andhra Pradesh had a presence at major travel trade shows and tourism exhibitions, both in India and internationally. By setting up pavilions in fairs like SATTE (Delhi) and ITB Berlin/ London World Travel Market, AP promoted its attractions to tour operators and investors. This B2B marketing increased awareness among the travel trade and signaled that Andhra Pradesh is open for tourism investments. It also facilitated valuable partnerships (e.g. with tour companies and travel media) to feature A.P. in tour packages and publications.
- iii. **Social media and Ad-Hoc Campaigns:** Andhra Pradesh Tourism Department A.P. Tourism made forays into digital marketing – for instance, creating promotional videos of new attractions (like Gandikota, the "Grand Canyon of India") that went semi-viral, and using Facebook, Instagram, and Twitter to showcase festival highlights or run contests. These efforts, while varied in consistency, successfully showcased the immense potential of digital outreach, highlighting Andhra Pradesh's visually captivating and culturally rich content. Commendable efforts during the 2014–19 period laid a strong foundation for tourism in Andhra Pradesh, and with the addition of a few strategic enhancements, the state is well-positioned to unlock even greater potential in the years ahead.
- iv. **Consistent Brand Identity:** Over the past One year, Andhra Pradesh laid the groundwork for future tourism branding efforts, experimenting with diverse campaigns and event-specific promotions. While a consistent and unified brand identity was still evolving, the state's leadership recognized the opportunity to enhance visibility and recall. This acknowledgment opens the door for a strategic branding push one that can mirror the success of states like Kerala or Gujarat by crafting a signature message that resonates with both travelers and investors.

- v. **Consistency Digital Marketing:** A.P. Tourism is being taking meaningful steps to establish its digital presence through official social media accounts and a dedicated website. These initial efforts provided a foundation for future growth in the digital space. While there was room to enhance continuity and innovation particularly in leveraging modern tools like analytics, targeted ads, and immersive content the period highlighted clear opportunities for the department to evolve into a more dynamic, traveler centric digital platform. With growing recognition of digital influence on traveler decisions, Andhra Pradesh is well positioned to amplify its reach through strategic storytelling, influencer partnerships, and tech driven experiences.
- vi. **Deployment of Professional Marketing Capacity:** Andhra Pradesh Tourism Department, A.P. Tourism have been making notable efforts to promote tourism using available internal resources and short-term partnerships, ensuring continued outreach and presence. These initiatives highlighted the potential benefits of building a more robust professional marketing setup. Establishing long-term collaborations with specialized branding, digital marketing and IT services agency is under process. The objective of this engagement is to build a strong brand identity, launching digital platforms and marketing campaigns, enhance campaign consistency, creative impact and ensuring cybersecurity for seamless and secure tourism services. With a strong foundation already in place, Andhra Pradesh is well-positioned to scale its marketing efforts through high-impact collaborations and industry best practices.
- vii. **Peripheral Priority:** While the primary focus was on strengthening tourism infrastructure a crucial step for long-term growth there remains significant untapped potential in enhancing marketing and promotional efforts. With even modest investments, Andhra Pradesh maintained a presence in the tourism space, demonstrating its capacity to grow further. Looking ahead, increased prioritization and sustained funding for branding initiatives can help the state compete more assertively with regional peers like Telangana, Karnataka and Tamil Nadu and amplify its share of voice on both domestic and global platforms.

In summary, Andhra Pradesh has been taking positive steps – using events and trade forums to draw attention but the state's marketing remained **fragmented and reactive**. The absence of a strong, continuous brand presence and cutting-edge digital outreach limited the impact. Recognizing these gaps, the new Tourism Policy (2024–2029) places heavy emphasis on strategic branding and marketing to transform Andhra Pradesh's tourism profile.

2.4.2. Branding and Marketing Strategy for 2025-2029

The Andhra Pradesh Tourism Policy 2024–2029 unveils a comprehensive blueprint to reinvent the state's branding and marketing, with the clear approach to tourism promotion, leveraging cutting-edge marketing techniques, digital platforms, and global partnerships to enhance the state's visibility and establish it as a premier tourist destination. The approach addresses past shortcomings and aligns with global best practices.

2.4.3. Key initiatives under implementation

- i. **Creating Master Brand:** For the first time, Andhra Pradesh will have a master brand identity for tourism. This initiative aims to unify the diverse attractions and experiences the state has to offer under a single, compelling narrative. By inviting innovative tagline ideas under **Pen a Tag Line for Andhra Pradesh** from international, national, and local participants, AP Tourism seeks to capture the essence of Andhra Pradesh in a way that resonates with travelers. AP After finalization of tag line, AP Tourism will unify all marketing communications, ensuring that domestic and international audiences develop a clear image of AP. The creation of a **consistent logo, tagline, and visual style** will help build recognition. Over time, this brand aims to be as iconic as Kerala's or Rajasthan's, anchoring Andhra Pradesh firmly in travelers' minds.
- ii. **Appointment of Professional Agencies:** Learning from the past, AP Tourism will bring on board a dedicated **branding agency** as well as a **digital marketing agency** through a transparent bidding process. The branding agency's mandate will be to refine the Andhra identity, create world-class campaigns, and manage the brand's consistency across all media. The same agency shall handle online strategy – from website overhaul to content marketing, social media engagement, and SEO. By involving top-tier professional firms, Andhra Pradesh aims to infuse creativity and data-driven approach into its promotions. The agencies will be tasked with not just advertising execution but also market research and brand monitoring (e.g. tracking AP's brand awareness index, sentiment analysis on social media, etc.). This will ensure continuity and expertise in marketing efforts throughout the years.

2.4.4. Key initiatives to be taken



Figure 23: The regions highlighted for the proposed Thematic Sub-Brands for Circuits

Proposed Thematic Sub-Brands for Circuits: After finalization of AP Tourism Tag line, given Andhra Pradesh's diverse tourism offerings, the policy smartly proposes sub-brands for major circuits, under the master brand. For example, "Azure Andhra" is a sub-brand likely to highlight the state's 1054 km coastline – promoting beach tourism, water sports, and waterfront heritage (e.g. Azure Andhra would encompass Visakhapatnam's beaches, the Konaseema backwaters, etc., under a unified theme of blue waters and skies). "Spiritual Andhra" will package the state's rich pilgrimage and spiritual sites – from Tirumala's revered Venkateswara Temple to Srisailem, Lepakshi, and the Buddhist stupas of Amaravati and Nagarjunakonda – under one banner, targeting faith-based travellers. Other sub-brands in the works include those for eco-adventure tourism (showcasing Eastern Ghats hill stations like Araku, Lambasingi, and adventure activities), heritage-cultural tourism (the monuments of Vijayanagara, indigenous arts, cuisine trails), and urban entertainment (new theme parks and convention centers in cities). This sub-branding strategy allows tailored marketing for each segment while keeping a consistent Experience Andhra brand architecture. Each circuit brand will have its own tagline and promotional material (for instance, Spiritual Andhra might come with the message "Discover Divinity Everyday" etc.), making promotions more relevant to specific target audiences.

- ii. **Global and Domestic Campaigns:** Andhra Pradesh is planning high-impact campaigns to reach both international and domestic tourists. One flagship initiative is the A.P. Tourism Calendar – a year-round tourism events showcasing the state has something special to offer in every season and every day of the year. Creation of a **12-month event calendar** of festivals, cultural fairs, sports and adventure events across each district of the state. By marketing a continuous stream of events (from Sankranti kite festival, Gandikota Utsavalu, and the Amaravati Dance & Music Festival), the state wants to drive home the message that Andhra is a "365-day destination", mitigating seasonality and encouraging repeat visits. Internationally, AP will launch its **Branding and Marketing** campaign, tailored to different regions (e.g. special focus on Buddhist-majority countries for Buddhist circuit, and targeted content for high-value markets like Europe, North America, and Southeast Asia). These campaigns will emphasize Andhra's unique attractions – pristine beaches, heritage sites, cuisine, and the warmth of its hospitality – via multilingual advertising in key source markets.

In the domestic arena, campaigns will leverage multiple channels. There is a plan for robust **influencer marketing** and PR: partnering with popular travel influencers, bloggers, and filmmakers to create engaging content about Andhra. The state will host annual **Blogger & Travel Writer Conclaves** in AP, inviting content creators to experience Andhra firsthand and share stories with the world. Another element is **investor engagement roadshows** – essentially marketing Andhra Pradesh as an attractive destination for tourism investments. AP Tourism and the state leadership intend to present the Andhra vision at major tourism and investor summits, pitching opportunities in hotels, resorts, adventure parks, and convention centers. By doing so, they aim to attract INR 25,000 crore of private investment into tourism (a target announced by the government) and foster public-private partnerships. This echoes the approach of Dubai and other hubs where tourism marketing is also investment marketing.

- iii. **Digital Transformation of Tourist Experience:** AP Tourism is undertaking a digital overhaul to connect with tech-savvy travelers and improve service quality. A key project is developing an **integrated tourism mobile app** (a “super-app”) that offers personalized trip planning and real-time information. This AI-powered app will allow visitors to discover destinations, get tailored itinerary suggestions, avail special e-coupons for hotels/attractions, and make bookings – all in one place. The Tech enablement initiatives has been discussed in Smart Tech Enablement chapter.
- iv. **Leveraging Diaspora and Niche Segments:** Recognizing the large Telugu diaspora worldwide (especially in North America, Europe, and Australia), Andhra Pradesh plans to integrate diaspora engagement into its tourism promotion. This entails working with Telugu associations abroad to promote curated Andhra packages – for instance, special tour circuits when NRIs visit during festival seasons or for hometown visits. The diaspora can become brand ambassadors; as seen in the Kerala-in-London campaign, proud expatriates can amplify a tourism message dramatically on social media. AP will likely host diaspora tourism meets and offer incentives for NRIs to travel in AP with their non-Indian friends, thus indirectly marketing to a broader international audience via word-of-mouth.
- v. **Spiritual tourism** is another focus area: Andhra Pradesh's temple circuit is one of the most powerful draws (Tirupati is among the world's most visited religious sites). Under the A.P. Tourism branding & marketing strategy, dedicated marketing will target pilgrims and spiritual seekers – both within India and from the Indian diaspora. This includes organizing **temple-centric events and festivals** to enhance the spiritual tourism experience. An example could be an annual international **Spiritual Andhra Conclave** that brings pilgrims, yoga practitioners, and spiritual influencers together in AP's holy sites. Similarly, **Buddhist tourism promotion** is planned at scale – AP will collaborate with airlines and tour operators in East Asia (Japan, S. Korea, Vietnam, etc.) to offer Buddhist heritage tour packages, highlighting sites like Amaravati and Nagarjunakonda. These niche initiatives serve to diversify A.P.'s tourist base and tap into segments that have high potential spend and longer stays.
- vi. **Event-Driven Economic Impact:** The new strategy explicitly aims to maximize the economic impact of tourism events by better planning and promotion. Each major event/festival will be treated as an opportunity to stimulate the local economy (through visitor spending on hotels, food, transport, shopping) and to generate media exposure that feeds the tourism brand. AP Tourism will work with event management professionals to scale up signature events (for example, making the Araku Balloon Festival an internationally acclaimed fixture, or turning Visakha Utsav into a carnival on par with Goa's carnival). A.P. Tourism calls for establishing metrics for events – tracking footfall, occupancy, and revenue spikes during events – to quantify their ROI. Those metrics will then be used to pitch for more sponsorships and government support, creating a sustainable loop. The **calendar of events** ensures that economic benefits are spread across regions and seasons, not just concentrated in one-time bursts. Additionally, AP intends to bid for and host **mega-events** (sports, global conferences, etc.) that can put the state on the world stage. The underlying approach is that memorable events not only boost short-term economy but also leave behind branding “imprints” that keep tourists and investors interested in the destination long after the event.

2.4.5. Andhra Pradesh Tourism – Event Calendar

Annual Event Calendar designed to **promote Andhra Pradesh Tourism** throughout the year. This calendar aligns with Andhra Pradesh's cultural richness, diverse geography, festivals, and the **A.P. Tourism Policy 2024–2029** goals for cultural branding, skilling, and employment generation. The table below illustrates the Event Calendar for Andhra Pradesh Tourism:

Table 7: Event Calendar of Andhra Pradesh Tourism²¹

| S No | District Name | Event Category | Name of the event | Dates of the event for the FY 2025-26 | |
|------|-----------------------------|------------------------|---|---------------------------------------|---------------|
| | | | | From DD-MM-YYYY | To DD-MM-YYYY |
| 1 | Ananthapuramu | Tourism District Event | Gooty Fort Festival | 24/01/2026 | 25/01/2026 |
| 2 | | Cultural Events | Santh Sree Sevalal Maharaj Jayanthi, Sevaghad | 13/02/2026 | 15/02/2026 |
| 3 | Annamayya | Tourism District Event | Horsley Hills Adventure festival | 04/10/2025 | 05/10/2025 |
| 4 | | Cultural Events | Tallapaka Annamacharya Music Festival | 12/05/2026 | 17/05/2026 |
| 5 | ASR (Alluri Sitharama Raju) | Endowment Event | Modakondamma Jatra | 11/05/2026 | 13/05/2026 |
| 6 | | Tourism Mega Event | Araku Balloon Festival & Chali Festival | 31/01/2026 | 02/02/2026 |
| 7 | | Cultural Events | Maredumilli Tourism festival | 27/09/2025 | 27/09/2025 |
| 8 | Bapatla | Tourism District Event | Suryalanka Beach Festival | 12/12/2025 | 14/01/2026 |
| 9 | | Endowment Event | Bhavanasi Narasimha Swamy Festival | 08/04/2026 | 08/04/2026 |
| 10 | Chittoor | Endowment Event | Kanipakam Vinayaka Brahmotsavam | 27/08/2025 | 16/09/2025 |
| 11 | | Cultural Events | Rayalaseema Food & Dance Festival | 06/08/2025 | 06/08/2025 |

²¹ Source: Andhra Pradesh Tourism Department

| S No | District Name | Event Category | Name of the event | Dates of the event for the FY 2025-26 | |
|------|-----------------------------|------------------------|---|---------------------------------------|---------------|
| | | | | From DD-MM-YYYY | To DD-MM-YYYY |
| 12 | Dr. B.R. Ambedkar Konaseema | Tourism District Event | Godavari Boat Festival | 10/01/2026 | 11/01/2026 |
| 13 | | Cultural Events | Coconut Festival | 26/09/2025 | 27/09/2025 |
| 14 | | Endowment Event | Draksharamam-Maha Sivaratri | 15/02/2026 | 15/02/2026 |
| 15 | | Endowment Event | Prabhala theertham | 14/01/2026 | 14/01/2026 |
| 16 | | Endowment Event | Lakshmi Narasimha Swamy Kalyanam | 04/02/2026 | 13/02/2026 |
| 17 | | Endowment Event | Ainavalli -Vinayaka Utsavalu | 26/08/2026 | 26/08/2026 |
| 18 | East Godavari | Endowment Event | Kalyanam Festival | 27/02/2026 | 03/03/2026 |
| 19 | | Tourism Event | Kadiyam Flower Festival | 13/12/2025 | 14/12/2025 |
| 20 | Kakinada | Endowment Event | Sri kukuteswara swami utsavalu | 15/02/2026 | 15/02/2026 |
| 21 | | Endowment Event | samarlakota utsavalu | 15/02/2026 | 15/02/2026 |
| 22 | | Endowment Event | Sri Satyanarayana Swamy Kalyanotsavam-Annayaram | 27/04/2026 | 27/04/2026 |
| 23 | | Tourism District Event | Kakinada Beach Festival | 29/09/2025 | 30/09/2025 |
| 24 | | Cultural Events | Coringa Mangrove Festival | 29/12/2025 | 30/12/2025 |
| 25 | Eluru | Tourism District Event | Kolleru Birds Festival | 10/01/2026 | 11/01/2026 |
| 26 | | Cultural Events | Dwaraka Tirumala Brahmotsavam | 02/10/2025 | 09-10-2025 |
| 27 | Guntur | Endowment Event | Mangalagiri Panakala Swamy Festival | 20/03/2026 | 22/03/2026 |
| 28 | | Tourism | Uppalapadu Birds Festival | 05/12/2025 | 06/12/2025 |
| 29 | Krishna | Cultural Events | Masula Beach Festival | 05/06/2025 | 08/06/2025 |
| 30 | Kurnool | Tourism District Event | Orvakal Rock Garden Festival | 28/01/2026 | 29/01/2026 |
| 31 | | Religious event | Pidakala samaram | 19/03/2026 | 19/03/2026 |
| 32 | | Cultural Events | Devaragutta Dasara | 02/10/2025 | 02/10/2025 |

| S No | District Name | Event Category | Name of the event | Dates of the event for the FY 2025-26 | |
|------|----------------------|------------------------|--|---------------------------------------|---------------|
| | | | | From DD-MM-YYYY | To DD-MM-YYYY |
| 33 | Nandyal | Tourism District Event | Belum Caves Festival | 25/02/2026 | 27/02/2026 |
| 34 | | Cultural Events | Ahobilam Narasimha Jayanthi | 11/05/2025 | 11/05/2025 |
| 35 | | Endowment event | Subramanyeswara jayanthi,kothuru | 04/02/2025 | 04/02/2025 |
| 36 | | INTACH Nandyal | Navanandi Pradakshinalu | 05/11/2025 | 05/11/2025 |
| 37 | | Endowment event | Mahasivaratri Bramhostavalu, Srisailam, Mahanandi | 19/02/2025 | 01.03.2025 |
| 38 | | Endowment event | Ahobilam Paruveta | 15/01/2025 | 28/02/2025 |
| 39 | | Endowment event | Ugadi Utsavalu | 30/03/2025 | 30/03/2025 |
| 40 | | Endowment event | Vasantha Panchami,Kolanu Bharathi | 02/02/2025 | 02/02/2025 |
| 41 | | Endowment event | Basaveswara Jayanthi | 30/04/2025 | 30/04/2025 |
| 42 | Nellore | Cultural Events | Rottela Panduga | 05/07/2026 | 09/07/2026 |
| 43 | | Endowment Event | Sri Ranganayaka Swamy Teppotsavam | 01/03/2026 | 10/03/2026 |
| 44 | | Tourism district event | Mypadu Beach Festival | 10/01/2026 | 11/01/2026 |
| 45 | NTR | Iskcon | Jagannatha Ratha yatra | 27/06/2025 | 27/06/2025 |
| 46 | | Tourism Mega Event | Amaravati Dance & Music Festival (incl. AI Music Jam) | 14/11/2025 | 16/11/2025 |
| 47 | | Cultural Events | Dussare Festival | 22/09/2025 | 02/10/2025 |
| 48 | | Cultural Events | Krishanaveni Sangeetha Neerajanam | 05/12/25 | 7/12/25 |
| 49 | NTR & Guntur | Tourism Mega Event | Global Shanti Buddhist Festival | 20/02/2026 | 22/02/2025 |
| 50 | Palnadu | Endowment event | Kotappakonda festival | 15/02/2026 | 15/02/2026 |
| 51 | Parvathipuram Manyam | Cultural Events | Sambara Polamamba Jatara | 26/03/2026 | 26/04/2026 |
| 52 | | Cultural Events | Sri Jaganadha Swamy Radha Yatra | 11/06/2025 | 05/07/2025 |
| 53 | | Cultural Events | Sri Venkateswara & Kodanda Rama Swamy Temple, FestivalThotapalli | 29/01/2026 | 29/01/2026 |
| 54 | | Cultural Events | Tribal Cultural Festival | 9/08/2025 | 9/08/2025 |

| S No | District Name | Event Category | Name of the event | Dates of the event for the FY 2025-26 | |
|------|----------------|------------------------|---|---------------------------------------|---------------|
| | | | | From DD-MM-YYYY | To DD-MM-YYYY |
| 55 | Sri Sathya Sai | Tourism District Event | Lepakshi Festival | 27/2/2026 | 28/02/2026 |
| 56 | | Cultural Events | Puttaparthi Satya Sai Birthday Celebrations | 10/11/2025 | 24/11/2025 |
| 57 | | Endowment event | Kadiri Narasimha swamy utsavalu | 06/03/2026 | 19/03/2026 |
| 58 | | Endowment event | Timmamma marrimanu Utsavalu | 17/02/2026 | 17/02/2026 |
| 59 | Srikakulam | Tourism District Event | Kalingapatnam Beach/Baruva Jatara Festival | 03/05/2026 | 04/05/2026 |
| 60 | | Cultural Events | Arasavalli Sun Temple Festival/Ratha Saptami | 04/02/2026 | 04/02/2026 |
| 61 | | Cultural Events | Kottammathalli Jatara | 4/10/2025 | 06/10/2025 |
| 62 | | Cultural Events | Yendalamallikarjuna swamy (Mahasivarathri) | 26/02/2026 | 26/03/2026 |
| 63 | | Cultural Events | Salihundam Venugopalaswamy Yatra | 08/02/2026 | 09/02/2026 |
| 64 | | Cultural Events | Sangameswara Yatra (Sankranthi) | 15/1/2026 | 15/01/2026 |
| 65 | | Cultural Events | Sri Kurmanadhaswamy utsavam (Dola Utsavam Magasudha Poornima) | 12/3/2026 | 12/3/2026 |
| 66 | | Cultural Events | Sri mukalingeswaraswamy utasavam (Every year mahasivarathiri) | 26/02/2026 | 26/02/2026 |
| 67 | | Cultural Events | Sri Neelamaniammavaru Festival | 10/10/2026 | 20/10/2026 |
| 68 | | Cultural Events | Perlakonda Festival | 2/12/2025 | 3/12/2025 |
| 69 | Tirupati | Tourism Mega Event | Flamingo Birds Festival | 09/01/2026 | 11/01/2026 |
| 70 | | Cultural Events | Tirumala Brahmotsavam | 24/09/2025 | 02/10/2025 |
| 71 | | Cultural Events | Gangamma Jatara | 06/05/2025 | 13/05/2025 |
| 72 | | TTD Event | vaikunta yekadasi | 30/12/2025 | 30/12/2025 |
| 73 | | TTD Event | Govinda Raju swamivari Utsavalu | 02/06/2025 | 10/06/2025 |
| 74 | | Endowment Event | Mahasivaratri-Srikalahasti | 26/02/2026 | 26/02/2026 |
| 75 | | TTD Event | Ratha Saptami | 04/02/2026 | 04/02/2026 |
| 76 | | TTD Event | padmavathi Ammavari Utsavalu | 17/11/2025 | 25/11/2026 |
| 77 | | TTD Event | sri padmavathi Ammavari Float festival | 06/06/2026 | 10/06/2026 |

| S No | District Name | Event Category | Name of the event | Dates of the event for the FY 2025-26 | |
|------|---------------|------------------------|--|---------------------------------------|---------------|
| | | | | From DD-MM-YYYY | To DD-MM-YYYY |
| 78 | Visakhapatnam | Tourism Mega Event | Yacht Sailing Festival | 28/03/2026 | 31/03/2026 |
| 79 | | Cultural Events | Visakha Utsav | 26/12/2025 | 28/12/2025 |
| 80 | | Endowment Event | Simhachalam-chandanostvam(viasakha Sudda thadiya) | 30/04/2026 | 30/04/2026 |
| 81 | | Endowment Event | Giripradaakshana-Simhachalam | 9/07/2025 | 10/07/2025 |
| 82 | Vizianagaram | Tourism District Event | Vizianagaram Utsvalu | 3/10/2025 | 04/10/2025 |
| 83 | | Cultural Events | Sankranti Sambaralu | 12/01/2026 | 12/01/2026 |
| 84 | | Endowment Event | Pydithalli Ammavari Jatara | 5/10/2025 | 7/10/2025 |
| 85 | West Godavari | Tourism District Event | Perupalem Beach Festival | 14/02/2026 | 15/02/2026 |
| 86 | | Endowment Event | Sri Mavullamma vaari Festival | 13/01/2026 | 24/02/2026 |
| 87 | YSR Kadapa | Endowment Event | Proddatur Dasara Festival | 22/09/2025 | 02/10/2025 |
| 88 | | Darga Ursu Event | Ameen Peer Dargha Ursu | 5/11/2025 | 9/11/2025 |
| 89 | | Endowment Event | Brahmam gari Aaradhana Guru Pooja Utsvalu, B.Matam | 23/04/2026 | 28/04/2026 |
| 90 | | Tourism Mega Event | Gandikota Utsvalu | 26/12/2025 | 27/12/2025 |
| 91 | | TTD Event | Vontimitta Sri Rama Kalyanam | 26/03/2026 | 01/04/2026 |

Overall, the 2024–2029 Branding and marketing strategy for Andhra Pradesh tourism is Strategy **driven, professionalized, and ambitious**. It combines a strong brand identity, aggressive promotion using modern channels, product development (circuits, events), and stakeholder partnerships. By implementing these initiatives, Andhra Pradesh aims to significantly raise its tourism profile and achieve the policy's goal of becoming one of India's top three tourist destinations, catering to both volume and high-value tourism.

2.4.6. Conclusion and Strategic Recommendations

For Andhra Pradesh to realize its vision by 2029, branding and marketing must be executed with excellence and sustained commitment. Based on the analysis and comparative insights, the following strategic recommendations are put forward for A.P. Tourism:

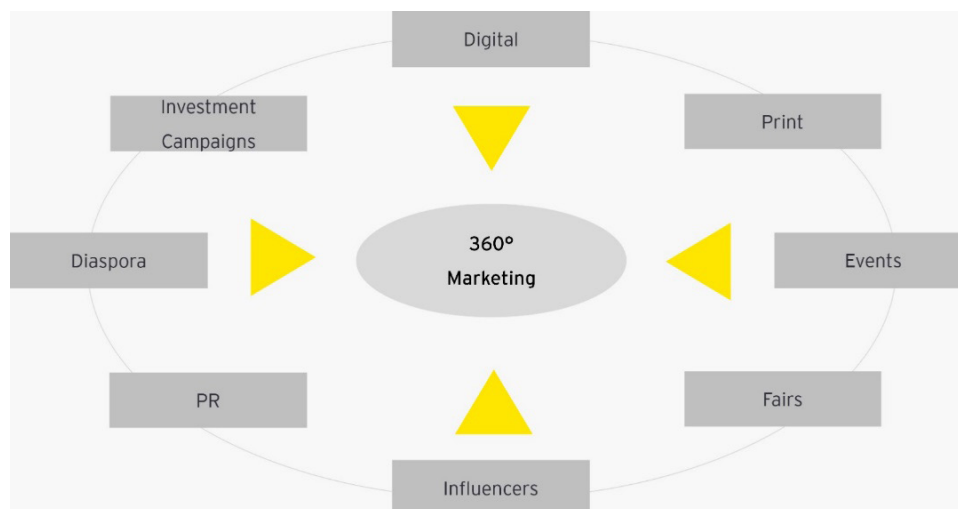


Figure 24: Strategic Recommendations by Andhra Pradesh Tourism and the Government²²

- i. **Maintain Consistency in Branding:** After finalizing the tagline, it's essential to consistently invest in the brand. Avoid frequent changes in slogans or visuals; instead, evolve the brand message while keeping the core intact. Encourage all stakeholders to use the Experience Andhra branding to amplify its reach.
- ii. **Back the Brand with Quality Experiences:** Delivering on the brand promise is vital. Ensure that the tourist experience aligns with the marketed image of "living experiences" by focusing on infrastructure and service quality. Establish feedback loops to monitor experience quality and leverage tourism industry status to fast-track necessary projects.
- iii. **Leverage Public-Private Partnerships in Marketing:** Engage the private sector to extend marketing budgets and creativity. Collaborate with local businesses and form Destination Management Organizations (DMOs) to collectively promote the Experience Andhra brand. Appoint celebrity ambassadors to enhance domestic appeal.
- iv. **Focus on Storytelling and Emotions:** Shift marketing content from listing attractions to storytelling that resonates emotionally. Create narratives around local traditions and experiences to forge deeper connections with potential visitors.
- v. **Aggressively Embrace Digital Marketing and Analytics:** Aim to lead in digital tourism marketing. Maintain an active social media presence, utilize targeted online advertising, and invest in SEO. Monitor analytics to adapt strategies in real-time and engage tech-savvy youth through user-generated content campaigns

- vi. **Integrate Marketing with Investment Promotion:** Use the tourism brand to attract investors by showcasing branding materials and presenting new policy incentives at Tourism Investor Meets. Track brand equity and share positive trends to instill investor confidence.
- vii. **Monitor, Measure, Adapt:** Establish clear KPIs for branding and marketing, such as tourist arrivals and social media engagement. Conduct annual reviews to refine strategies and adapt to trends.
- viii. **Draw on Comparative Lessons:** Learn from successful destinations like Kerala and New Zealand. Incorporate community-based tourism and refresh campaigns periodically to avoid brand fatigue while maintaining core identity.

In conclusion, effective branding and marketing are crucial for unlocking Andhra Pradesh's tourism potential. With strong political will and funding, AP Tourism should execute these strategies to position itself as one of India's top tourist destinations for Foreign and Domestic Tourist by 2029, offering unforgettable experiences and robust returns for stakeholders.

2.5. Creative Economy

2.5.1. Positioning Andhra Pradesh as a Creative Economy-Driven Tourism Destination

The **Creative Economy** – often referred to as the “orange economy” – sits at the intersection of **culture, creativity, technology, and commerce**. It represents a transformative pillar for tourism development, offering the potential to unlock new economic value from Andhra Pradesh's **vibrant cultural traditions, artistic heritage, and creative talent**. Globally, the integration of the **cultural and creative industries (CCI)** with tourism has proven to enhance destination identity, increase visitor engagement, and generate sustainable livelihoods – examples include **Bollywood's influence on Swiss tourism, South Korea's K-wave exports, and Dubai's integrated cultural infrastructure**²³.

In Andhra Pradesh, the creative economy can amplify the existing tourism portfolio by enabling tourists to not only visit destinations but also **participate in living experiences of music, crafts, storytelling, cuisine, and design**. This aligns with UNESCO's definition of CCI as sectors producing and commercializing cultural, artistic, or heritage-based goods and services.

2.5.2. Strategic Interventions to Leverage the Creative Economy

Key interventions proposed to leverage the Creative Economy for promotion of Tourism and Culture in Andhra Pradesh include the following:

23 1) EY Analysis; 2) UNESCO (2009), “UNESCO Framework for Cultural Statistics”; 3) UNCTAD (2022), Creative Economy Outlook 2022

Table 8: Key Creative Economy Interventions²⁴

| S. No. | Proposed Initiative | Key Interventions Required | Exemplars | Key Stakeholders |
|--------|-------------------------------|---|---|---|
| 1 | Creative & Cultural Districts | <ul style="list-style-type: none"> Select districts for integrated development, with theatres, artisan markets, studios, digital zones Identify and retrofit heritage buildings Build artisan studios, performance venues, design labs Program year-round events, night markets | <ul style="list-style-type: none"> Jaipur's Jawahar Kala Kendra (Rajasthan) Melbourne's Federation Square (Australia) Singapore's Gillman Barracks London's Southbank Centre (United Kingdom) | AP Tourism, Dept. of Culture, ULBs, local craft clusters |
| 2 | Film & Digital Media Tourism | <ul style="list-style-type: none"> Build studios & VFX parks Film location facilitation cell Develop "Tollywood Route of AP" with QR-trail and merchandise Film-tour packages | <ul style="list-style-type: none"> Spur in Tourism in Switzerland post movie "Dilwale Dulhania Le Jayenge" Rajasthan's Pushkar Fair Madhya Pradesh Film Tourism Policy 2025 | AP Tourism Film Cell, AP Film Development Corp., studios (e.g., Ramoji Film City), tour operators |
| 3 | Cultural Startups & MSME Hubs | <ul style="list-style-type: none"> Set up incubators/accelerators Provide branding, IP, e-commerce support Marketplace for crafts and music Access to finance, mentor network | <ul style="list-style-type: none"> West Bengal's Biswa Bangla Kerala Start-up Mission | AP Startup Mission, MSME Dept., NIFT, local NGO partners |
| 4 | Heritage Tech & Digital Media | <ul style="list-style-type: none"> Develop Digital Cultural Compendium App Deploy AR/VR installations at key sites AI-driven personalized itineraries 3D digitization of artefacts | <ul style="list-style-type: none"> Singapore's "Story of the Forest" British Museum VR tours | AP Tourism IT Cell, MeitY, tech startups, UNESCO Creative Cities Network |

2.5.3. Development of "Creative & Cultural Districts" in Anchor Hubs

Anchor tourism hubs such as Visakhapatnam, Tirupati, Amaravati, and Araku Valley will be transformed into **Creative & Cultural Districts** by co-locating **craft markets, theatres, design studios, digital storytelling zones, and art cafés**, becoming destinations in themselves. Night tourism elements like light shows, artisan parades, and open-air performances will enhance footfall and local economy stimulation. These hubs will also function as **living cultural campuses** offering tourists immersive experiences, while serving as incubators for local artists, designers, storytellers, musicians, and animators.

For instance, Tirupati could host a “Temple Arts Residency” program where global and Indian artists interpret local mythology through contemporary performance and digital installations.

Few examples are discussed below:

- Melbourne’s Federation Square (Australia), Singapore’s Gillman Barracks, and London’s Southbank Centre are creative districts that blend heritage, design, public art, and creative entrepreneurship, driving both tourism and the local economy²⁵.
- Jaipur’s Jawahar Kala Kendra (Rajasthan), a striking multi-arts center designed by renowned architect Charles Correa, features eight blocks comprising museums, an amphitheater, an auditorium, a library, art galleries, a cafeteria, a hostel, and an art studio²⁶.

2.5.4. Film and Digital Media Tourism Infrastructure

With a surge in OTT viewership and regional cinema, Andhra Pradesh can promote **film tourism** by:

- Establishing film shooting studios and VFX parks in Visakhapatnam, Tirupati and other suitable locations
- Promoting heritage and scenic sites as shooting locations
- Supporting **film-linked itineraries** and merchandising

Heritage sites featured in films will be digitally preserved and monetized via **AR/VR installations**. In addition, “Tollywood Route of AP” type tour may be curated based on famous shoot, which will be a curated trail of iconic locations featured in top Telugu films and serials, analogous to how Yash Raj Films sites in Maharashtra (e.g., Lonavala, Mahabaleshwar) became must-visit spots.

Few examples are discussed below:

- Switzerland’s dramatic rise in Indian tourism was fueled by the Bollywood film “Dilwale Dulhania Le Jayenge (DDLJ)”²⁷.
- Similarly, Rajasthan’s Pushkar Fair is now globally branded through curated visual storytelling and influencer marketing²⁸.
- Madhya Pradesh’s “Madhya Pradesh Film Tourism Policy 2025” offers location scouting, subsidies, and site access coordination²⁹.

25 1) Creative Victoria (Australia); 2) Singapore Land Authority; 3) Official Website – Southbank Centre (UK); 4) EY Analysis

26 1) Official Website – Jawahar Kala Kendra, Government of Rajasthan; 2) EY Analysis

27 1) The Hindu (2019), “DDLJ’s legacy in Switzerland: A love story that boosted tourism”; 2) EY Analysis

28 1) Rajasthan Tourism; 2) EY Analysis

29 1) MP Tourism Board – Film Tourism Policy; 2) EY Analysis

2.5.5. Cultural Startups and MSME Enablement through Innovation Hubs

Creative entrepreneurs – ranging from **graphic designers, animators, weavers, to folk musicians** – will be supported through the development of **cultural innovation hubs** in urban and rural areas. These hubs will offer:

- Access to mentorship, design labs, and e-commerce platforms
- Branding, IP protection, and packaging support
- Linkages with global buyers through expos and digital platforms

Few examples are discussed below:

- West Bengal's Biswa Bangla brand streamlined craft commercialization and exports via centralized support³⁰.

2.5.6. Digital Content Creation and Heritage Tech Integration

To bridge tradition and tech, Andhra Pradesh will:

- Develop a **Digital Cultural Compendium App** featuring 3D artefacts, folk tales, and music
- Introduce **AR/VR-based immersive installations** at key tourist sites (e.g., Story of the Forest-like projection mapping at Amaravati Stupa)
- Use **AI-powered promotion engines** for personalized cultural itineraries and recommendations

Few examples are discussed below:

- National Museum of Singapore's "Story of the Forest" is a benchmark in fusing art, tech, and tourism³¹.

Such tech-infused storytelling will be a major differentiator for younger and global audiences seeking **experiential and educational tourism**.

2.5.7. Impact and Outcomes

The Creative Economy Pillar is expected to³²:

- **Enhance tourism's value proposition** by integrating intangible heritage into tangible experiences
- **Diversify tourism revenue** through merchandising, events, and content licensing
- **Create local employment and entrepreneurship** opportunities in underdeveloped districts
- **Improve international visibility and cultural diplomacy** through participation in expos, biennales, and film festivals
- **Preserve and digitize endangered artforms** and create new global IP rooted in Andhra's traditions

30 1) Government of West Bengal – Biswa Bangla Official Portal; 2) EY Analysis

31 1) Official Website – National Heritage Board (Singapore)

32 1) EY Analysis; 2) World Bank (2021), Reshaping the Future: Strengthening the Creative Economy

2.5.8. Institutional Mechanisms and Partnerships

To mainstream the creative economy within tourism³³:

- A **Creative Economy & Cultural Tourism Council (CECTC)** may be established under Dept of Tourism
- **Cross-departmental partnerships** (Culture, Industries, Education, MSME, IT) will be fostered
- Tie-ups with institutions such as **FTII, NIFT, NID, IIM-Visakhapatnam, and UNESCO Creative Cities Network** will be explored

With its rich legacy of storytelling, art, music, and craftsmanship, Andhra Pradesh is poised to become a **Creative Economy-led Tourism Powerhouse**. This strategic pillar ensures that the state's tourism transformation is not only economically vibrant but also **culturally rooted, globally relevant, and socially inclusive**.

2.6. Smart Technology Enablement to Enhance Tourism Experiences

Technology is rapidly transforming the tourism sector, providing innovative ways to enhance visitor experiences, optimize operations, and improve sustainability. This evolution is powered by digital platforms, mobile applications, virtual and augmented reality, data analytics, the Internet of Things (IoT), artificial intelligence (AI), blockchain, and social media influence. The global AI market valued at INR 32,05,462 Crore in 2025 is expected to grow to INR 1,48,50,200 Crore by 2030, at a CAGR of 35.9% (2025–2030)³⁴.

As India aspires to become a global tourism hub, state governments and tourism authorities are increasingly adopting AI-driven solutions to improve accessibility, engagement, and service delivery.

Initiatives like the Incredible India Digital Platform (IIDP) and smart tourism infrastructure powered by AI position India to become a leader in immersive, tech-enabled travel experiences³⁵. The illustration below depicts the key pillars, strategy and initiatives for Tech Enabled Tourism:

33 tries 1) EY Analysis; 2) EY & CISAC (2015), Cultural Times: The First Global Map of Cultural and Creative Indus-

34 1) Grand View Research; 2) EY Analysis

35 Press Information Bureau (PIB), AI Technology and Digital Platform in Tourism Sector (10 Feb 2025)

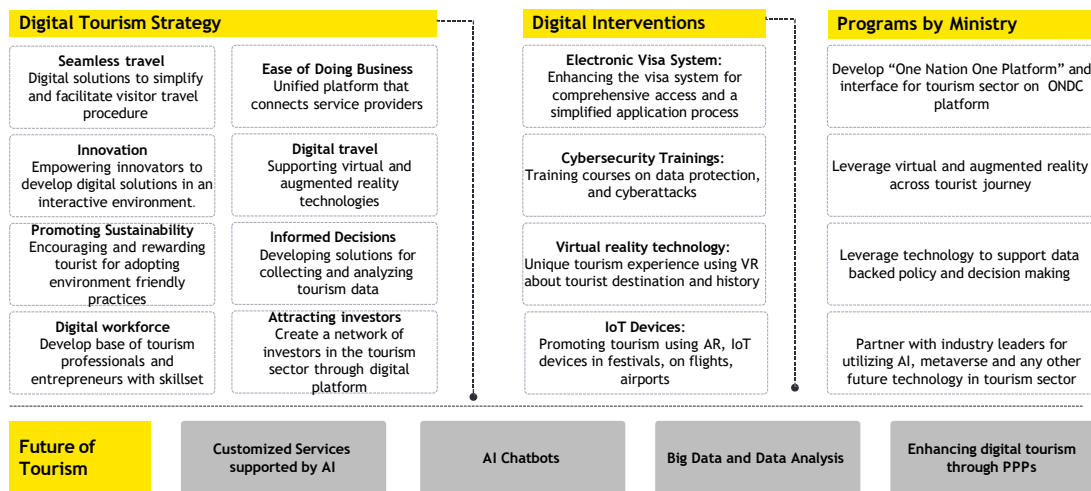


Figure 25: Key Pillars, Strategy and initiatives for Tech Enabled Tourism³⁶

2.6.1. Technology-Enablement in Andhra Pradesh’s Tourism Sector

In alignment with the “Deep Tech–All Walks of Life” principle under Swarn Andhra@2047, Andhra Pradesh aims to transform into a “Smart Tourism State” by 2029³⁷. The goal is to make technology a core enabler across the entire tourism journey—trip planning, booking, safety, experiences, and mobility. The table below illustrates the summary of Strategic Initiatives:

Table 9: Summary of Strategic Initiatives³⁸

| Strategic Initiative | Description | Technologies Involved | Global/Indian Exemplars |
|-------------------------|---|--|---------------------------------|
| Digital Super App | Unified platform for bookings, AI concierge, multilingual support | AI, NLP, Cloud, Payment Gateways | Slovak SIM Data Personalization |
| AR/VR Immersive Tourism | Virtual heritage site tours, “Try Before You Visit” | Augmented Reality, Virtual Reality, Mixed Reality (MR), Extended Reality (XR), 360-Degree Video, Holography and AI | Kyoto AR Museum, Amer Fort 360° |

³⁶ Andhra Pradesh Tourism Department and EY Research and Analysis

³⁷ 1) Government of Andhra Pradesh – Swarn Andhra@2047 Vision Plan; 2) EY Analysis

³⁸ Andhra Pradesh Tourism Department and EY Research and Analysis

| Strategic Initiative | Description | Technologies Involved | Global/Indian Exemplars |
|-----------------------------|--|---|--------------------------------|
| Smart Dashboard & Analytics | Real-time footfall, demand forecasting, sentiment analysis data from Tourism Dept. | AI, IoT, Machine Learning | Saudi Arabia Tourism Dashboard |
| Pilgrimage Tech Integration | AI-powered facial recognition, anti-drone surveillance | AI, Facial Recognition, Anti-drone Tech | Digi Yatra (India) |
| EV-Based Smart Mobility | 100% EV fleets, MaaS integration, UPI for public transport | EV, NFC, UPI, AI Analytics | AP EV Policy 4.0 |
| Data Privacy & Ethics | Robust privacy compliance, transparent data use | Encryption, Cybersecurity Frameworks | GDPR Benchmarks |

The roadmap toward this vision comprises of following initiatives:

2.6.1.1. Integrated Digital Platform (“Super App”)

AP Tourism aims to provide tailored experiences catering to individual preferences by setting up an integrated digital platform (or a “super app”) offering personalized, end-to-end tourist experiences and providing various services such as bookings, suggestions for local attractions, accommodation, real-time language support and guided tours. The figure below illustrates the targeted and personalized support across the travel journey:

Exhibit 12.6: Targeted and Personalised support across travel journey

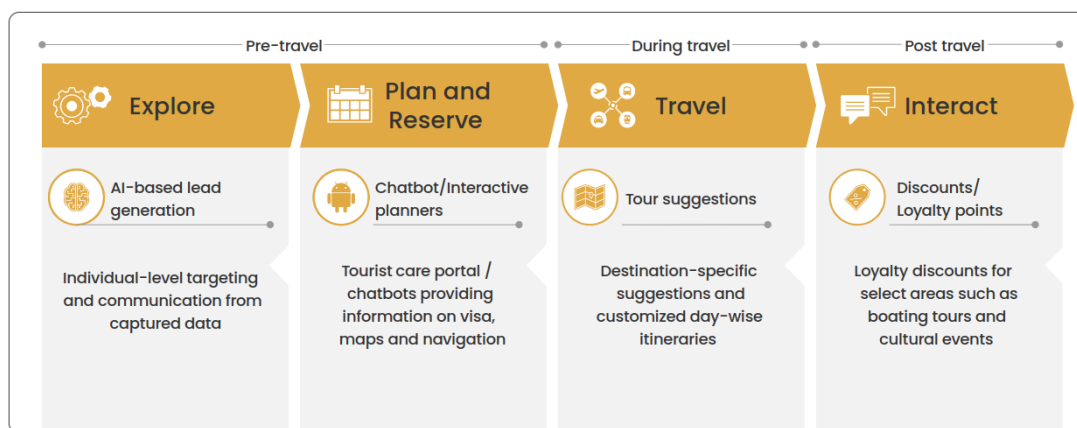


Figure 26: Targeted and personalized support across travel journey³⁹

Table 10: Key features of the Super App

| Feature | Description |
|---------------------------|--|
| All-in-One Booking System | Create and share multi-city itineraries (accommodation + transport + event entries + guided tours) with a single cart; integrated payments via UPI/credit card |
| AI Concierge (24×7) | Multilingual voice and text support for real-time assistance, handling anything from booking modifications to medical emergencies |
| Real-Time Suggestions | Language translation, emergency services, local recommendations using geolocation data |

Global Examples: Slovakia uses SIM card data to offer live suggestions to tourists based on their location⁴⁰.

2.6.1.2. AI-Powered Virtual Tours

Virtual Reality (VR), AI-enabled augmented reality (AR), Mixed Reality (MR), Extended Reality (XR), 360-Degree Video, Holography solutions allow tourists to explore destinations before visiting. These technologies are particularly beneficial for attracting international visitors and promoting lesser-known destinations.

- AR/VR experiences will be leveraged to showcase the state's heritage sites, such as the Undavalli Caves or the Borra Caves, through virtual tours etc.
- Virtual "Try Before You Visit" modules for off-beat destinations (e.g., virtual birdwatching in Kolleru Bird Sanctuary during migratory season) will be accessible to drive exploration beyond core tourism circuits.

Global Examples: In Japan, Mixed reality museum in Kyoto offers AR and VR experiences of its cultural heritage sites. It helps in reducing the impact of over-tourism on its ancient temples and shrines⁴¹.

Indian Examples: AI-generated 360-degree immersive tours of monuments such as Jaipur's Amer Fort or Delhi's Red Fort provide a realistic preview of India's historical sites.

2.6.1.3. Advanced technologies in collaboration with private sector

The State Government will optimize overall tourist experience by leveraging advanced technologies and fostering private sector collaboration. **Key focus areas** for collaboration include:

40 OECD Tourism Trends and Policies 2022

41 Japan National Tourism Organization (JNTO)

Table 11: Key focus areas for collaboration with private sector for Advanced technologies

| Area | Description |
|------------------------|--|
| Cloud Infrastructure | Real-time monitoring through integrated data centers |
| AI Analytics | Forecasting tourist flows; allocating transport and resources dynamically |
| Personalized Offerings | Data-driven development of workcations, wellness packages, and eco-tourism |

2.6.1.4. Fully Integrated, Real-Time Smart Tourism Dashboard

A.P. Tourism currently has a Dashboard that primarily captures financial performance metrics – revenues, costs, occupancy rates of Andhra Pradesh Tourism Department - owned assets (hotels, fleet, sound-and-light shows) and produces reports on profitability and asset utilization.

Going ahead, the Dashboard will be integrated with other critical tourism functions such as visitor footfall monitoring, transport analytics, or real-time feedback mechanisms.

The Dashboard will be further expanded to provide consolidated, real-time view that combines accommodation occupancy, visitor profiles, event calendars, transportation schedules, and environmental data (e.g., footfall density at monuments). All data sources (Andhra Pradesh Tourism Department bookings, APSRTC/rail/air traffic, IoT sensors at heritage sites, Super-App feedback, social-media sentiment, competitive benchmarks) will converge in a unified cloud-based platform.

A public “A.P. Tourism Insights” microsite will empower private stakeholders (hoteliers, tour operators, craftspeople) to access anonymized, aggregated data such as footfall trends, average tourist spending, demographic demand shifts, helping them optimize offerings.

Global Examples: Saudi Arabia Interactive Tourism Dashboard⁴²

Indian Examples: Kerala E-Service Dashboard⁴³

Features of comprehensive Tourism Dashboard are illustrated below in the chart:

42 Saudi Arabia Ministry of Tourism – Tourism Dashboard (<https://mt.gov.sa/>)

43 Kerala e-Services Dashboard

| Macro Indicators | | | |
|--------------------------|---------------------------|----------------------|-------------------------|
| Total GVA Share | Tourism GDP (₹ Cr) | Employment Share (%) | FTA Rank (India) |
| Spend per Tourist (₹) | Avg Stay Duration (Days) | Total Investment | Total FDI Investment |
| Tourist Visitors (Lakhs) | Gol Pending Grants (₹ Cr) | Total MoUs Signed | Hotel Inventory (Rooms) |
| Project Grounded | Grounded Investment | Grounded Employment | Total Employment |
| Foreign Tourist (Lakhs) | Safety & Security Index | Infrastructure Index | Skill Gap Index Score |

Figure 27: Features of comprehensive Tourism Dashboard⁴⁴

2.6.1.5. AI-Driven Predictive Analytics

The existing data collection mechanisms will be expanded to make use of machine-learning or predictive-analytics tools to forecast demand, optimize pricing, or proactively allocate resources during peak and off-season periods.

IoT (Internet of Things) such as occupancy sensors in hotels or traffic counters at attractions will be deployed to enhance the government's ability to perform dynamic, context-aware resource management (e.g., deploying extra buses when a pilgrimage event is underway).

Advanced ML models will be deployed to generate daily "Ops Briefs" for AP Tourism leadership, that will recommend:

- Optimal staffing at high-footfall locations (e.g., doubling security staff at Tirupati during Rath Yatra).
- Real-time dynamic pricing adjustments for AP Tourism accommodations based on competitor data, occupancy forecasts, weather forecasts (e.g., surge rates on long weekends).
- Automated marketing triggers (e.g., push "Early Bird" discounts on coastal resorts when monsoon season forecast is late, based on climate models).

2.6.1.6. Enhanced Pilgrimage via AI and Facial Recognition

Tirumala Tirupati Devasthanam (TTD), the official custodian of the famous Venkateswara temple, has unveiled a pilot project to employ AI, facial recognition tech to enhance pilgrimage experience.

After the successful pilot by TTD, the use of Artificial Intelligence (AI) and facial recognition technology will be explored at other prominent temples and religious sites to enhance the pilgrimage experience and streamline operations.

These technologies will help to authenticate genuine pilgrims for ensuring a smooth darshan (visit to deity), prevent impersonation and fraudulent activities and ease accommodation, access control and other operations.

As part of these futuristic initiatives, the pilgrims will be provided with time slotted visit tokens, which will capture their facial features using facial recognition technology. By implementing this solution, token issue and verification process becomes quick and hassle-free while impersonation and fraudulent activities can be prevented.

AI and facial recognition technology will also be contemplated to track pilgrim numbers at various locations such as queue lines, compartments and inside the temples and/or religious places. Powered by this tech, the management body will be equipped to notify pilgrims of the expected darshan time so as to empower them to properly plan their pilgrimages. Installed across visit paths in the temple, the management body can estimate the time taken to complete visit under various categories and also fix gaps in operations.

Further, AI and facial recognition cameras will come in handy to track and identify intruders at exact locations.

Indian Examples: “Digi Yatra” system currently used at Indian airports, which has successfully streamlined passenger processing through biometric verification⁴⁵.

2.6.1.7. Anti-drone Systems for Enhanced Security

TTD has unveiled a pilot project to use anti-drone system to detect, track, and neutralize unauthorized unmanned aerial vehicles (UAVs) flying in and around the Tirumala temple premises⁴⁶. This initiative is designed to prevent potential security threats, unauthorized photography, and breaches of privacy in the sacred zone.

The use of the anti-drone system will be explored to detect, track, and neutralize unauthorized unmanned aerial vehicles (UAVs) flying in and around the other prominent temples and religious premises.

The introduction of anti-drone technology will be a proactive measure to secure the prominent religious places from any airborne threats. Given the increasing availability and misuse of drones, it has become essential to safeguard the world-famous places of worship and the millions of devotees who visit it.

45 Digi Yatra Foundation (A Govt. of India initiative)

46 Tirumala Tirupati Devasthanam (TTD) Official Website – TTD.NEWS

2.6.1.8. Intelligent, Sustainable Mobility as a Service (MaaS)

Under Andhra Pradesh Sustainable Electric Mobility Policy (4.0) (2024–2029), AP Tourism is coordinating with APSRTC to:

- Transition 100% of APSRTC buses serving major tourist routes (Hyderabad–Tirupati, Vijayawada–Araku) to EVs.
- Establish charging stations at 30 km intervals along national highways connecting Vizag, Tirupati, and Vijayawada—3 × 3 km charging grids in urban tourist hubs (Hyderabad, Visakhapatnam, Tirupati).

In accordance with AP's EV Policy 4.0, by 2029, APSRTC will operate 100% EV fleet on primary tourist corridors.

Private taxi aggregators operating through the Super-App shall be encouraged to maintain a minimum of 50% EV vehicles by 2029; subsidies and state tax incentives will be aligned in accordance with Andhra Pradesh Sustainable Electric Mobility Policy (4.0) to support EV fleet growth⁴⁷.

A **“One-Card” NFC (Near Field Communication)** pass may be introduced to allow tourists to board any EV bus, metro, or smart ferry by simply tapping – unifying payment across modes and transporting usage data back to the central dashboard.

Mobility Analytics: An AI-powered transport-optimization engine will analyze trip logs, pedestrian flows, and event schedules to propose new routes (e.g., direct “Tirupati–Srisailem” EV shuttles during festival weeks), reducing travel times compared to conventional scheduling.

2.6.1.9. Data Privacy and Ethical Considerations

The State will emphasize the importance of data privacy in the implementation of technologies such as AI, facial recognition, etc. Stringent measures will be in place to protect personal information, ensuring that the use of AI and facial recognition does not compromise the privacy of the tourists. The administration will remain committed to maintaining ethical standards while adopting technological advancements to improve the experience of tourists.

All of the above-mentioned initiatives will aim to make to create a blueprint for E-Tourism.
The main principles of e-tourism have been mentioned in the illustration below:

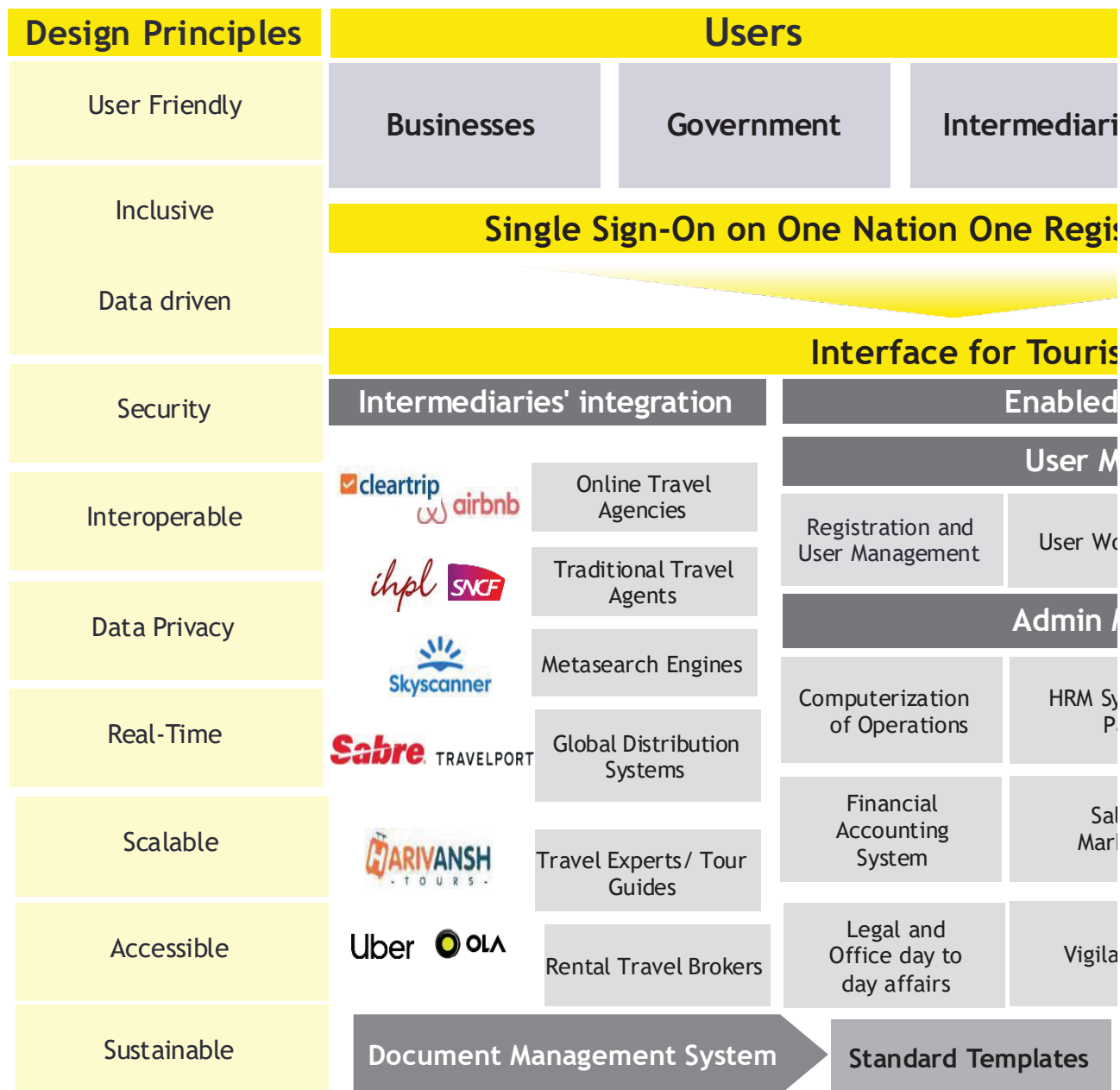




Figure 28: Main Principles of E-Tourism⁴⁸

| | Channels | | Integration | |
|-----------------------|----------|---|-----------------------------|-------------|
| Channels | Web |  | PAN & Aadhar Authentication | DigiLocker |
| | Mobile | | Quality Certifications | UPI |
| Registration Platform | | | GIS | and more... |

| Risks Sector ONDC platform | | | | |
|----------------------------|---|--------------------------------|---|--|
| led through | | Infra/ Network |  Analytics | |
| r Modules | | | | |
| r Workflows | Feedback/ Grievance | Database | User Behavior | |
| in Modules | | Security infrastructure | Sales funnel analysis | |
| | | Payment Gateway | Spatial Analysis | |
| M System & Payroll | Inventory Management | Data Centre/ Disaster Recovery | Demand forecasting | |
| Sales & Marketing | Estates Management and Lease Management | Web hosting & servers | Product performance | |
| | | Bandwidth Management | Operational analysis | |
| igilance | Projects and Engineering | Data Visualizations | Operational analysis | |
| | | Project Management Tools | Operational analysis | |
| s | Customized Reports | Invoicing | Certifications | |

2.6.1.10. Implementation Roadmap

To operationalize Andhra Pradesh’s Smart Tourism vision, a phased implementation of key technologies will be planned from 2024 to 2029. The **Tools & Technologies Timeline** provides a concise view of how core digital enablers including **Digital Super App, AI & Analytics, AR/VR, Facial Recognition**, and **Electric Mobility Systems** will be progressively deployed across tourism infrastructure.

The below visual timeline illustrates the **gradual maturity and cumulative layering** of these technologies, ensuring each phase builds on a robust digital foundation:

Table 12: Visual timeline illustrating the gradual maturity and cumulative layering of these technologies, ensuring each phase builds on a robust digital foundation⁴⁹

| Tech | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 |
|--------------------|----------------|------------------|----------------------|---------------------------|------------------------|-------------------------|
| AI & Analytics | ● Start | ● Expand | ● Predictive Models | ● Prescriptive Ops Briefs | ● Full Integration | ● Mature State |
| AR/VR | ● MoU | ● Pilots | ● Deployment | ● Core Circuits | ● All Heritage Sites | ● Refined Use |
| Facial Recognition | ● Pilot at TTD | ● Scale | ● Darshan Management | ● Multi-temple Ops | ● Full Deployment | ● Real-Time Alerts |
| EV Mobility | ● Planning | ● Rollout Begins | ● Grid Commissioned | ● MaaS NFC Pass | ● Optimized Scheduling | ● Complete EV Corridors |

Each technology stream begins with pilots and foundational infrastructure, followed by scaled deployment and intelligent integration. By 2029, these tools will converge into a **fully interoperable, real-time ecosystem** – delivering personalized, efficient, and immersive experiences for visitors across the state.

2.7.Capacity Building

Capacity building is fundamental to strengthening the tourism sector. It empowers individuals, institutions, and communities to operate more effectively, sustainably, and innovatively. In the tourism domain, this translates into enhanced human capital, resilient institutional frameworks, and systemic readiness to deliver world-class visitor experiences while preserving cultural and natural heritage.

Capacity building drives the following:

- **Service Excellence** – equipping professionals to meet global standards
- **Innovation & Adaptability** – addressing emerging trends and technologies
- **Inclusive Growth** – enabling rural, tribal, specially-abled and underserved communities
- **Sustainable Tourism Development** – ensuring environmental and cultural protection

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Recent Global Trends and Innovations⁵⁰: The tourism sector has embraced digital upskilling platforms (e.g., Coursera, edX, Destination Specialist Program), immersive VR/AR training modules, sustainable tourism certifications (e.g., Global Sustainable Tourism Council (GSTC), Sustainable Tourism Criteria for India (STCI)), community-based tourism training, PPP-driven capacity building programs, cross-border apprenticeships, and micro-credentialing. These innovations foster agility, inclusivity, and resilience in a rapidly evolving global market. The table below illustrates the Global Trends shaping Tourism Capacity Building:

Table 13: Global Trends shaping Tourism Capacity Building⁵¹

| Innovation | Description | Global Example |
|------------------------------|--|--|
| Digital Upskilling Platforms | Online micro-courses for hospitality and tourism skills | Destination Specialist Program, Coursera, edX |
| VR/AR-Based Training | Immersive virtual training in safety, heritage, and service excellence | Global Digital Heritage Programs for selected countries |
| Certification Programs | Sustainable tourism accreditation | Global Sustainable Tourism Council (GSTC), Sustainable Tourism Criteria for India (STCI) |
| Public-Private Partnerships | Government and industry collaboration for training | Kerala Responsible Tourism Mission |
| Cross-Border Apprenticeships | Overseas exchange for practical skill building | Kerala–Dubai Hospitality Apprenticeships |

2.7.0.11. Capacity building in Andhra Pradesh Tourism

Andhra Pradesh's ambition to grow tourism's GSDP contribution from INR 70,000 crore to INR 240,000 crore by 2029 requires a multi-faceted capacity building approach that not only equips individuals with skills but also strengthens institutions, governance, and monitoring mechanisms. The following thematic focus areas group key initiatives and interventions:

50

1) UNWTO Tourism Education Guidelines; 2) World Travel & Tourism Council (WTTC); 3) UNESCO Digital Heritage and Innovation Programs; 4) Global Sustainable Tourism Council

51

1) UNWTO Tourism Education Guidelines; 2) World Travel & Tourism Council (WTTC); 3) UNESCO Digital Heritage and Innovation Programs; 4) Global Sustainable Tourism Council

Table 14: Thematic Focus Areas Group Key Initiatives and Interventions⁵²

| S. No. | Initiative / Thematic Area | Key Interventions Required | Exemplars (India + Global) | Key Stakeholders / Parties |
|--------|--|--|--|--|
| 1 | Skill Census | <ul style="list-style-type: none">• Expand 'Skill Census' with mobile/ GIS-enabled tools and Infosys AI pre-validation• Integrate findings into LMIS and publish Tourism Skills Atlas• Perform sectoral gap analysis and demand forecasting | <ul style="list-style-type: none">• Kerala Skill Gap Study (2017)• Australia Tourism Labor Force Survey | Tourism Dept, AP State Skill Development Corporation (APSSDC), National Skill Development Corporation (NSDC), academic partners, Tourism and Hospitality Skill Council (THSC), Quality Council of India (QCI), Ministry of Tourism (MoT) |
| 2 | Sensitization & Training Programs | <ul style="list-style-type: none">• Scale sensitization via MEPMA (urban) & SERP (rural) and other private players• Deploy VR-enabled heritage and crisis-management modules• Offer multilingual, sign-language, and accessibility workshops | <ul style="list-style-type: none">• Kerala Responsible Tourism | Tourism Dept, MEPMA, SERP, THSC, Quality Council of India (QCI), Ministry of Tourism (MoT), private training vendors |

| S. No. | Initiative / Thematic Area | Key Interventions Required | Exemplars (India + Global) | Key Stakeholders / Parties |
|--------|---|--|--|--|
| 3 | Human Resource Development in Niche Sectors | <ul style="list-style-type: none"> • Boost Telugu enrolment at SIHMCT&AN with outreach, scholarships, stipends • Establish new IHM and 4–5 FCIs • Co-create specialized curricula in Adventure, Smart Tourism, Culinary, Medical, and Agriculture sectors • Mandate 60% local hiring by hotel chains | <ul style="list-style-type: none"> • HTW Chur Alpine Tourism (Switzerland) | GoAP, MoT-Gol, SIHMCT&AN, APSSDC, SEEDAP, prospective districts, industry partners |
| 4 | Satellite Training Centres in Rural & Tribal Areas | <ul style="list-style-type: none"> • Set up district hubs with vernacular instruction, residential facilities, & digital micro-courses • Operate mobile skill vans • Certify SHG-run centers and community trainers | <ul style="list-style-type: none"> • Botswana Okavango guide program • Machu Picchu porter initiative (Peru) | Tourism Dept, tribal councils, SERP, NGOs, GMR Bhogapuram, Central Tribal University Vizianagram, local panchayats |
| 5 | Cross-Border Apprenticeship Models | <ul style="list-style-type: none"> • Finalize MoUs and launch 1+1-year apprenticeships with countries such as Switzerland, UAE • Deliver joint diplomas and virtual exchanges • Maintain Tourism Skills Exchange portal for candidate matchmaking & progress tracking | <ul style="list-style-type: none"> • Swiss Indian Alpine Guide Exchange • Kerala–Dubai hospitality apprenticeships | Tourism Dept, MoT-Gol, international tourism boards, SEEDAP, partner institutes |

2.7.0.12. Skill Census

Andhra Pradesh is conducting first-ever ‘Skill Census’, a comprehensive assessment to map existing competencies and future industry requirements, essentially a detailed skill-gap study. This exercise aligns with the Swarn Andhra@2047 vision for employability-focused education and AP Tourism Policy’s emphasis on professional human capital.

To build an informed foundation for capacity-building efforts, Andhra Pradesh will expand its ongoing Skill Census initiative using mobile, GIS-enabled tools and AI-powered validation systems. This will allow for real-time mapping of existing skills across tourism sub-sectors and identification of emerging gaps.

The insights from this census will be integrated into the Labor Market Information System (LMIS) and will contribute to the development of a comprehensive, publicly available Tourism Skills Atlas. This digital atlas will serve as a resource for policymakers, training institutions, and private sector stakeholders. Moreover, sectoral gap analyses and demand forecasting will be conducted annually, with contributions from academic partners, to ensure that the state’s tourism workforce evolves in sync with global trends.

Examples: Kerala’s Skill Gap Study (2017); Australia’s Tourism Labor Force Survey

2.7.0.13. Sensitization Programs & Training

To enhance service quality, inclusivity, and cultural sensitivity across all touchpoints in the tourism experience, sensitization and training programs will be scaled through established community and urban development platforms.

The Mission for Elimination of Poverty in Municipal Areas (MEPMA) will focus on urban tourism training, while the Society for Elimination of Rural Poverty (SERP) will lead rural interventions. These programs will cover areas such as homestay operations, bed-and-breakfast management, and tourist facilitation such as adventure tourism guides, hospitality, culinary training and wayside amenities.

Additionally, the Department of Tourism will work with private training vendors to introduce immersive, VR-enabled training modules for crisis management and heritage storytelling. Accessibility and inclusivity will be addressed through multilingual bootcamps – including Japanese and Korean – and sign-language workshops.

Participants will also be encouraged to undergo annual digital recertification to ensure continued service excellence.

Examples: Kerala’s Responsible Tourism Mission

2.7.0.14. Human Resource Development in Niche Tourism Sectors

Recognizing the need for domain-specific expertise, the state will prioritize human resource development in emerging and high-value tourism niches such as adventure tourism, smart tourism, culinary tourism, agri-tourism and medical tourism.

The **State Institute of Hotel Management, Catering Technology and Applied Nutrition (SIHMCT&AN)** in Tirupati will play a pivotal role in this effort. The government will launch targeted outreach campaigns to improve enrollment, particularly among Telugu-speaking youth, and will offer scholarships and stipends for internships.

Additionally, a new **Institute of Hotel Management (IHM)** and 4–5 **Food Craft Institutes (FCIs)** will be established in key districts under a joint initiative by the state and the Ministry of Tourism, Government of India. These institutions will deliver specialized, affordable, and experience-focused programs to generate a talent pool equipped to serve diverse tourism markets.

A **local hiring mandate** will be introduced, requiring hotel chains to employ at least 60% of their workforce from the local population. This will be incentivized through wage subsidies and expedited site approvals. International best practices will be integrated into course design through academic exchange programs and live industry projects.

Examples: Switzerland's HTW Chur Alpine Tourism

2.7.0.15. Satellite Training Centers in Rural & Tribal Areas

To democratize access to tourism-related training and empower underserved populations, the state will establish Satellite Training Centers (STCs) across all districts, with a strong focus on rural and tribal regions. These centers will provide vernacular-language instruction, residential facilities, and digital infrastructure, creating accessible platforms for hospitality, craft, and eco-tourism skills. Training content will include modules on Buddhist circuit tourism, marine tourism, and handicrafts, delivered through digital micro-courses.

In partnership with tribal councils, NGOs, and local panchayats, the Department of Tourism will empanel qualified private training institutions to set up and operate these centers. Existing skill institutes in other trades will be encouraged to introduce tourism-specific modules. These STCs will also support women's empowerment through integration with national schemes such as the Technology Development and Utilization Program for Women (TDUPW) by the Ministry of Science and Technology, Government of India.

Examples: Botswana's Okavango Delta guide program ; Peru's Machu Picchu porter initiative.

2.7.0.16. Cross-Border Apprenticeship Models

To ensure that Andhra Pradesh's tourism workforce is globally competitive, the state will launch **international apprenticeship programs** that allow candidates to gain real-world experience in top-performing tourism economies. These structured "1+1 Year" programs will be implemented in partnership with countries such as Switzerland, and the UAE.

Selected candidates will undergo a year of hands-on apprenticeship abroad followed by a year of application and mentorship in Andhra Pradesh. The program will culminate in a **jointly certified diploma** recognized by both the Government of Andhra Pradesh and international accrediting bodies.

A **Tourism Skills Exchange Portal** will also be established to match candidates with opportunities, track progress, and ensure alignment with professional goals. This digital platform will facilitate transparent recruitment, performance monitoring, and post-program placement.

Examples: Dubai Department of Economy and Tourism (DET) – Hospitality Apprenticeship Program ; Swiss Indian Alpine Guide Exchange, MoT exchange program

2.7.0.17. Drone Photography and Videography

To enhance the visual storytelling capabilities of Andhra Pradesh's tourism sector, the state will initiate a comprehensive Drone Photography and Videography program. This initiative aims to equip local photographers and videographers with advanced skills in aerial imaging, enabling them to capture the breathtaking landscapes and cultural heritage of the region from unique perspectives.

The program will feature a series of workshops and hands-on training sessions conducted by industry experts from leading drone technology firms and renowned photographers. Participants will learn about drone operation, photography techniques, videography skills, and post-production editing, ensuring they are well-versed in the latest trends and technologies in aerial imaging.

Selected candidates will have the opportunity to showcase their work through a state-sponsored exhibition, promoting Andhra Pradesh as a premier tourist destination. Additionally, a Drone Media Hub will be established to serve as a resource center, providing access to equipment, software, and ongoing mentorship for aspiring drone professionals.

Examples: Kerala's aerial photography initiatives ; Bhutan's drone videography projects for tourism promotion.

3. KEY TARGETS AND OUTCOMES

As mentioned earlier the State has set ambitious targets to increase the contribution of tourism from current INR 70,000 cr to INR 240,000 cr by 2029 thereby increasing the contribution of the sector to 8% of AP's GSDP. The illustration below depicts the contribution of key tourism segments:

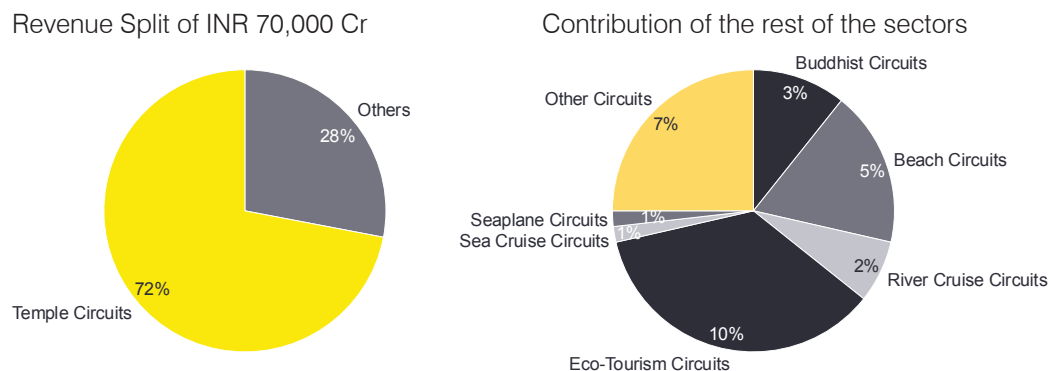


Figure 29: Contribution of Key Tourism Segments

As depicted in the figure above temple circuits currently contribute more than 70% of the revenue and approximately 75% of the footfalls in the state. Based on the tourism strategy the sector is expected to achieve 25-28% yearly growth to achieve this target. The yearly targets as envisaged has been illustrated below:

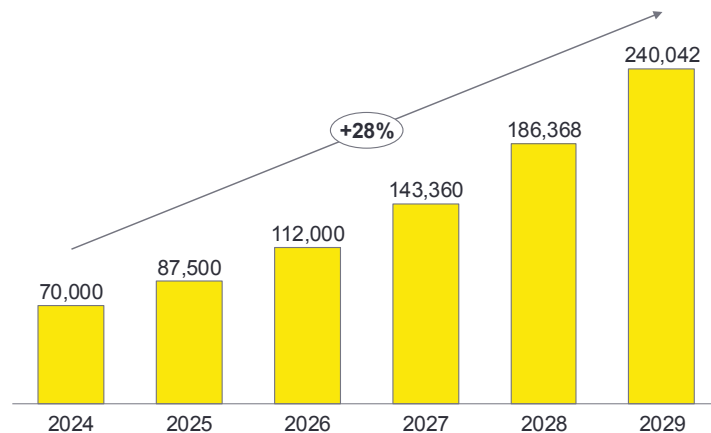
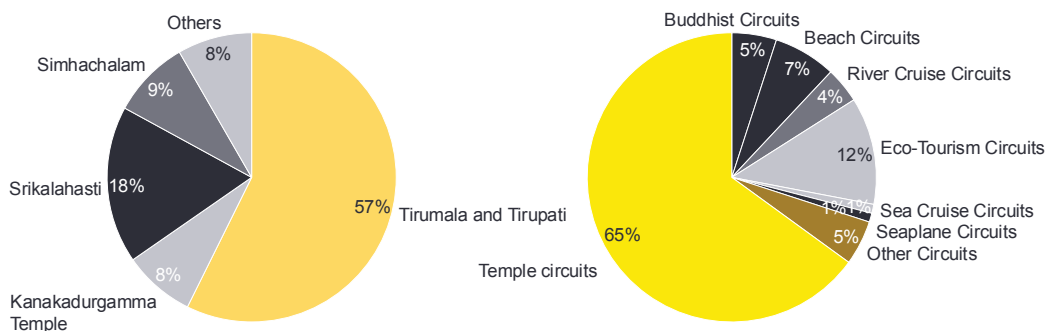


Figure 30: Yearly Targets

As depicted in illustration above, the sector is expected to achieve super normal growth on account of various initiatives that would be undertaken by the department over the next 5 years. While AP median growth is expected to be 14-15%, the tourism sector has the potential to outgrow the traditional sectors provided that the all the strategic pillar are actioned immediately, and the progress is monitored.

The temple circuits would be the core to providing the growth and impetus to the tourism sectors. Temple circuits such as Tirumala and Tirupati, Kanakadurgamma Temple, Srikalahasti, Simhachalam and Srikakulam (Umarundra Narayana Tirumala) are expected to be the frontrunner in achieving the growth and bringing in the footfalls. In the future as we expect other sectors to exhibit growth and overall contribution of temple circuits is expected to marginally decline to 65%. The illustration below depicts the overall contribution of different sector over the period 2024-29.

Contribution of various tourism segments – 2029 Contribution of Key temple Circuits - 2029



With the investment and focus on infrastructure development other circuits are expected to increase their contribution to the overall objective of contributing ~8% to the AP GSDP over the next 5 years.

The Andhra Pradesh Tourism Policy has set an ambitious target to increase the tourism sector's contribution to employment from 12% to over 15%. Currently, tourism contributes approximately 12.5% to employment, creating 41.7 lakh (4.1 mn) jobs in the state. Granting industry status to the tourism sector will boost investments in the micro, small, and medium categories. State initiatives such as product diversification, infrastructure development, circuit development, and connectivity enhancement are likely to increase the sector's contribution to approximately 15% in. The various sources of employment generation are provided in the illustration below. These sources included direct, indirect and induced.

The multiplier encapsulates the interlinkages between the tourism sector and the wider economy, translating direct employment into a more comprehensive picture of total job creation. These sources included direct, indirect and induced sources and the target is that the sector employs create 50 lakhs direct and indirect jobs additional jobs.

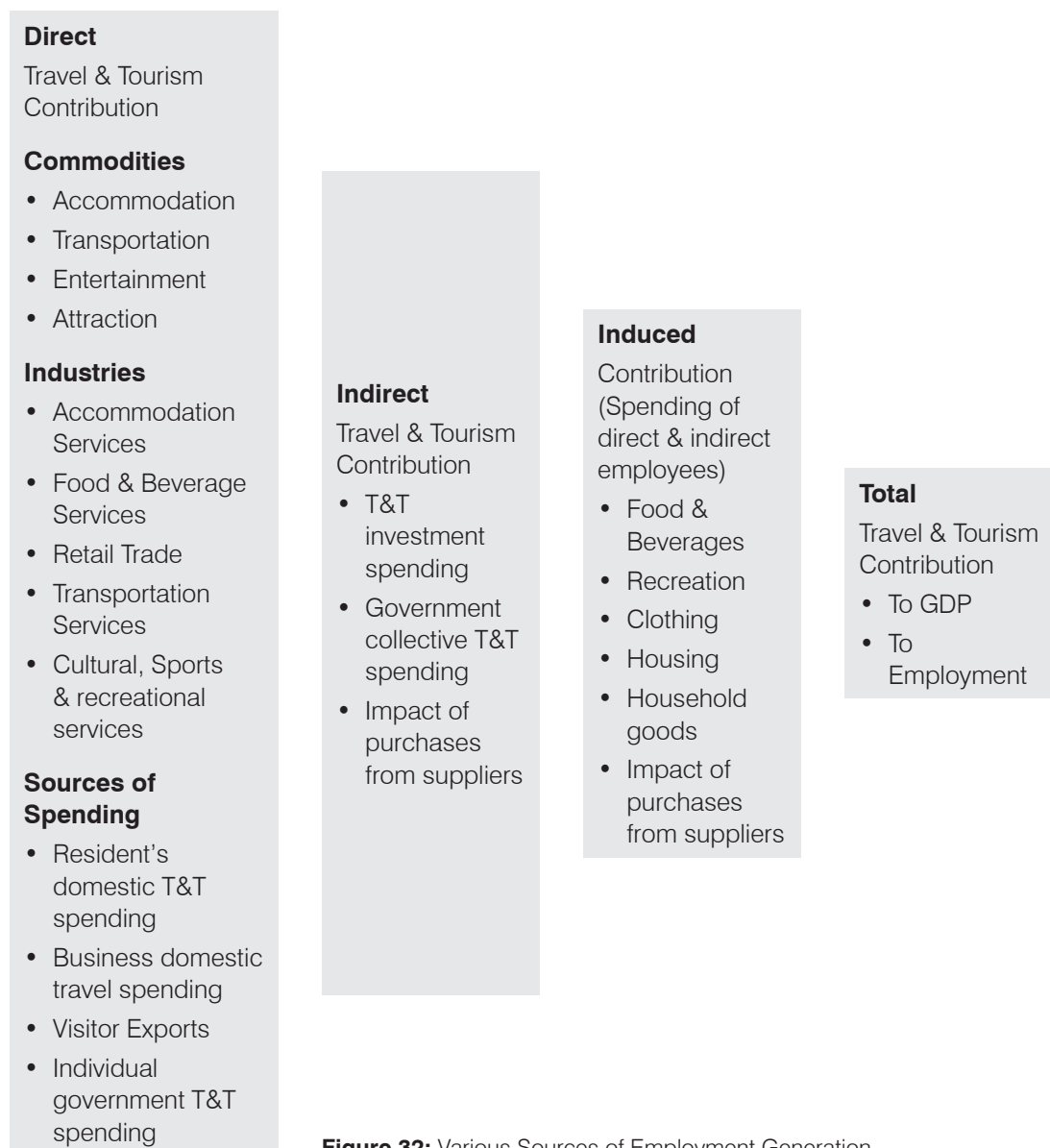


Figure 32: Various Sources of Employment Generation

4. CONCLUSION

Andhra Pradesh possesses the inherent potential to evolve into a globally competitive tourism destination, owing to its diverse portfolio of religious, medical, adventure, eco-tourism, and coastal tourism assets. These attractions already draw a significant influx of both domestic and international tourists. However, as outlined in preceding sections, there remains substantial scope for enhancement. A calibrated, demand-driven strategy can unlock the full potential of the sector, catalyzing inclusive economic growth and generating much-needed employment across the State.

To realize this vision, the following strategic imperatives must be prioritized:

1. Stimulate Demand Across Anchor Hubs and Thematic Circuits

- **Target Segments:** Religious & Spiritual Tourism, Beach and Coastal Tourism, River and Cruise Tourism, Eco-tourism, Agri & Rural Tourism, Wellness and Medical Tourism.
- For each anchor hub and thematic circuit, a comprehensive assessment should be undertaken to map potential tourist assets, define circuit-specific offerings, and identify target consumer segments. This will inform demand activation and marketing campaigns.

2. Upgrade Terminal Infrastructure, Connectivity, and Wayside Amenities through Private Sector Collaboration

- Develop and operationalize at least three world-class international airports.
- Establish seamless last-mile multimodal connectivity to all identified hubs and circuits.
- Build premium-grade, experience-oriented infrastructure and amenities within a 100–200 km radius of each circuit, aligned to international benchmarks of safety, hygiene, and visitor experience.

3. Institutionalize Destination Management Organizations (DMOs) for Each Hub and Circuit via PPP-led SPVs

- Constitute DMOs as not-for-profit Special Purpose Vehicles (SPVs) to enhance visitor services, ensure sustainable practices, and facilitate synergies with local enterprises.
- Empower DMOs with market intelligence and operational autonomy to drive tailored circuit-level development.

4. Revamp the Hospitality Sector with Quality Assurance and Strategic Partnerships

- Define and enforce uniform quality standards and accreditation protocols across service offerings.
- Attract marquee hospitality players through PPP frameworks to anchor premium services.
- Standardize service delivery across anchor hubs and expand room capacity by 6–8 times by 2047, in alignment with demand forecasts.

5. Develop a Future-Ready Tourism Workforce in Collaboration with Industry Stakeholders

- Launch specialized degree and certification programs focused on hospitality and tourism services.
- Design and implement next-generation, multidisciplinary skill development programs.
- Mobilize private sector and multilateral funding for large-scale training and upskilling initiatives.

6. Establish a Comprehensive Regulatory Framework for Homestays

- Introduce a unified rating and classification system to institutionalize quality assurance.
- Enable mechanisms for periodic inspections, compliance verification, and revalidation.

7. Promote Globally Recognized Sustainability Standards

- Adopt best-in-class global certifications (e.g., LEED for accommodations, Blue Flag for beaches).
- Implement zoning regulations to ensure environmentally sustainable development.
- Embed sustainability modules in workforce training and design edutainment tools for tourists.
- Position Andhra Pradesh as a “Global Benchmark in Sustainable Tourism.”

8. Leverage Advanced Technologies to Drive Sustainability and Operational Efficiency

- Invest in enabling infrastructure such as data centers, cloud platforms, IoT sensors, and drones.
- Ensure high-speed internet availability across all key tourist hotspots.
- Conduct capacity-building programs for government officials, local businesses, and communities to harness the benefits of emerging technologies.

9. Launch an Integrated Tourism App for Personalized Experiences

- Provide curated offers, interest-based itineraries, and real-time information services.
- Integrate chatbots and a tourist care portal offering multilingual support for navigation, visa queries, and safety information.
- Enable AI-based, destination-specific content and deliver loyalty-based incentives for experiential tourism (e.g., safaris, boat tours, cultural festivals).

10. Build the Andhra Pradesh Global Tourism Brand

- Roll out tactical promotional campaigns in identified target markets.
- Drive hyper-personalized marketing using behavioral insights and tourist preference analytics.

11. Operationalize a Year-Round Tourism Events Calendar

- Institutionalize an annual calendar of multi-category activities, events, and experiences tailored to seasonal tourism trends, thereby optimizing tourist footfall across the year.



Andhra Pradesh Tourism Authority
5th Floor, Stalin Corporate Office, Auto Nagar,
Industrial Area, Vijayawada.

