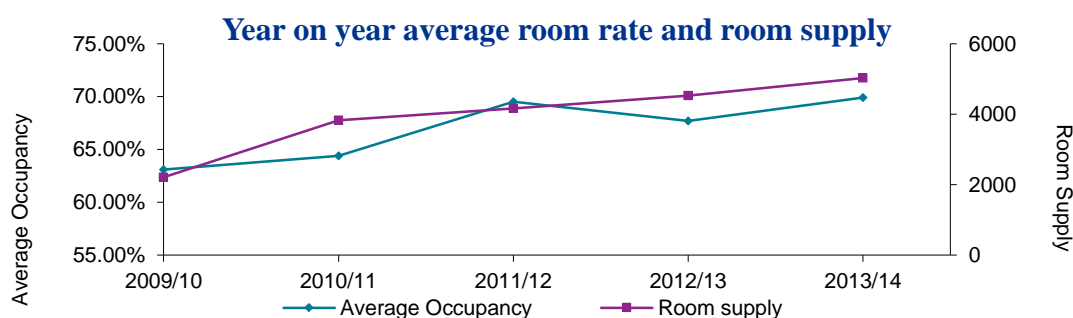## Goa: The tourism destination

- The smallest state in India spread over 3,702 sq.km with beautiful pristine coastline, serene lush green forests, hospitable people and a uniquely rich culture.
- A place blessed not only with natural beauty, but also a rich historical heritage, architecture and culture, which is unique to Goa. The splendid scenic beauty and the architectural splendors of its temples, churches, old houses and cultural diversity have made Goa a favorite with travelers, around the globe.
- The state attracted a total of 4 million (3.5 domestic and 0.5 million international) tourists to the state[1] in 2014.
- In 2014, there was a large increase of 30%, in the number of tourists driven by various marketing initiatives, large number of short break tourists and the exposition of St. Francis Xavier[2].
- Goa ranks sixth in World's Best Night Life Cities list by National Geographic.
- A permanent venue of the International Film Festival of India (IFFI).
- 'Best Value Destination (India)' award - Lonely Planet Magazine India.

Hospitality industry in Goa

- Tourism is the mainstay of the Goan economy, contributing 12.5 % of the economy[3].
- Goa is one of the few destinations in India where there has been a consistently increasing trend in hotel occupancy for star category hotels. This is despite an increase in the room supply.[4]

Year on year average room rate and room supply

MICE and Weddings in Goa

- Goa with its available leisure and excursion options is becoming a hub for MICE (Meetings Incentives Conferences Events). Awarded the prestigious PATWA Award for 'Best Wedding and Honeymoon Destination' at ITB

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[1] *Source: http://www.goatourism.gov.in/statistics/225*
[2] *Source: http://www.goatourism.gov.in/statistics/225*
[3] *Source: Department of Planning, Statistics & Evaluation, Government of Goa*
[4] *Source: HVS – FHRAI Indian hotel industry survey 2013-14*

Berlin 2015 and "Wedding Destination of the Year" at IITM Bangalore and IITM Chennai in 2015

- Goa is emerging as a preferred MICE destination. Banks, Pharmaceutical and FMCG companies are increasingly looking at Goa as a viable option for their conferences.
- The Meetings, Incentives, Conferences and Exhibitions (MICE) industry is in a period of rapid growth and is largely associated with travel for business purpose.
- MICE tourism has always been considered lucrative by hoteliers considering that the revenue generated by this segment is much more than leisure travelers. A MICE event is always a showcase for a city's overall image -its history, culture, tourist attractions, economic development levels and, above all, its future potential.
- Goa with a strong hospitality oriented lineage, besides being a relaxing holiday destination also offers leisure and excursion options related to eco-tourism, sun and sand tourism and also heritage and culture tourism
- Goa offers good infrastructure and connectivity to the major metros and has all the critical success factors for an ideal location for MICE

Government initiatives to encourage tourism industry

- The Govt. is encouraging private investment in Goa through the Goa Investment Policy 2014 and the creation of the Goa Investment Promotion & Facilitation Board. The Goa Investment Promotion and Facilitation Board will provide a single window clearance to projects, and facilitate investments in Goa.
- GTDC has introduced new tourism services like hot air ballooning, amphibious vehicle tours, Segway tours, horse trails, sea plane services, luxury yacht services etc. to boost tourism in Goa.
- Several infrastructure works like the upcoming airport at Mopa and development of several highways linking Goa to neighboring states is set to be a boom for tourism in the state
- The Government is also set to target higher spending tourists and offers visa on arrival facility to over 150 countries

About Goa Tourism Development Corporation ('GTDC')

- GTDC was established by the Government of Goa as an autonomous body in 1982 to look after commercial tourism activities of the Government of Goa, and develop tourism infrastructure.
- GTDC promotes Goa as an International tourism destination by participating in national and international trade shows, travel fares and tourism travel marts.

- GTDC presently has 13 tourist hotels with 550 rooms and 1,307 beds[5]. GTDC also has land parcels located at attractive locations in the state of Goa to be utilized for the development of tourism infrastructure in Goa.
- GTDC is increasing its focus on activities core to its service mission, while non-core activities are carried out through partnership with the private sector.
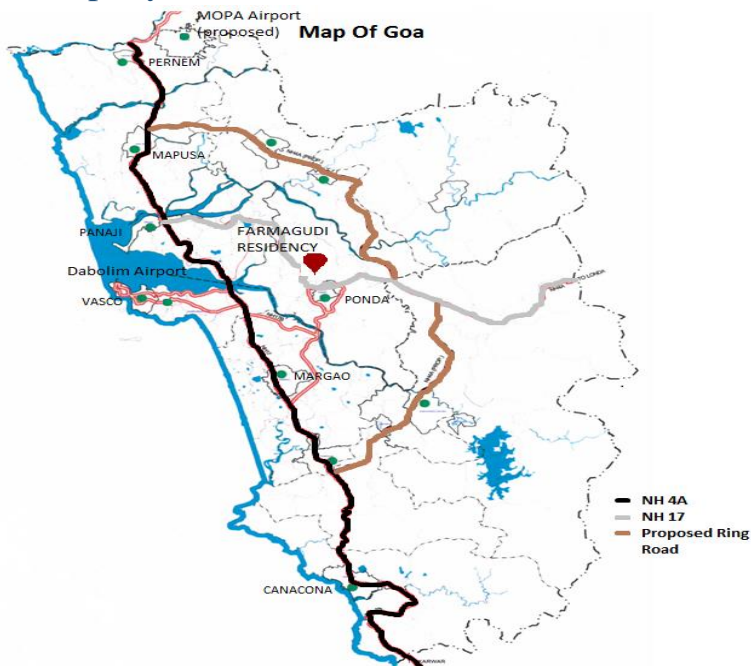- GTDC is the Concessioning Authority for this transaction

The Transaction

The Concept

A total of 1,25,000 sq. meters of land is available for development, to include:
- A world class Exhibition/Convention center, including Plenary/ Convention Hall, Auditorium, Meeting/ Conference Hall, Exhibition Hall, Exposition Dome and Exhibition/Exposition Management Centre, Event lawns and Exposition Ground.
- A three star hotel with at least 100 rooms to a maximum 250 rooms in cluster development on an augmented build as you grow model
- 6 six (dormitories)

The project includes the designing, developing, financing, marketing, operating and maintaining of the Property and facilities in private investment mode / on a Joint venture basis.

The Property

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[5] *Source: Goa Tourism Development Corporation*

Name of the property	Farmagudi Residency
Jurisdiction	Bandora Village Panchayat
Area/ Characteristics of the plot	▪ 1,25,000 sq. m. plot ▪ The plot is located at the base of a hill off the National Highway 4A. Parts of the plot are flat, and the rest slope upwards.
Built up area potential	▪ Approximately 50,000 Sq. meters

Google map link for the property:
https://www.google.co.in/maps/place/Farmagudi+Residency/@15.4134708,73.9854553,17z/data=!3m1!4b1!4m2!3m1!1s0x3bbfbaf743a7e937:0xa0180cacae4231aa?hl=en

- Farmagudi village is located at a distance of 1km from Ponda city and falls under the jurisdiction of the Bandora Village Panchayat, Ponda taluka. The GTDC property lies adjacent to NH 4A which passes through the length of this taluka. Panaji city is located at a distance of 26 km from the village accessible via NH 4A.
- The property is located on the lush green Farmagudi hills with a scenic view of the valley below.
- GTDC Farmagudi Residency is connected to the capital city of Panaji and neighboring state of Karnataka by NH4A currently being developed into a 4/6 lane highway.
- The site is well connected and 45 minutes away from the new upcoming Mopa Airport as well as the Dabolim Airport.

Threshold Experience Criteria

Property	Development Experience (Threshold)	Operations experience (Threshold)
Farmagudi	• Minimum of 150 rooms aggregate • 3 Star or higher rated according to Ministry of Tourism, Government of India OR • 3 Diamond or higher according to AAA Diamond Ratings, or recommended or higher rating according to Forbes Travel Guide OR	• Operate and Manage OR • Contract with hotel operator who has been

• B- Category (Medium class Accommodation) or higher according to the Goa, Daman and Diu Registration of Tourist Trade Act, 1982 and Rules 1985 by the Department of Tourism, Government of Goa • COD before 1st April 2015	operating 150 rooms (aggregate) as on 1st April 2015

The Process

- The Project will be awarded through international competitive bidding, following a single-stage bidding process.
- This involves the submission of a Technical and Financial bid through the e-tendering portal of the Government of Goa.
- The technical bid will be opened first and the Applicants who fulfil the requirements as per the provisions of the Request for Proposal ('RFP') will be shortlisted for opening of the financial bid. Once shortlisted the financial bid will be the bidding parameter for this process.
- Interested entities may download the bid document by following the procedure as outlined below:
  - Obtain a Class III Digital certificate from one of the approved vendors
  - Register on www.tenderwizard.com/GOA by paying the annual registration fee
  - Login to the site and request for the Bid Documents for the relevant property on the portal from the tenders listed under Goa Tourism Development Corporation
  - Pay Tender Processing Fee & Cost of Bid Document applicable
  - On receipt of tender processing fee and cost of bid documents, the Bid documents shall be issued electronically
  - Upload required documents and submit the tender online.