

# Go Goa!

Grab your chance to break onto  
Goa's Tourism Map

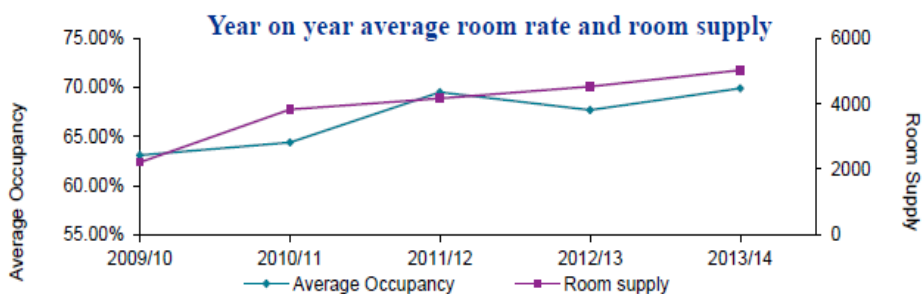


## Overview and Background of Goa: The Tourism State

- The smallest state in India spread over 3,702 sq.km with a beautiful coastline, lush forests, hospitable people and a rich culture
- A destination of choice for international (0.5 mn) and domestic tourists (3.5 mn) in 2014<sup>1</sup>
- No 6. on the list of top 10 nightlife cities in the world as rated by National Geographic<sup>2</sup>
- Permanent venue of the International Film Festival of India (IFFI)
- 2015 saw an increase of approx. 30%<sup>1</sup> in tourist arrivals due to various marketing initiatives, short break tourists and major events

## Hospitality industry in Goa

- Tourism is an important sector for the Goan economy, contributing 12.5% to the local GDP<sup>3</sup>
- Goa is one of the few destinations in India which has witnessed a consistently rising trend in hotel occupancy for star category hotels. This is despite an increase in the room supply which is illustrated in the graph below



Source: HVS – FHRAI Indian Hotel Industry survey 2013 - 14

## Theme Park and Eco-tourism related activities in India

- According to the India Association of Amusement Parks and Industry (IAPPI), the industry in India is worth over 2,500 crore INR and is expected to reach 5,400 crore INR by 2020. There are currently over 150 amusement and water parks in India.
- With a large number of families visiting and the existence of a high demand for family oriented entertainment activities in Goa there is significant potential for the industry.
- Goa was awarded the best wellness destination at IITM Chennai, Best Eco-Tourism State at IITM Gurgaon and the 'Best Value Destination (India)' by Lonely Planet Magazine – India.
- About 10% of the total land in Goa has been set aside as a wildlife reserve (including Wildlife Sanctuary's) and 600kms of India's Western Ghats runs within the state<sup>4</sup>.

# Redevelopment of select GTDC properties

## Investment opportunity

### Government initiatives

- The Government is encouraging private investment in Goa through the Goa Investment Policy 2014
- The Goa Investment Promotion and Facilitation Board has been created to provide a single window clearance to projects and facilitate investment in Goa
- GTDC has introduced new tourism services such as hot air ballooning, amphibious vehicle tours, Segway tours, horse trails, sea plane services, luxury yacht services etc. to boost tourism in Goa
- Infrastructure investments such as the upcoming Mopa International Airport, conversion of the Konkan railway tracks from single to double lining and the development of several highways linking Goa to its neighboring states have been made
- The Government is all set to target higher spending tourists by providing visa on arrival facilities to nationals from 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 trade shows, travel fares and tourism travel marts globally
- GTDC operates 13 tourism hotels with 550 rooms and 1,307<sup>5</sup> beds across Goa. They also have several land parcels which are to be utilized for developing tourism infrastructure in Goa
- GTDC is increasing its focus on its core activities and service mission while the non-core activities are carried out via private partners
- GTDC is the Concessing Authority for this transaction

### This Transaction

#### Property

Name of the property	Mayem Lake View
Area of plot	<ul style="list-style-type: none"> <li>• Approximately 1,60,000 sq. meters</li> <li>• The plot will fulfill the accommodation needs of the Mayem Lake Nature based Theme Park which is being developed by GTDC</li> <li>• The plot extends along the north, south and east shores of the lake. The land slopes gently down towards the lake with an average slope gradient of approximately 24%</li> </ul>
Built up area potential	<ul style="list-style-type: none"> <li>• Settlement Area – Approx. 72,000 sq.m.</li> <li>• Maximum Permissible FAR for Settlement Area – 50</li> <li>• Maximum Permissible Ground Coverage for Settlement Area – 40%</li> <li>• Maximum Permissible height – 9 m</li> <li>• Potential built up area of approximately 36,000 sq. meters</li> </ul>

#### Concept

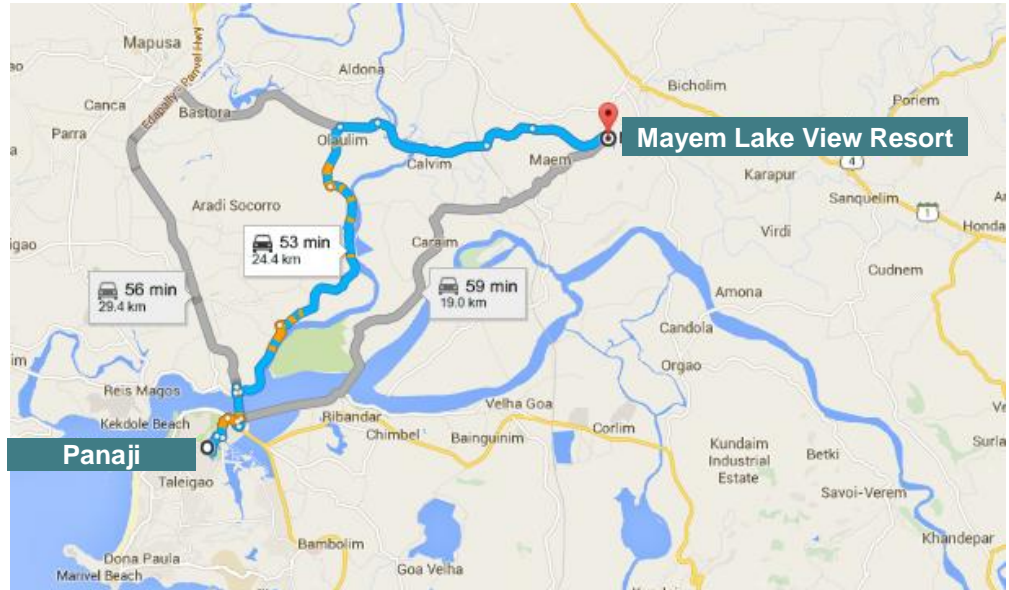
- Proposed concept of 20 room Three star or higher category mixed use hotel with a theme park.
- The Hotel can have an eco-amusement park (zip line tours/ rollercoaster rides/ cultural and handicraft gift shops/museum etc.), nature park (Eco tourism lodging/ Natural trails/ Camping trails/ spiritual and wellness center etc.), Lake recreational and Adventure Park including boating facilities around the lake and/or any additional facilities with the prior approval of the Authority
- The project includes designing, building, financing, operating and transferring of property on a private investment mode


# Redevelopment of select GTDC properties

## Investment opportunity

### This Transaction

### Site location



 Location of Property

Web page link for the property on Google Maps

<https://www.google.co.in/maps/place/Mayem+Lake+View+Resort/@15.5746866,73.9380801,17z/dat=!3m1!4b1!4m2!3m1!1s0x3bbf96096996cf55:0x168c43eaf0e3de8a?hl=en>

### Technical Threshold Experience Criteria

Development Experience (Threshold)	Operations Experience (Threshold)
<ul style="list-style-type: none"> <li>Minimum Development Experience of an aggregate of at least 20 rooms</li> <li>Three star hotels as classified by the Ministry of Tourism Govt of India on commencement of operations.                             <p style="text-align: center;">OR</p>                             Three star or higher rated category according to Hotelstars Union, AAA Three Diamond or higher according to AAA Diamond Ratings or Recommended or higher rating according to Forbes Travel Guide on commencement of operations.                             <p style="text-align: center;">OR</p>                             Hotel projects certified by a registered Architect as meeting the criteria for a B-Category (Medium Class Accommodation) hotel as set out in the Annexure A (Part B) Criteria for Classification of Accommodation, of the Goa, Daman and Diu Registration of Tourist Trade Act, 1982 and Rules 1985 by the Department of Tourism, Govt of Goa</li> <li>COD of the relevant projects must be before 31 December 2015</li> </ul>	<ul style="list-style-type: none"> <li>Operate and Manage                             <p style="text-align: center;">OR</p>                             Contract with a hotel operator who has been operating rooms</li> <li>20 rooms (aggregate) as on 31 December 2015</li> </ul>

# Redevelopment of select GTDC properties

## Investment opportunity

### Transaction 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 outlines below:
  1. Obtain a Class III Digital certificate from one of the approved vendors
  2. Register on [www.tenderwizard.com/GOA](http://www.tenderwizard.com/GOA) by paying the annual registration fee
  3. 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
  4. Pay Tender Processing Fee & Cost of Bid Document applicable
  5. On receipt of tender processing fee and cost of bid documents, the Bid documents shall be issued electronically
  6. Upload required documents and submit the tender online.

### Important dates for the Tender Process

Process step	Date	Time
Last date for Application of tender document	23 August 2016	1530 Hrs
Pre-Application conference to discuss queries (in Goa)	To be announced	
Final date for tender submission	To be announced	

### Contact details

*Should you have further questions or are interested to participate in the process, please feel free to contact:*

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***We look forward to welcoming you at Goa!***

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