


<b>Sector:</b>	
<b>Tourism</b>	
<b>Project Title:</b>	
<b>Amusement Park</b>	
<b>Nature of Tourism</b>	
<b>Leisure</b>	
<b>Project Description</b>	

Amusement Parks are recreational facilities that offer a varied range of entertainment options ranging from theme parks to spine chilling roller coaster, 3D theater to giant wheel, in a cluster format. These parks provide one-stop-shop leisure and entertainment solutions for the entire family at one place and are a key source of tourist attraction (domestic and foreign) and revenue generation for the State. The demand for entertainment options such as amusement parks, I-max, shopping malls are rapidly increasing across the Country. The key demand drivers for the segments are rising base of middle class, increasing disposable income, changing lifestyle, cultural shift and increasing emphasis to lead a holistic life with a balance of work and leisure.

Realizing the increasing demand for high end leisure facilities, the Government of MP proposes to establish a modern Amusement Park in the State. Unlike the makeshift carnival or temporary amusement facility, the Proposed park would be a permanent facility. It would encompass a geographic collection of various fun-filled and exciting range of entertainment options at a single location with access throughout the year. The park would have customized recreation avenues for individual age group such as kid’s corner and a range of generic entertainment facilities for all. Thus it would cater to the requirement of all age individuals from children to adults.

The park would be established on 25 acres of land and would have following key features:

Water sports	Bunge jumping
Roller coaster	Paratrooper
Giant wheel	Striking Cars
Flame ride	Horror Bungalow
Fun House	Air rides
Jumping Seats	Food joints
3D studio	Theme park

## Project Rationale

Recreation Industry is currently one of the most exciting sectors in India. The current market for leisure is estimated to cross USD 1 bn in next few years. The leisure industry mainly consist of amusement park, malls family entertainment centers (FECs) and multiplexes. The present consumer base is estimated around 30 million people.



At present there are around 200 FECs in the Country and the number is expected to grow to 400 in the next couple of years. Amusement parks contribute nearly 40% of the total leisure industry turnover. In 1993 there were only 2 parks with an investment of approximately USD 3 million, while at present there are around 55 parks in the Country.

Fuelled by increasing prosperity, the demand for quality entertainment facilities is rapidly increasing in MP. The State has a rapidly burgeoning economy and in a recent survey it has been ranked at the top among the fastest moving States in the Country. Apart from the conventional industrial sector, it's the knowledge intensive industries such as IT, Biotechnology and ITeS which are rapidly gaining ground in the State. This has given rise to an increasing population base of knowledge worker and technopreneur which demands the development of high end entertainment and leisure facilities.

Further, leading domestic and international players are contemplating to establish their operational center in the State due to unparallel advantages offered by it in terms of strategic central location, connectivity, economic land and manpower. However, availability of high end entertainment options facilitating a high quality lifestyle is a key concern for the upcoming industries especially the knowledge intensive sector. At present the entertainment and leisure options are grossly inadequate in the State. The development of amusement park would address a long standing demand for an integrated entertainment facility.

MP has numerous tourist spots and the State ranks among the top destination for domestic tourist in the Country. The tourism sector in MP is gradually gaining ground and has been identified as one of the growth engines of the State economy by the State Government. The amusement Park would increase the intra State tourism and it would be an added attraction for tourist visiting the State for various purposes such as pilgrimage, echo, adventure tourism etc.

### Proposed Facilities

Some of the envisaged facilities at the park would be

- Theme park
- Adventurous rides
- Food joints
- 3D theater
- Water sport
- Go karting
- Security cell
- Administrative office

### Location Analysis

The amusement Park would be established at Sehore. Located at Bhopal Indore highway, 39 km from the State capital Bhopal, it provides an ideal location for the project. Proximity with the State capital would position it as a key weekend gateway for people residing in Bhopal Misrod and other nearby towns.



### Why MP?

- MP is centrally located and is in proximity to various other States. Further the State is well-connected to other cities through road, rail and air.
- MP is well connected with the major ports of entry in the Country with high foreign tourist inflow such as Delhi, Maharashtra, West Bengal, Rajasthan, Uttar Pradesh, Karnataka etc.
- Bhopal (capital of MP) could be reached from these places in duration of approximately 8 to 15 hours through road and rail.
- The proposed international airport along with the improvement in the air-connectivity of the State would increase the tourist (especially foreign

tourists) traffic into the State from these tourists generating points.

- With corporate houses such as Genpact, Reliance Infocom, Force, Eicher etc planning to set-up their centres in MP (Bhopal), the number of business travelers is going to increase in the State.
- The State Government's initiatives to develop integrated infrastructure in terms of connectivity, accommodation, and focus on private investors in tourism would develop an overall infrastructure to support the tourism growth in MP.
- Presence of Centre of Excellence such as Institute of Hotel Management, Bhopal and Indian Institute of Tourism and Travel Management, Gwalior, offers skilled resources in the State.

### **Government Support**

- Government land will be offered with the approval of the Empowered Committee as equity participation on behalf of the Government at current market value for setting up Joint Ventures.
- New projects shall be exempt from Luxury Tax for ten years from the date of commencement of commercial operations.
- New projects shall be exempt from Sales Tax for ten years from the date of commencement of commercial operations.
- Entertainment Centers will be exempt from Entertainment Tax for ten years from the date of commencement of commercial operations.

### **Proposed Investment**

The estimated cost for the proposed facility is around USD 3.3 million or INR 15 crores.

### **Returns**

The Internal Rate of Return from the project is estimated in the range of 18-20%.

### **Coordinating Agency**

**Department of Tourism, Government of Madhya Pradesh**

**Madhya Pradesh Tourism Development Corporation Ltd.**