



GOVERNMENT OF ASSAM



# ADVANTAGE ASSAM 2.0

Investment and Infrastructure Summit

25-26 February 2025

GUWAHATI

TOURISM

SECTOR PROFILE

# THE GLOBAL & INDIAN TOURISM LANDSCAPE

## GLOBAL SCENARIO



**\$521.1**  
billion

World Travel & Tourism Council projects the tourism sector's GDP to hit \$521.1 billion by 2034

## INDIAN SCENARIO

India ranks 39<sup>th</sup> among 119 countries on the Travel and Tourism Development Index 2024





India recorded 9.24 million foreign tourist arrivals in 2023

Domestic tourist visits in 2023 reached 2,509.63 million



## ASSAM SCENARIO


Assam Ranks 4<sup>th</sup> Best Places to Visit in 2025 by the New York Times





## Rich Natural and Cultural Heritage


Home to 7 National Parks (Kaziranga, Manas, Orang, Nameri, Raimona, Dihing Patkai, Dibru Saikhowa) and 19 wildlife sanctuaries





3 UNESCO World Heritage Sites (Kaziranga & Manas National Parks, Charaideo Maidam)

Spiritual tourism such as Kamakhya Temple is one of the 18 Shakti Peeths



## Adventure Tourism



22 Golf Courses with scenic beauties while Jorhat Gymkhana Golf Course being one of the oldest in Asia

## Government Initiatives

Schemes like Swadesh Darshan 2.0, Vibrant Village Programme, PRASHAD and Paryatan Mitra to boost tourism infrastructure





Assam Tourism Policy incentivises investments in the tourism sector

## Investment Opportunities in Assam



Luxury Hotels and Resorts



Golf Resorts



Eco-Resorts



Adventure Tourism Facilities



River Cruises on Brahmaputra River



Join Us at **Advantage Assam 2.0**  
With enhanced connectivity and eco-tourism initiatives,  
Assam is set to unlock its immense potential in the  
global tourism market

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Organised by



Assam Industrial Development  
Corporation Ltd.

Contact Us

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