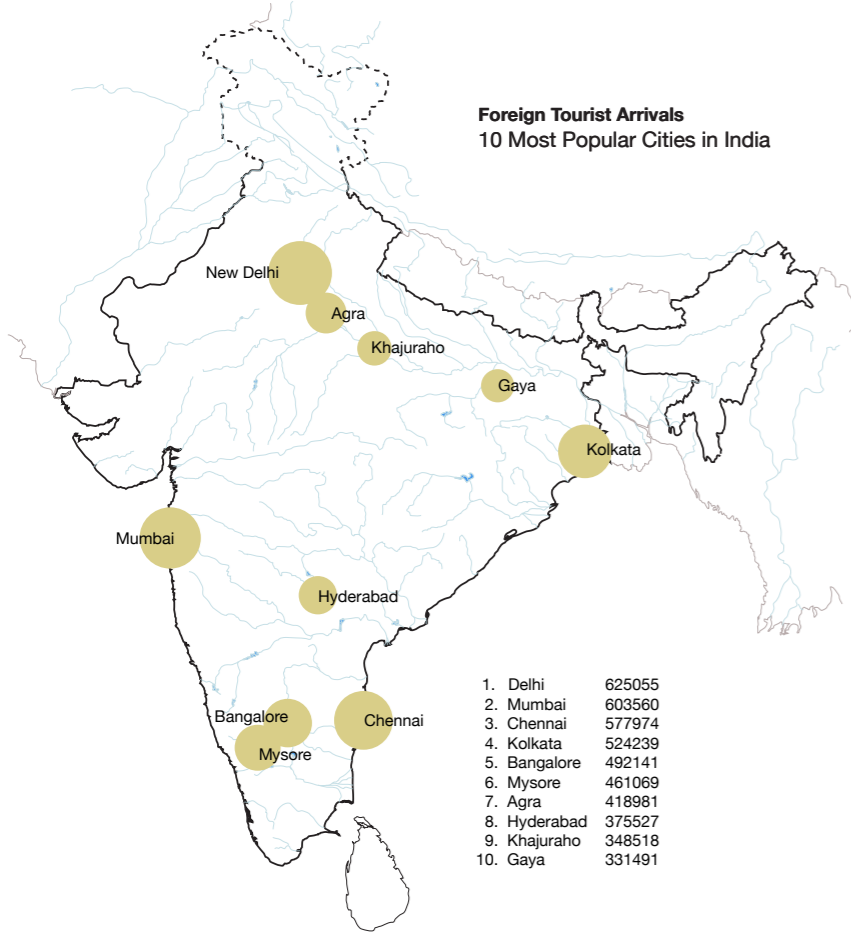


Tourism, NRIs, Expats

Global and Indian Context

Foreign Tourist Arrivals
10 Most Popular Cities in India



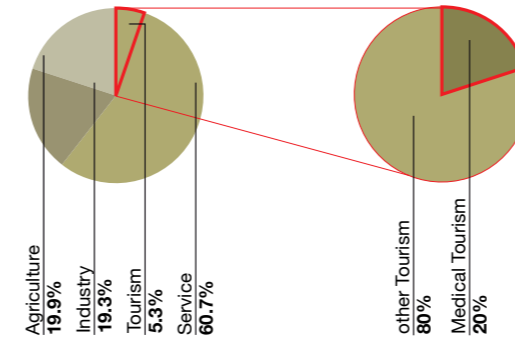
NRIs (Non-residential Indians)

- _ also known as overseas Indian and expatriate Indian
- _ an NRI is:
Indian citizen who has migrated to another country,
a person of Indian origin who is born outside India,
a person of Indian origin who resides outside India
- _ an Indian is considered an NRI if he stays abroad at least 180 days a year
- _ over 23 Millions in total
- _ the combined wealth of the NRI-community is estimated to exceed the Indian Gross Domestic Product (2007: 1'098'945 million US\$)
- _ Indian government considers them as potential repatriates and investors

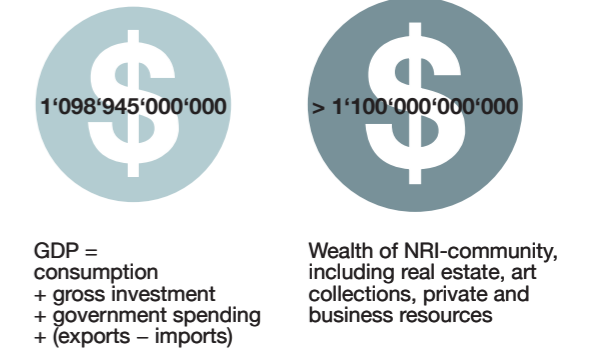
Accelerator for Tourism in India

- _ cause and consequence of economic development
- _ launch of successful international campaigns (e.g. "Incredible India")
- _ launch of domestic campaigns
- _ initiatives to develop bilateral and international co-operations (e.g. "India-China Year of Friendship Through Tourism")
- _ sanction of 165 new infrastructure projects
- _ sanction of 146 new hotels (including 12623 rooms)
- _ Medical Tourism
Promotion of and investment in health care services and new grant of visas for medical treatment
- _ new grant of long-term visas (multiple-entry)
- _ development of tourist destinations
- _ private investments

Tourism Linked to GDP

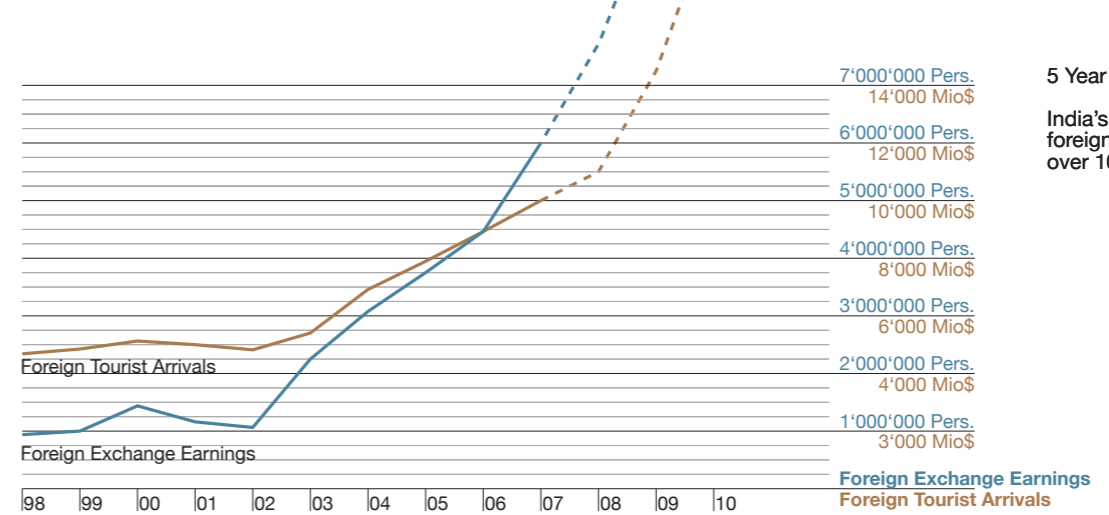


GDP vs. Wealth NRI-community



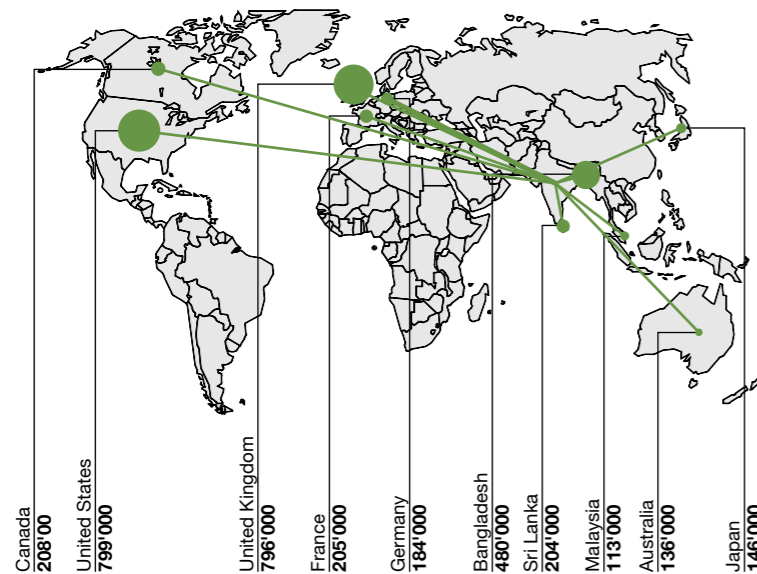
Development of Tourism

Foreign Tourist Arrivals & Foreign Exchange Earnings 1998-2010



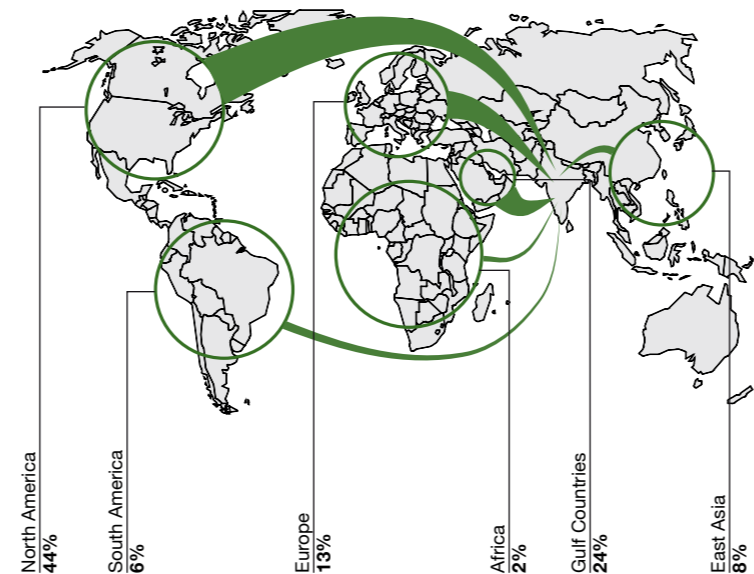
5 Year Plan:
India's goal is to double the foreign tourist arrivals by 2010 to over 10'000'000.

Foreign Tourist Arrivals
Top 10 Nations Providing Tourists



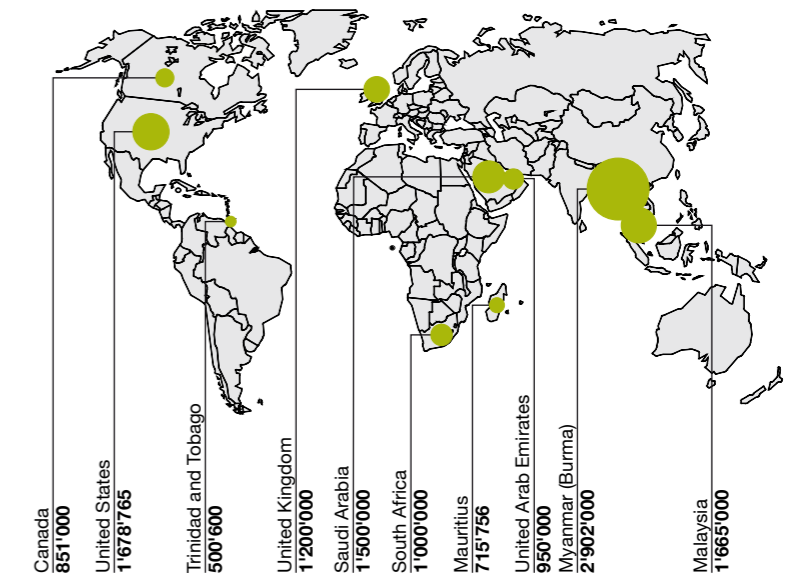
Remittances to India

Percentage of Total Remittances (24.6 billion US\$ in 2006)



NRIs Living Abroad

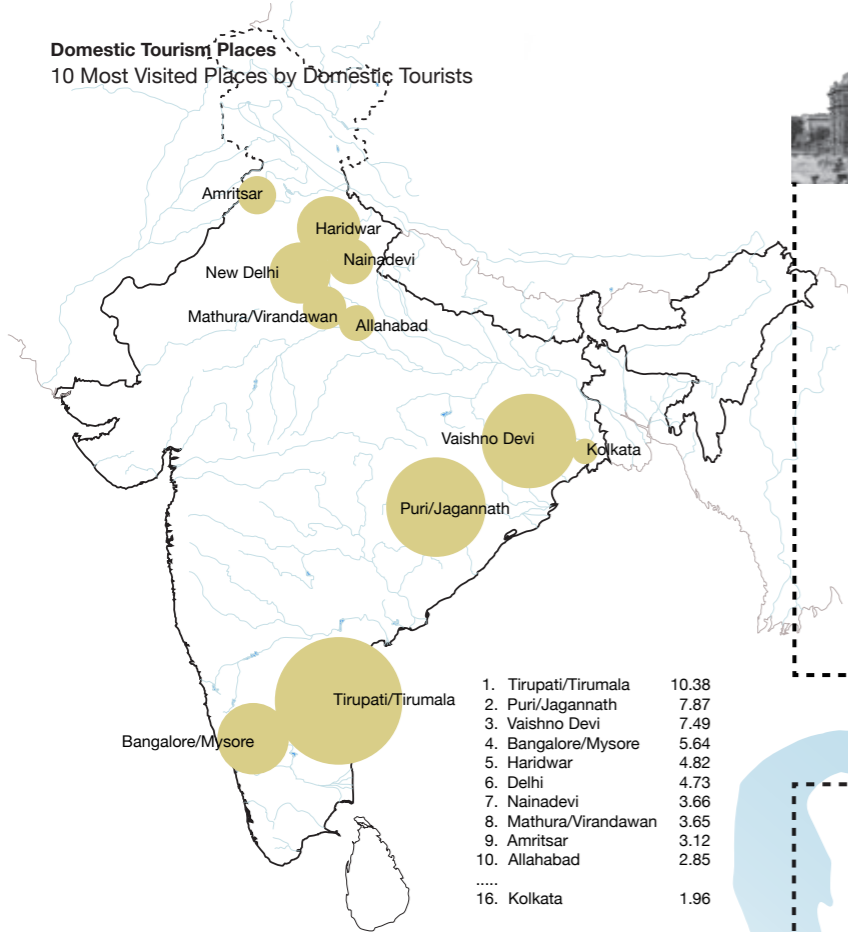
10 Most Popular Countries



Sources:
Ministry of Tourism, Annual Report 2007-08; International Monetary Fund, World Economic Outlook Database, <http://www.imf.org>; Reserve Bank of India, Annual Report, 2007-2008; <http://www.nri-worldwide.com>; <http://www.nriol.com>

Tourism, NRIs, Expats Kolkata

Domestic Tourism Places
10 Most Visited Places by Domestic Tourists



Incredible India Campaign on Kolkata

"Kolkata, on the Hooghly, retains the aura of days long gone, weaving the past and the present, the intense and the funloving into a charming fabric. Home to four Nobel laureates - Ronald Ross, Rabindranath Tagore, Mother Teresa and Amartya Sen, Kolkata is the nerve centre of intellect and human values, where many modern movements began in art, cinema and theatre, science and industry. India's quest for freedom began here.

Kolkata is the gateway to Eastern India. A city with a rich heritage, bustling streets and bewildering variety of facets. From October to March, Kolkata wears a radiant look. Sunshine, mild winter, lights, colours, fairs, festivals, galas and excursions, the mood is infectious and spirit sweeping. (...)"

Writers Building
Also known as Mahakaran (design 1780, Corinthian facade 1889), was originally built as a residence for the British East India Company's clerical and administrative staff. It serves today as the secretariat of the West Bengal State Government.



Howrah Bridge
The New Howrah Bridge (1937 - 1943) is the gateway to Kolkata. It is a famous symbol of Kolkata and West Bengal. Daily traffic of approximately 150,000 vehicles and 4,000,000 pedestrians make this bridge to a the key point of Kolkata.



Belur Math
This temple building is one of the finest specimen of temple architecture in India. It is located on the bank of the river Hooghly and is the head quarter of Ramakrishna Mission. The construction was completed by 1899.



Indian Museum
Is the oldest museum in India and one of the most comprehensive in the Orient. The collections display the cultural history of India from prehistoric to Muslim times. The present building (opened in 1875) is the largest museum in the country.



Important Local Events

_Dover Lane Music Conference
The Dover Lane Music Conference is the biggest Indian classical musical event. The festival is held at Nazrul Mancha annually end of January. It has been held for 25 years.

_Kolkata Book Fair
This two week long Book Fair is held annually end of January / beginning of February. It takes place near crossing Chowringhee/Park Street.

_Kolkata Film Festival
One of the most important film festivals in India. It is the only one that shows European and North-American movies as well. It is held annually in November and counts over 100'000 visitors. Besides the display of films, the Kolkata Film Festival offers other events, such as seminars and exhibitions.

_Nandikar's National Theatre Festival
Annual theatre festival organized by Nandikar theatre group. It is held at the Academy of Fine Arts end of December. The festival is providing a forum for exchanges among different national and international theatre groups.

- Places of Interest**
- Medical Tourism (Hospital)
 - Sights
 - Museums
 - Hotels



Botanic Garden
Founded in 1787, as "The Hon'ble Company's Botanic Garden, Calcutta". The total collections contain over 10'000 specimens. Several attractive display gardens for the public have been developed over the period of years.



Victoria Memorial
Magnificent white marble building, set up in memory of Queen Victoria, at the southern end of Calcutta Maidan. Constructed between 1906 and 1921, the Victoria Memorial embodies a grand example of colonial style of architecture.

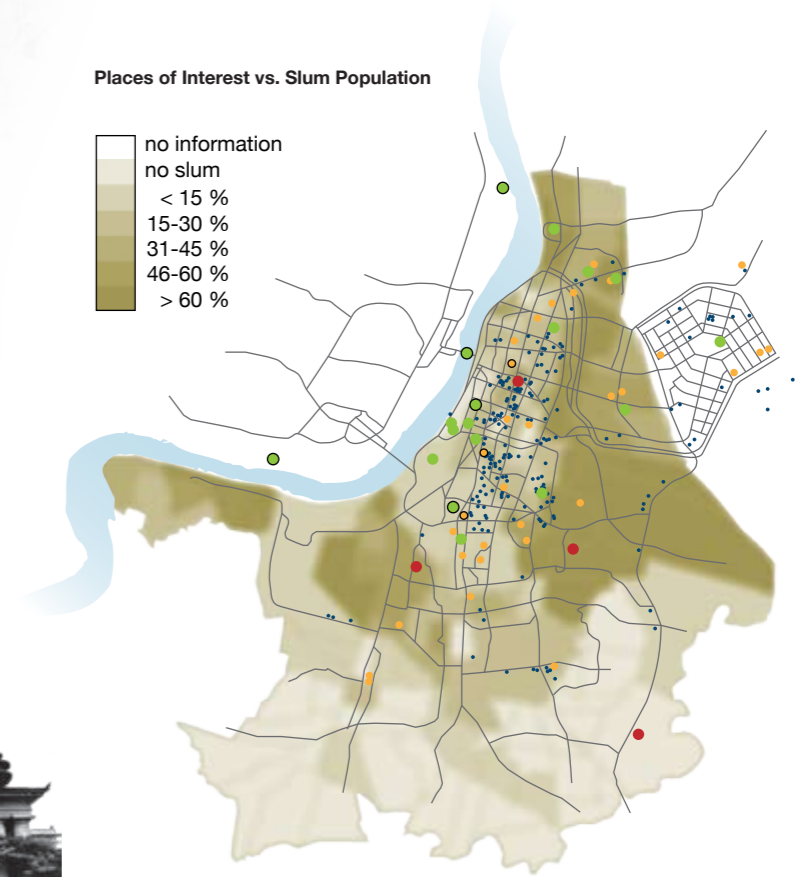
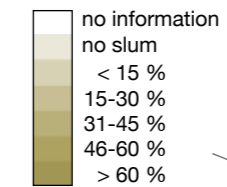


Academy of Fine Arts
Established in 1933. The academy of Fine Arts contains impressive collection of Indian art. It includes contemporary Indian art, mediaeval Bengal and Indian textiles, sculptures, miniature paintings and manuscripts.



Marble Palace
Built in 1835 by Raja Rajendro Mullick. The interiors of the palace (floors, walls, and table-tops) are all made of marble. The Marble Palace exhibits the art forms of Italy, the Netherlands, England, and other European nations.

Places of Interest vs. Slum Population



Sources:
Ministry of Tourism, Annual Report 2007; Lonely Planet Northeast India, 1st Edition, 2007; Ministry of Tourism, Incredible India, <http://incredibleindia.org>; National Council of Applied Economic Research, Domestic Tourism Survey; West Bengal State Government, Department of Tourism, <http://www.wbtourism.com>