



# Development of AMUSEMENT PARK



**Tourism**  
Government of Gujarat



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## About Amusement Parks

### Amusement Parks in the World

- Amusement Parks are a growing tourist attraction across the world, drawing in global footfall.
- One of the largest Amusement Parks in the world the Magic Kingdom (Walt Disney World) saw an annual footfall of over 12 million visitors\* in 2021
- Such Amusement Parks have developed as comprehensive tourist destinations with games, attractions, restaurants and hotels all within proximity to the park



Figure 1: Amusement parks in the United States such as 6 flags and Walt Disney World





## Amusement Parks in India

Some of the leading Amusement/Theme Parks in India are :

- Imagica, Maharashtra
- World of Wonder Water Park, UP
- Wonder La Water Park, Karnataka
- Ramoji Film City, Telangana
- Essel World, Maharashtra

India has over 150 Amusement parks and an estimated total tourist footfall of 50 million annually across all parks

Figure 2: One of India's leading Amusement parks – Imagica in Maharashtra





# Project Concept & Information

## Amusement Parks in Gujarat

- Amusement parks are sprawling recreational destinations that captivate visitors with thrilling rides, attractions, and entertainment. These expansive playgrounds of excitement cater to people of all ages, inviting them into a world of fantasy, adventure, and fun.
- From adrenaline-pumping roller coasters to whimsical carousels, these parks create immersive worlds inspired by themes such as movies, fairy tales,

or historical eras. Water parks provide refreshing aquatic adventures, while live shows, games, and diverse dining options add to the excitement. Safety measures ensure a secure environment, and seasonal events infuse the parks with added magic.

- Amusement parks are a kaleidoscope of joy, providing an escape from reality and the opportunity to create lasting bonds and unforgettable experiences.

## Project Locations in Gujarat

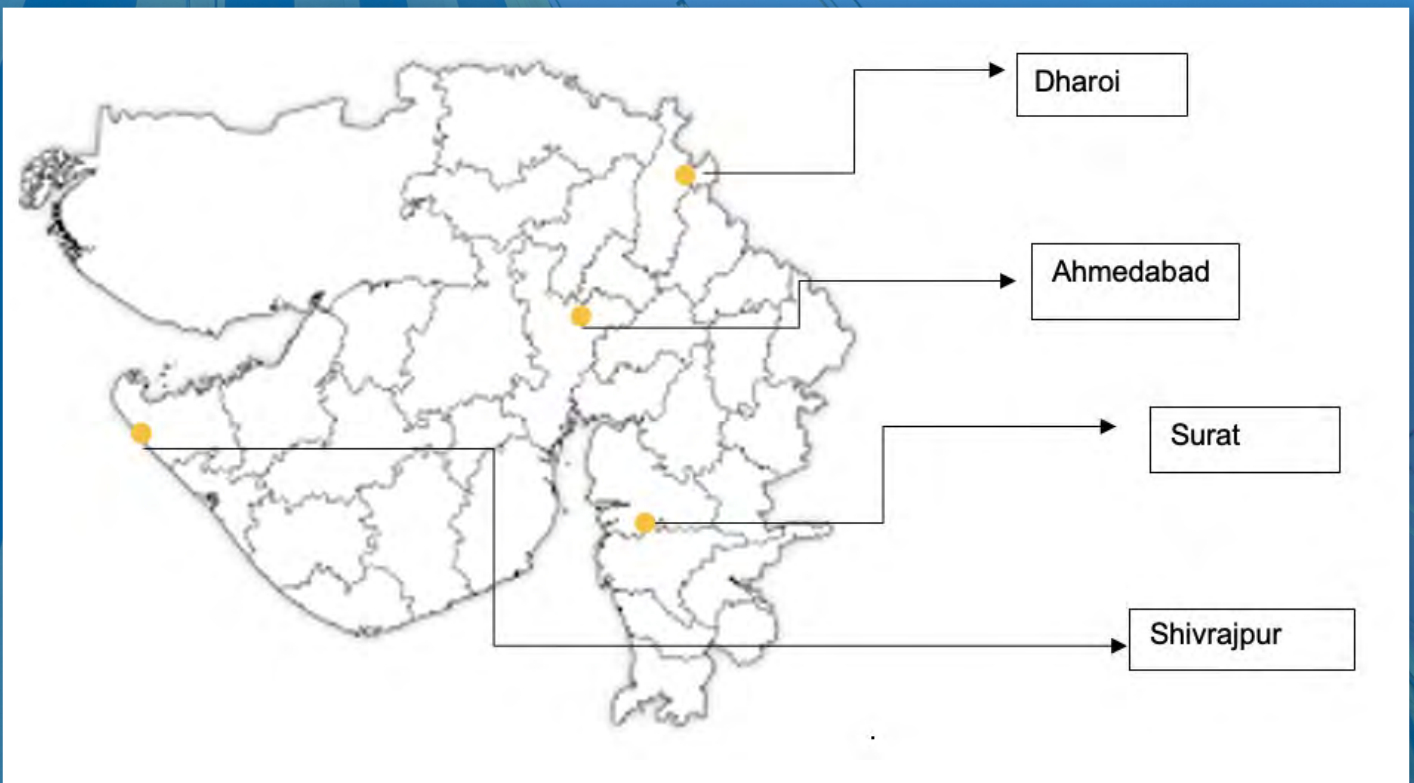
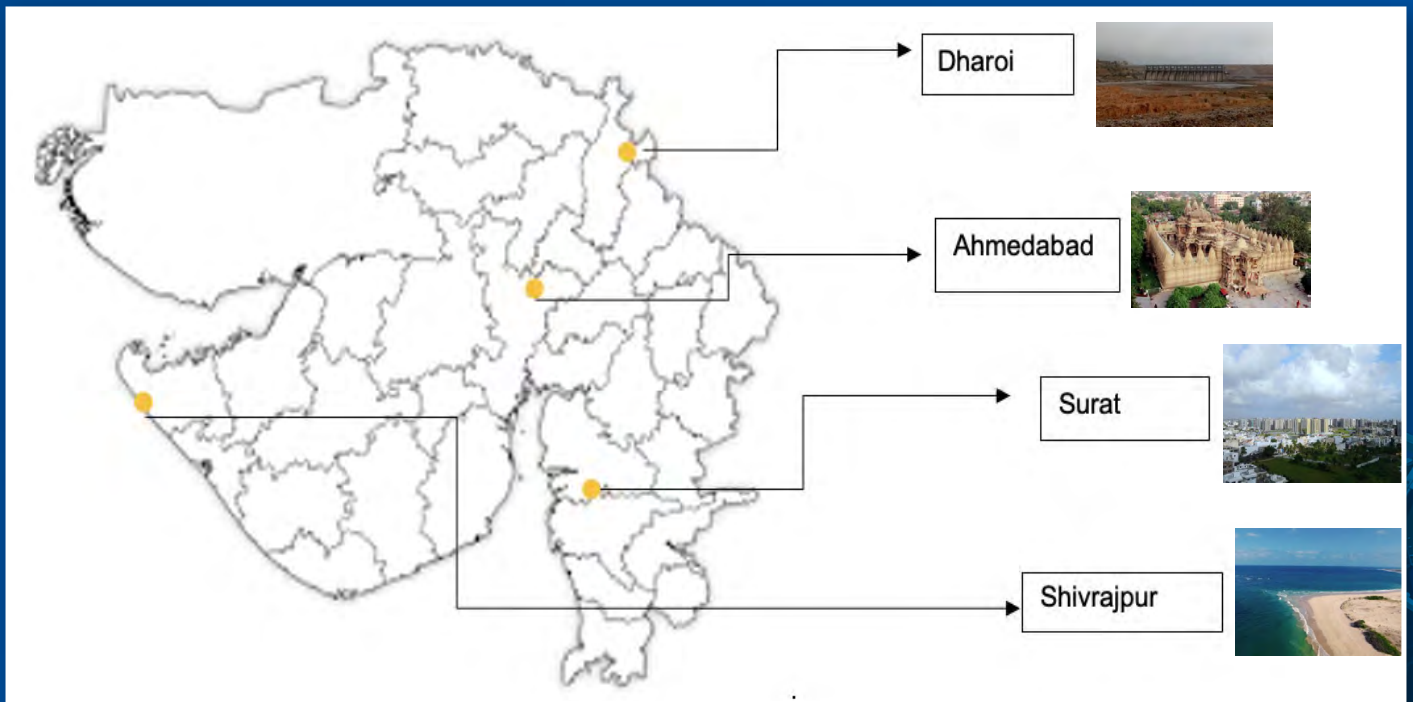


Figure 3: Key locations for development of Amusement parks in Gujarat





### Dharoi

Dharoi is a good location for building amusement parks in Gujarat because it has abundant land, good connectivity, and a favourable climate. The area is relatively undeveloped, with a supportive local community and government.

### Ahmedabad

Ahmedabad is a good location for building amusement parks in Gujarat because it has a large population, good connectivity, and a favourable climate. The city is also home to many tourists, making it a potential market for amusement parks. Ahmedabad has the potential to become a major tourism hub in Gujarat, with amusement parks as a key attraction.

### Surat

Surat is the second-largest city in Gujarat, with a population of over 6.5 million. Surat is well-connected by road, rail, and air, making it easy for people to reach the city. Surat has a good climate, with warm summers and mild winters. This makes it a good place to build outdoor amusement parks.

### Shivrajpur

Shivrajpur is a good location for building amusement parks in Gujarat because it has a beautiful beach, good connectivity, and a favourable climate. The beach is a major tourist attraction, making it a potential market for amusement parks.



# Project Concept & Information

## Project Components – Theme Park

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### Proposed rides/ games/shows

Theme Park will have three categories of rides/games/shows (Category 'A', 'B' & 'C') to ensure that all parts of the society can enjoy and participate in this zone which will be based on themes:

- Rides for Category 'A': This category may comprise of around 6 AR/VR based adventurous rides/games/shows like stunt show, Jurassic Park Train, Roller Coaster (based on cartoon characters) etc.
- Rides for Category 'B': This category may comprise of around 12 rides/games/shows like 5D theatre, Jungle safari train, Ferris Wheel, Rope course & Adventure etc.
- Rides for Category 'C': category may comprise of around 12 rides/games/shows for kids like Helicopter Height, Bumper car, Top spin, Carousel etc.

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### Entry pavilion with ticketing counters

State of art entry, infrastructure for movement of all age of people, help centres, medical help centres, relaxing places

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### Main parking area

Parking lot for minimum 500 cars, 200 bikes and 10 -15 buses

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### Boulevard

To provide a place of leisure/recreation to the visitors for a total length of around 1 Km including installing new/latest fountains, iconic trees, shrubs, sculptures etc.

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### Centre garden / children play area

- A circular garden based on the theme with an Amphitheatre
- A clear green space for children with basic rides etc.

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### Supporting infrastructure

- A grid for water and power, CCTV, drainage, water harvesting, drinking water, micro irrigation system network etc.
- Other infrastructure including toilet blocks, food counters, Waste management systems

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### Resort and shopping district

- A theme-based resort hotel located near the theme park
  - Shopping, dining, and entertainment district with food courts, and shopping avenues selling theme-based merchandise
-



## Logistics & Connectivity



Rail



Road



Air



Port

### Location: Ahmedabad

Ahmedabad is well-connected by rail to all major cities in India. The main railway station is Ahmedabad Junction, which is also a major junction for long-distance trains.

NH 8 passes through Ahmedabad, connecting it to Delhi, Mumbai, and Jaipur.

Ahmedabad is served by Sardar Vallabhbhai Patel International Airport, which is the third busiest airport in India.

There are several small ports in the vicinity of Ahmedabad, including Pipavav Port, Dahej Port, and Hazira Port.

### Location: Surat

Surat is well-connected by rail to all major cities in India. The main railway station in Surat is Surat Railway Station, which is also a major junction for long-distance trains.

NH 8 passes through Surat, connecting it to Ahmedabad, Mumbai, and Jaipur. There are also several other national highways and state highways that connect Surat to other parts of Gujarat.

Surat is served by Surat Airport, which is a domestic airport. The airport has direct flights to all major cities in India.

Surat is home to the Surat Port, which is one of the busiest ports in India. The port handles a wide variety of cargo, including containers, bulk cargo, and liquid cargo.

### Location: Dharoi

Nearest railway station is the Jamnagar railway station, which is located about 60 kilometers away.

The NH-8 highway passes through Dharoi, which makes it easy to reach by car or bus.

The nearest airport to Dharoi is the Jamnagar Airport, which is located about 60 kilometers away.

Nearest port is the Navlakhi Port, which is located about 45 kilometers away.

### Location: Shivrajpur

Nearest railway station is Dwarka, which is around 14 km from Shivrajpur.

Shivrajpur is connected to Jamnagar (142 km), Rajkot (236 km), and Ahmedabad (462 km) via the NH-8.

Nearest airport is Jamnagar Airport, which is located at a distance of approximately 138 km.

Nearest port is the Mandvi Seaport, which is at about 150 km.

## Utility

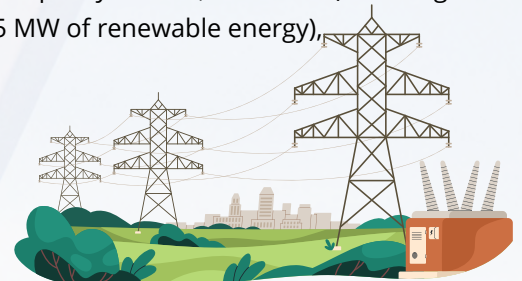
### Water

Gujarat has successfully interlinked 27 rivers across the State and has in place a state-wide water grid across 120,000 km enhancing the quality of life and growth prospects of the state



### Power

The state is self-sufficient in power with its present generating capacity of 23,973 MW (including about 4,385 MW of renewable energy),





# Focus of State Government at Potential Destinations

## 1. Ahmedabad

- Ahmedabad is one of the most populous cities located in Gujarat and also serves as the administrative HQ of the district and houses the Gujarat High Court. The city saw a footfall of 145.88 lakhs in FY23
- The city is home to a range of tourist attractions including the Sabarmati river and the adjoining Sabarmati Ashram and Sabarmati riverfront. It also houses the Narendra Modi International cricket Stadium, which is the largest stadium in the world.
- It is one of the fastest growing Indian cities and is also part of Government of India's Smart City Missions.
- In 2017, the historic city of Ahmedabad was declared a UNESCO World Heritage City.
- The city is also home to two Ramsar Wetland sites, namely – Nalsarovar and Thol lake attracting tourist flow. The state has prepared a Masterplan for the comprehensive and sustainable development of these sites:



Figure 4: 3D view of the proposed development at Nalsarovar and Thal lake

### Key attractions in Ahmedabad and their FY 2023 footfall:

Sr. No.	Tourist Destinations	FY 23 Footfall
1	Kankaria Lakefront	~46.47 lakhs
2	Sabarmati Riverfront	~45.96 lakhs
3	Gandhi Ashram	~5.29 lakhs



# Project Concept & Information

## 2. Surat

- The coastal city of Surat located on the bank of the Tapi river, used to be a large seaport. Today, the city is a commercial and economic centre in South Gujarat and one of the largest urban areas in western India. The district of Surat saw a footfall of 66.76 lakhs in FY 23.
- The city was listed as the Second Cleanest city in India as per the Swachh Survekshan 2020 and is also part of the Government of India's Smart City Missions.
- Along with the IT industry Surat is also known as the "Diamond city of India" owing to its flourishing diamond cutting and polishing industry and as a result has a thriving and vibrant local community and tourist inflow
- Considering the state's rich history as Mahatma Gandhi's home state, Surat has proposed the development of a "Gandhi Smarak" in Bhimrad in Surat



Figure 5: Surat city (top) and 3D view of the proposed Gandhi Smarak in Bhimrad, Surat (bottom)

### Key attractions in Surat and their FY 2023 footfall:

Sr. No.	Tourist Destinations	FY 23 Footfall
1	Surat city	~48.36 lakhs
2	Dumas beach, Surat	~4.31 lakhs



### 3. Shivrajpur

- State Government of Gujarat took special initiative to conserve the natural beauty of Shivrajpur, including its beaches, flora, and fauna and also develop the tourist infrastructure to enhance the overall experience of the tourists.
- Shivrajpur Beach was awarded the prestigious Blue Flag beach certification in October 2020 by the Denmark based international agency known as the Foundation for Environment Education; which is a Denmark-based voluntary organisation. It is a white sand beach with azure clear water.

- Based on the proposal submitted to Ministry of Tourism (MoT) by the State Government, MoT included Dwarka as a destination under its flagship Scheme of Swadesh Darshan 2.0, which includes Shivrajpur region.
- Overall Tourism Master Plan has been prepared for Shivrajpur by the State Government with total capital outlay of more than INR 500 Crores to develop the tourist infrastructure.

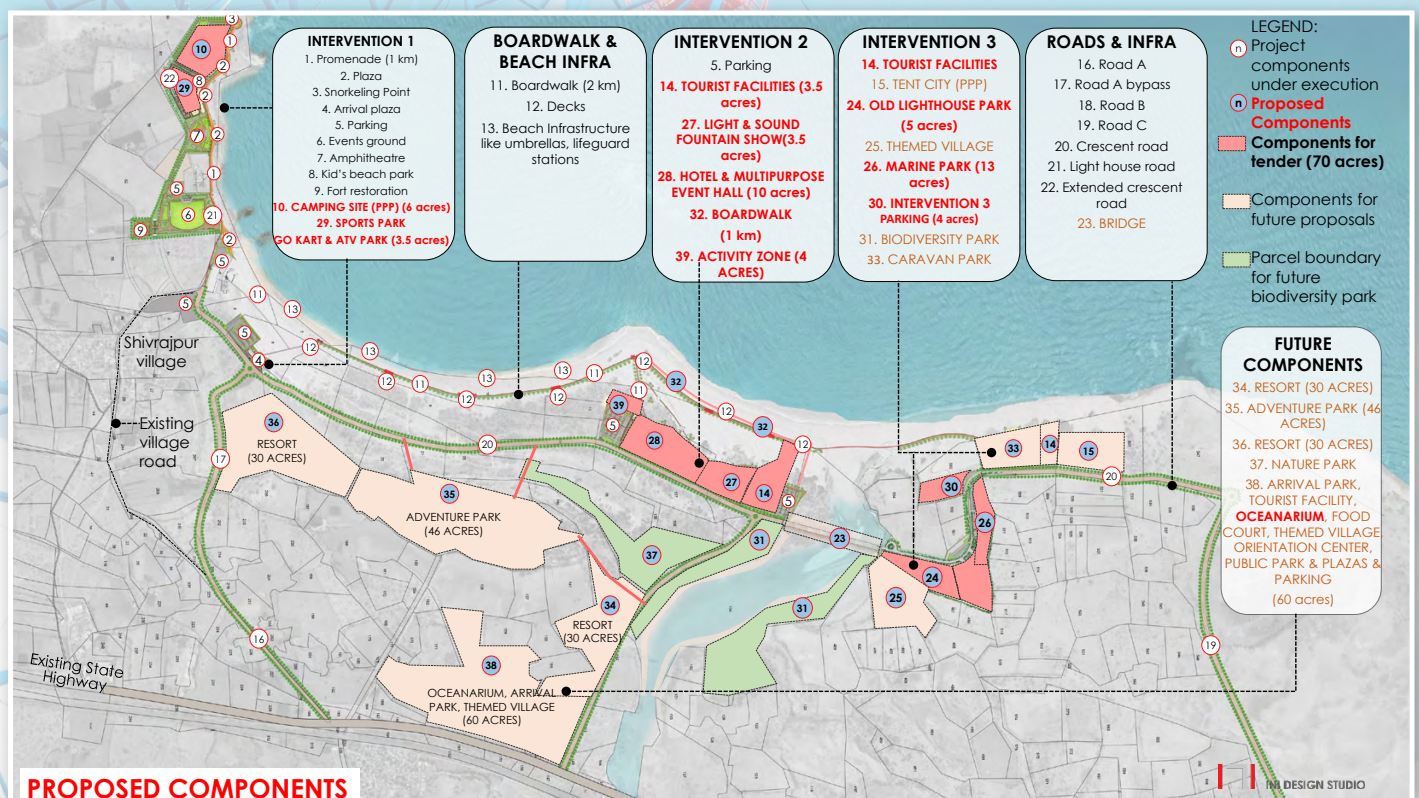


Figure 6: Overall Tourism Master Plan for Shivrajpur

- Tourist infrastructure projects (identified as Package 2 & Package 3) amounting to approx. INR 105 Crores is already under implementation by the State Government with more than 60% work physically completed



Tourist infrastructure projects amounting to approx. INR 105 Crores is already under implementation by the State Government with more than 60% work physically completed including components such as:

- Arrival Plaza & Tourist Facilitation Centre
- 1km long promenade including boardwalk
- Parking facility
- Utility buildings (including toilet blocks, drinking water facility, changing rooms, etc.)
- Seating pavilion

- Food Court
- Children Play Area
- Fort Restoration
- Amphitheatre
- Landscaping and other allied components

Some of the other nearby tourist destinations to Shivrajpur and their major attractions have been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Kadana	FY 23 Footfall
1	Dwarka	Dwarkadish Temple, Rukshmani Temple, Gomti Ghat	11 kms	72.2 lakhs
2	Beyt Dwarka	Shri Beyt Dwarkadhish Temple	26 kms	15.8 lakhs
3	Nageshwar Jyotirlinga	Lord Mahadev Temple	17 kms	~30 lakhs



Figure 7: Implementation Work under progress for Arrival Plaza and other tourist infrastructure at Shivrajpur (August 2023)



# Project Concept & Information

## 4. Dharoi

- The Dharoi Development Project Master plan is envisioned to be developed in 3 Packages.
- Package 1 – Road networks, public utilities & electricity, water sports arena, and ICT Package 2 –River Edge Development, Amphitheatre with laser show, river dredging & pedestrianization of existing bund
- Package 3 – Pancha tavta Park, Island Gateway & Jetty, and Open Green & Sculpture parks
- While the Work order has already been issued for Package 1, the final tender document is being floated for Packages 2

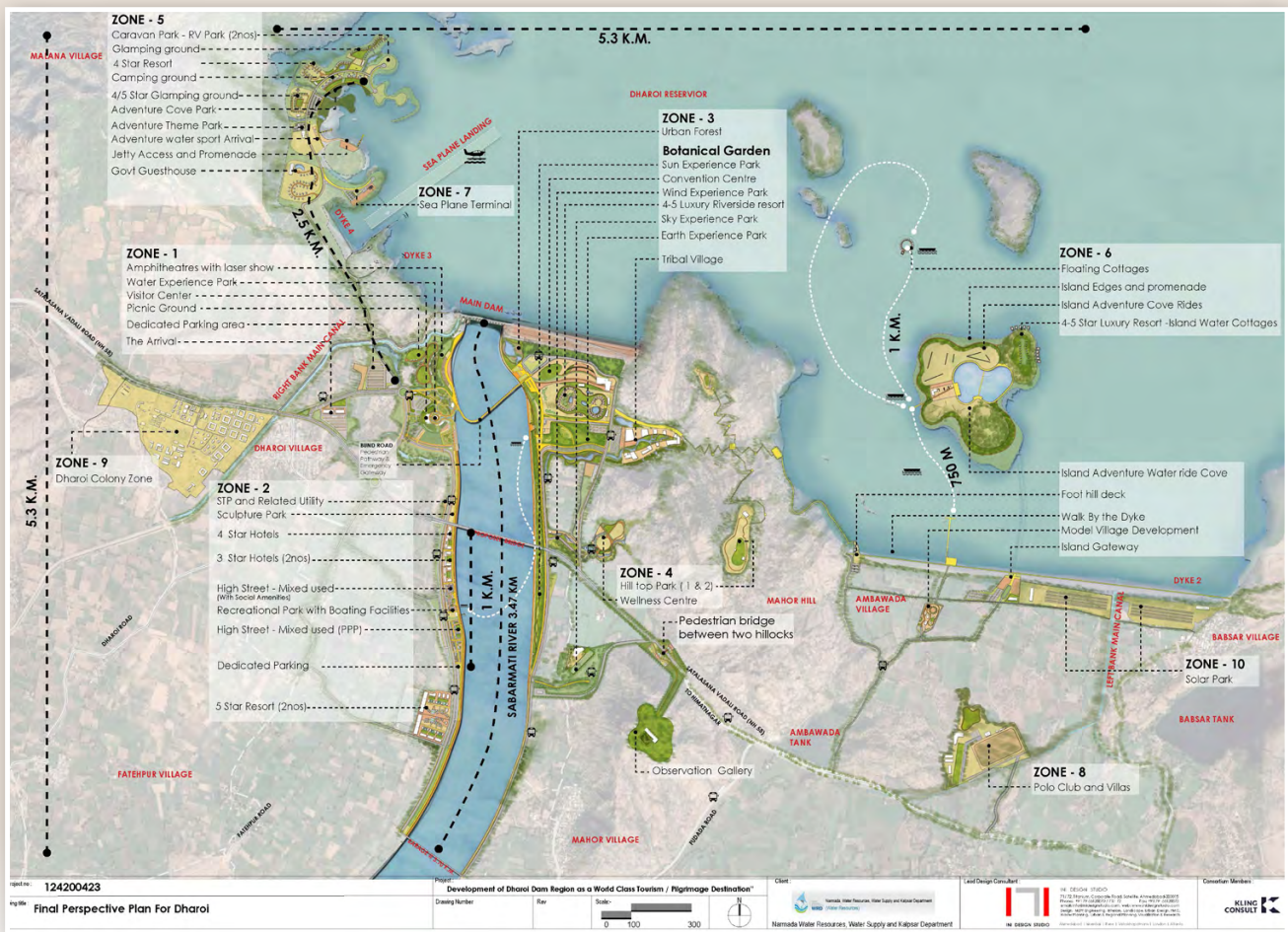


Figure 8: Project Master Plan



Figure 9: Artists impressions of proposed Landscaping as per Project Masterplan



# Project Concept & Information

- Dharoi is envisioned as an anchor tourist destination for the northern Gujarat circuit
- It is envisioned to build a comprehensive tourist destination spread over 3 Packages to be at the a centre for spiritual, adventure, eco and recreational activities.

Sr. No.	Type of destination	Tourist destination	Proposed attractions / activities
1	Spiritual	Ambaji Taranga Hills	<ul style="list-style-type: none"> <li>→ Creating circuits to link Ambaji, Tiranga hills and Dev Ni Mori</li> <li>→ Cycling track to Ambaji</li> <li>→ Wellness &amp; Convention Centre</li> </ul>
2	Cultural and Heritage	Vadnagar Modhera Siddpur Dev Ni Mori	<ul style="list-style-type: none"> <li>→ Panch tatva park</li> <li>→ Amphitheatre with laser show</li> <li>→ Tribal Village</li> <li>→ Sculpture Park</li> <li>→ Polo Club</li> </ul>
3	Eco & recreational	Polo forest Balaram Ambaji Sanctuary	<ul style="list-style-type: none"> <li>→ Adventure Water Sports Area</li> <li>→ Boating / Cruising</li> <li>→ Island Adventure Cove</li> <li>→ Urban Forest</li> <li>→ Camping &amp; Glamping sites</li> <li>→ Caravan parks and Floating 4 star cottages</li> </ul>

- Some of the other nearby tourist destinations to Dharoi and their major attractions have been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Dharoi	FY 23 Footfall
1	Ambaji	Ambaji Temple	47 kms	98.25 lakhs
2	Vadnagar	Rani ni Vav	43 kms	~2. 44lakhs



# Tourism Scenario in Gujarat

**World's tallest Statue**

Statue of Unity (Kevadiya)



**1<sup>st</sup>**

Rank for foreign tourist arrival in 2022

**World's only home for Asiatic Lions**

Gir Forest



Rank for domestic tourist arrival in 2022

**5<sup>th</sup>**

**Asia's longest Ropeway**

Girnar Ropeway



**18%**

Gujarat's tourism industry growth per year

**India's 1<sup>st</sup> UNESCO World Heritage City**

Ahmedabad City



Increase in State's tourism budget

**~270%**

**World's oldest dock & India's 1<sup>st</sup> port city**

Lothal



**~15 Cr**

Tourist Footfall in FY 23

**Ancient Indus Valley Civilization**

Dholavira



GSDP contribution of tourism to Gujarat's economy

**~6%**

**Blue Flag Certified beaches in India**

Shivrajpur beach (Dwarka)

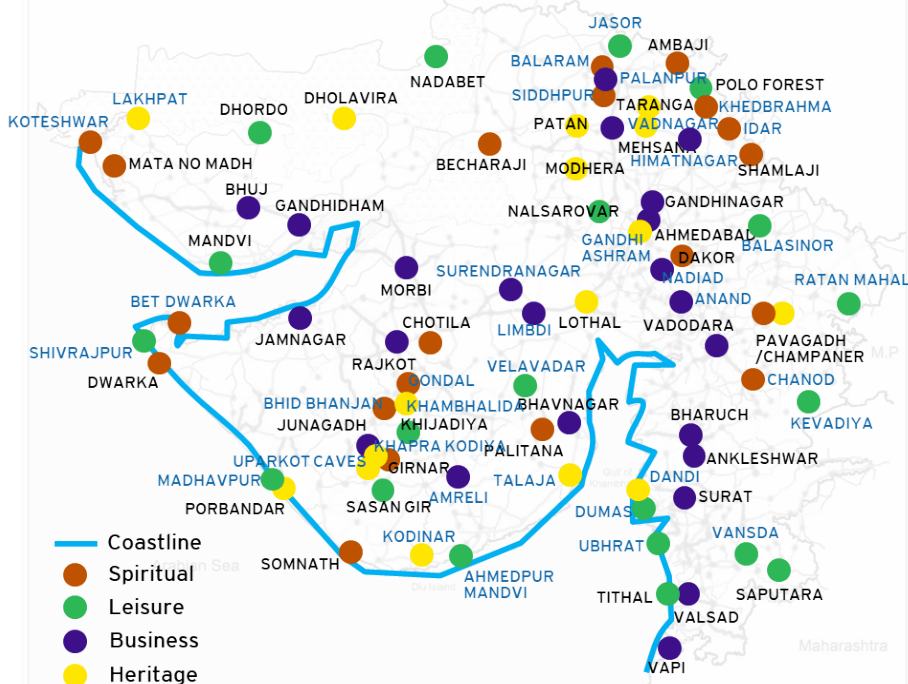


**India's first seaplane service**

Sabarmati Riverfront to Statue of Unity

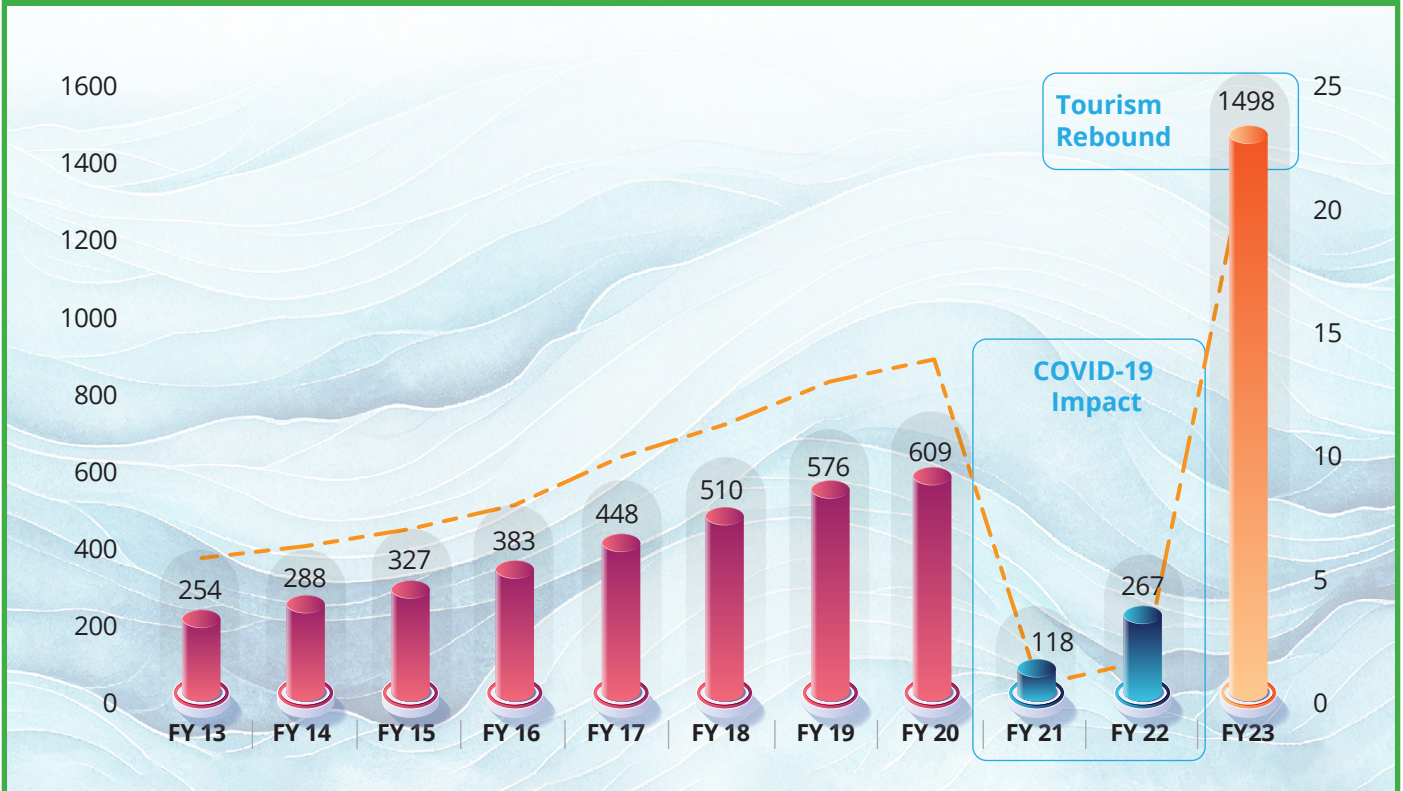


Emerging Market MICE, Adventure & Eco-tourism Hotspot for Business, Spiritual, Heritage and Leisure



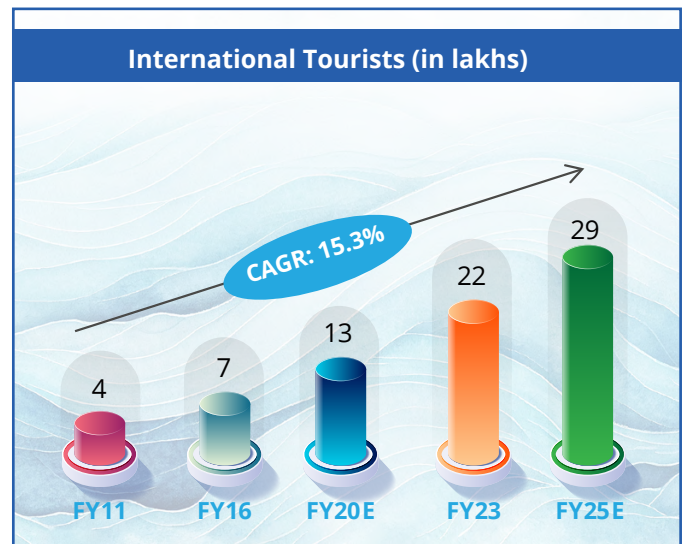
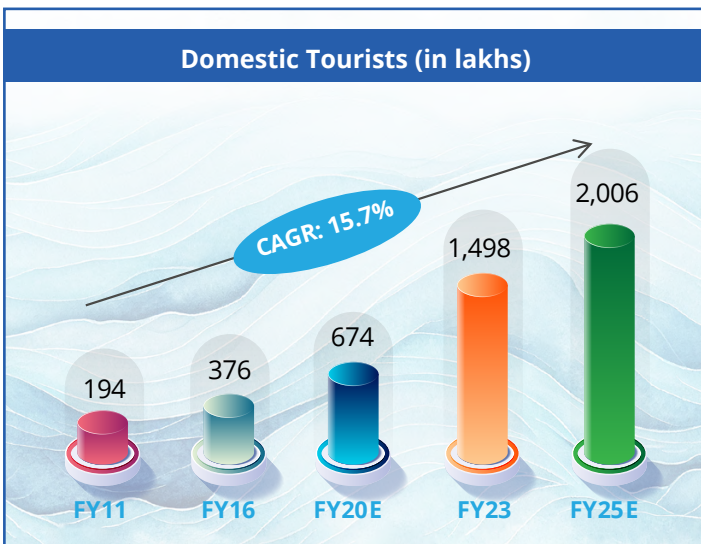


## Tourist Flow in Gujarat FY 13 to FY 23 (in lacs)



Source : Tourist Flow in Gujarat prepared by GITCO, EY Analysis (FY23)

## Gujarat stands at an excellent business opportunity for domestic and international tourists



Source: Tourist Flow Information System- Annual Report 2015-16

- The total flow of tourist is expected to record an increase over the years
- This is attributed to the growing prominence of the state as a major business hub.
- Gujarat contributes 6% to the total GSDP in FY23 and is expected to grow by ~6 CAGR till FY25.
- The business is expanding both in terms of turnover and boundaries and therefore contributions total investments by Gujarat are expected to increase.
- Gujarat is expected to generate 3 million+ jobs in tourism by 2025.



# Incentives offered by the state

## Approvals Required

- Coastal Regulation Zone (CRZ) approval
- Acquisition of land from concerned office /owner
- No objection certificate from Gujarat Pollution Control Board
- Environmental clearance from Ministry of Environment and Forest and Government of Gujarat (State Impact Assessment Committee)
- Arrangement of power with zonal distribution company
- Arrangement of water with concerned municipal corporations
- Local body clearances/ Any other clearances required

**Government of Gujarat has granted Industry status to Tourism sector to boost the industry.**

Quantum of Capital Subsidy to the Eligible Tourism Units	
For Eligible Tourism Units	Percentage of Eligible Capital investment
Hotel & Resort	20%
Theme/ Amusement Park & Integrated tourism destination theme park, Wellness Resort, Convention centre, Tourism hospitality & training institute, Apartment hotels, tented/ container accommodation	15%
For Tour Operator/ Hotels/ Wellness Resorts & Others	
Purchase of adventure tourism equipment	15% up to INR 15 lakhs
Purchase of river cruise/ boat	15% up to INR 25 lakh
Purchase of Caravan	15% up to INR 10 lakhs
Purchase of E-vehicles	15% up to INR 2 lakhs
Setting up of new offices in Municipal Corporation areas, Other than Municipal corporation areas	5% up to 3 lakhs/ annum 7% up to 5 lakhs/ annum

## Interest subsidy to the eligible tourism units & Service Providers

- @5% of the loan amount with maximum amount or INR3 lakh per annum for a period of 5 years, whichever is lower in Municipal Corporation areas for eligible tourism units
- @7% of the loan amount with maximum amount or INR5 lakh per annum for a period of 5 years, whichever is lower in the areas other than mentioned above.

## Other Exemptions

- Luxury Tax - 5 years from the date of commencement of commercial operation
- Entertainment Tax - 5 years from the date of commencement of commercial operation
- 100% exemption from electricity duty for a period of 5 years (New Tourism Projects).
- 100% reimbursement of stamp duty and registration fee shall be provided to New Tourism Units

## Support for Sustainable Tourism

- Assistance to eligible tourism units up to 50% of the certification fees paid or INR10 Lakh whichever is lower for Green Building Certification to Tourism Project/Units and for Global Sustainable tourism certification it is 50% of the certification fees paid or INR5 lakh whichever is lower.

## Special Incentives

### Private Player:

- Capital subsidy of 25% on eligible capital investment for setting up public charging stations for EV, up to 10 lakh





LIMITED  
EDITION

MOVE IT

MOVE IT

MOVE IT













CELEBRATING



VIBRANT GUJARAT

**Tourism Corporation of Gujarat Limited**

 <http://www.gujarattourism.com/>

**Department of Tourism, Gujarat**

 <http://www.gujarattourism.com/>

**Industries and Mines Department, Gujarat**


 [www.imd-gujarat.gov.in/](http://www.imd-gujarat.gov.in/)

**iNDEXTb - Industrial Extension Bureau**

 [www.indextb.com](http://www.indextb.com)


### NODAL OFFICERS

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This project profile is based on preliminary study to facilitate prospective entrepreneurs to assess a prima facie scope. It is, however, advisable to get a detailed feasibility study prepared before taking a final investment decision.