

# DEVELOPMENT OF FLOATING VILLAS



**TOURISM**  
GOVERNMENT OF GUJARAT

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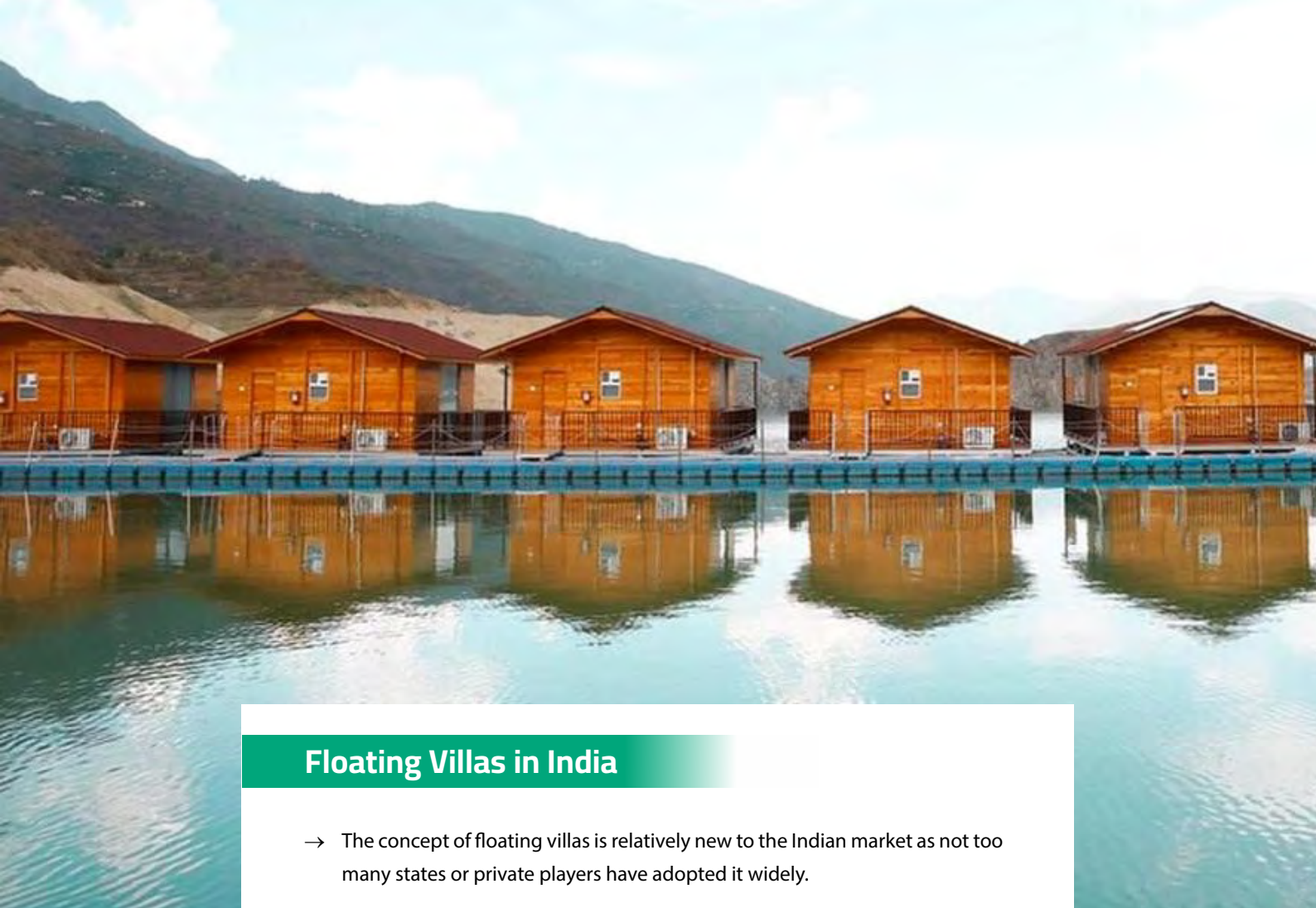
## About Floating Villas

### Floating Villas in the World

- Island countries and countries with pristine coastlines have powered their economies through the tourism sector. An integral part of the tourism in such destinations are accommodation on the waterfront with uninterrupted views.
- Floating villas are developed as part of this overall tourism strategy to offer tourists a unique experience
- Floating villas are popular in beach and coastal tourism locations such as Mauritius, Bora Bora, Mexico among others.



Figure 1: Floating Villas in Maldives and Mexico



## Floating Villas in India

- The concept of floating villas is relatively new to the Indian market as not too many states or private players have adopted it widely.
- One can find floating huts in Tehri in Uttarakhand, pictures of which can be seen below
- Floating Villas however have a growing market in India with coastal towns and large dams and water bodies making them an attractive tourist activity for local and international tourists

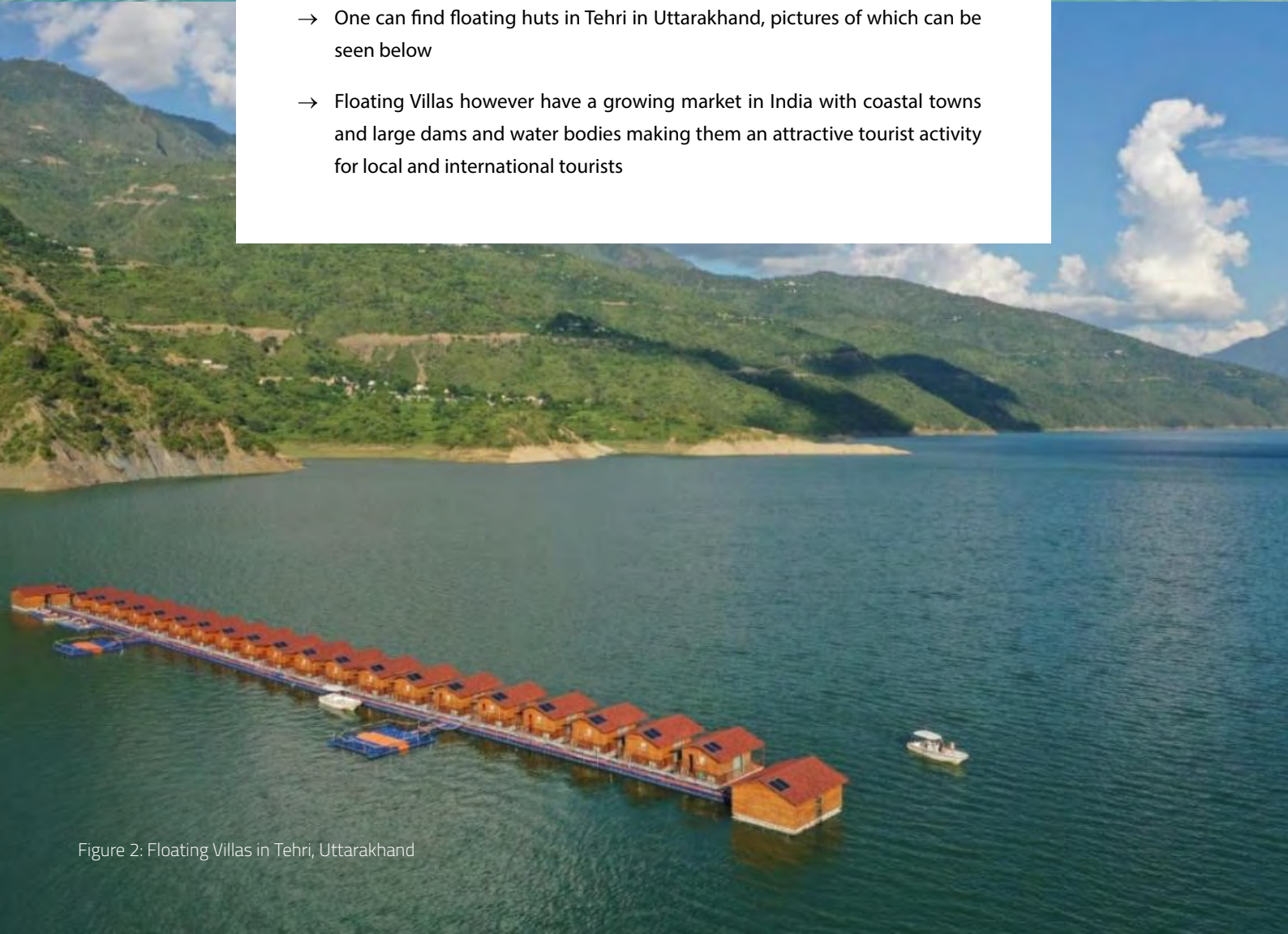


Figure 2: Floating Villas in Tehri, Uttarakhand

# Project Concept & Information

## Floating Villas in Gujarat

- The development of floating villas in Gujarat has the potential to boost tourism in the state. Gujarat is already a popular tourist destination, and the addition of floating villas would offer visitors a unique and luxurious way to experience the state.
- Gujarat has been actively promoting tourism initiatives, including beachfront developments, cultural festivals, and heritage sites. This focus on tourism drives the demand for unique and upscale accommodations, making floating villas an attractive option to cater to discerning travelers who seek something beyond traditional hotels or resorts.
- Gujarat boasts a long coastline along the Arabian Sea, offering stunning coastal landscapes and beachfront locations. The serene beaches and picturesque backwaters create an ideal setting for floating villas, attracting both domestic and international tourists seeking a luxurious and immersive experience.
- Some of the focus destinations identified by the State Government are highlighted in the map below along with the annual footfall being observed at those destinations:

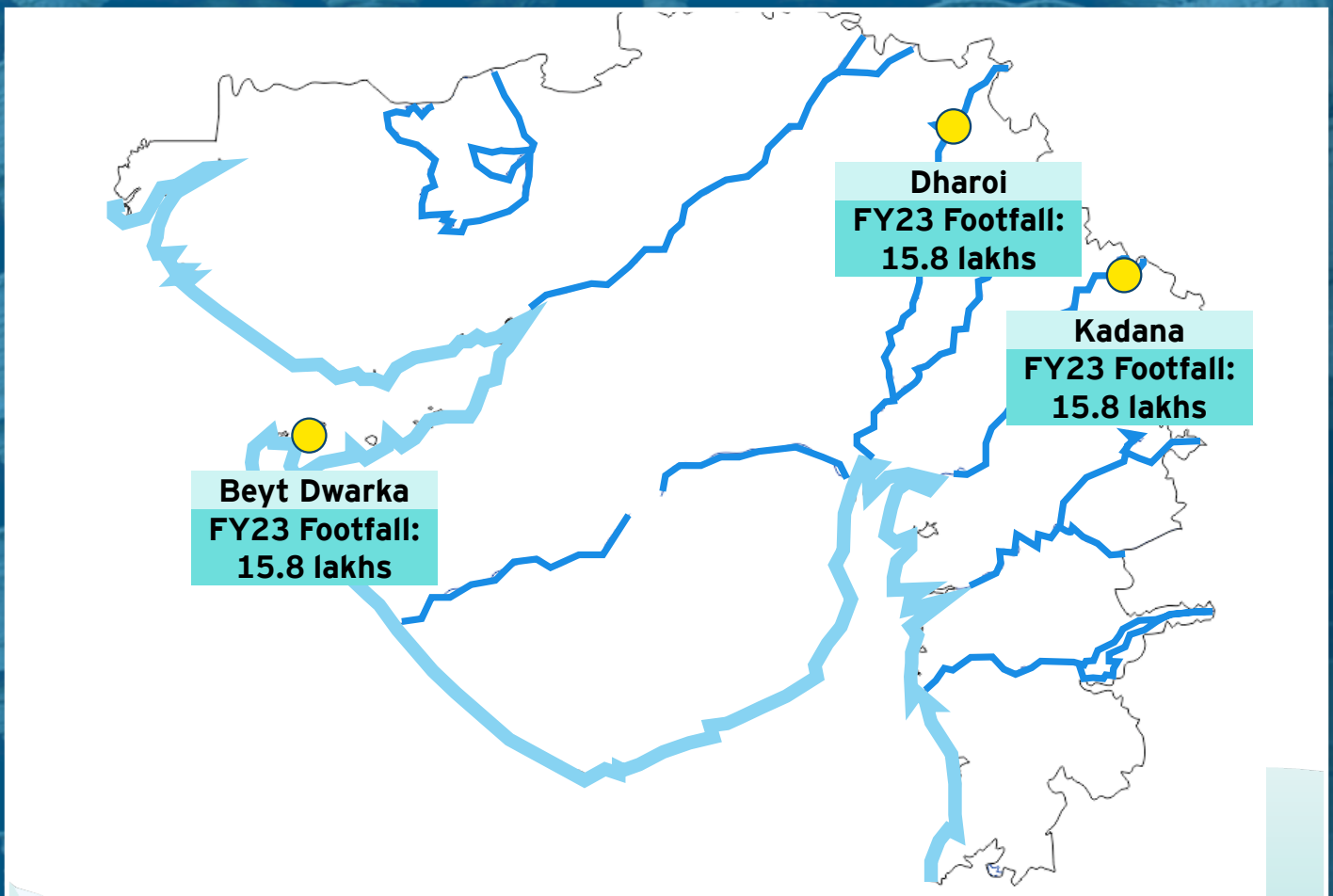
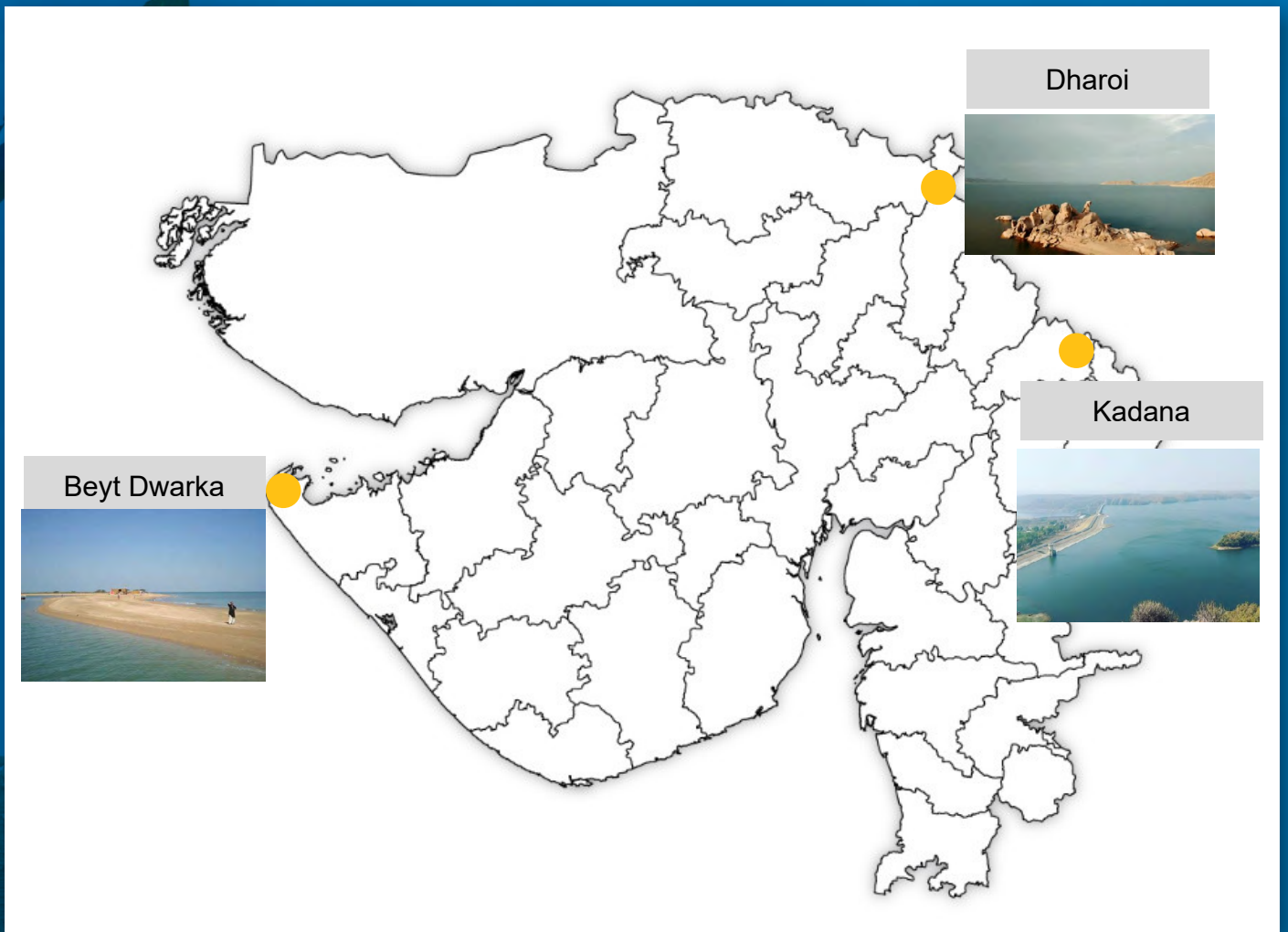


Figure 3: Annual Footfall at Potential destinations in FY 2023

- Floating villas are a unique and innovative way to experience the beauty of the water. They offer a luxurious and secluded stay, while also providing a connection to the natural environment.
- Developing floating villas represents a remarkable convergence of technological advancements and a desire for harmonious coexistence with nature.
- A report by Future Market Insights estimates the global floating hotel market size to be worth \$4.2 billion in 2022 and to grow at a CAGR of 6% from 2022 to 2032.
- It is a promising industry with a lot of potential for growth. The industry is expected to continue to grow in the coming years, driven by the increasing demand for luxury and unique travel experiences.
- Adaaran Prestige Water Villas in Meedhupparu Island, Lakshadweep: The sea villas are built on stilts over the water and offer stunning views of the Indian Ocean. They feature private infinity pools, sundecks, and Jacuzzis.
- Poovar Island Resort in Poovar, Kerala: These floating cottages are built on the backwaters of the Vembanad Lake and offer a unique experience of living on the water. They feature thatched roofs, wooden furniture, and private balconies.
- Le ROI Floating Huts & Eco Rooms in Tehri, Uttarakhand: These floating huts are built on the Tehri Lake and offer a peaceful and relaxing getaway. They feature modern amenities such as Wi-Fi, television, and air conditioning.





Dharoi



Kadana



Beyt Dwarka



Beyt Dwarka

Beyt Dwarka is a good location for a floating villa because it has beautiful beaches, rich history and culture, and excellent connectivity. It is also a popular tourist destination, which means there is potential for tourism in the area.

Dharoi

Dharoi is a good location for floating villas because of its natural beauty, its infrastructure, and its lack of competition. The development of floating villas in Dharoi could boost tourism in the area and provide visitors with a unique and luxurious way to experience the Sabarmati River.

Kadana

The development of floating villas in Kadana could boost tourism in the area and provide visitors with a unique and luxurious way to experience the Kadana Lake. The climate is mild year-round, making it a comfortable place to live and visit.

## Logistics & Connectivity



### Location

Beyt Dwarka, Dharoi, Kadana



### Rail

- Nearest railway station is Okha about 3km away
- Nearest railway station is Mehsana junction about 81km away
- Nearest railway station Piplod (33km) Modasa (36km) Mahudi (35km)



### Road

- NH8 highway passes through Okha, which is the nearest town to Beyt Dwarka
- Situated on SH 56 (Vadali to Satlasana)
- The travel distance between Ahmedabad and Kadana is 165km. Private and Public bus services ply between the cities.



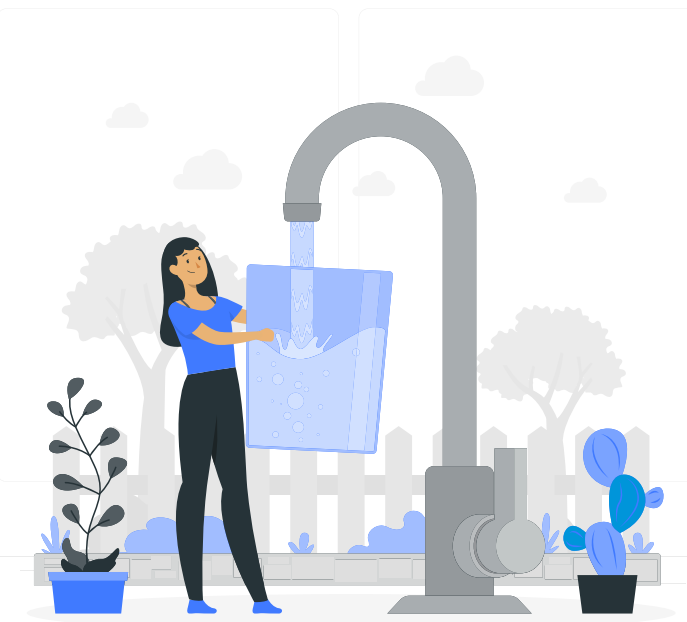
### Air

- Nearest airport is Jamnagar (137 km), where regular buses and taxis are available.
- The travel distance between Ahmedabad and Kadana is 165km. Private and Public bus services ply between the cities
- Nearest airport is located in Ahmedabad, which is about 162 kilometers away.

## Utility

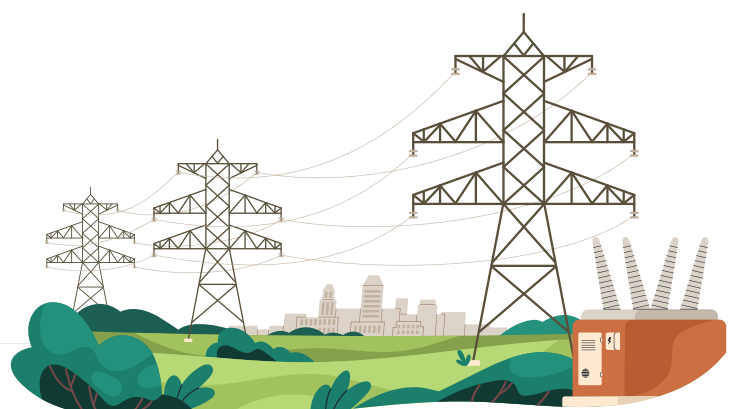
### Water

- Gujarat has a state wide "water supply grid" spread across 1,20,769 km that aims to serve 75% of Gujarat's population



### Power

- Gujarat boasts of 24 hour - 3 phase uninterrupted power supply



# Investment Potential

## 1. Beyt Dwarka

- As per mythological studies, Lord Krishna had his kingdom at Dwarka, while Beyt Dwarka's Dwarkadhish temple is said to have been the residence of Lord Krishna during his ruling years at Dwarka.
- With the Vision to develop Beyt Dwarka as a prominent religious tourism destination & unlock the hidden tourism

potentials of the place through eco-sensitive & sustainable design and strategies, State Government took an initiative to prepare the Holistic Master Plan for Beyt Dwarka and identified the projects amounting to more than INR 200 Crores to enhance the overall experience of the tourist visiting Beyt Dwarka.



- Currently, the tourist visiting Beyt Dwarka, access Beyt Dwarka using ferry services from Okha. With the new Signature Bridge over the sea connecting Okha with Beyt Dwarka Island having length of about 2.3 kms under implementation by the State Government, the overall connectivity to Beyt Dwarka island will improve and tourist will be able to access the Island in their own vehicles and hence,

more number of tourist will be able to visit Beyt Dwarka island.

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

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Beyt Dwarka	FY 23 Footfall
1	Dwarka	Dwarkadhish Temple, Rukshmani Temple, Gomti Ghat	34 kms	72.2 lakhs
2	Shivrajpur	Blue Flag Beach, Water Adventure Activities	26 kms	8.3 lakhs
3	Nageshwar Jyotirlinga	Lord Mahadev Temple	23 kms	~30 lakhs



# Project Concept & Information

## 2. 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

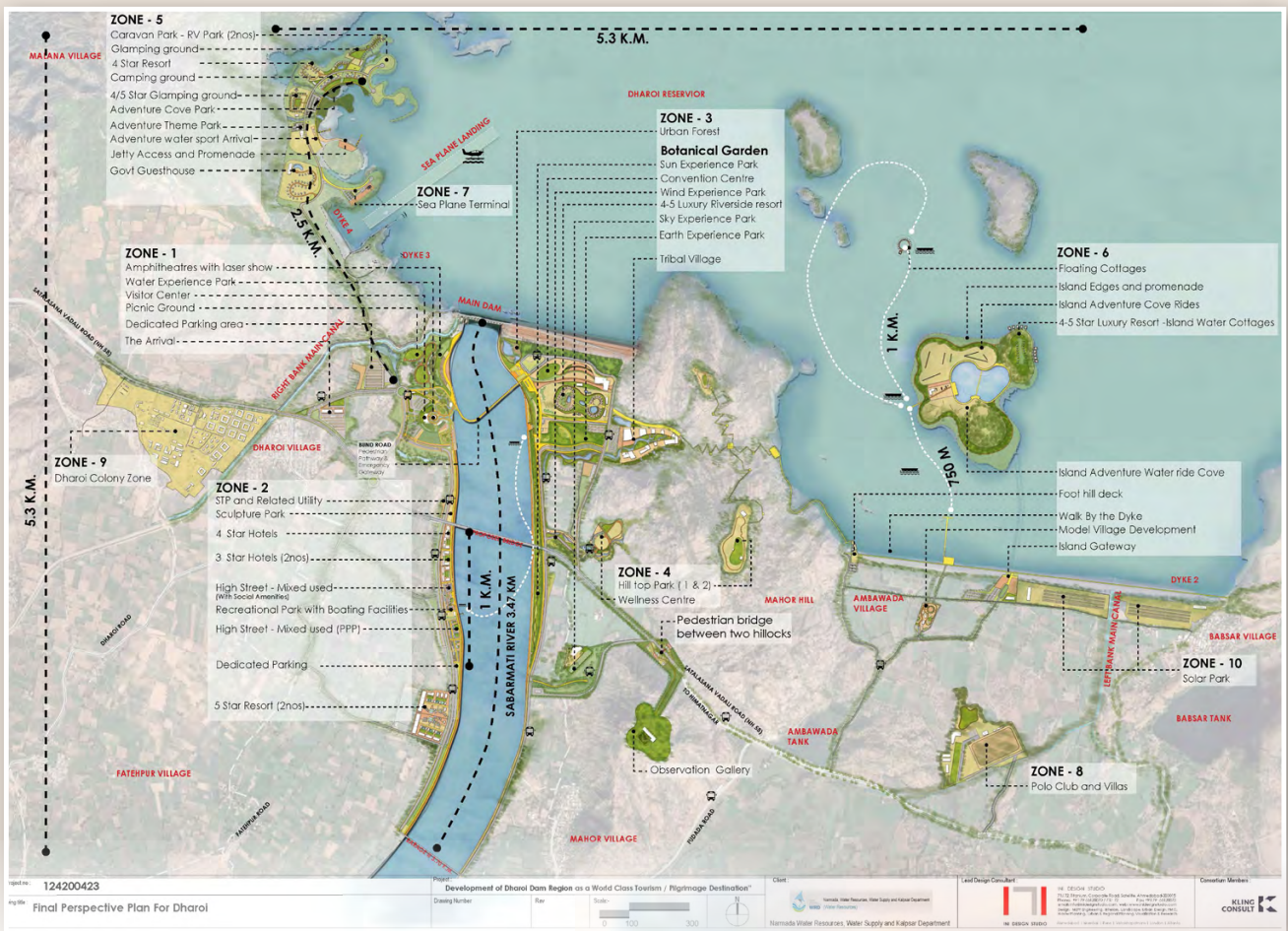


Figure 5: Project Master Plan



Figure 6: Artists impressions of proposed landscaping as per Project Masterplan

→ Dharoi is envisioned as an anchor tourist destination for the northern Gujarat circuit

destination spread over 3 Packages to be at the centre for spiritual, adventure, eco and recreational activities.

→ It is envisioned to build a comprehensive tourist

Sr. No.	Type of destination	Tourist destination	Proposed attractions / activities
1	Spiritual	Ambaji Taranga Hills	Creating circuits to link Ambaji, Tiranga hills and Dev Ni Mori Cycling track to Ambaji Wellness & Convention Centre
2	Cultural and Heritage	Vadnagar Modhera Siddpur Dev Ni Mori	Panch tatva park Amphitheatre with laser show Tribal Village Sculpture Park Polo Club
3	Eco & recreational	Polo forest Balaram Ambaji Sanctuary	Adventure Water Sports Area Boating / Cruising Island Adventure Cove Urban Forest Camping & Glamping sites Caravan parks and Floating 4 star cottages

→ 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



### 3. Kadana

→ Kadana is a village in Mahisagar district of Gujarat located on the banks of Mahi River and is easily accessible by train, bus and flight from Ahmedabad and Baroda.

→ The state government has prepared a Tourism Master Plan for the village which can be seen below:

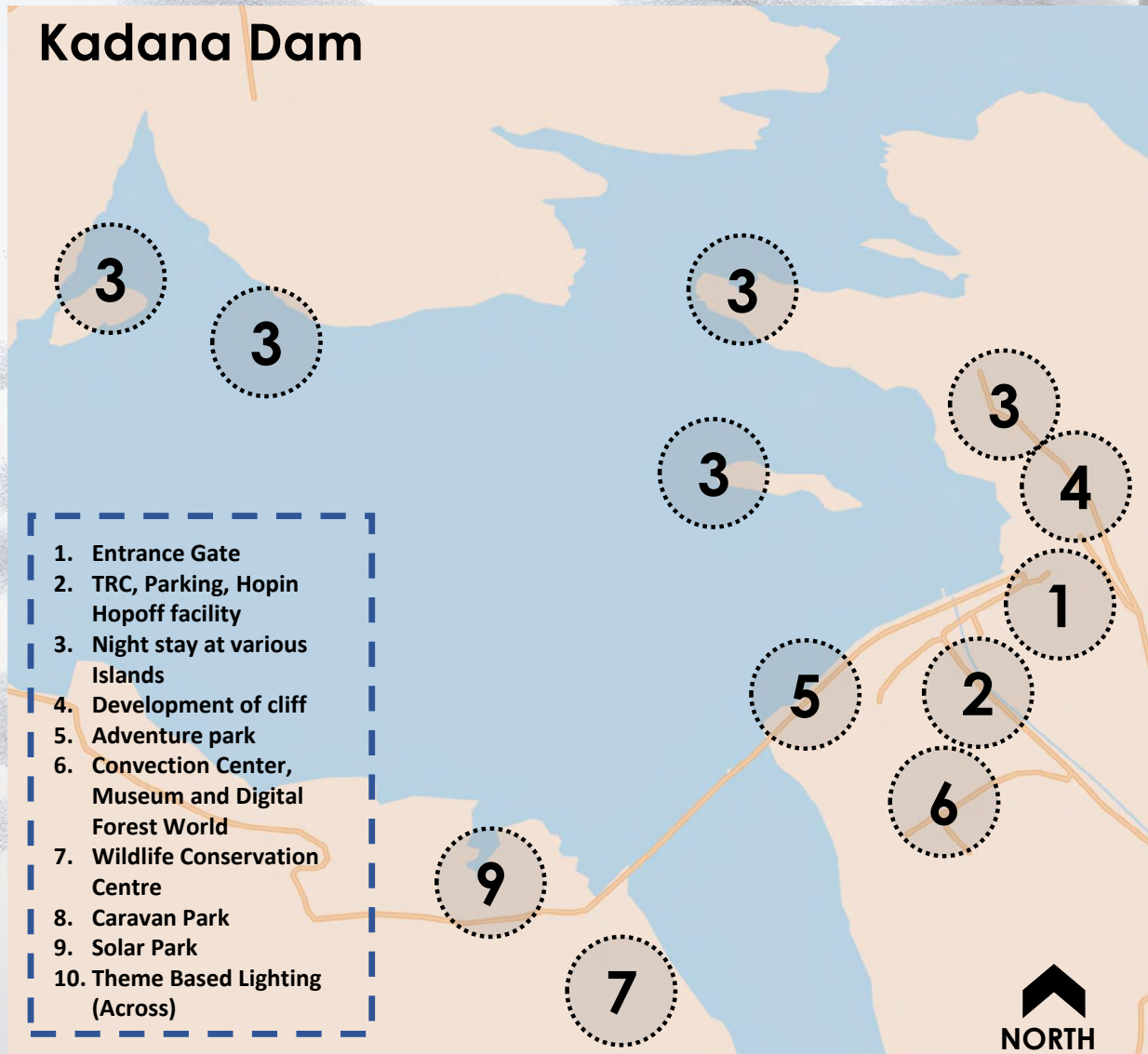


Figure 7 : Proposed Master Plan for Kadana development

- Entrance Gate and Beautification of Approach Road (15 Cr)
- TRC, Parking, Hop-on Hop-off facility & Tourist facilities along the Road towards dam (75Cr)
- Development of Night stay & other facilities at various Islands. (100Cr)
- Development of cliff above the dam location (near the Nadinath Mahadev temple)(40 Cr.)
- Development of Adventure park. (50 Cr.)
- Convection Center, Museum development & Digital Forest World (75 Cr)
- Wildlife Conservation Centre & Sculptures along the Road(50 Cr)
- Development of Caravan Park (20 Cr)
- Solar Park. (15 Cr.)
- Permanent Theme Based Lighting (10 Cr.)



Figure 8 : Images of Kadana Dam from the cliff and proposed entrance gate

→ Some of the other nearby tourist destinations to Kadana and their major attractions have been mentioned in the

table below along with annual footfall observed at those destinations:

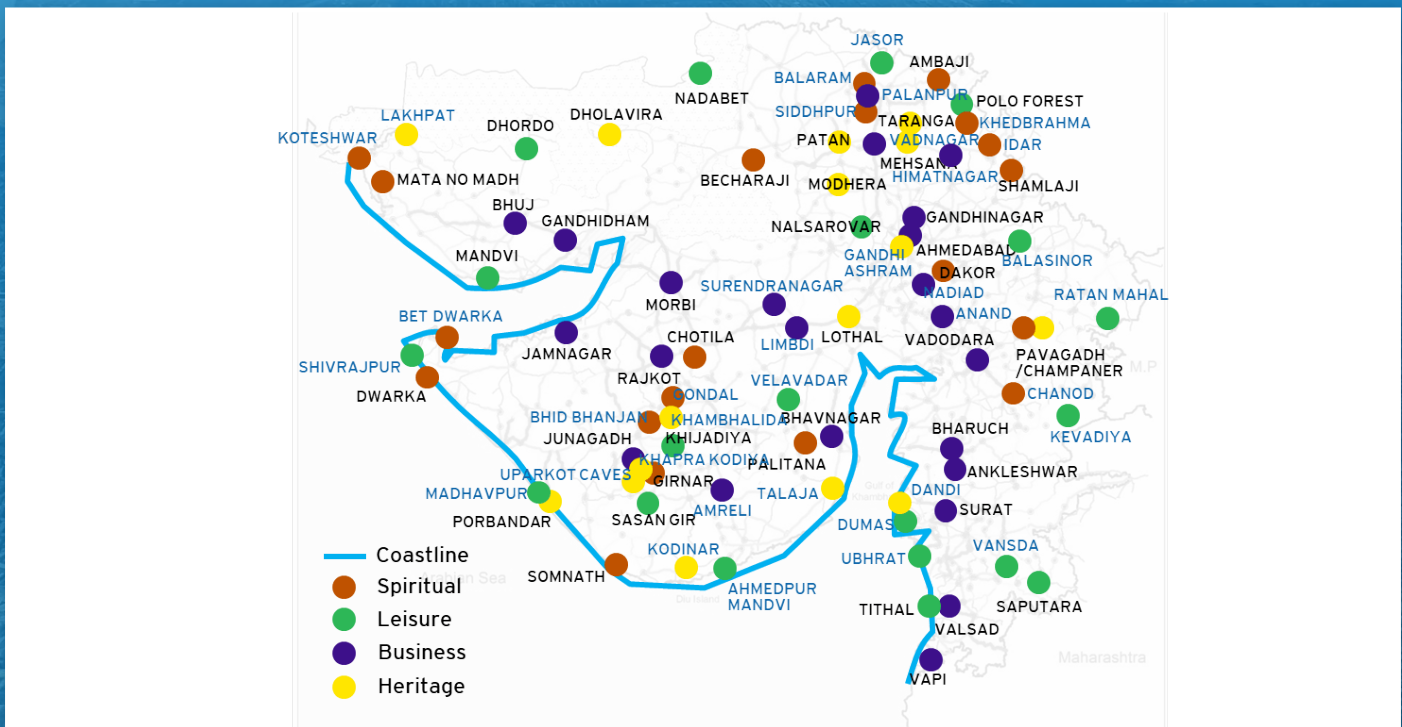
Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Kadana	FY 23 Footfall
1	Ahmedabad	Sabarmati riverfront & Ashram, Kankaria lakefront	160 kms	341.40 lakhs
2	Vadodra	Laxmi Vilas Palace, Kirti Mandir	157 kms	~51.47 lakhs

# Tourism Scenario in Gujarat

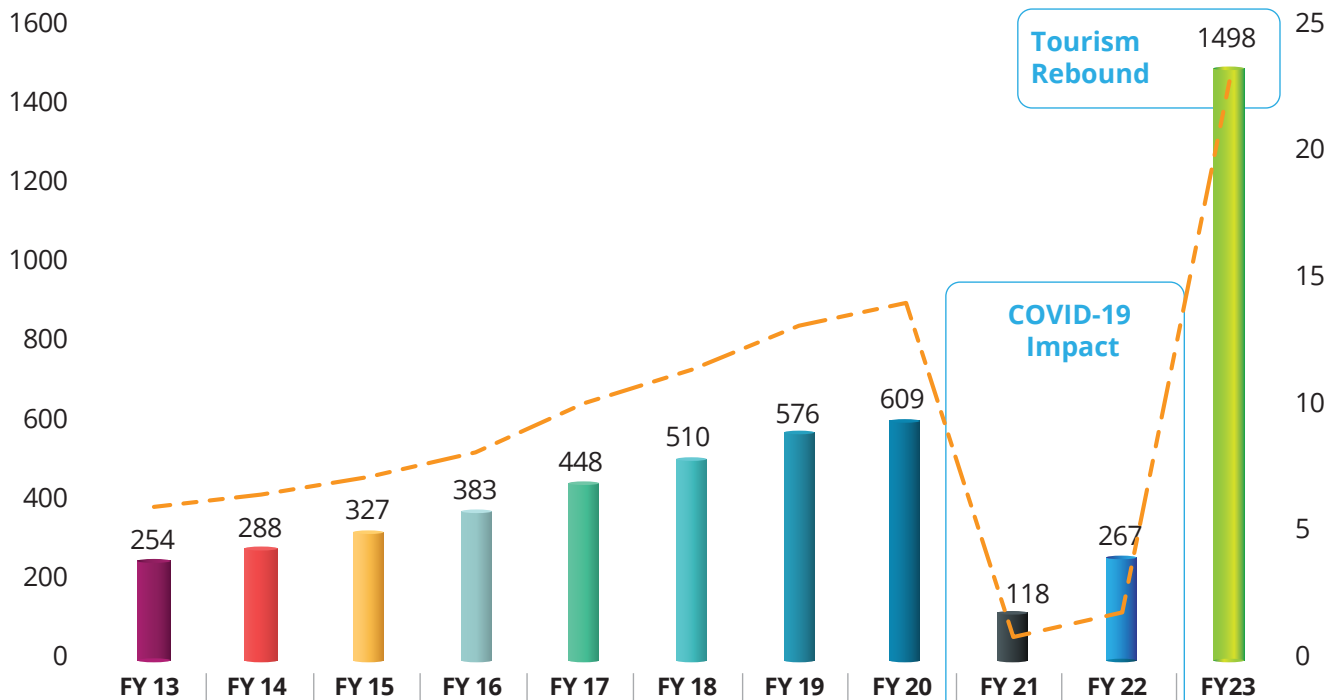


- WORLD'S TALLEST STATUE** Statue of Unity (Kevadiya)
- WORLD'S ONLY HOME FOR ASIATIC LIONS** Gir Forest
- ASIA'S LONGEST ROPEWAY** Girnar Ropeway
- INDIA'S 1<sup>ST</sup> UNESCO WORLD HERITAGE CITY** Ahmedabad City
- WORLD'S OLDEST DOCK & INDIA'S 1<sup>ST</sup> PORT CITY** Lothal
- ANCIENT INDUS VALLEY CIVILIZATION** Dholavira
- BLUE FLAG CERTIFIED BEACHES IN INDIA** Shivrajpur beach (Dwarka)
- INDIA'S FIRST SEAPLANE SERVICE** Sabarmati Riverfront to Statue of Unity

- 1<sup>st</sup>** Rank for foreign tourist arrival in 2022
- 5<sup>th</sup>** Rank for domestic tourist arrival in 2022
- 18%** Gujarat's tourism industry growth per year
- ~270%** Increase in State's tourism budget
- ~15 Cr** Tourist Footfall in FY 23
- ~6%** GSDP contribution of tourism to Gujarat's economy
- Emerging Market MICE, Adventure & Eco-tourism Hotspot for Business, Spiritual, Heritage and Leisure

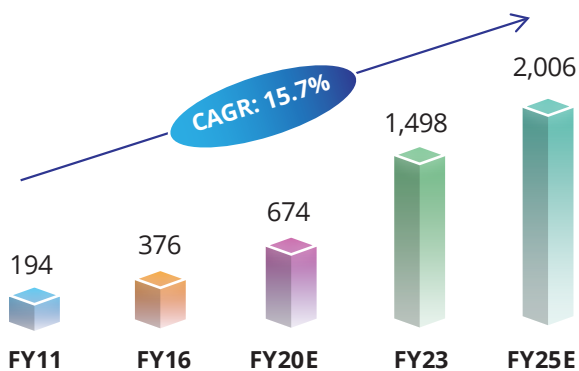


## Tourist Flow in Gujarat FY 13 to FY 23 (in lacs)

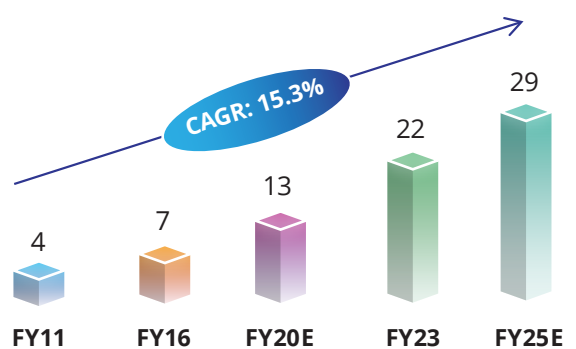


## Gujarat stands at an excellent business opportunity for domestic and international tourists

### Domestic Tourists (in lakhs)



### International Tourists (in lakhs)



- 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



## Key Contacts

CELEBRATING



**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.