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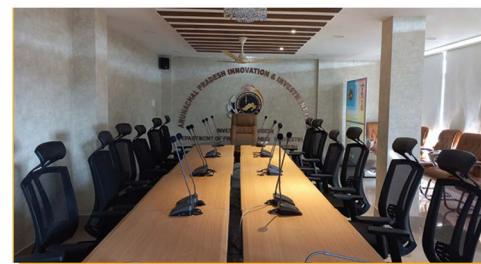
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Arunachal Pradesh Innovation & Investment Park (APIIP)

Niti Vihar, Itanagar

Arunachal Pradesh 791 111

The APIIP was established by Investment Division aiming to facilitate investors with comprehensive support and to develop a vibrant investment and entrepreneurial ecosystem in the state. APIIP officers also look after Ease of Doing Business (EoDB) and Investment Policy inputs for better synergy. The APIIP was inaugurated on 14th August 2021 by Hon'ble Chief Minister and Deputy Chief Minister.



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ARUNACHAL *Rising*

YOUR NEXT INVESTMENT DESTINATION

India's Wildest and Least Explored Tourism Destination



Investment Division, Government of Arunachal Pradesh

Arunachal

Tourism at a Glance



"Best Emerging Destination"

– Lonely Planet Travel Award 2019



"Best Emerging Green Tourist Destination"

– Lonely Planet Travel Award 2019



Key Themes of Arunachal Tourism



Nature & Wildlife

One of the world's greatest biodiversity hotspots, Arunachal has over 80% forest cover, at least 23% of the country's flowering plants, over half of India's bird species and more mammal density than any other state in India –making it a Mecca for wildlife enthusiasts.



Adventure

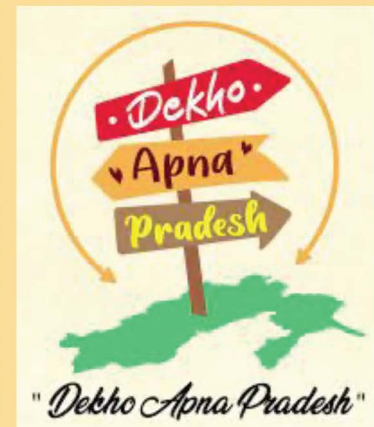
There are numerous adventures to go for and that too of diverse nature in the State. Whatever the adventure activity that one chooses, surely your heart will skip a beat. If adventure is what triggers one the most, Arunachal Pradesh with activities like angling, trekking, white water rafting, motorbiking etc are surely a treat for the tourists.



Culture & Spirituality

A hotspot of exotic culture, Arunachal is the only place where Tibetan-style Tantric Buddhism and Thai-Burmese style Thera vada Buddhism can both be found thriving in the same state, along with a diverse set of shamanic animists.

Dekho Apna Pradesh Campaign



In March 2021, the Chief Minister Sri Pema Khandu flagged-off the 'Dekho Apna Pradesh' campaign; 60 participants divided in three groups embarked on a 10-day journey to different tourist places in western, eastern and central Arunachal.

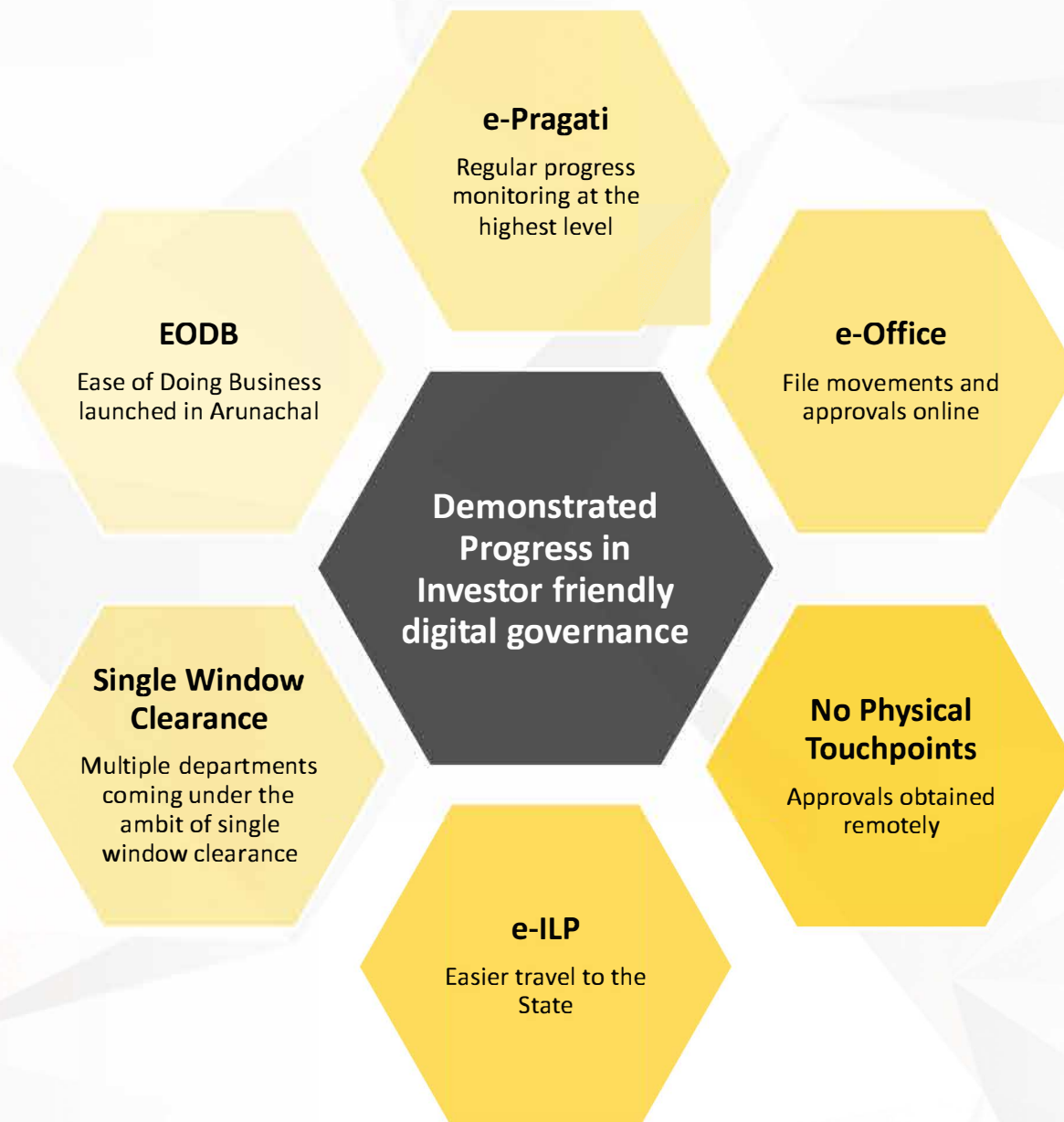


"Ours is such a vast state and there's so much to see and learn of other tribes, culture and places...I call to well-to-do businessmen, entrepreneurs and youths of the state to invest in tourism ... returns will come good and fast as these sectors are the future of the State."

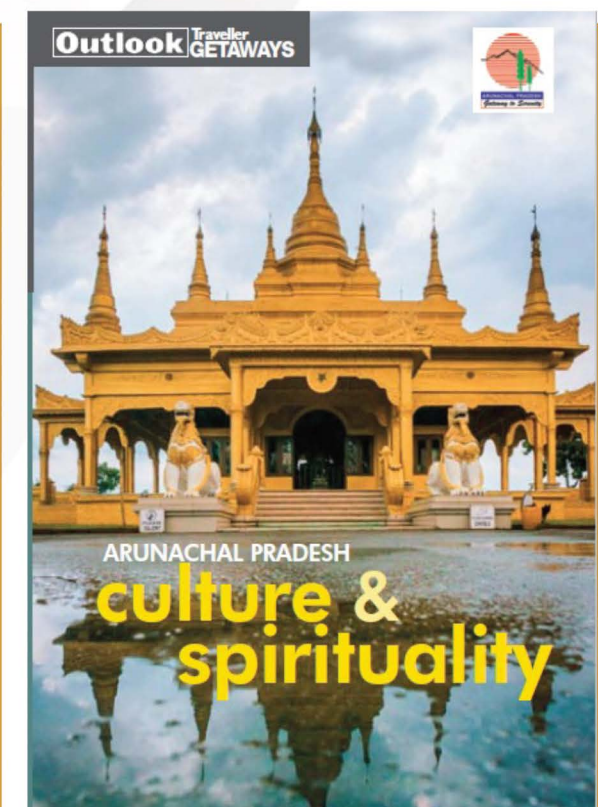
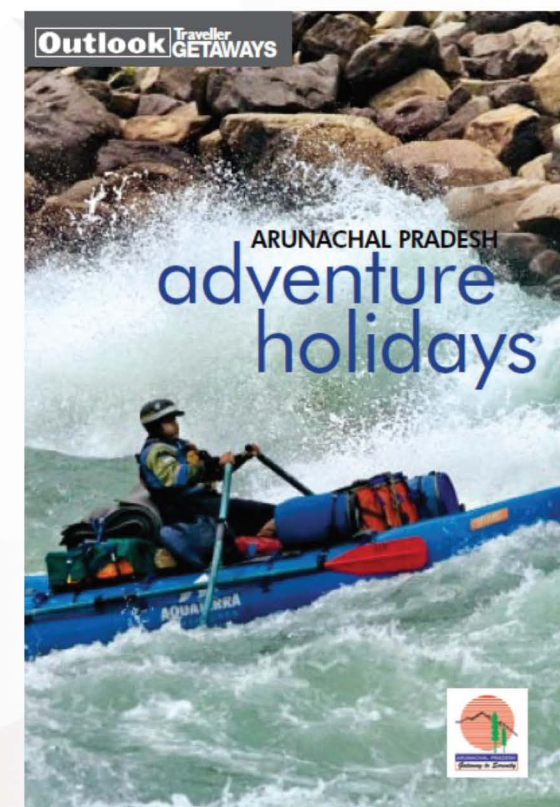
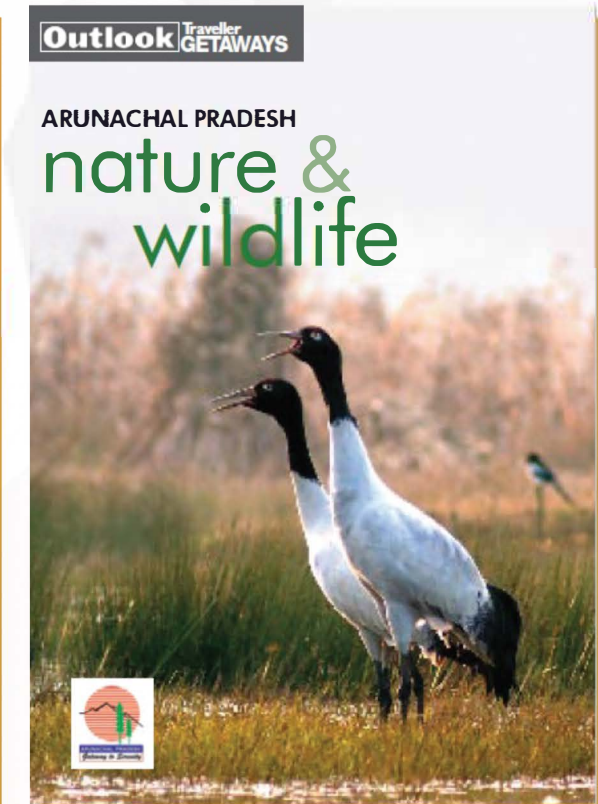
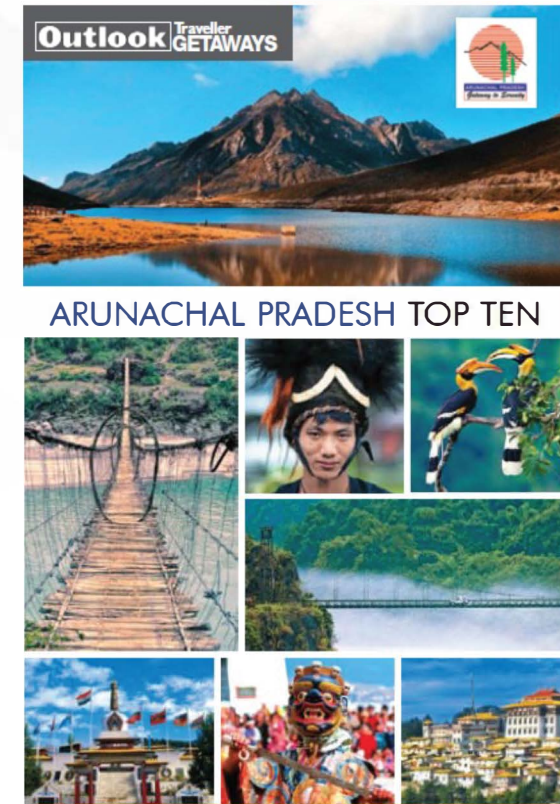
- Pema Khandu, Hon'ble Chief Minister of Arunachal Pradesh

Arunachal

Governance & Policy Advantages



Coverage by Outlook Traveler Getaway, 2019



Arunachal

Major Investible Project



Wancho Dancers



Siom River at Aalo



Sangti Valley

Resort @ Mechuka

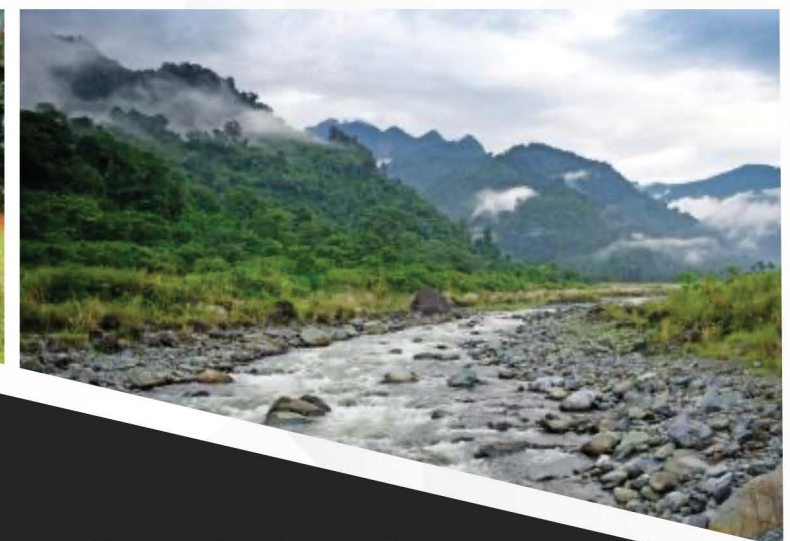
Situated 6,000 feet (1,829 meters) above sea level, Mechuka has become a sought-after destination for its scenic beauty of snow-capped mountains, gentle hills and Siyom River valley. It has an airstrip that provides helicopter service to and from Naharlagun, near the State Capital Itanagar. There are sparse accommodations in government tourist lodges and few hotels. A three-to-five star resort can be well placed to become a brand for the location and cater to multiple tourist class such as adventure, leisure, wellness, culture tourism or serve as an exotic marriage destination.

Homestay Partnership

With the increased footfall and limited accommodation, the people of Arunachal are rising up to the occasion by converting their residences to homesteads and offering traditional tribal hospitality. The State government supports these endeavors by providing financial assistance to these entrepreneurs. A partnership with a well-established hospitality brand or investor is envisaged to bring further growth for the homestead sector all across the State.

Film Production Unit in Pasighat

With the potential for film shooting, Pasighat can be an ideal location due to its connectivity and location. Pasighat is easily reached via air or road; it is situated on River Siang with upcoming rail connectivity. While Pasighat is located on the plains, it acts as the nodal point of travel to hill destinations like Aalo, Mechuka, Ziro on its West and Anini, Roing, Tezu on its East. The film city can be developed in collaboration with the State government to attract more movie makers to come and shoot in Arunachal Pradesh.





Festival Promotion

Arunachal is already known for its many festivals which offer a multitude of activities and new experiences to visitors. There is a huge potential for branding and promoting these festivals to a bigger audience, both in domestic and global markets. One such success story is the Ziro Music Festival which is attended by people from all across the world

Leisure Transport from Dibrugarh, Guwahati and Pasighat

Dibrugarh and Pasighat are the two currently operating airports that act as the gateway to Eastern Arunachal, whereas Guwahati is the air access point for Western Arunachal. Luxury buses for airport pick up, caravan tourism and camping on the less travelled roads or possibly a leisure cruise on Siang river would do well to meet the gaps in the transport segment. With the Hollongi airport operationalized in Movenber 2022, another transport revenue connects Itanagar and zero to major metropolitan cites of India.



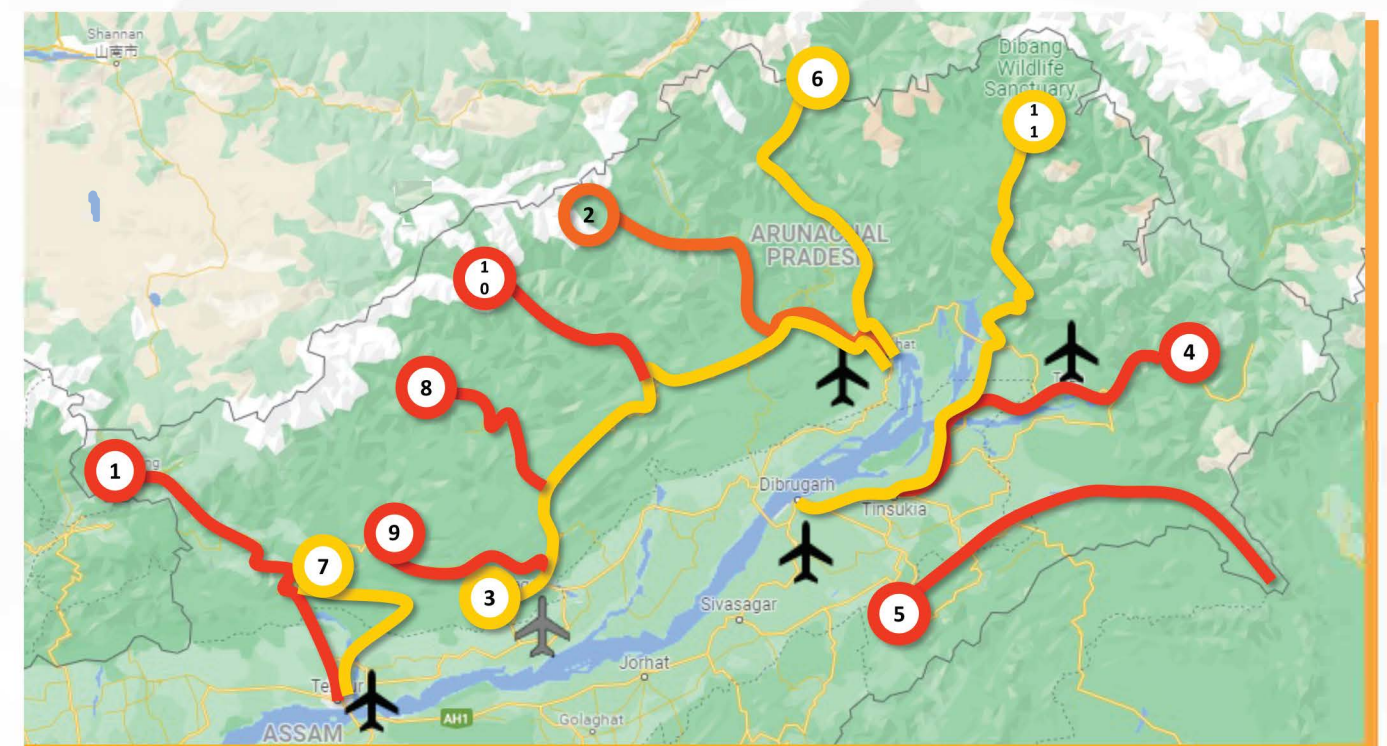
Arunachal

Major Tourist Circuits

Arunachal Pradesh has 11 tourist circuits. Each tourist circuit is distinctive in character with different ethnic cultures, topography, and vegetation

- Tezpur-Bhalukpong-Bomdila-Tawang
- Aalo-Mechuka
- Itanagar-Ziro-Daporijo-Aalo-Pasighat
- Tinsukia-Tezu-Hayuliang
- Margherita-Miao-Namdhapa-Vijaynagar
- Pasighat-Jengging-Yingkiong-Tuting

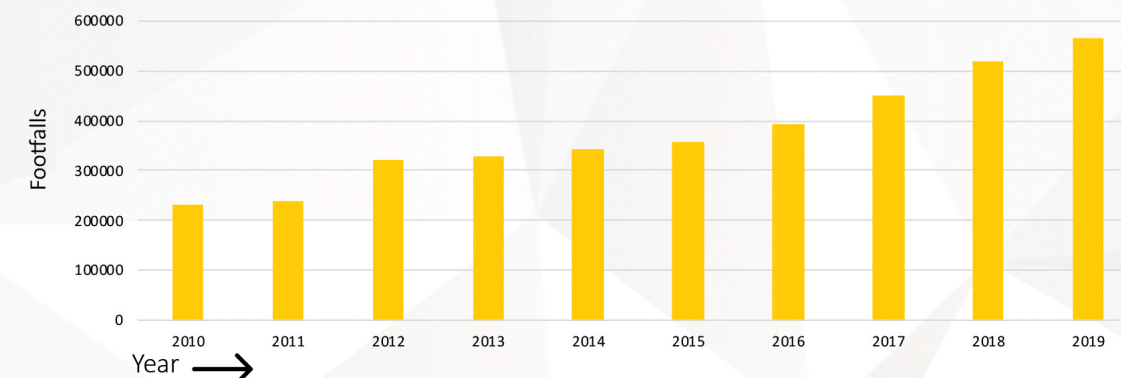
- Tezpur-Seijosa-Bhalukpong
- Ziro-Palin-Nyapin—Sangram-Koloriang
- Doimukh- Sagalee-Pake Kessang
- Jairampur-Manmao- Nampong-Pangsau Pass
- Daporijo- Taliha- Siyum -Nacho



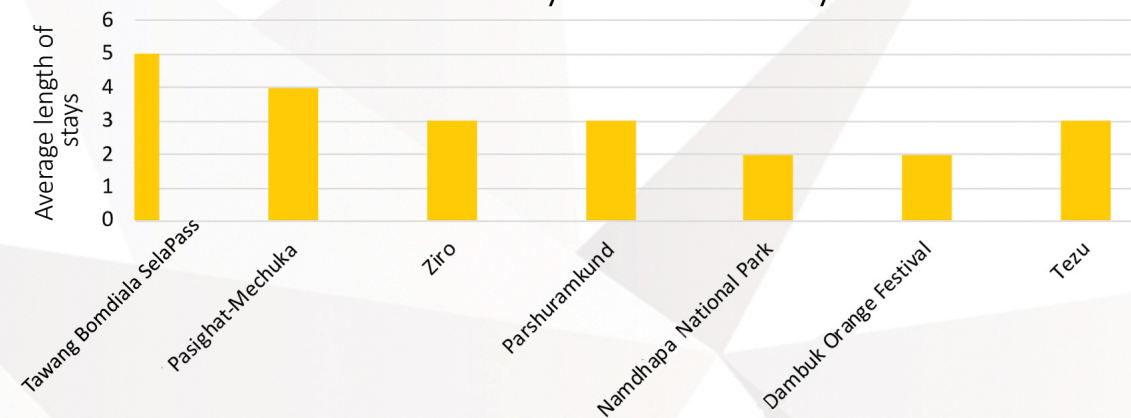
Arunachal

The Untapped Potential

Visitors Arrival in Arunachal



Total days of tourist stays



Innovation in Tourism

Innovative tourism opportunities such as wine tasting classes and tours of kiwi wine vineyards can be also developed wherever possible. The novel concept Rhododendron wine has good potential in Arunachal, as it has the highest number of Rhododendron species. Arunachal has also been termed as 'Orchid Paradise of India' as it accounts for about 40% of India's Orchid concentration with around 622 species. The Government is presently exploring feasibility of Orchid Museums and Orchid Walk Festivals. Tourism based startups in the state is a recent phenomenon that has high potential for good dividends in future.



Work From Home Tourism

In the aftermath of Covid-19, 'Work From Home' has become the new normal. The proportion of workers permanently working from home is expected to double up. This can become a unique opportunity for a section of workers to relocate to a serene location such as Arunachal and work from there. This can be combined with Wellness Tourism to create a value proposition for a niche' section of tourists.



Arunachal

Upcoming Tourism Sector

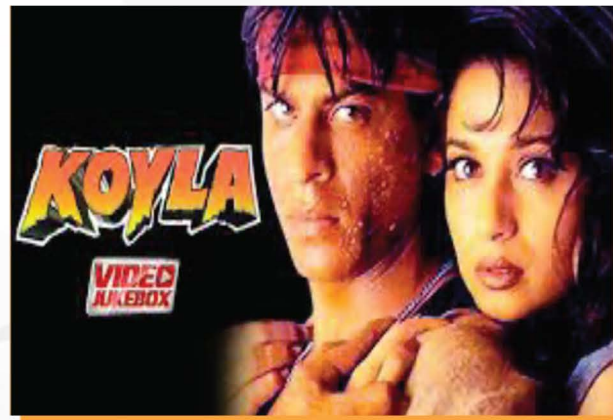
Wellness Tourism



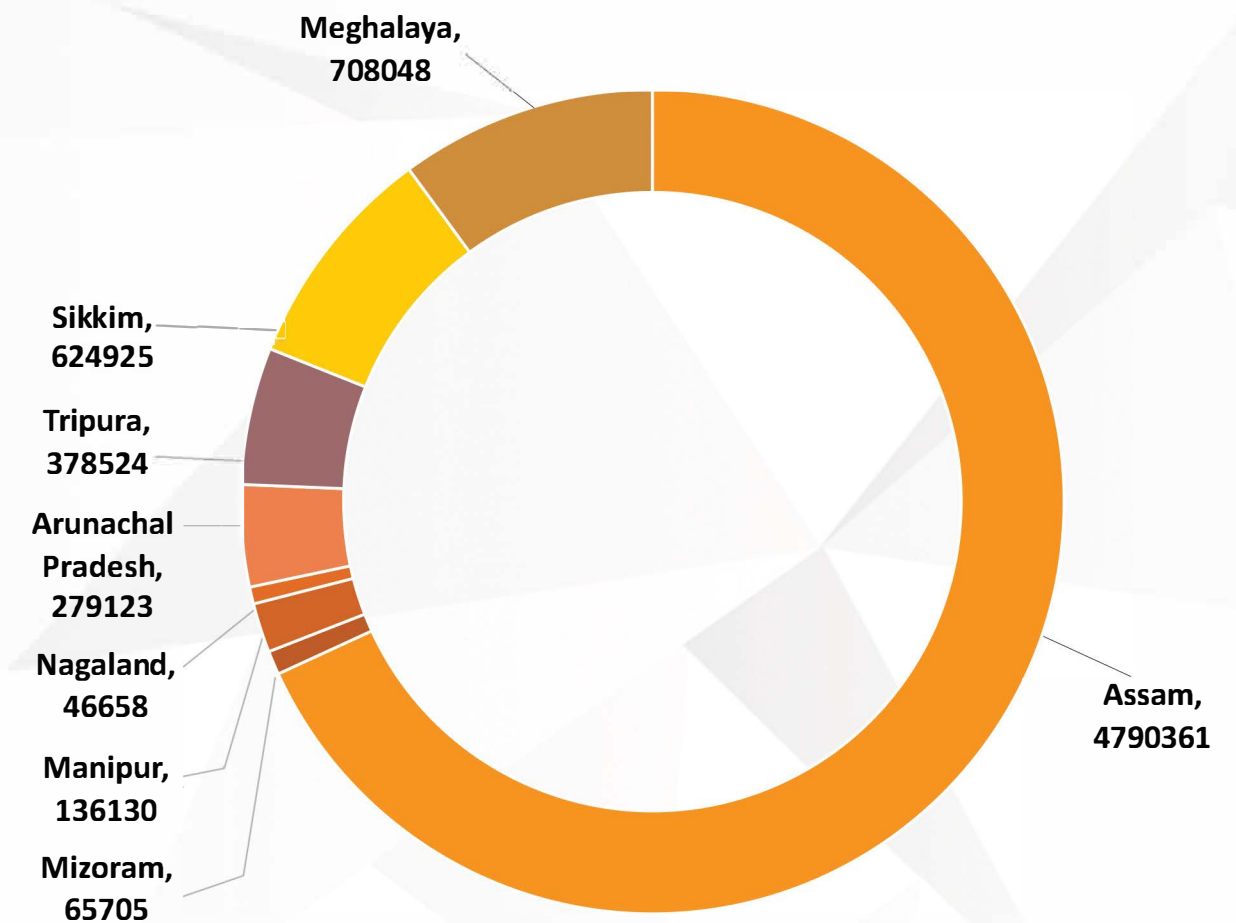
Wellness tourism can be defined by 'travel associated with the pursuit of maintaining or enhancing one's personal well-being'. This is a growing sector globally with offerings on care, workouts, nutrients, alternative medicines. Nearly 80% of the rural population in developing Asian countries utilizes traditional medicine for their primary healthcare needs. Wellness tourism is a sector that has reached \$4.5 trillion economy in 2018. Arunachal is an ideal location for wellness tourism as it has many exotic spots that are ideal for corporate retreats; and traditional medicine is widely practiced in Arunachal.

Film Tourism

The first film shot in Arunachal was way back in 1972; the film was actor Dev Anand starrer 'Yeh Gulistan Hamara'. Shahrukh Khan and Madhuri Dixit starrer 'Koyla' was shot in Tawang in 1997. In recent times, the movie 'Rangoon' and TV Show 'MTV Roadies' was shot - highlighting the diversified geography of the state. The Government of Arunachal Pradesh has extended every possible help such as single window clearance for permits, coordination among local authorities and security clearances for promoting film making in the state.



State-wise Tourist Arrivals (Domestic and International) Average between 2012 and 2016



AVERAGE OF 5 YEARS (2012-2016)

Arunachal has recorded a steady increase in footfall over the years. With the upcoming completion of the connectivity infrastructure projects coinciding with the subsiding of Covid-19, the tourism sector has the largest growth potential that was waiting to be explored.

Arunachal

Improved Connectivity



Pasighat Airport



Sela Tunnel



Sepa-Sagalee Road



Supercars traveled 1000 KM in Eastern Arunachal in Sep 2021
– testimony to improved roads

1

Air Connectivity

International air connectivity through Guwahati and Kolkata. Domestic air connectivity through Dibrugarh, Lilabari, Pasighat (operationalized in 2018) and Tezu (operationalized in 2021) Helicopter service – all major towns + Advance Landing Grounds (ALGs) at 6 locations including Tawang, Mechuka, Ziro
Hollongi airport operationalized from connecting major metropolitan cities to Itanagar

2

Road Connectivity

With focused road development in recent years, 4844.48 Kms of road constructed between 2018-19 to 2020-21. Dibrugarh-Pasighat-Roing-Namsai-Tezu has excellent road connectivity. 167 KM of 4-Laning of Nagaon bypass to Holongi completed.
In April 2021, the state Department of Tourism hosted 'Trans-Arunachal Drive 2021'. Eminent journalists, bloggers and tour operators took part in the drive along the Trans Arunachal highway from Namsai to Tawang.
The strategic Sela Tunnel is nearing completion, the record-breaking tunnel at 9,800 ft will ensure all-weather connectivity between Assam's Guwahati and Arunachal's Tawang.
To further augment road infrastructure, the Ministry of Road Transport and Highways has sanctioned four projects of 52.4 KM worth Rs. 1,139.12 crore and 598 KM critical road projects worth Rs. 1,100 crore.

3

Rail Connectivity

In the Central Arunachal, the state capital is well connected to Guwahati by rail with Shatabdi and Donyi Polo Express. Railway stations at Jorhat, Tinsukia and Dibrugarh are 3 hours away from the state.
In Western Arunachal, Bhalukpong is a recent addition in rail connectivity. In Eastern Arunachal, the Murkongselek-Pasighat line is already approved.
The Government of India has invested heavily into connectivity improvement of the state. Now investments from private sector in hospitality industry is expected to plug in the gaps in the sector and generate high revenues.