

**NOESIS**

Hotel Advisory  
Redefined

# HOSPITALITY EXCURSIONS

Chikmagalur - A hidden treasure of Karnataka



## ABOUT

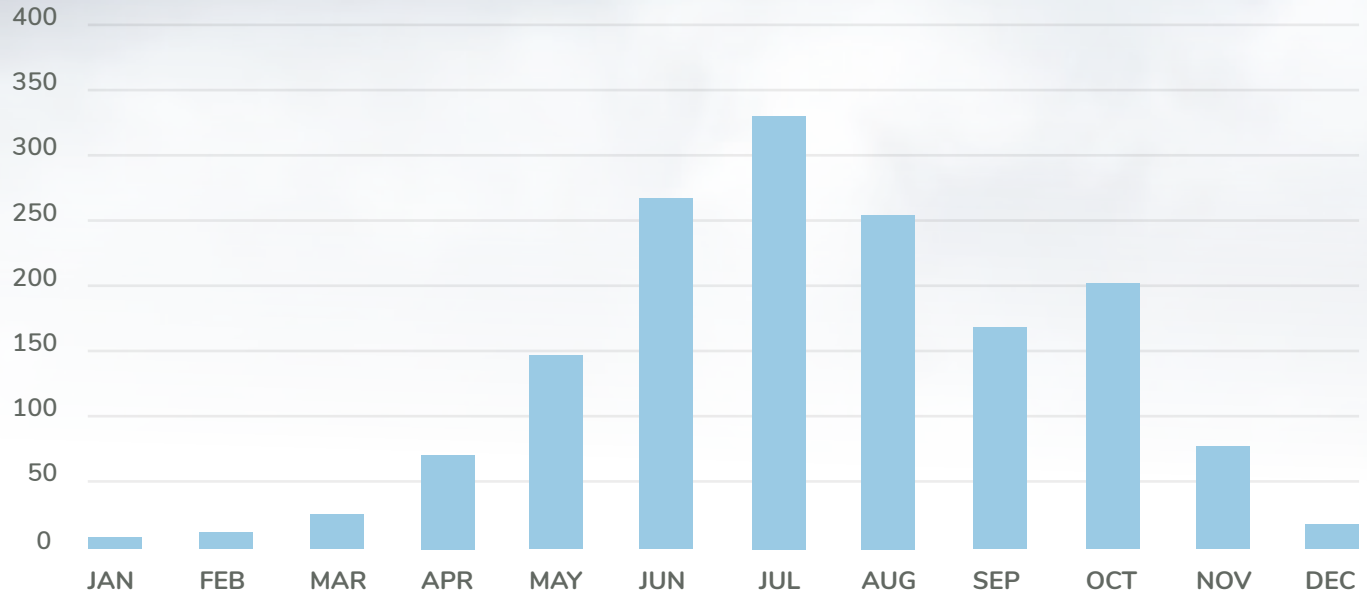
Chikmagalur, also spelt as 'Chikkamagaluru', is a beautiful city nestled amongst the western ghats. The name literally translates to 'The Town of the Younger Daughter', also known as the 'coffee capital of India'. The district majorly consists of hilly forested areas with heavy rainfalls. The district is majorly known for its coffee plantations (the first coffee plantation in India was in Chikmagalur), Mullayanagiri (highest peak in Karnataka), waterfalls, and its flora and fauna. The district is surrounded by Shimoga to the north, Davangere to the northeast, Chitradurga and Tumkur districts to the east, Hassan to the south, southwest to south and Udupi to the west.

## CLIMATE

Many areas of the district are in a high-rainfall area with an average rainfall of 1925 mm. Throughout the year, the district's climate is pleasant and cool. The months of March, April, and May are considered summer months, with maximum day temperatures about 30°C and nighttime temperatures around 19°C.



## AVERAGE MONTHLY RAINFALL IN MM



## THE COFFEE CAPITAL OF INDIA

The first coffee crop was grown in the Baba Budan Giri Hills in the Chikmagalur region, which was the first to be imported into India. During his pilgrimage to Mecca, the saint Baba Budan passed via the Yemeni port of Mocha, where he found coffee. He wrapped seven coffee beans around his abdomen and smuggled them out of Arabia to introduce the taste to India. He planted the beans in the Chikmagalur hills when he returned home and pioneered the establishment of large coffee plantations in the country.



## STATE

**Karnataka**

## DISTRICT HEADQUARTERS

**Chikmagalur**

## AREA

**7,201 Sq.km**

## POPULATION (2011)

**11,37,961**

## LITERACY RATE (2011)

**79.25%**

## SEX RATIO (2011)

**1008**

## TOURISM IMPORTANCE

Hill Station, Highest Peak, Coffee Estates, Temples, National Parks

## RIVERS

Tunga, Bhadra, Vedavathi, Yagachi, Hemavati and Netravathi

## NATURAL RESOURCES:

Bauxite, China Clay, Iron Ore, Quartz, Building Stone, Sand

# CHIKMAGALUR

## FACTS OVERVIEW



## FOREST COVER

**30%****(2108.62 km<sup>2</sup>)**

## TOURISM SEASON

**Throughout the Year**

## TOURISM SEASON (PEAK)

**November to May**TOTAL ROAD LENGTH  
(KMS) (2019-20)**11146.28**TOTAL LENGTH OF THE  
RAILWAY LINE (KMS)**143**

## NEAREST RAILWAY STATION

**Chikmagalur, Kadur  
and Tarikere**

## NEAREST AIRPORT

**Mangalore (152 Km), Mysore (164 Km) and Bangalore (247 Km)**



# ECONOMY/INDUSTRIES

Gross District Domestic Product (GDDP)  
(Rs. in Lakhs) At Constant Prices (2017-18):

**2374426**

Per Capita Development  
Credit (Rs) (2019-20):

**67353.80**

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**2 large and 2 medium scale industries are present in the district**

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SOME OF THE KEY INDUSTRIAL PLAYERS IN THE DISTRICT ARE

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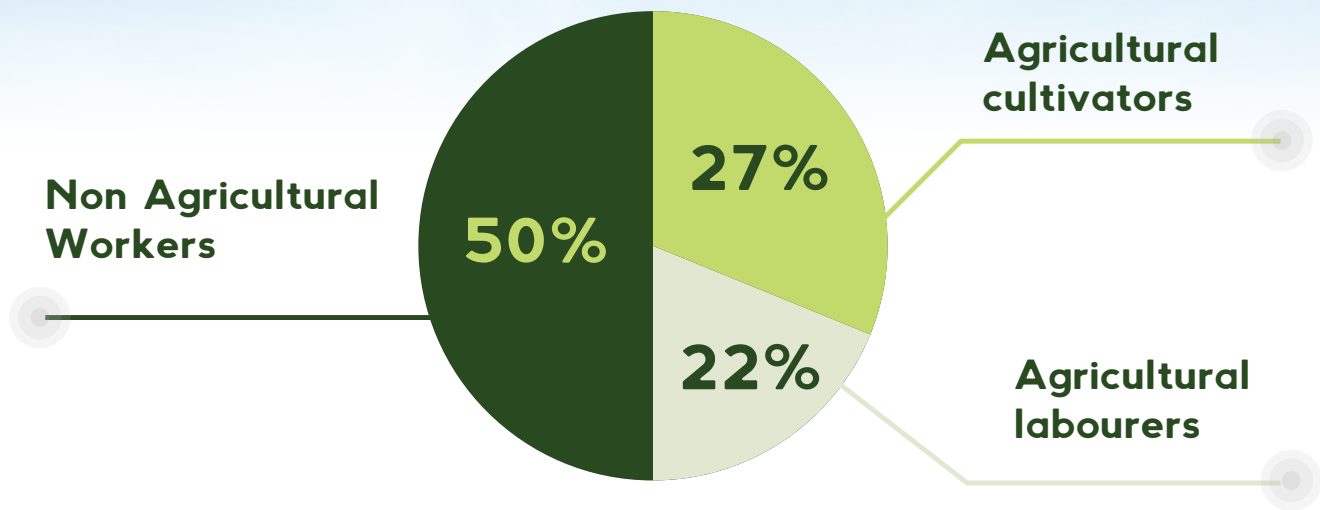
Geneva Power | Great Southern Coffees Pvt. Ltd. | Pavanaganga Power  
Vigyan Industries Ltd | N.K.G. Jayanthi Coffee

In Chikmagalur district, there are two industrial parks, one near Chikmagalur town and the other near Birur in Kadur Taluk. The Chikmagalur Industrial Estate is 13.20 acres (53,400 m<sup>2</sup>) in size, whereas the Birur Industrial Estate is 11.1 acres. Some of the key industries in the district are:

## AGRICULTURE:

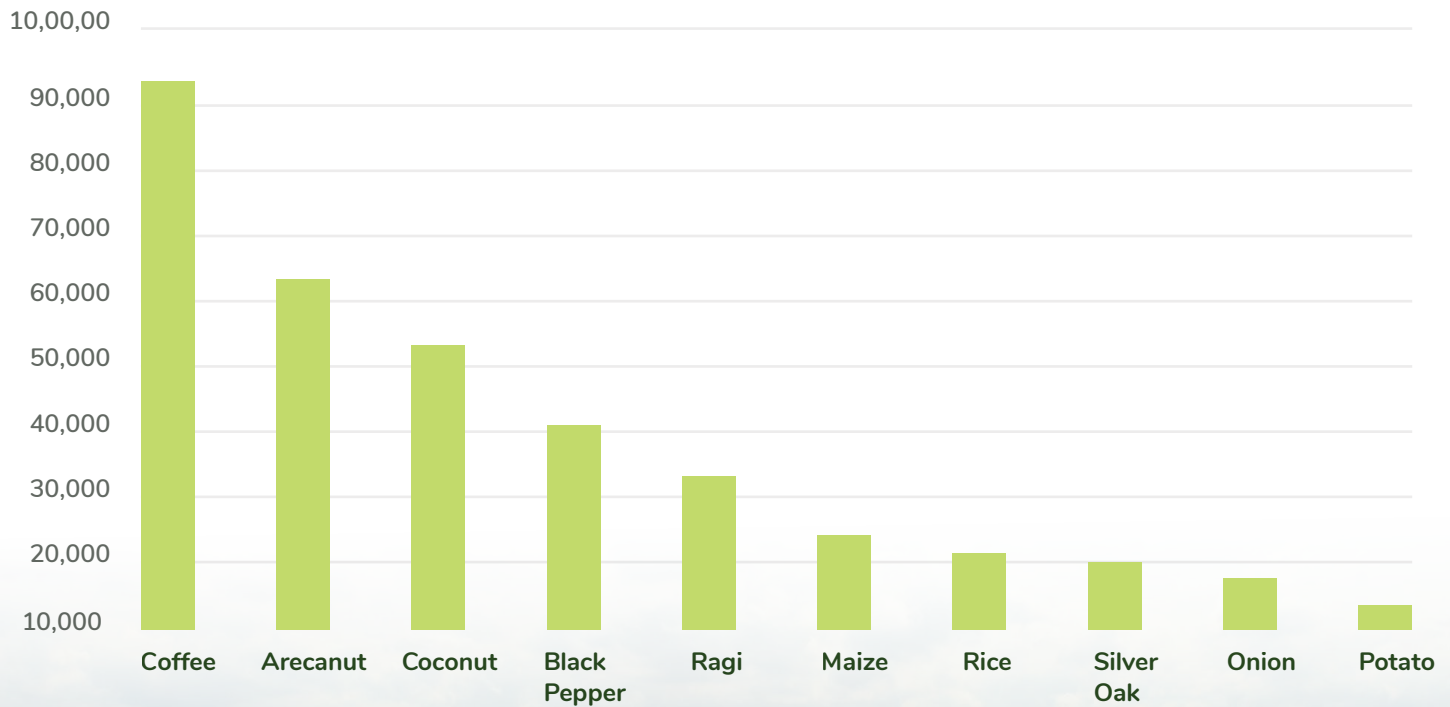
Agriculture is one of the prominent Industries in the district, majorly known for its coffee and pepper plantations. Approximately 49.85% of the total workers in the district were involved in agriculture and its allied industries (2011), while 38.39% of the total district's geographical area was used for sowing seeds in 2018-19.

# PERCENTAGE OF WORKERS



## Top 10 crops produced in the Chikmagalur district (2019-20)

Land Area used for cultivation





# Key enablers for the industry:

Different agroclimatic zones

141 veterinary institutes for the maintenance of cattle and poultry health

Access to forest, unconventional fodder crops and forage crops are available to farmers through Krishi Vigyan Kendras and other technical institutions.

In addition to that, the state government has decided to establish a spices park in Chikmagalur. The facility would be built on a 10-acre property by the Karnataka Industrial Areas Development Board (KIADB).



## MINERAL:

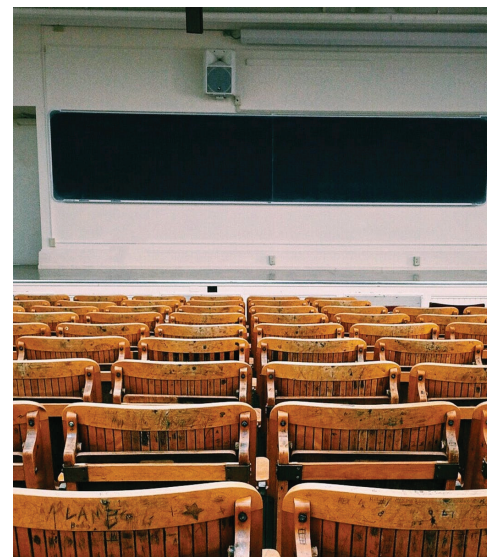
Karnataka is one of the major players in the mining industry in India. It was the third-largest producer of iron ore in India in 2018-19. The Chikmagalur district itself is rich in iron, magnetite and granite deposits.

The state accounted for 19.95 tones of production of Quartz in 2010-11 along with 360 m3 tones of building stone and 34675 tones of sand.

## EDUCATION:

Chikkamagaluru places a strong emphasis on higher education, and the presence of a number of technical colleges aids in the provision of skilled labour for a variety of businesses.

The sector is expected to receive promising investments of INR 500 crores for private institutions and INR 300 crores for R&D parks, respectively, by the government.



# Infrastructure:

**1631**

Primary Schools

**354**

High Schools

**90**

Pre - University  
Colleges

**14**

General Degree  
Colleges

## NOTABLE INSTITUTES:

The Central Coffee Research Institute, founded in 1925, is located in Balehonnur in the Chikmagalur district of Karnataka.

College of Horticulture, Mudigere

## EMERGING INDUSTRIES



### STORAGE

Chikmagalur is an emerging hub for storage/ cold storage infrastructure.



### EXPORT

Chikmagalur is identified as a major potential for a strong export hub. Major products identified for exports from the district are Coffee, Pepper, Cardamom, Vanilla and its value-added products, Arecanut and its value-added products, Jackfruit and its value-added products, Vegetables, Fruits such as Banana Sapota, Medicinal Plants and other processed agricultural products/ food products



### TEXTILES

S.S.I. units of baby bloomer suits, bandage cloth, infant garments, laundry, readymade fashion garments, saree falls, school bags, school uniforms, surgical dresses. 1,578 textile-based MSME and artisan units are located here.



### TOURISM

The district is an emerging corporate hub with a potential investment of INR 200 crores in the industry.



# HOTEL MARKET OVERVIEW

Chikmagalur is a relatively unknown tourist haven. However, with the onset of the pandemic, it is gaining a lot of traction for domestic leisure and b-leisure (business leisure) travel thanks to the tranquillity that the place has to offer. The prolongation of the pandemic has increased the amounts of revenge travel all-around the world. This has come as a blessing in disguise to the hoteliers of Chikmagalur that have experienced a substantial increase in the A.D.R. and occupancy levels with a lot of repeat guests. The average length of stay in this market is around 2-3 nights.

The supply of lodging facilities in the district is mainly filled by either homestays or midscale and upscale resorts.

## MARKET ADR

The market has seen a constant growth in the A.D.R. in the past three years, despite the pandemic. It can be majorly accounted to increased demand for non-conventional and quiet destinations post pandemic.\*

## MARKET OCCUPANCY:

The occupancy for the market also depicts an unusual trend which can again be credited to the pandemic. In 2020, the market experienced drastically high demand levels as compared to the previous year because of the international travel bans and the increased work-from-home culture.

## The kind of inflow Chikmagalur gets



Trekkers



Families



Working crowd



Honeymoon couples



Explorers



Nature lovers



Corporate getaway groups

(from major pharma, automobile and manufacturing companies in Bangalore and other nearby places).



With the addition of adequate supply, Chikmagalur can also be seen as a very promising upcoming wedding destination.

## Major tourist Markets:

Bangalore

Mangalore

Mumbai

Andhra Pradesh

Gujarat



# THINGS TO DO

Chikmagalur is an ideal getaway from the city lifestyle. Its wide range of hills, flora, fauna combined with its weather and clean air is perfect for anyone looking to relax while enjoying the beautiful sights and activities that the place has to offer.

# WATERFALLS

## HEBBE WATERFALLS

Hebbe Falls, which stands 168 metres tall in the gorgeous Kemmanagundi hills, is one of the greatest spots to explore in Chikmagalur in a single day. Even if getting to the falls is arduous, the effort is rewarded when one takes a plunge in the clean white water of the falls. This water is also thought to contain therapeutic plants, which has piqued the interest of many biologists and scientists.





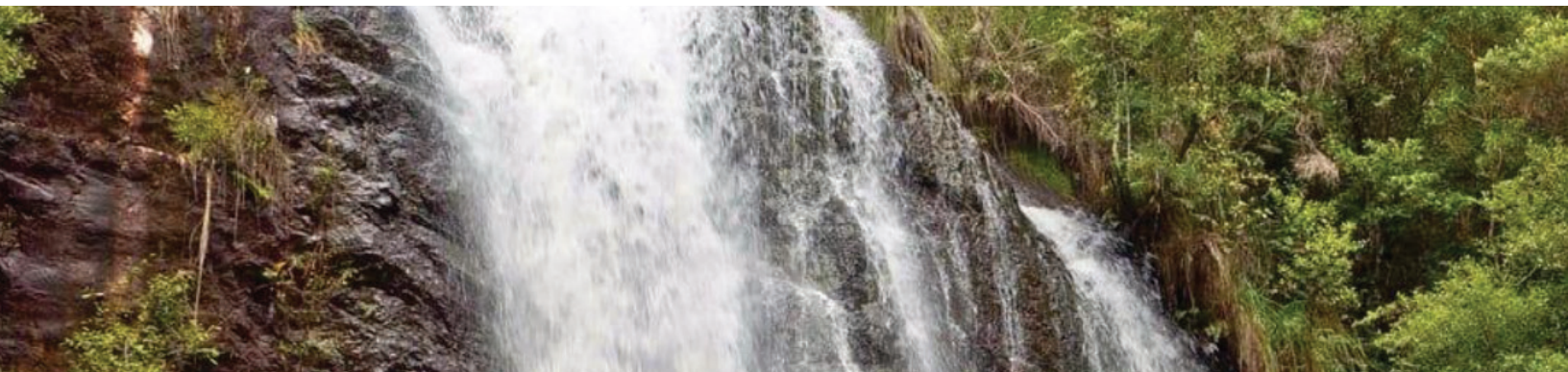


## HANUMANA GUNDI FALLS

Hanumana Gundi Falls, also known as Suthanabbe Falls or Soothanabbi Falls, is located in the Kudremukh National Park's rocky environs. In the Kudremukh national park, Hanumanagundi Falls is located between Karkala and Lakya Dam. Hanumanagundi Falls is 996 metres high (3,268 ft). The waterfall is a tiered waterfall that falls from a height of 22 metres (72 feet).

## MANIKYADHARA FALLS

Hebbe Falls, which stands 168 metres tall in the gorgeous Kemmanagundi hills, is one of the greatest spots to explore in Chikmagalur in a single day. Even if getting to the falls is arduous, the effort is rewarded when one takes a plunge in the clean white water of the falls. This water is also thought to contain therapeutic plants, which has piqued the interest of many biologists and scientists.





## KALHATTI FALLS

The falls provide a breath-taking sight of water flowing from 400 feet above. The surroundings are also part of what makes this waterfall so beautiful. The Drona Hill encompasses most of the surrounding region, and there is also a picturesque and tiny Shiva Temple nearby.



## JHARI WATERFALLS

Jhari Waterfalls, popularly known as Buttermilk Falls, is located 12 kilometres from Baba Budangiri in Attigundi. It is one of the most well-known waterfalls in the Chikmagalur area, as well as one of the top tourist attractions. The springs that originate in the highlands generate this mesmerising waterfall surrounded by lush woods and coffee fields. In the bottom half of the waterfall, a pool has been created for tourists to swim and play in the water while relaxing. It's the ideal spot to get away from the hustle and bustle of city life and relax in the beauty of nature. This waterfall is a beautiful spot that offers tourists a relaxing atmosphere.



# HILL STATIONS

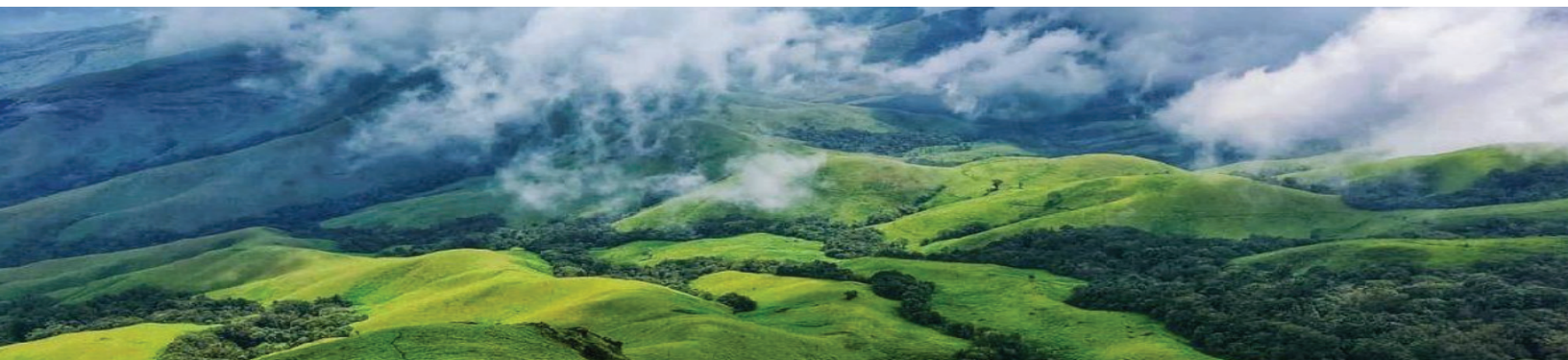
## MULLAYANAGIRI

Mullayanagiri is one of Chikmagalur's most popular tourist destinations. It is Karnataka's highest summit, standing at 2000 metres. Many trekkers flock to this location because it offers both tough and scenic hiking trails. Those who do not particularly enjoy adventure activities may want to explore going on a nature stroll.



## KUDREMUKH

The Kudremukh range is located 95 kilometres southwest of Chikmagalur Town. Kudremukh literally translates as "Horse Face". It was given this name because of the unusual shape of the Kudremukh mountain. Kudremukh is a prominent tourist destination in Chikmagalur, with captivating mountains, beautiful waterfalls, and lush green landscapes, making it ideal for nature lovers to relax in the enticing beauty of nature, away from the hustle and bustle of daily life. For couples, Kudremukh is one of the most romantic sites to visit in Chikmagalur.







## BABA BUDANGIRI

The Baba Budan Giri Range, also known as Chandra Drona Parvatha in ancient times, is located to the north of Chikkamagaluru town and has one of the tallest mountain peaks between the Himalayas and the Nilgiris. This mystical mountain is a shining example of communal tolerance since it holds a well-known temple revered by Hindus, Muslims, and Parsis alike.

## KEMMANGUNDI

Kemmangundi is a scenic hill station on the Baba Budan Giri range of hills, 55 kilometres from Chikmagalur. It is surrounded by dense trees and enjoys a pleasant climate all year. Its magnificent mountain and valley views, as well as its wonderfully put out attractive gardens, are a visual delight. Sunsets are spectacular from many locations throughout the district. Kemmangundi offers a variety of peaks to climb as well as tough forest routes to explore for the brave.





# WILDLIFE

## KUDREMUKH NATIONAL PARK (UNESCO WORLD HERITAGE SITE)

Kudremukh National Park is the Western Ghats' biggest proclaimed Wildlife Protected Area (600 sq km) of tropical wet evergreen forest. The Western Ghats are one of twenty-five bio-diversity conservation hotspots throughout the world. The Global Tiger Conservation Priority-I includes Kudremukh National Park. Birds such as the Malabar trogon, Malabar whistling thrush, and imperial pigeon may be seen in the park. Kudremukh, at 1892 metres, is Karnataka's second-highest mountain. Because of its tropical ecological diversity, Kudremukh has been designated as one of the world's 34 biological hotspots.





## BHADRA WILDLIFE SANCTUARY

The Bhadra wildlife sanctuary, located northwest of Chikmagalur, is a Project Tiger reserve. It is one of the most popular tourist destinations with a wide variety of flora and fauna. Mullayanagiri, Hebbe Giri, Gange Giri, and Baba Budan Giri hills surround the sanctuary, which is traversed by tributaries of the Bhadra river. The sanctuary is a popular day-trip destination for visitors. There are around 33 tigers in this sanctuary, in addition to leopards, chitals, sambhars, and wild boars, among other creatures.





# PILGRIMAGE

## AMRITHAPURA

The Amritheshwara temple, erected in 1196 A.D. by Amritheshwara Dandanayaka, a general of Hoysala monarch Veera Ballala II, is the primary attraction of Amrithapura, which is located 67 kilometres north of Chikmagalur. This temple is one of the most famous monuments of the Hoysala period due to its delicacy of touch, uniqueness of design, and exquisite characteristics.



## SIMHANNAGADDE JWALAMALINI TEMPLE

It is one of the most prominent Jain temples and is located near Narasimharajapura in Simhanagadde town. The temple's primary deity is an exquisite black-coloured idol of Goddess Jwalamalini.





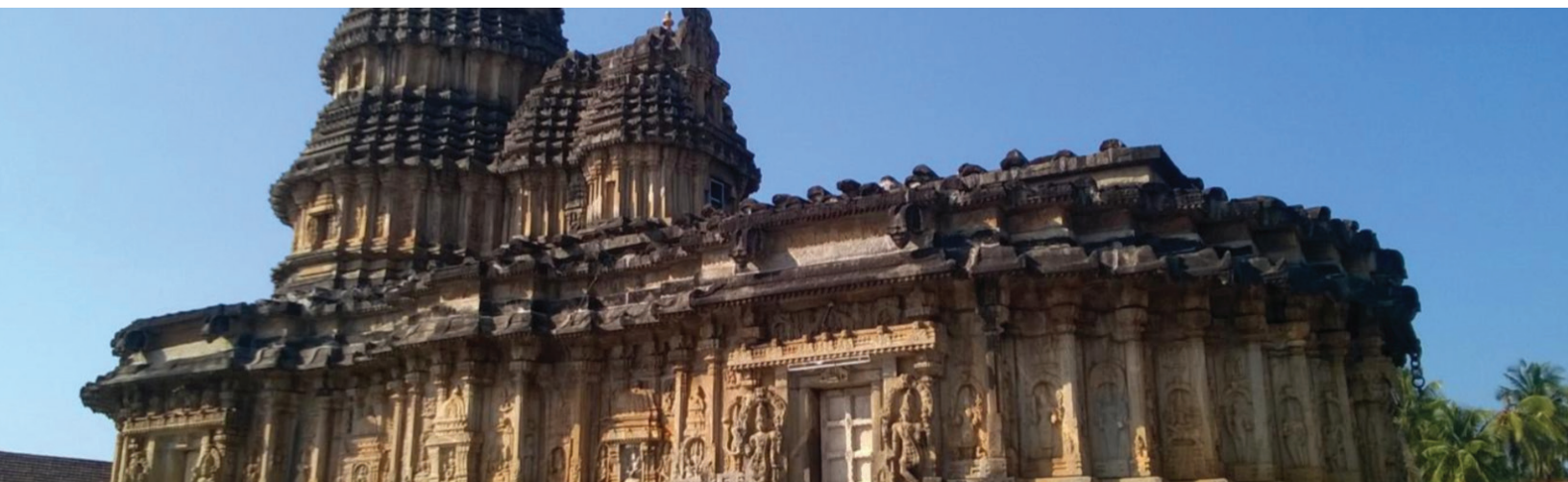


## KALASESHWARA TEMPLE

The Lord Shiva-dedicated Kalaseshawara Temple features a Kshetrapala shrine made of soapstone in the Hoysala style nearby. Shri Madhawacharya, the founder of the Dvaita school of thought, is said to have put the Madhawacharya bande, a large rock, at one of the there has here. On the upper half of the rock, there is a statue of this acharya.

## SRINGERI

It is a well-known pilgrimage site on the banks of the Tunga River. Adi Shankaracharya, the proponent of Advaita Philosophy, is said to have founded the Sri Sharada Peetha here. The Chola, Dravida, Nagara, and Chalukya styles are combined in the construction of Vidyashankara Temple, which sits on a 3ft tall platform.





## VEERA NARAYANA TEMPLE:

The Hoysala Kings erected the Veera Narayana Temple in the 12th century, making it one of India's oldest temples. This magical temple is one of the greatest locations to visit in Chikmagalur if you want to marvel at ancient architecture and learn about the previous dynasties' rich cultural past.



## HORANADU ANNAPOORNESHWARI TEMPLE

Hornadu Annapoorneshwari Temple, located on the banks of the Bhadra River, is one of Chikmagalur's most well-known Hindu temples dedicated to Annapoorani, the Goddess of Food. This temple is one of the greatest Chikmagalur viewing locations, nestled among the natural wonders of the Western Ghats, where one may contemplate for hours in a tranquil and peaceful setting.





# ACTIVITIES

- Z point – Trekking with a scenic view
- Ballalarayana Durga Fort – Adventure  
Amidst Beauty
- Doddabale Siddaragudda Peak – Paradise  
For Adventurers
- Ayyanakere Lake – Relaxation
- Yagachi Reservoir: Water sports
- Kyathanamakki – Go Off-Roading
- Chikmagalur Tea/Coffee Plantation walks  
– Lose Yourself In The Delicious Aroma
- Coffee Museum Chikmagalur – Sip On  
Different Concoctions

## SWOT ANALYSIS Chikmagalur hotel market

# S

14.8% of the state's GDP is contributed by the tourism sector.

Scenic vistas

Summer getaway

Hill stations

"Land of Coffee."

Prime location

# W

No airport

Unknown location

Rural location

Inadequate room supply.

# O

Landscape

Culture

History

Untapped market  
– market penetration opportunities

Potential investments by the government

Agrotourism

Mullayanagiri, Karnataka's tallest peak

# T

Heavy rainfalls

Competition from other cities

# LUXURY GETAWAYS

## TRIVIK HOTELS & RESORTS:

The resort provides an amalgamation of luxury, leisure and convenience while seamlessly blending with natural habitat. They aim to care for the environment and live in harmony with the atmosphere of peace and tranquillity.

### PROPERTY FACILITIES:

- Infinity Pool with temperature control
- Doctor on Call
- Games area
- Banquet Hall
- Bar
- Spa
- Telescope for stargazing
- Gym
- Sauna
- Large spacious rooms
- Walk-in closet in the rooms
- Breath-taking views





# SERAI NATURE RESORTS

The Serai Chikmagalur is a coffee-inspired resort perched on a verdant hillock in the Western Ghats and surrounded by rich history, sundry emotions, and diverse savours of coffee.

## PROPERTY FACILITIES:

- Nature Hikes
- A visit to Mullayanagiri
- Plantation walks/rides
- Occasion celebrations with photographer
- Coffee experiences
- Western spa
- Culinary classes and experiences
- Private pools/jacuzzi in the villas





# THE GATEWAY (IHCL)

ateway, Chikmagalur is a blend of colonial architecture and contemporary efficiency. Their facilities and amenities designed are to the taste of modern travellers and offer experience in the lap of nature.

## PROPERTY FACILITIES:

- Stargazing platforms
- Pet friendly
- Doctor on call
- Ayurvedic Massage Centre
- High-speed Internet & Wi-Fi
- Fitness Centre
- Game Centre
- Conference room
- Open-air barbeque
- Variety of flora and fauna present on-site.



# CONCLUSION

With more and more people being aware of this destination, Chikmagalur will soon become a promising contender as one of the major tourist destinations in Karnataka & India. The city has plenty of features and facilities to make the visitors fall in love with it and want to keep visiting the place. Therefore, it is safe to conclude that Chikmagalur is not only an ideal getaway location for travellers, but its hotel market also offers a great investment opportunity for early investors.

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