

Telangana Tourist Analysis



INTRODUCTION

1. Established on - 2nd June 2014
2. Capital - Hyderabad Districts - 33 Area - 112,077 Sq. Kms.
3. Population - 350.04 Lakhs.
4. Official Language - Telugu
5. Industries - IT, Tourism, Textile, Pharmaceuticals, Mineral and Mines, Manufacturing

OBJECTIVES

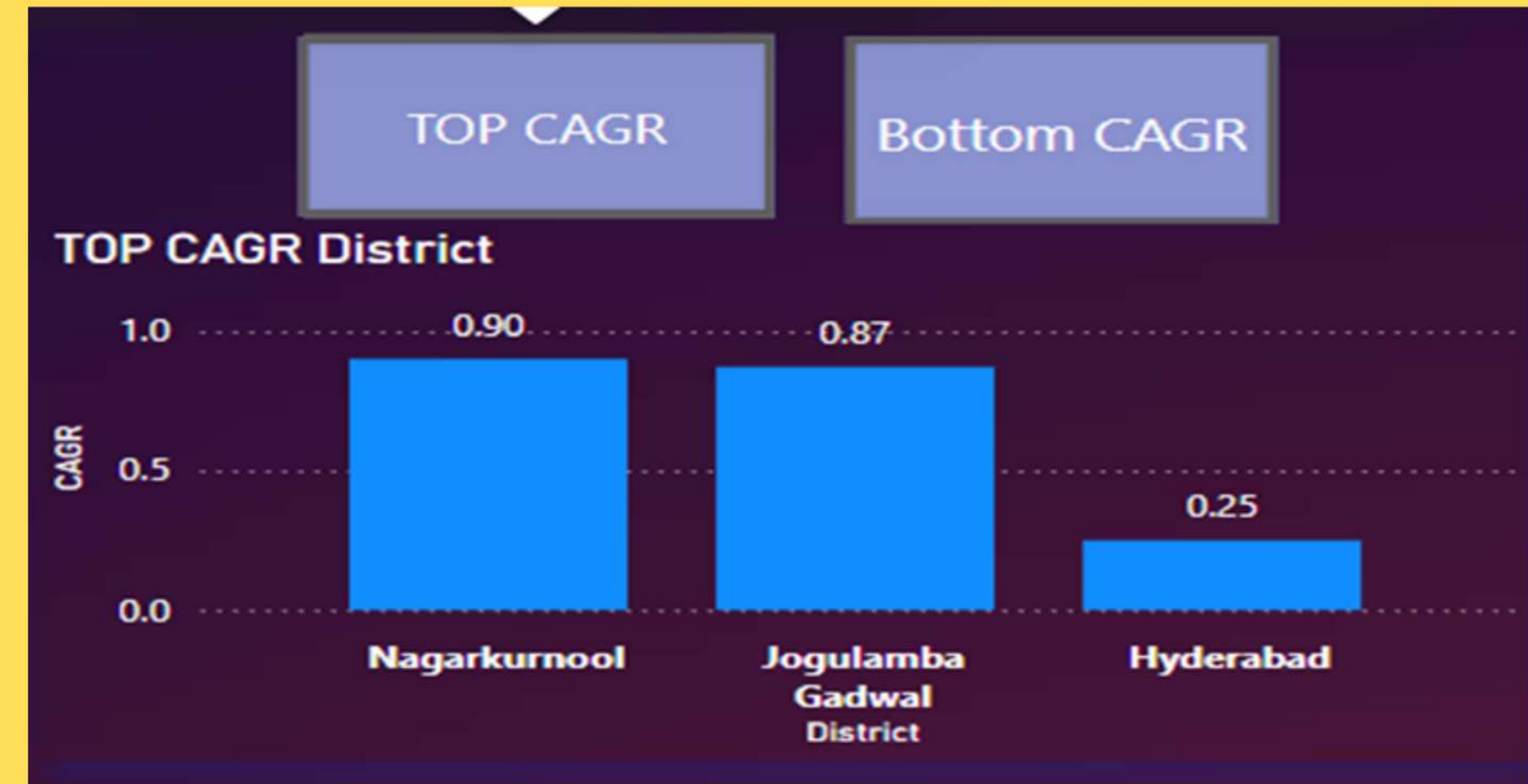
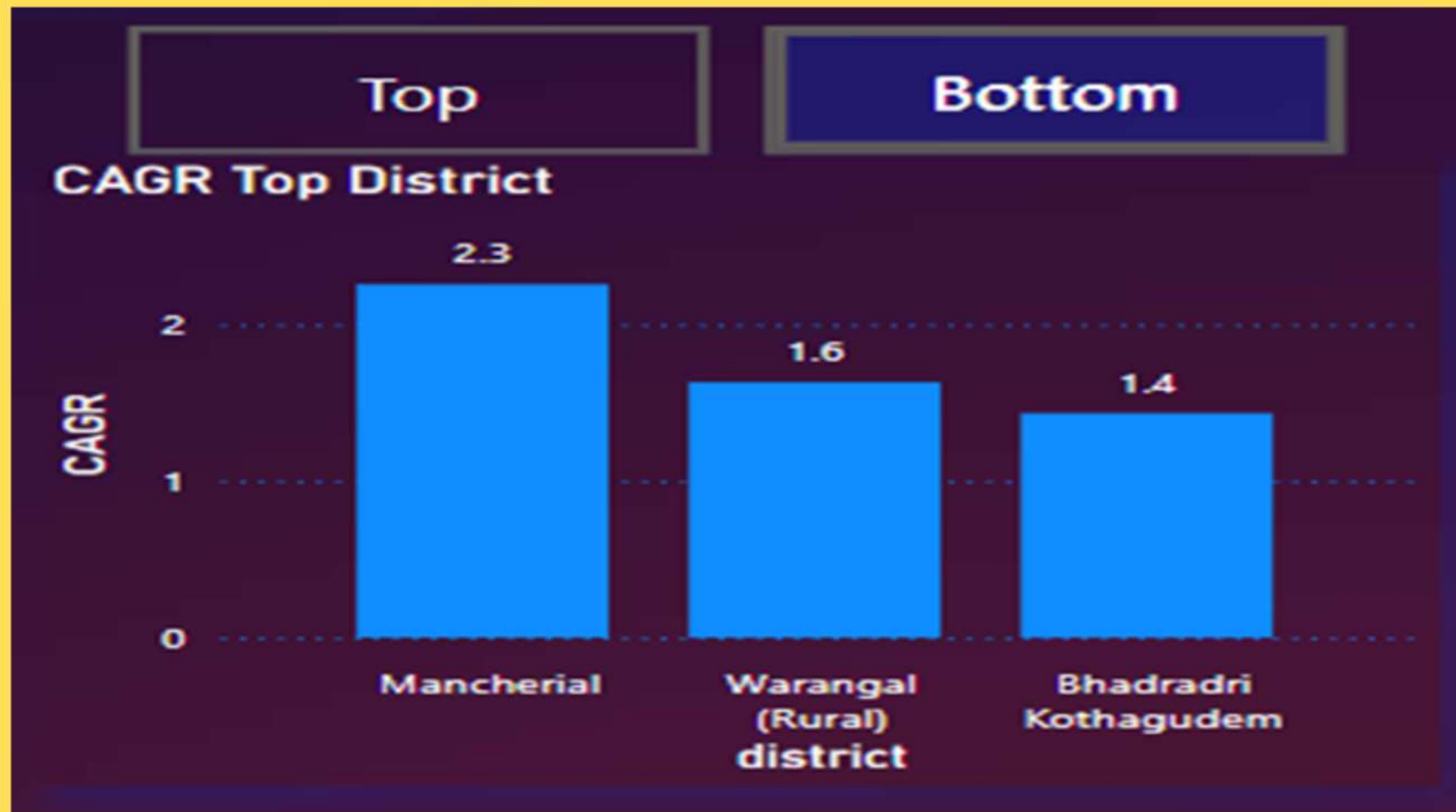
- Telangana is one of India's leading states and has published its tourism data under its open data policy.
- Telangana government wants to increase their revenue by improving tourism. As a data analyst, this is an opportunity for me to expand my skills and show my work on a bigger scale.
- My work is to find the patterns in the given data, do additional research, and give data-informed recommendations to the Telangana government

1.List top 10 district that have highest number of visitors overall (2016 - 2019)



Hyderabad has the highest number of domestic visitors (84M) and foreign visitors (1.04M)

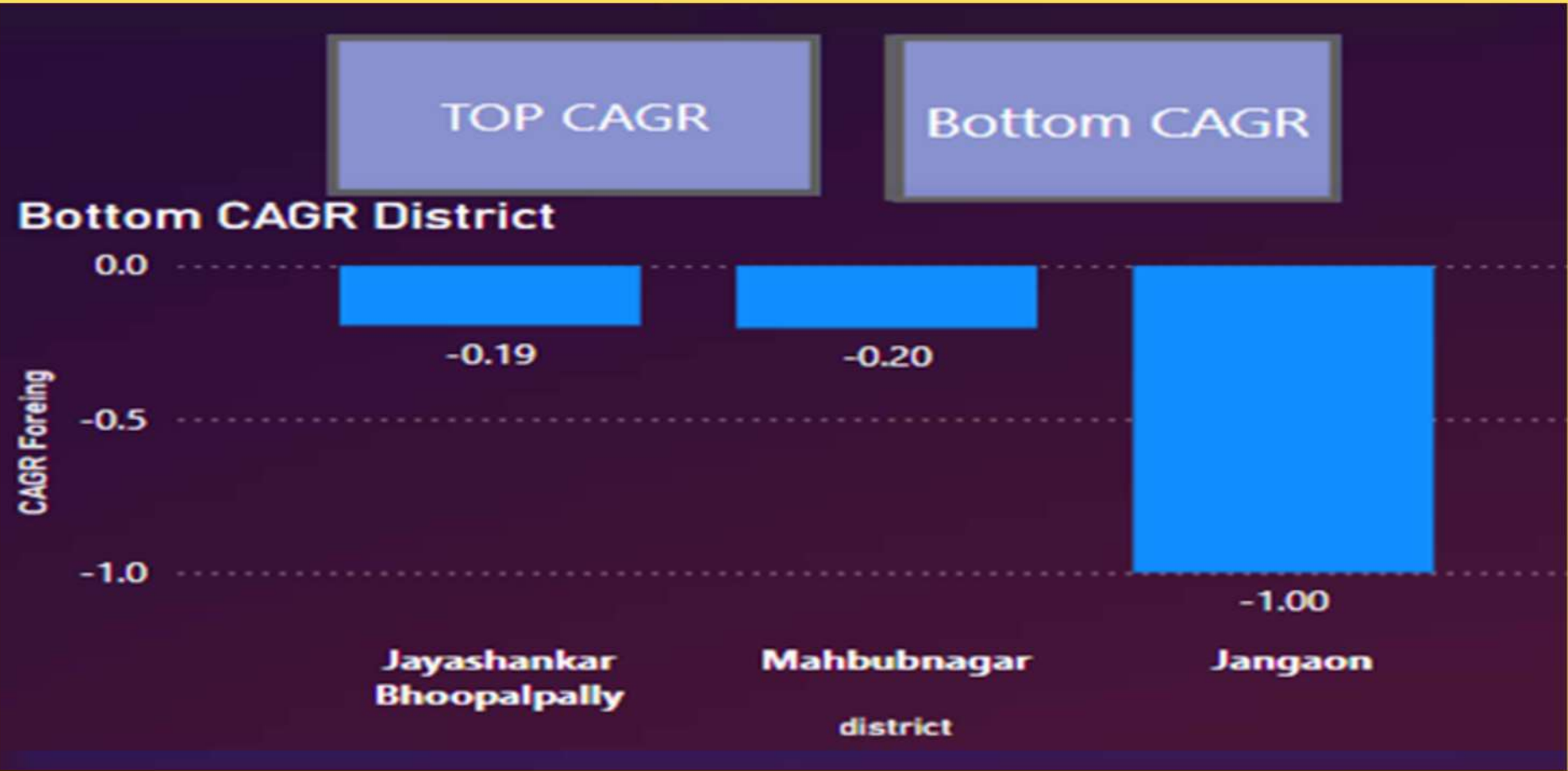
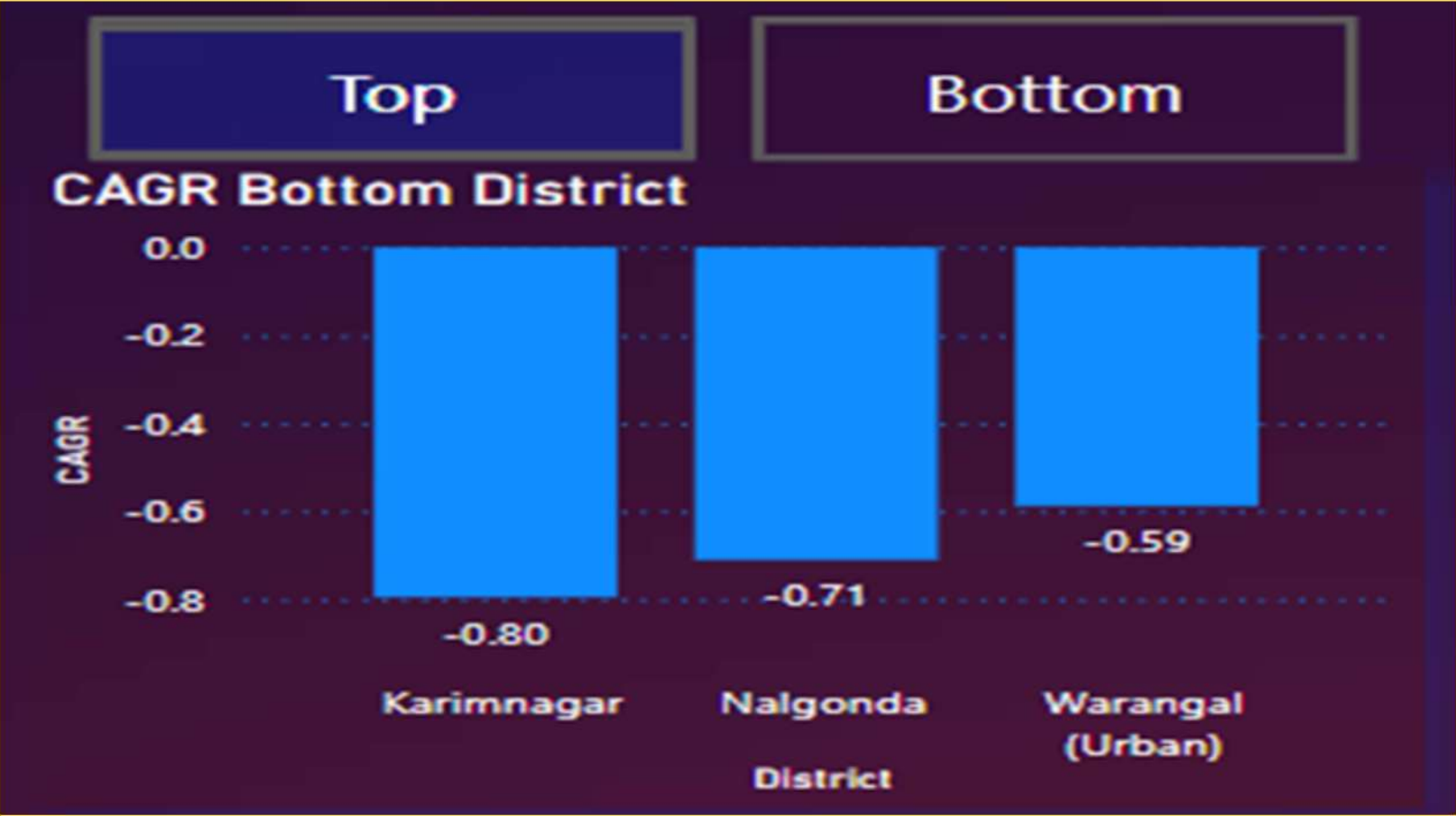
List top 3 district based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)



Top 3 city in terms of highest domestic tourist are - Mancheria, Warangal (Rural), Bhadradi kothagudem.

Top 3 city in terms of highest foreign tourist are - Nagarkurnool, Jogulambagadwal, Hyderabad.

List bottom 3 district based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019



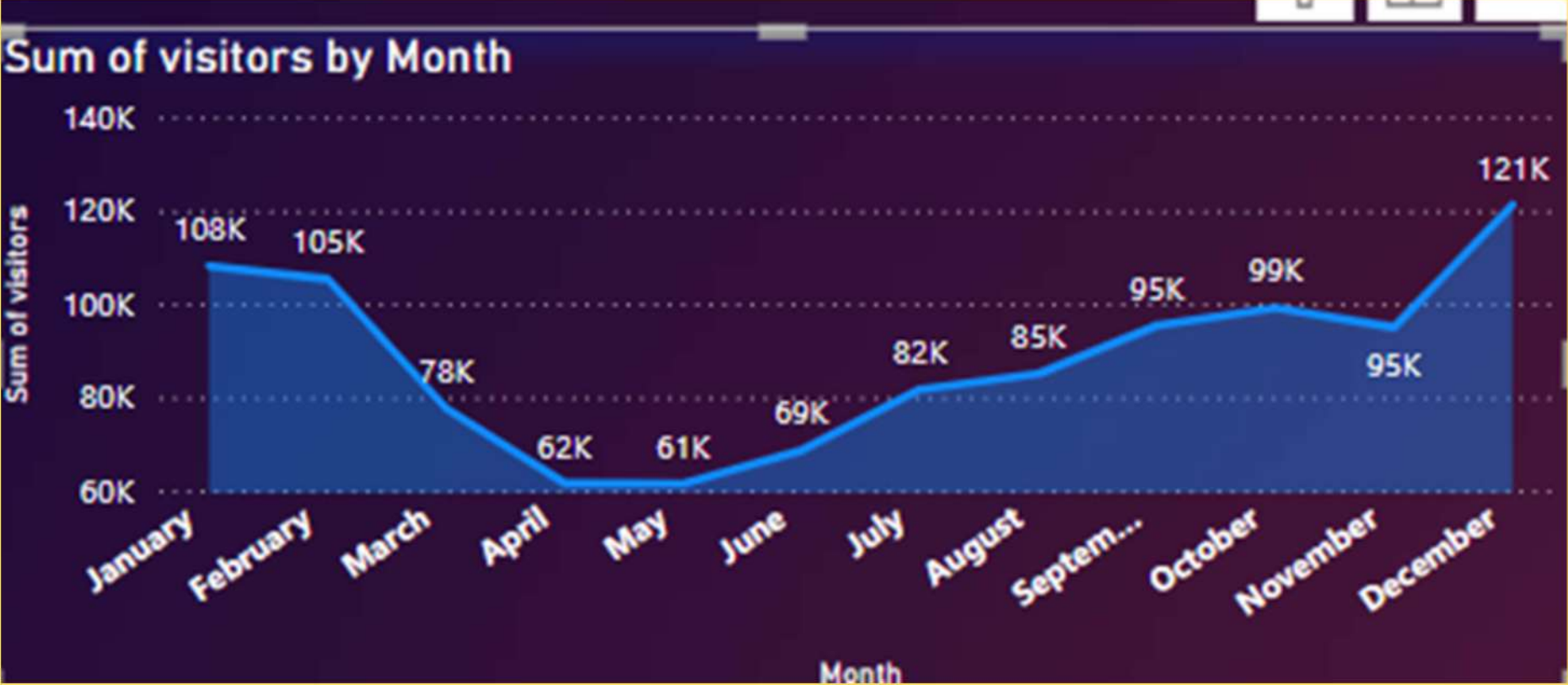
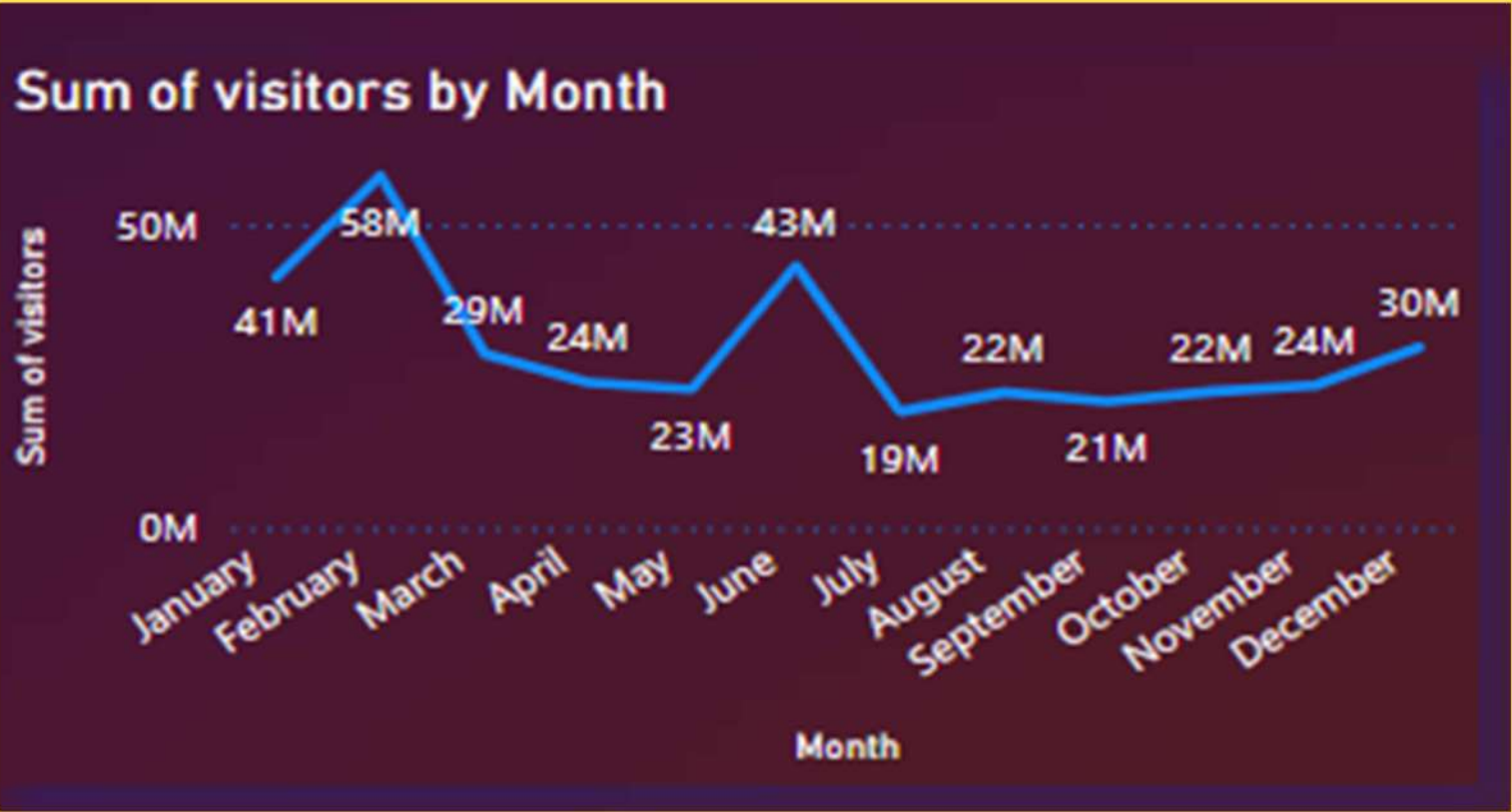
Warangal (Urban), Nalgonda, Karimnagar has low domestic CAGR and Jangaon, Mahbubnagar, Jayashankar Bhoopalpally has low foreign CAGR in term of tourism

Top and bottom 3 districts with high domestic to foreign tourist ratio



Hyderabad (53.6%) has highest domestic to foreign tourist ratio followed by Rajanna Sircilla (26.7%) and Warangal Urban (19.6%). Peddapalli (96.98%) has lowest domestic to foreign tourist ratio followed by Kamareddy (3.02%) and Medchal (0%)

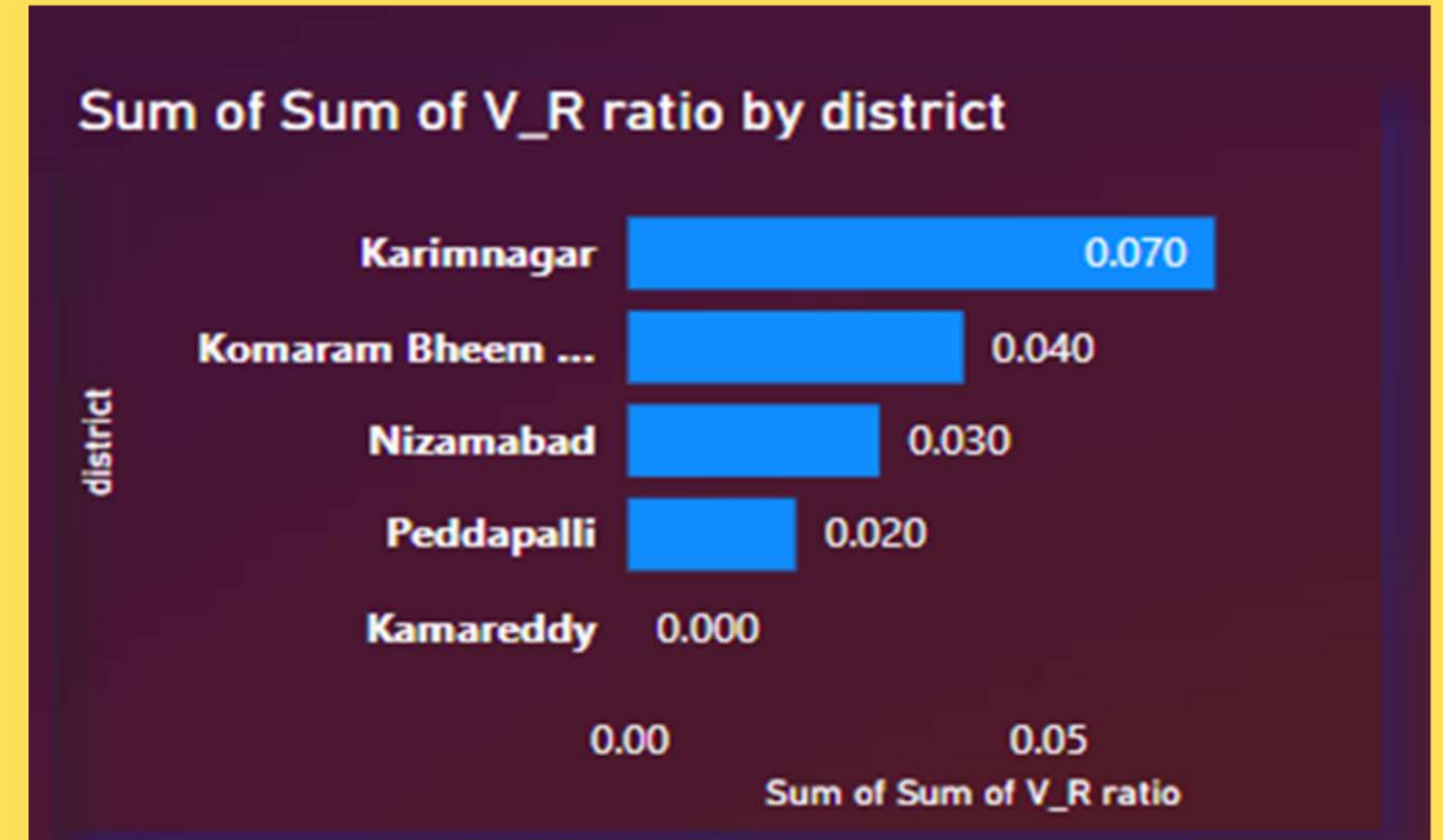
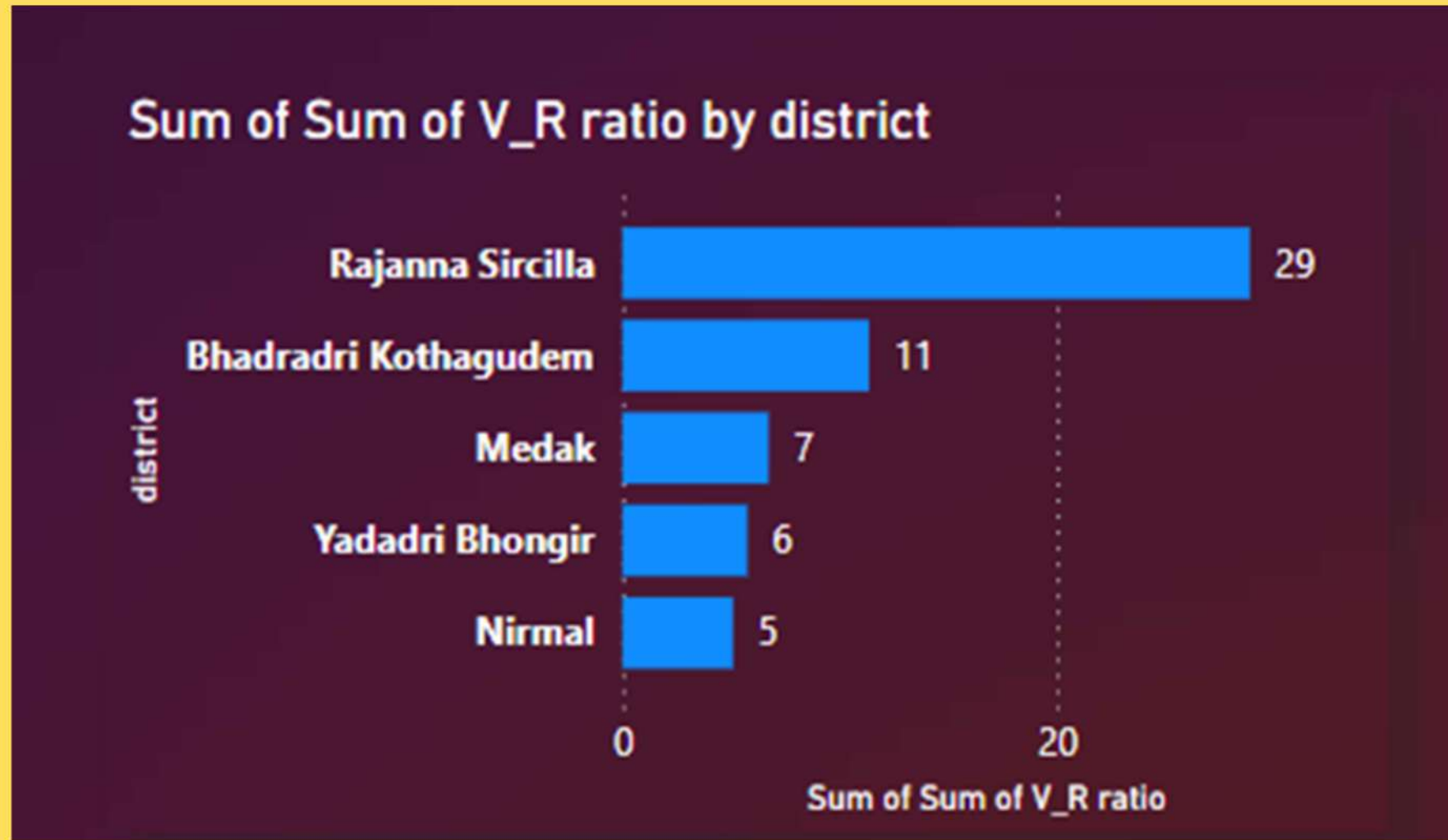
What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district



Domestic visitors- June and December are the peak months because of summer and winter vacations. February and March are the low season because of exams, financial year end.

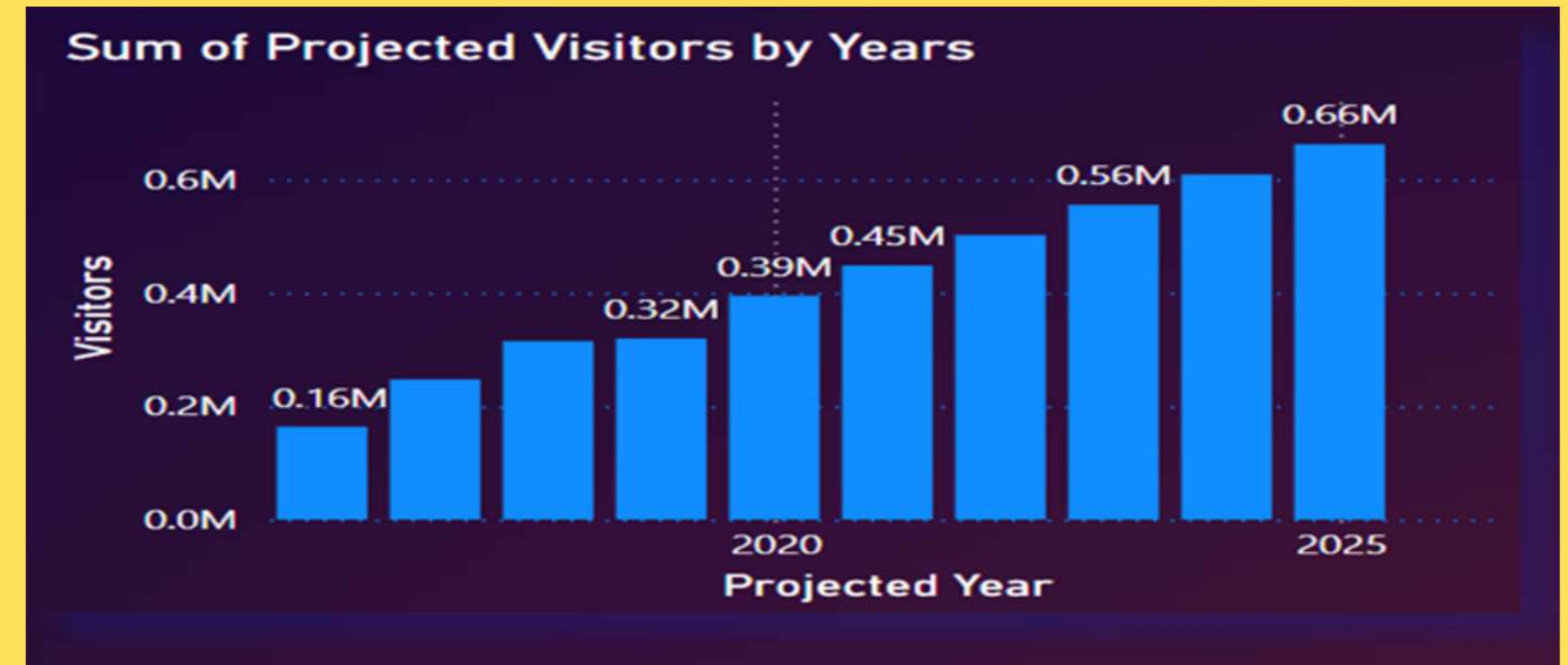
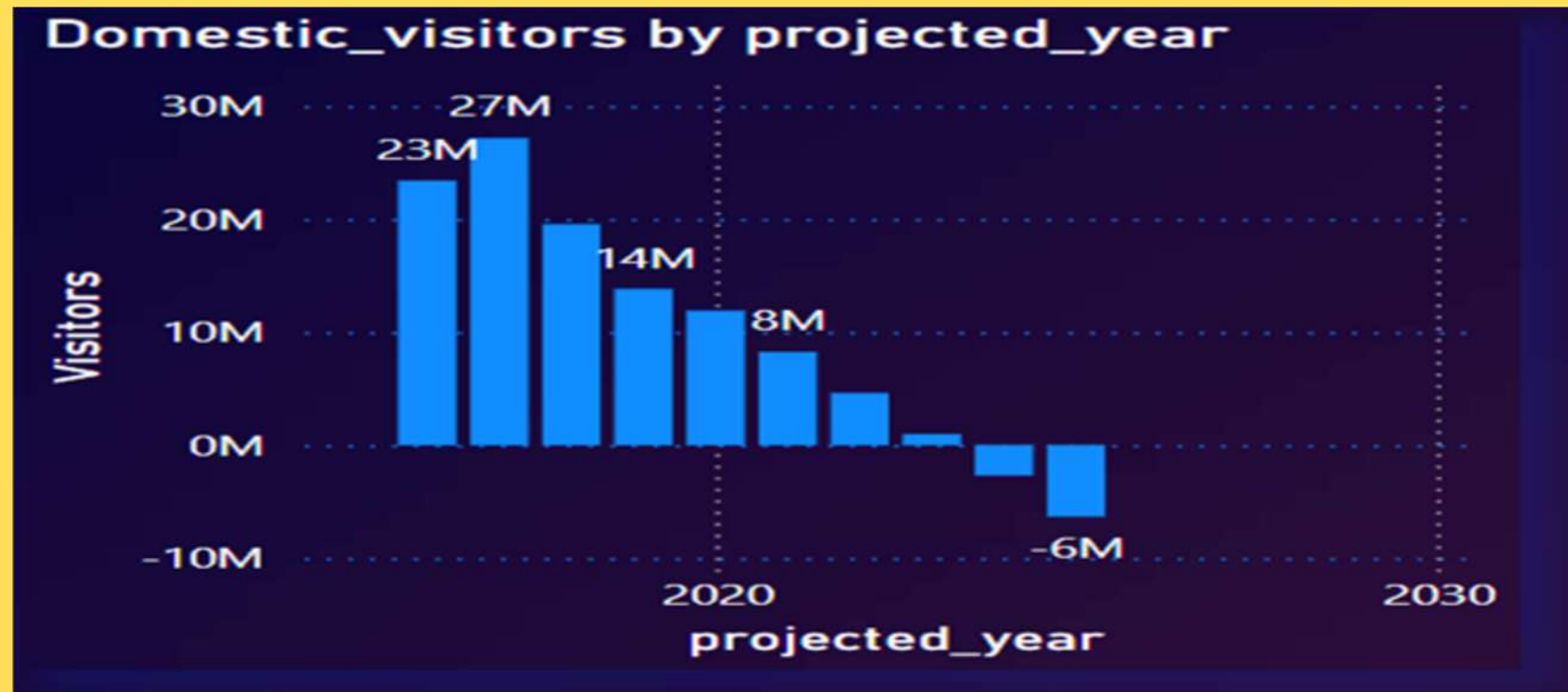
Foreign visitors- December and January are the peak months because during this time climatic conditions are favourable and due to christmas and new year holiday. April and May are the low seasons because of hot climate in hyderabad

List top and bottom 5 districts based on population to tourist footfall



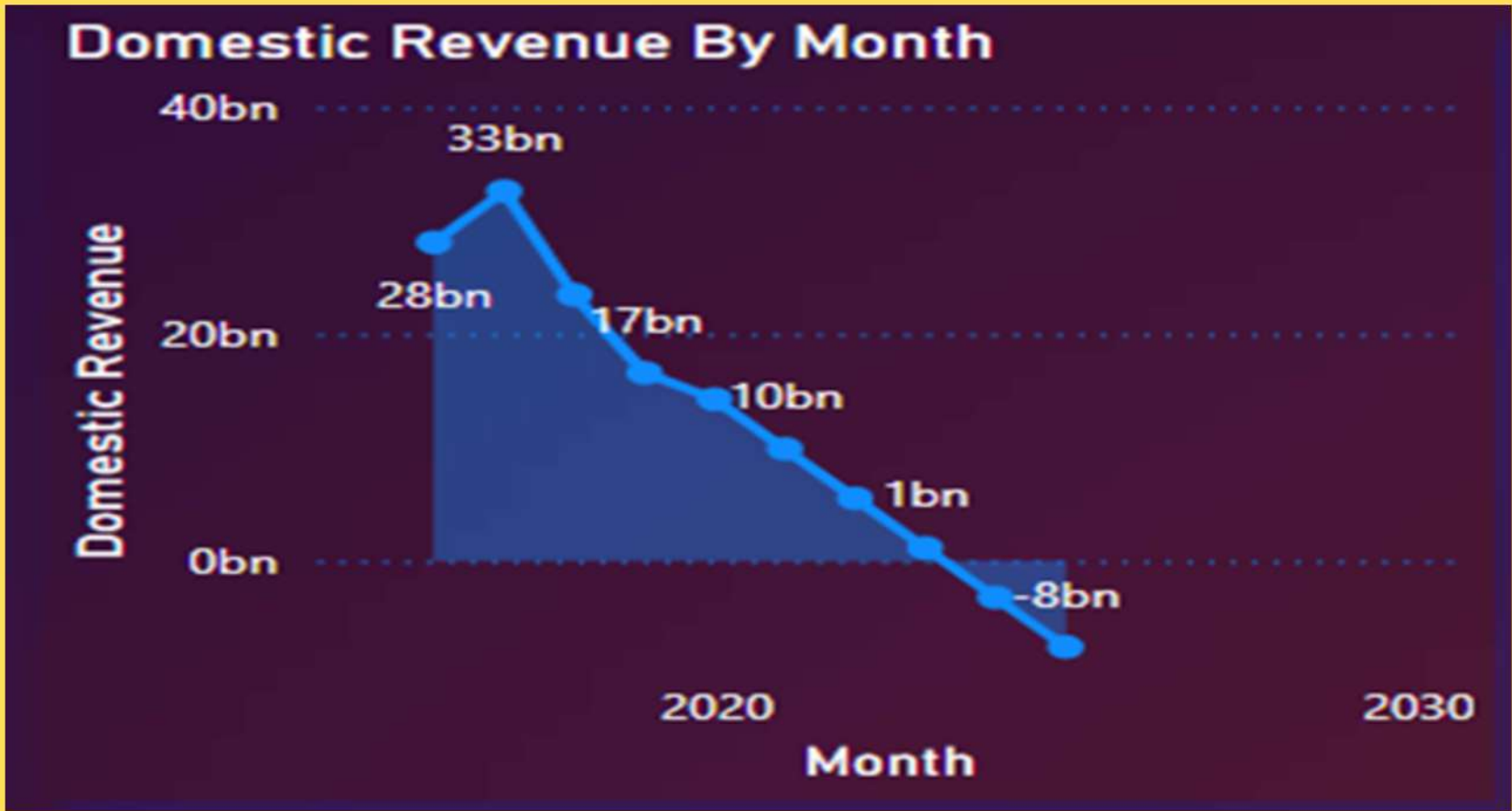
Top cities like- Rajannasircilla, Bhadradi kothagundam, Medak, Hyderabad, Yadadri bhongir, Nirmal are famous for their religious, natural and historical attractions. Bottom cities that have very least tourist attractions are- Kamareddy, Peddapalli, Nizamabad, Komaram bheemasifabad, Karimnagar

What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years



Domestic visitors declined at the rate of 6.3M in Hyderabad in year 2025 as comparison to 2019. Foreign visitors rise 0.66M in year 2025 as compared to 2019.

Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist



Projected revenue by domestic tourist is started decreasing after 2017 and it will continue to be decline till 2025 the main reason is due to the COVID pandemic, persons saving habit increases and they avoid travelling. Projected revenue by foreign tourist is start increasing after 2019 and it will continue to rise till 2025.

RECOMMENDATIONS

Districts with highest potential for tourism growth and what actions government can take?

Telangana has several cities that offers unique and diverse tourist experiences.

These are-

- 1.Hyderabad-** It has several tourist places such as charminar, golconda fort, qutunshahi tombs, ramoji film city, hussain sagar lake and chowmahalla palace.
- 2.Warangal-** Warangal fort, thousand pillar temple, bhadrakali temple, pakhal lake are the famous attractions that showcase rich cultural of the region.
- 3.Mahbubnagar-** Famous for alampur, pillalamari, jurala dam, koilkonda fort, gadwal fort, kollapur, somalisa etc.
- 4.Adilabad-** It has dense forest and beautiful valleya and several rivers in the district like kuntala waterfall, pochera waterfall, kala ashram. Jayashankar Bhupalpally- Laknavaram lake, kaleshwaram temple, eturnagaram wildlife sanctuary.
- 5.Jayashankar Bhupalpally-** Laknavaram lake, kaleshwaram temple, eturnagaram wildlife sanctuary

Actions that should be taken by government

Provide affordable tourist packages for increasing visitors and revenue. Organizing cultural and religious events oftenly to attract more tourists.

Encourage eco-tourism destination because Telangana is blessed with natural beauty.

Increase marketing by advertising campaigns, online promotions and through social media marketing

Cultural / Corporate Events to boost tourism

- a. What kind of events the government can conduct?**
- b. Which month(s)?**
- c. Which districts?**

Cultural festivals-That showcase the state's diverse art,music,dance,traditions.

Food festivals- Govt. can organize to showcase the state's diverse cuisines. Religious festivals- Telangana is home to several ancient temples so these festivals could be held at famous temples.

Corporate events- Companies can organize retreats, conferences, product launches and business delegations.

Adventure sports events- Telangana is blessed with natural beauty that are ideal for adventure sports such as trekking, camping and rock climbing. Eco-tourism events- Promote sustainable tourism practices and raise awareness about environmental conservation.

Heritage walks- These walks could be laid by expert guides and could cover popular tourist destinations such as ancient temples, forts and palaces.

Winter months (Nov-Feb)-Favourable for outdoor events and several cultural festivals and events are organized during this time because this is the peak tourist season for domestic and foreign visitors.

Monsoon months (July-Sept)- This is an ideal time for natural based activities like adventure sports and eco-tourism sports.

Summer months (March-June)- Summers in Telangana are hot and humid. Organizing events during summer can be challenging. But corporate events, exhibitions, food festival can be organized indoor with cooling facilities.

Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model?

Infrastructure: Dubai has invested heavily in its infrastructure such as building world class airports, seaports and road networks. Hyderabad can improve its infrastructure to attract more businesses and tourists.

Tax environment: Dubai offers a tax free environment for businesses which has attracted several multinational corporations to set up their operations in city. Hyderabad can work on creating a more favourable tax environment to attract more businesses.

Tourism: Dubai has positioned itself as a main tourist destination by building several world class attractions such as Burj Khalifa, Dubai Mall, Palm Jumeirah. Hyderabad can work on developing its tourism sector by building more attractions.

Business friendly policies: Dubai has implemented several policies for setting up business, low corporate taxes, flexible labor laws. Hyderabad can work on implementing similar policies to attract more businesses to city. Hyderabad is the global centre of IT and pharmaceuticals industry, also called as Cyberabad and world's vaccine capital. Hyderabad can take inspiration from Dubai's business model and can follow their footsteps to boost its economy.

In conclusion, Hyderabad may not be able to emulate Dubai's business model entirely. It can certainly learn from its success and adopt certain elements of its business model to boost its economy.

Provide all other recommendations that can boost the Telangana tourism, particularly Hyderabad?

Encourage online feedback: This help govt. to know more about the visitors choice of particular place so that they can improve the facilities of these places.

Boost tourism in low season: Govt. can increase the resting places, developed shaded area, install drinking stalls that help people to keep them hydrated.

Developing more tourist destinations: yadadri bhongir, mahbubnagar, nirmal jagital record the rise in domestic visitors. Govt. can develop more connectivity from these places.

Improve safety and security: Ensuring the safety and security of tourist is crucial for promoting tourism. The govt. can work with the police departments to increase the number of patrols in tourist areas and install CCTV cameras to improve security.

Promoting cultural heritage: Govt. can organize cultural festivals, exhibitions, fairs and by promoting traditional arts and crafts and encourage local artisans to showcase their work.

Developing tourist infrastructure: Telangana needs to invest in tourist infrastructure, including accommodations, transportations and attractions.

Medical tourism: Telangana has world class medical facilities, govt. can promote medical tourism by offering medical packages and collaborating with hospitals and clinics to attract patients from abroad.

Digital marketing: Govt. can create a digital marketing strategy to target specific audiences and use social media platform to engage with tourists and promote the state's attractions

AdRecommendations to boost Hyderabad tourism Develop new tourist attractions:d a heading

Hyderabad is already popular destination in Telangana, but there is always room for improvement. Here are some recommendations to boost tourism in Hyderabad

Develop new tourist attractions: It can attract more tourists. The govt. can work on developing new parks, museums and entertainment centres to attract more visitors.

Improve tourist infrastructure: The govt. can collaborate with private companies to build more hotels, resorts, and homestays to accommodate tourists. They can also improve the public transportation system to make it easier for tourist to move around the city.

Promote food tourism: Hyderabad is known for its unique cuisine and the govt. can promote food tourism by organizing food festivals and local cuisine.

Collaborate with tour operator: To create attractive tour packages and offer customized experiences for tourists.

Promote heritage tourism: By organizing cultural festivals, exhibitions and fairs and also by promoting traditional arts and crafts of the state. Hyderabad is already popular destination in Telangana, but there is always room for improvement. Here are some recommendations to boost tourism in Hyderabad.

By implementing these recommendations, Hyderabad can attract more tourists and become an even more popular tourist destination



Total District

33

Total Visitors

357.40M

Foreign Tourist

Domestic Tourist

Telangana Tourist Analysis



Domestic Visitors

356.34M

Foreign Visitors

1.06M



Foreign Visitors Analysis

Total District

33

Total Visitors

176.97M

Foreign Visitors

1.06M

Year

2016

2019

Home Page

Domestic Tourist

Sum of visitors by district



TOP CAGR

Bottom CAGR

TOP CAGR District



Projected Revenue by Years



Sum of visitors by Month



Top District Ratio

Bottom District Ratio

Bottom V_R ratio by District



District Visitors Analysis

Year

2016

2019



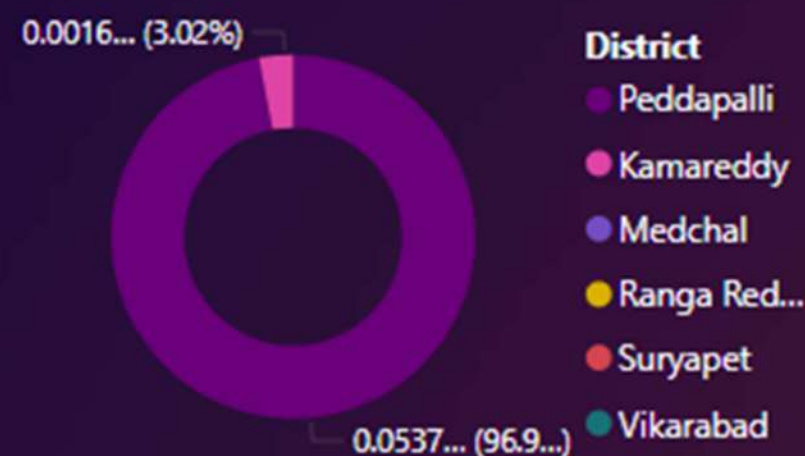
Domestic_Visitors by Projected_Year



Top

Bottom

Ratio Bottom District



Total District

33

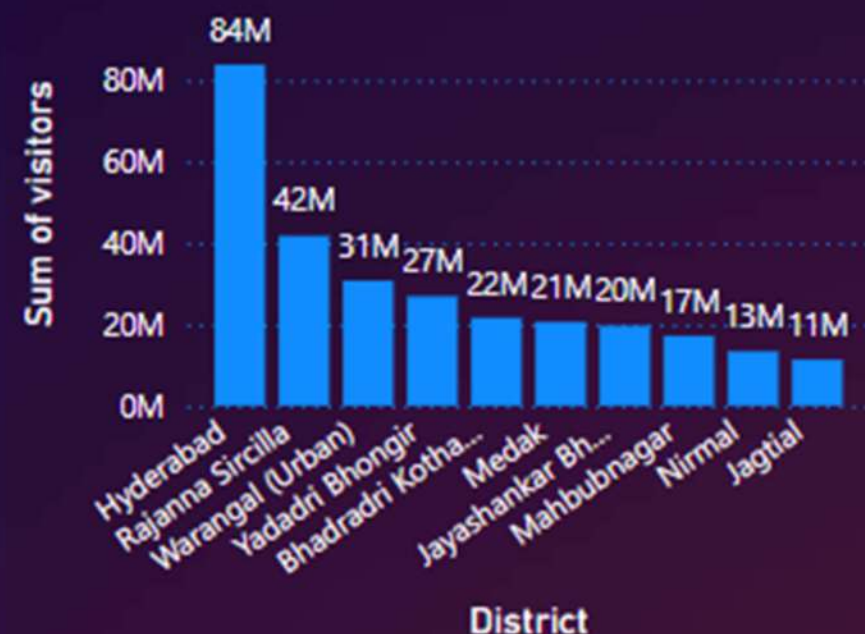
Domestic Visitors

356.34M

Total Visitors

357.40M

Top District



Top

Bottom

CAGR Bottom District



Domestic Revenue By Year



Sum of visitors by Month



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Foreign Tourist