Telangana Tourism: Driving Growth Across Sectors
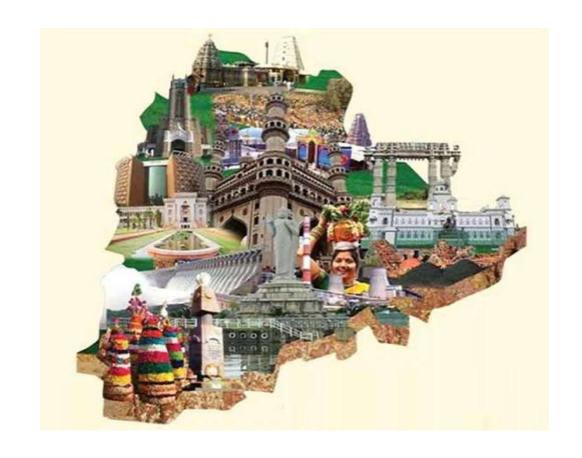
An Analytical Overview of Sectoral Impact, Forecasts, and Policy Recommendations (2014–2030)

Data Source : Open Data Telangana : https://data.telangana.gov.in/search/

AGENDA

1. Objectives

2. Preliminary Insights

3. Secondary Insights

4. Recommendations

OBJECTIVES

1. To analyze district-wise visitor data(2014-2023)

2. To analyze how the data is useful for different sectors

3. Recommendations to enhance Telangana tourism

Preliminary Insights:

CAGR(Compound Annual Growth Rate) = (Ending Value / Beginning Value)^(1/n) – 1

Note:I shown it in dashboard

Secondary Insights:

Footfall Ratio = (Total Visitors to the District / Total Population of the District) × 100

Note: I shown it in dashboard

PEAK SEASONS(BUSIEST TIME):

Since many people are visiting and weather is good:

•Have more buses and vans going to popular places often. Make sure there are good places to stay and clean toilets .

•Partner with travel companies. Give them good reasons like discounts or commissions .

•Tell everyone about Telangana's big landmarks, old forts, beautiful nature, and fun festivals. Use social media and travel websites for ads

• Create unique tours like themed trips. Work with local shops.

•Global Ads like Run ad campaigns in countries like Singapore and Dubai

OFF-SEASONS (QUIETER TIME):

Since fewer people are visiting, and weather might be hot or rainy:

• Show off museums, art galleries, traditional shows, and yummy food experiences.

• Offer special deals and lower prices on tour packages. This makes it a good deal for people to visit when it's less crowded .

• Connect visits with local events, festivals, and celebrations happening during these times. .

• Focus on things like health retreats, history walks, nature-friendly trips, or adventure tours. Create special packages for these unique off-season experiences .

How it is useful for Businessess?

Demand Forecasting

Businesses like hotels, restaurants, travel agencies, transport services can use the visitor trends to predict peak and off-peak seasons. This helps them:

- Plan inventory and staffing levels.
- Offer seasonal pricing or promotional campaigns

Market Segmentation

By analyzing the split between foreign and domestic visitors, businesses can:

- Customize services for example language support, food preferences.
- Create targeted marketing—luxury experiences for international tourists vs. affordable family packages for domestic.

Investment Decisions

Consistent growth in visitors tells that:

- Opening new outlets like hotels, souvenir shops, restaurants.
- Upgrading infrastructure like transport facilities.

How it is useful for Government?

Policy & Partnership Planning

Local businesses can collaborate with government tourism boards if they notice:

• A sudden drop or spike in tourism.

• Areas underperforming despite potential.

Crisis Management and Recovery

• Monthly data during crises like COVID-19 helps assess the impact and plan relief or revival schemes for affected sectors like hospitality, transport, retail.

• Governments can monitor the pace of recovery post-disaster.

Employment and Skill Development

• If tourism is rising in a region, the government can launch skill development programs for example guide training, language courses, hotel management.

• Supports job creation and local entrepreneurship.

How it is useful for Visitors?

1. You can see which months are crowded and which are peaceful, so you can choose when to visit.

2. Travel when fewer people go, and you'll often find cheaper hotels and transport.

3. Popular places usually have better roads, hospitals, and safety.

4. The numbers can show when big festivals happen, so you can join the fun or visit at quieter times if you prefer.

5. Apps and websites can use this data to suggest the best places, times, and routes for your trip.

THANK YOU