



GOVT OF TELANGANA

Telangana Tourism Analysis





TELENGANA

A southern Indian state renowned for its cultural heritage and natural wonders has experienced remarkable growth in its tourism industry.

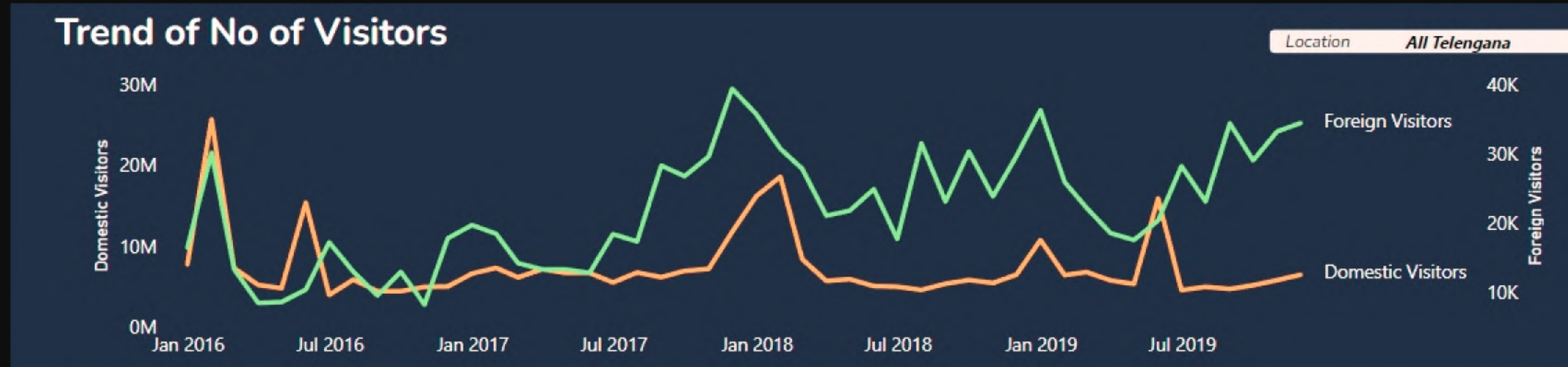
This analysis focuses on examining the tourism sector's expansion across different districts of Telangana, highlighting the factors contributing to this upward trajectory and the recommendations for further enhancing the tourism potential in Telangana



Tourist Attractions

- Charminar - Hyderabad
- Golconda Fort - Hyderabad
- Salar Jung Museum - Hyderabad
- Chowmahalla Palace - Hyderabad
- Ramoji Film City - Hyderabad
- Hussain Sagar Lake - Hyderabad
- Bhadrakali Temple - Warangal
- Thousand Pillar Temple - Warangal
- Kakatiya Kala Thoranam (Warangal Gate) - Warangal
- Medak Cathedral - Medak
- Khammam Fort - Khammam
- Nagarjuna Sagar Dam - Nalgonda
- Bhongir Fort - Yadadri Bhuvanagiri
- Kaleshwaram Temple - Jayashankar Bhupalpally

Analysis



- Hyderabad contributed to 98.58% of the total foreign visitors in the state from 2016 to 2019.
- The domestic visitor growth of Hyderabad is in negative and Government must focus on the reason for the decrease in domestic visitor growth. Due to the decreasing domestic visitors, DTF ratio is decreasing.

- The number of foreign visitors to Telangana is increasing year on year, while the number of domestic visitors is decreasing.
- Domestic visitors showed higher numbers in June and January consistently over the four-year period. Sep-October and March, April, May are the low seasons during this period
- Foreign visitors are higher during July, August, and September



Analysis

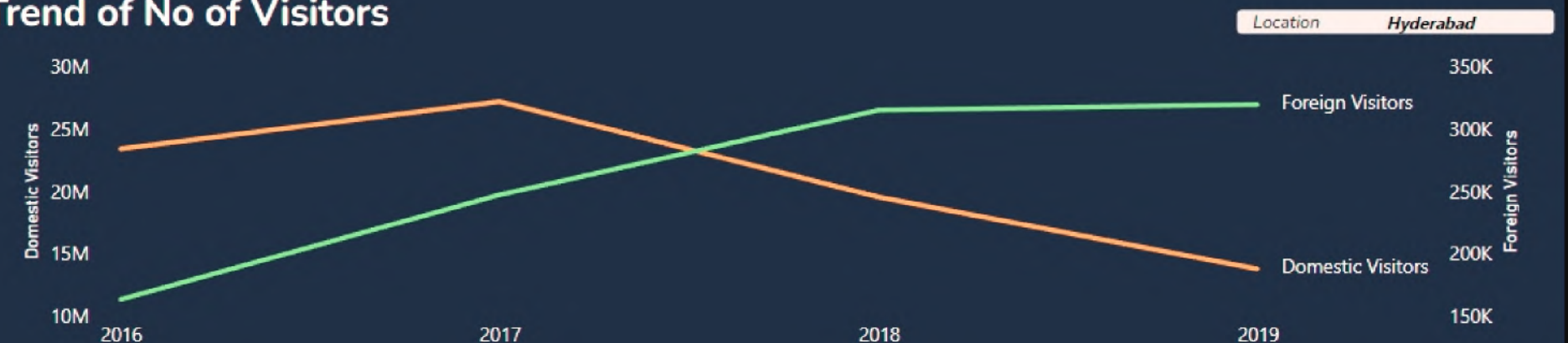
Trend of No of Visitors



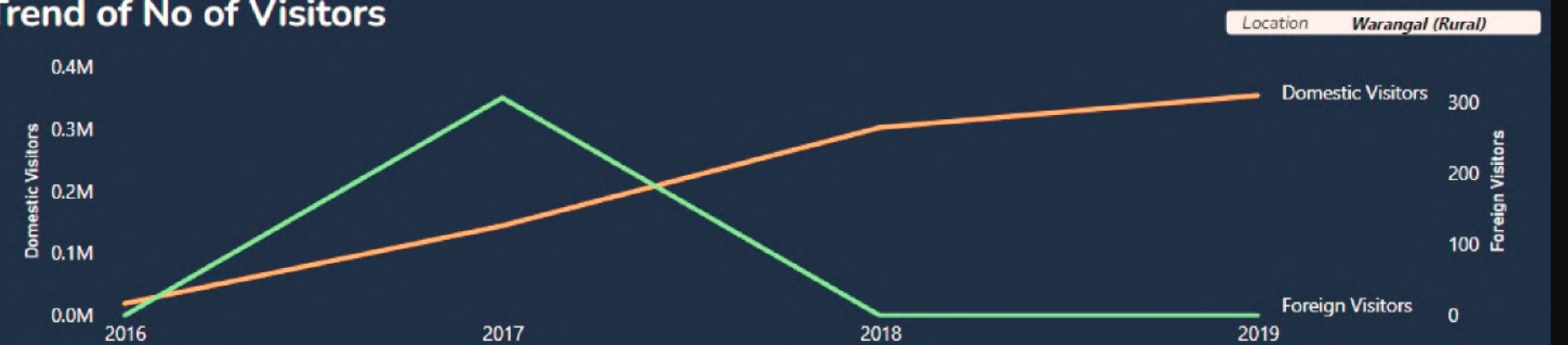
- Warangal Urban witnessed a significant decline in visitor numbers, dropping from 26 million visitors in 2016 to 1 million, 2 million, and 2 million visitors in 2017, 2018, and 2019 respectively.
- Warangal Urban outperformed Hyderabad in 2016 but struggled to attract visitors in subsequent years.

- The number of foreign visitors to Hyderabad has shown minimal growth in the past year.
- On the other hand, Warangal Rural is experiencing an upward trend, with a steady increase in domestic visitors at a Compound Annual Growth Rate (CAGR) of 163%.
- The overall trend for DTF ratio is downward from 2016.

Trend of No of Visitors

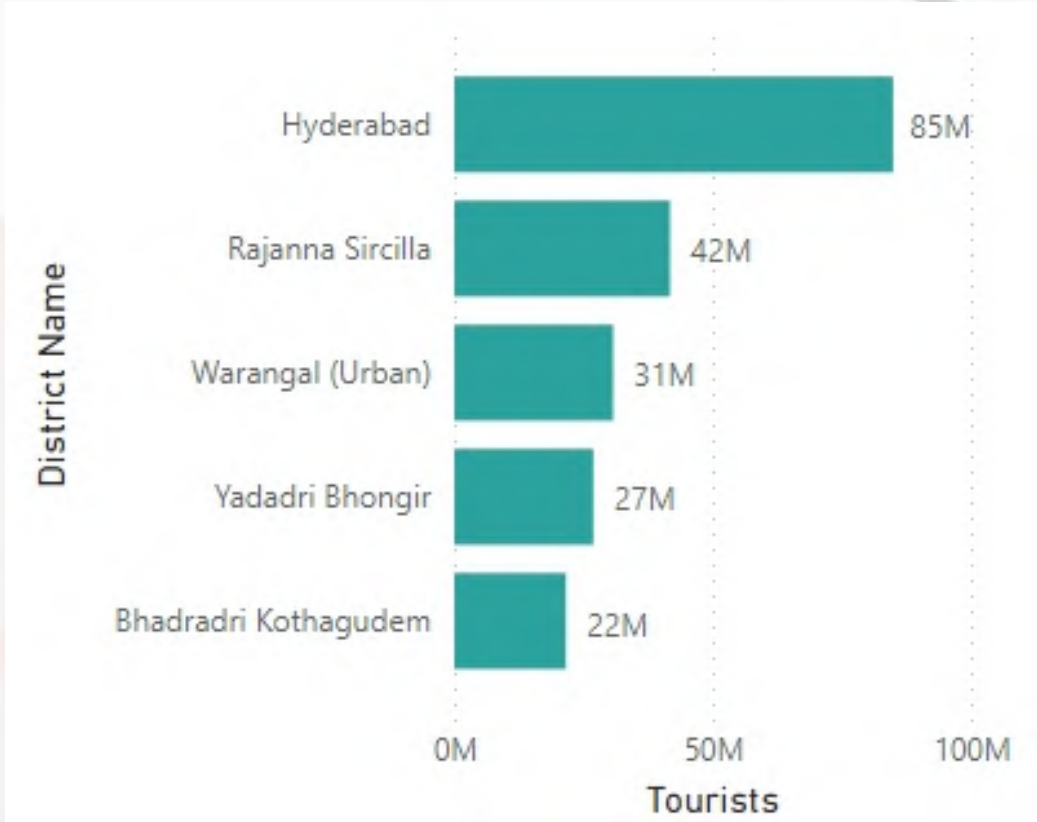


Trend of No of Visitors



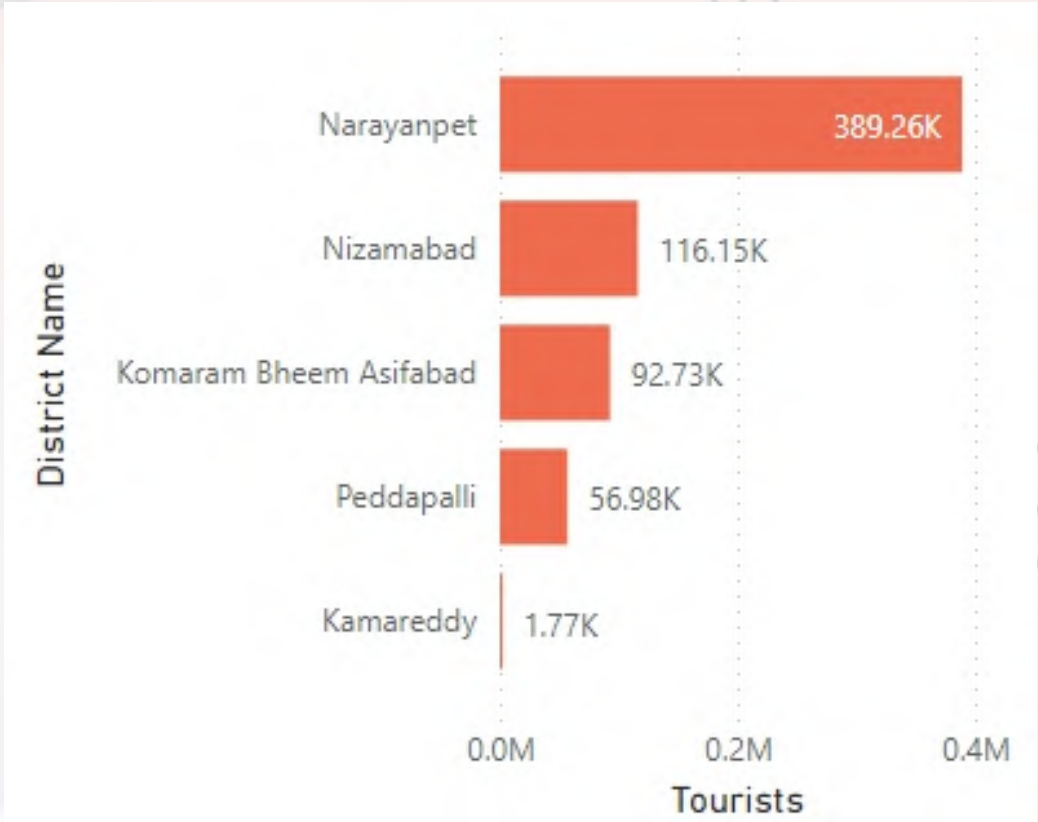
Analysis

Top districts by tourists



Bottom districts by tourists

(min 100 tourist)

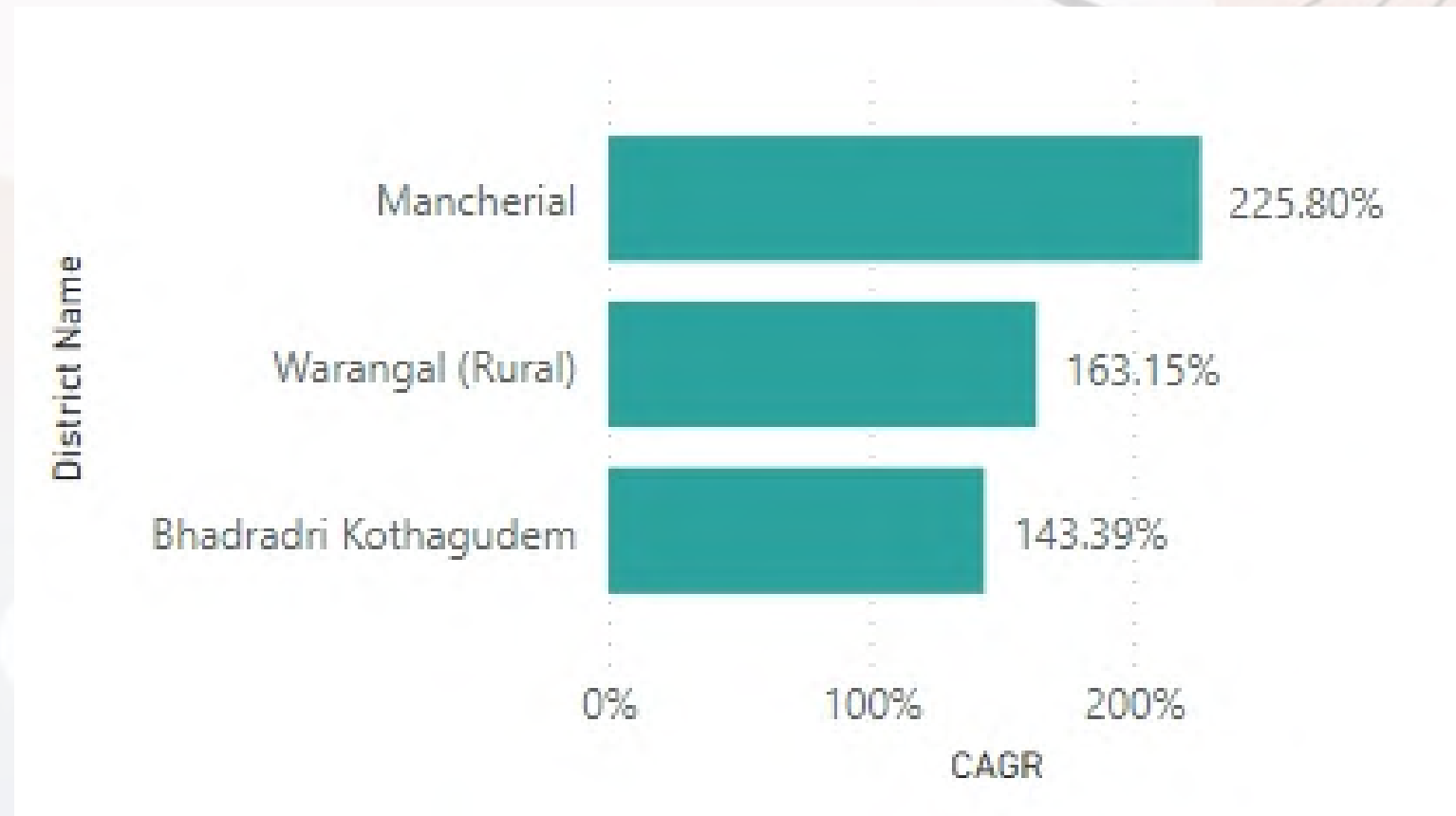


A notable contrast exists between the top and bottom districts of Telangana in terms of tourist numbers. Leading districts like Hyderabad and Warangal Urban consistently attract a large number of visitors due to their historical significance, cultural heritage, and well-developed tourism infrastructure.

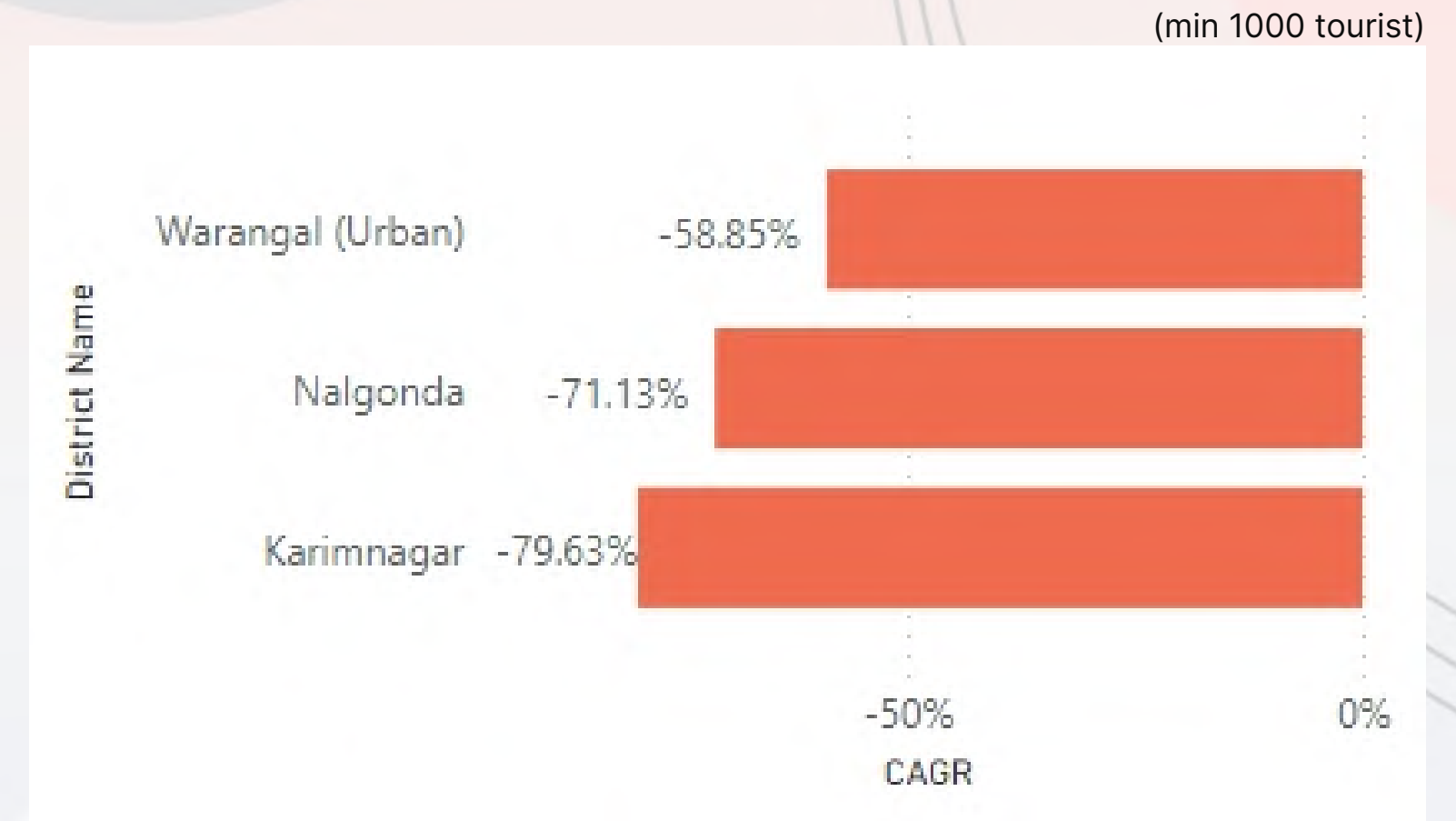
In contrast, the lower-ranked districts like Narayanpet and Nizamabad experience fewer visitors, possibly due to lesser-known attractions and limited tourism infrastructure. Promoting the unique features and hidden gems of these districts through targeted marketing, improved accessibility, and infrastructure development can help attract more visitors and balance the tourism landscape of Telangana.. By investing in the untapped potential of these districts, Telangana can create a more balanced and inclusive tourism industry, showcasing the diversity and richness of the entire state.

Analysis

Top districts by CAGR



Bottom districts by CAGR



When comparing the top and bottom districts of Telangana based on the Compound Annual Growth Rate (CAGR), significant differences can be observed. Districts like Mancheria, Warangal Rural, and Bhadrachari Kothagudem are not the top 5 districts by no of tourists. Initially, these districts had fewer tourists. Macheria grew from 7.8K to 270K in 2016-19. And the other two have similar numbers as well.

Warangal Urban, Nalgonda, and Karimnagar had a spike in the no of tourists in 2016 and then a drastic drop in the next two years. This might be an indication that 2016 might be an odd year for these three districts. The reason for the spike must be investigated and suitable actions must be undertaken.

Top districts by Foreign Visitor %

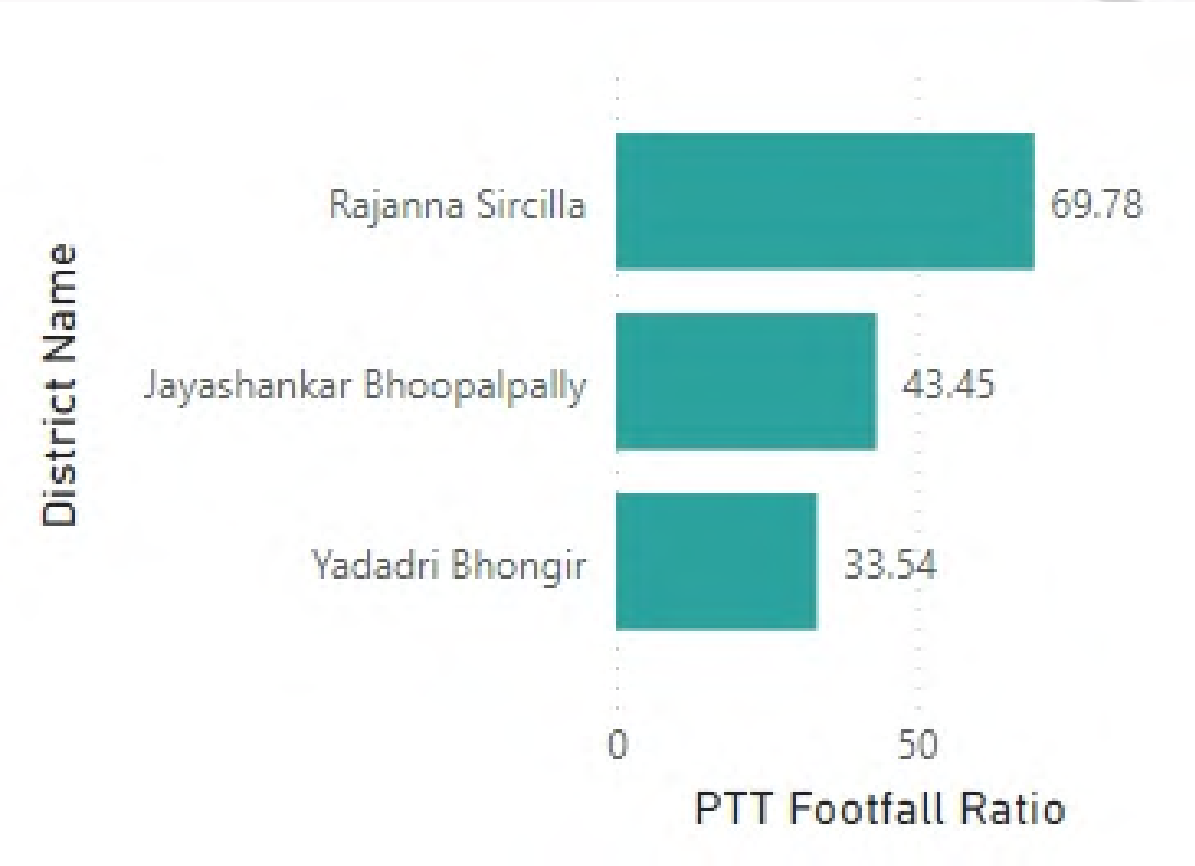
District Name	Avg Domestic Visitor/Month	Avg Foreign Visitor/Month	Foreign %	Contribution to Foreign Visitors
Hyderabad	1,747.94K	21,768.71	1.25%	98.58%
Warangal (Urban)	640.14K	183.77	0.03%	0.83%
Mahbubnagar	357.92K	47.54	0.01%	0.22%
Jayashankar Bhoopalpally	409.02K	26.08	0.01%	0.12%

The top districts of Telangana, particularly Hyderabad, have proven to be alluring destinations for foreign visitors. With a high percentage of foreign tourists, these districts offer a captivating blend of historical landmarks, cultural experiences, and modern amenities. Hyderabad's iconic attractions like the Charminar, Golconda Fort, and Salar Jung Museum attract visitors from around the world. The city's vibrant atmosphere, culinary delights, and warm hospitality add to its appeal. The presence of international-standard hotels, easy accessibility, and well-preserved heritage sites contribute to a memorable experience for foreign visitors. With a remarkable percentage of foreign tourists, these top districts of Telangana showcase the state's rich cultural heritage on a global stage.

Districts with historical and cultural heritage sites must be developed, and infrastructures like hotels, better road and air connectivity must be built to appeal to the foreign visitors.

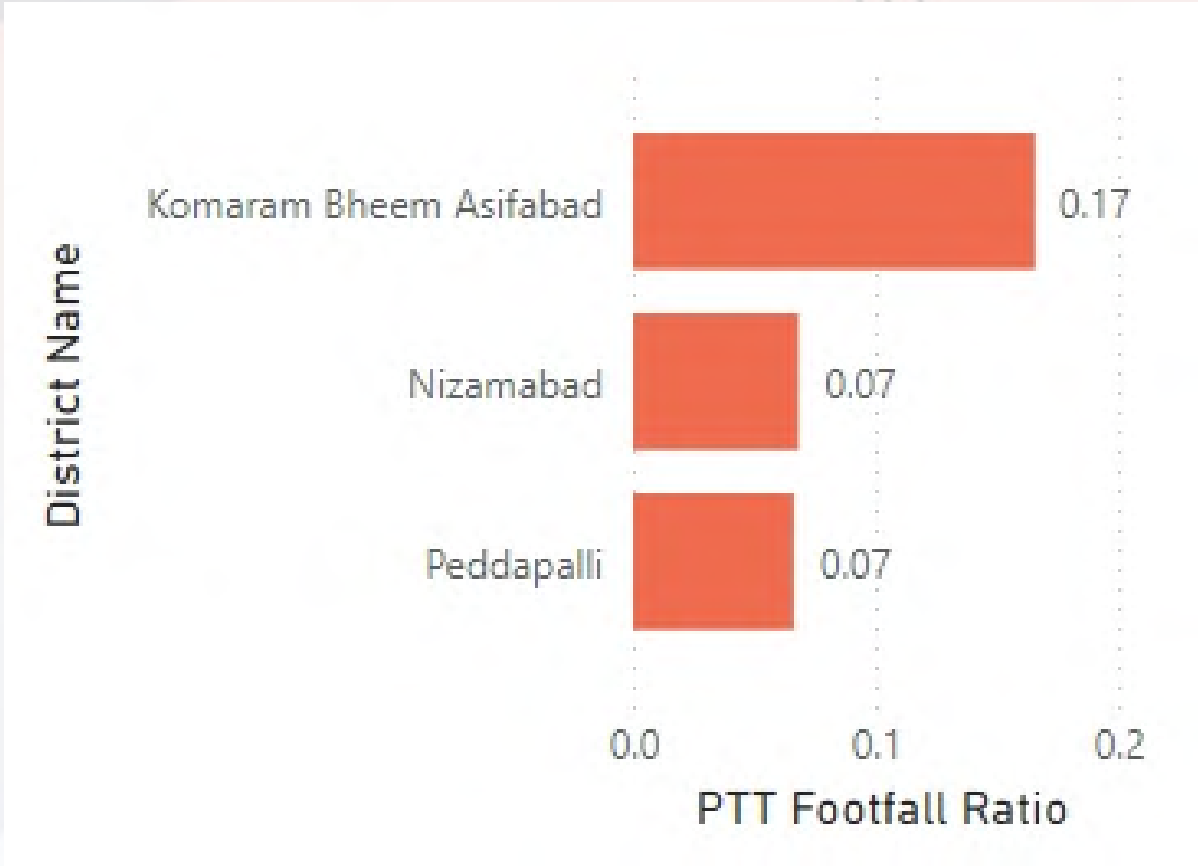
Analysis

Top districts by PTT Pitfall Ratio



Bottom districts by PTT Pitfall Ratio

(min 100 tourist)



When comparing the top and bottom districts of Telangana based on the PTT (Percentage of Total Tourists) Pitfall ratio, significant differences can be observed. The top districts, display a higher PTT Pitfall ratio, indicating a higher proportion of tourists compared to the total population in the district.

In contrast, the bottom districts, like Nirmal and Yadadri Bhuvanagiri, exhibit a higher PTT Pitfall ratio, implying a lower proportion of tourists relative to the total population in the district. These districts may have lesser-known attractions, limited tourism facilities, or face challenges in attracting a diverse range of visitors.

Recommendations

Districts with Most Potential



Bhadrachari Kothagudem

In the past four years, tourism in Bhadrachari Kothagudem has shown tremendous growth and is projected to continue expanding. However, the district has not yet attracted foreign visitors due to its primarily temple-centric attractions. Apart from temples, the **Kinnerasani river** is the only other tourist spot. To increase foreign visitor numbers, the government should focus on maintaining the river's cleanliness and developing additional tourist attractions in its vicinity. Introducing activities like fishing, rowboating, and rafting can further enhance the appeal of the district and attract more foreign tourists.

Warangal Urban

Since its peak of 25 million visitors in 2016, Warangal Urban has experienced a significant decline in tourist numbers. To reverse this trend, it is crucial to maintain and promote the district's diverse range of attractions, including temples, lakes, forts, hill stations, and wildlife sanctuaries. Local public awareness campaigns should be conducted to increase visitor participation. Additionally, introducing adventure sports can attract thrill-seekers and foreign tourists, further enhancing the district's tourism potential.



Recommendations

Districts with Most Potential



Yadadri Bhongir

Yadhadri Bhongir ranked fourth in overall tourist numbers from 2016 to 2019, possesses compelling attractions such as temples and **Bhuvanagiri Fort**. To increase visitors, restoring the fort and providing helpful historic information about the place is crucial. Collaborating with nearby hotels and tourist spots can integrate it into broader itineraries, resulting in a boost in tourist numbers.

Hyderabad

Hyderabad, with its abundant tourist attractions like forts, museums, zoological parks, and the iconic Charminar, recorded the highest number of tourists from 2016 to 2019. However, there was a decline in domestic visitor numbers during this period, suggesting a waning interest in these offerings. To address this, effective marketing, social media content creation, and collaborations with other tourist attractions and travel agencies can play a vital role in revitalizing domestic and foreign tourism in Hyderabad.



Rajanna Circilla

Despite having primarily temples as tourist attractions, Rajanna Circilla has witnessed an increase in visitor numbers. However, foreign visitors remain absent. To enhance tourism, renovating existing temples, constructing additional ones nearby, and promoting them as a unified itinerary can attract visitors interested in exploring multiple temples in a single trip.

Recommendations



The declining trend of domestic visitors in leading districts of Telangana is a pressing issue for the tourism industry. Factors such as changing travel preferences, limited marketing efforts, and inadequate infrastructure contribute to this decline.

To address the issue, comprehensive marketing campaigns should be developed, promoting unique attractions and experiences. Infrastructure development, including transportation and accommodations, must be prioritized. Engaging local communities can enhance cultural experiences. Collaboration between the government, tourism authorities, industry stakeholders, and communities is essential.

By implementing strategic planning, targeted marketing, and providing exceptional visitor experiences, it is possible to reverse the decline and revive domestic tourism in Telangana's leading districts.