

# Provide Insights For Telangana Govt Tourism Department





# *Telangana*

Country: India

Formed : June 2014

Capital: Hyderabad

Districts: 33

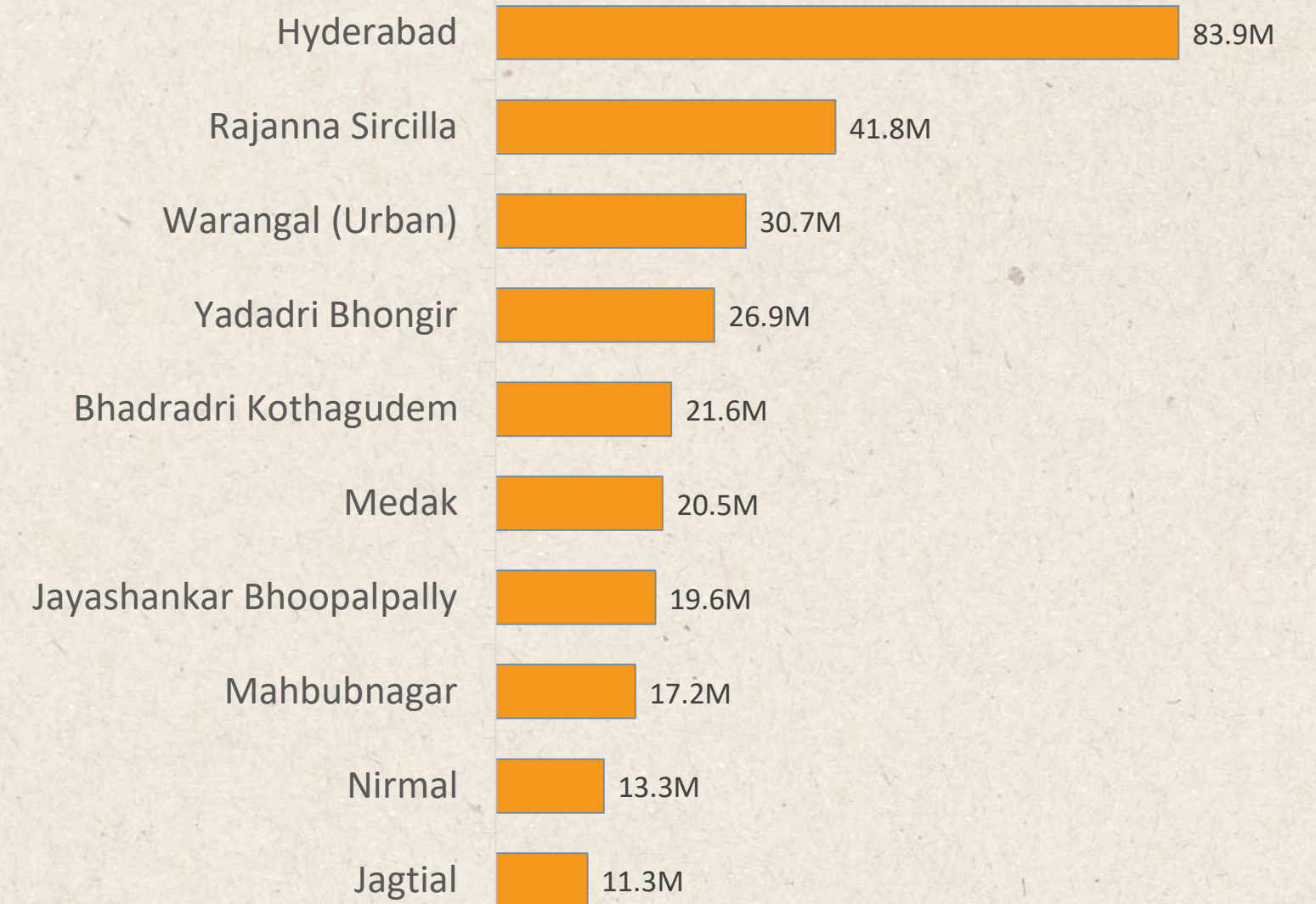
Language spoken: Telugu, Urdu



# Top 10 Districts of Highest Domestic visitors (2016 –2019)

Hyderabad being the first among top 10 districts with 84M visitors followed by Rajanna Sircilla, Warangal (Urban)

## Highest Domestic Visitors





# Top 3 Districts based on CAGR (2016 –2019)

Top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 –2019) are Mancherial, Warangal(Rural) & Bhadradi Kothagudem.

Districts with High CAGR

226%

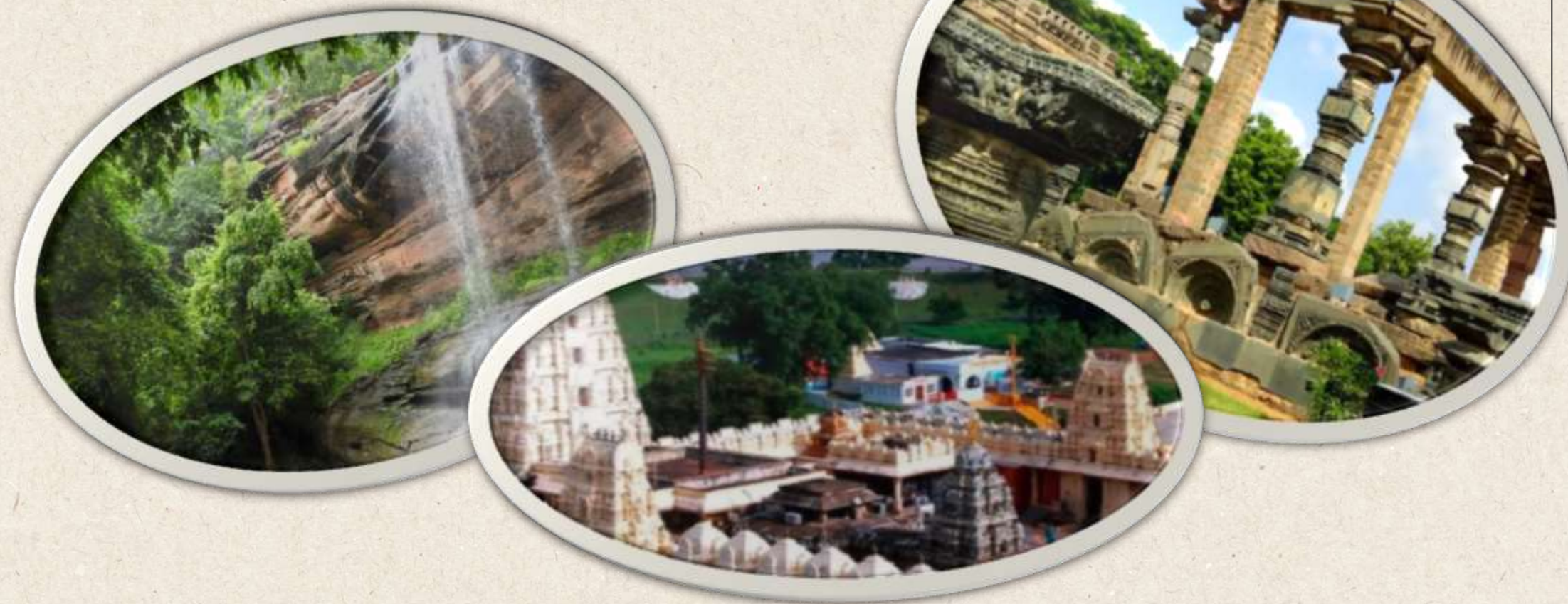
163%

143%

Mancherial

Warangal (Rural)

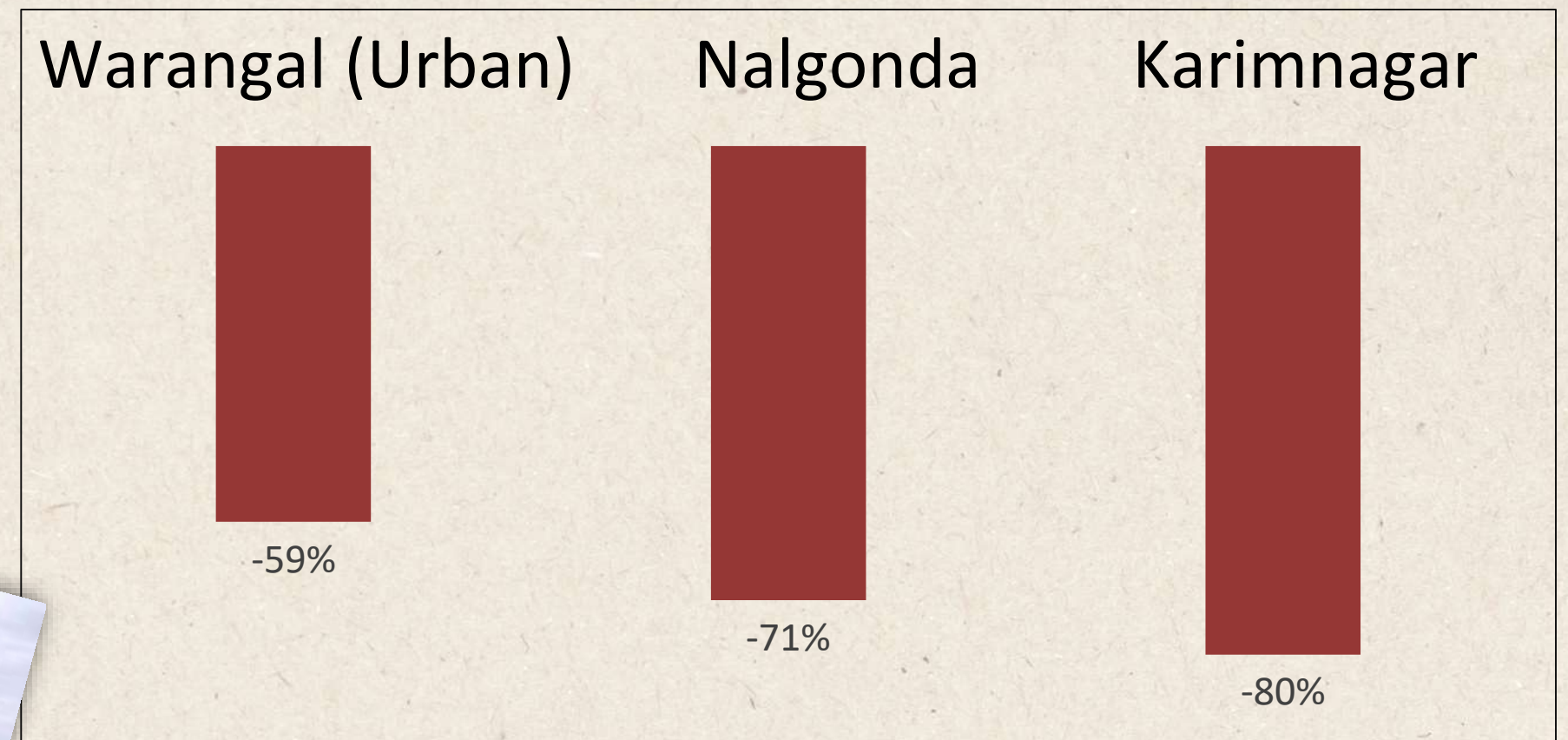
Bhadradi  
Kothagudem





# Bottom 3 Districts based on CAGR (2016 –2019)

Bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 – 2019) are Warangal (Urban), Nalgonda & Karimnagar

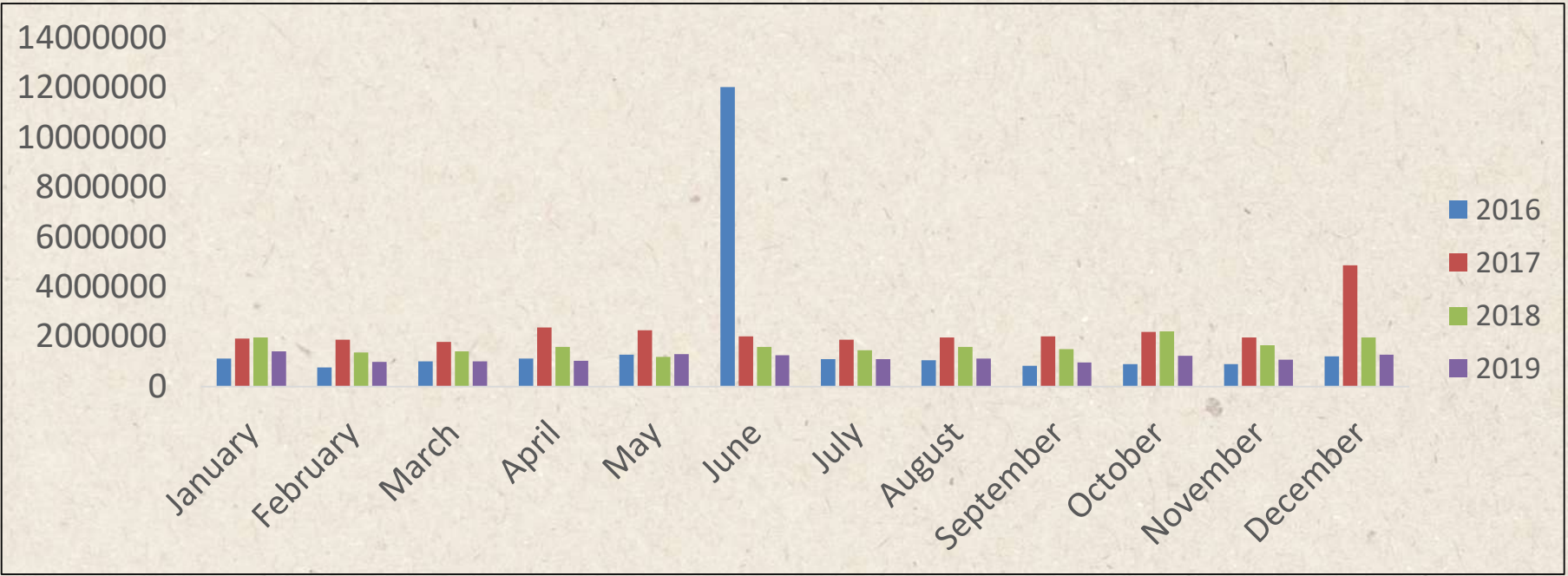




# Peak and Low season months for Hyderabad(2016 –2019)

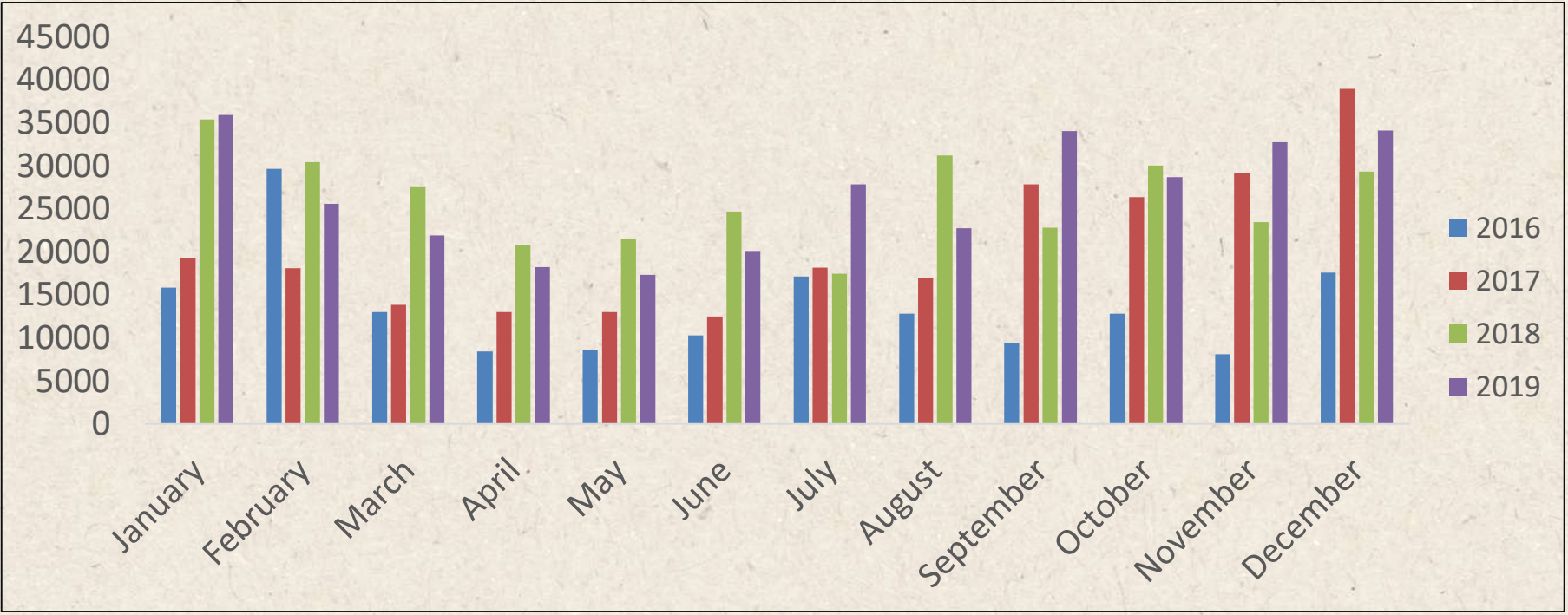
## Domestic Visitors

Year	Peak Month	Visitors Count	Low Month	Visitors Count
2016	June	12032661	February	778748
2017	December	4871416	March	1783903
2018	October	2207478	May	1189492
2019	January	1426500	September	959930



## Foreign Visitors

Year	Peak Month	Visitors Count	Low Month	Visitors Count
2016	February	29646	November	8084
2017	December	38933	June	12486
2018	January	35379	July	17456
2019	January	35920	May	17317

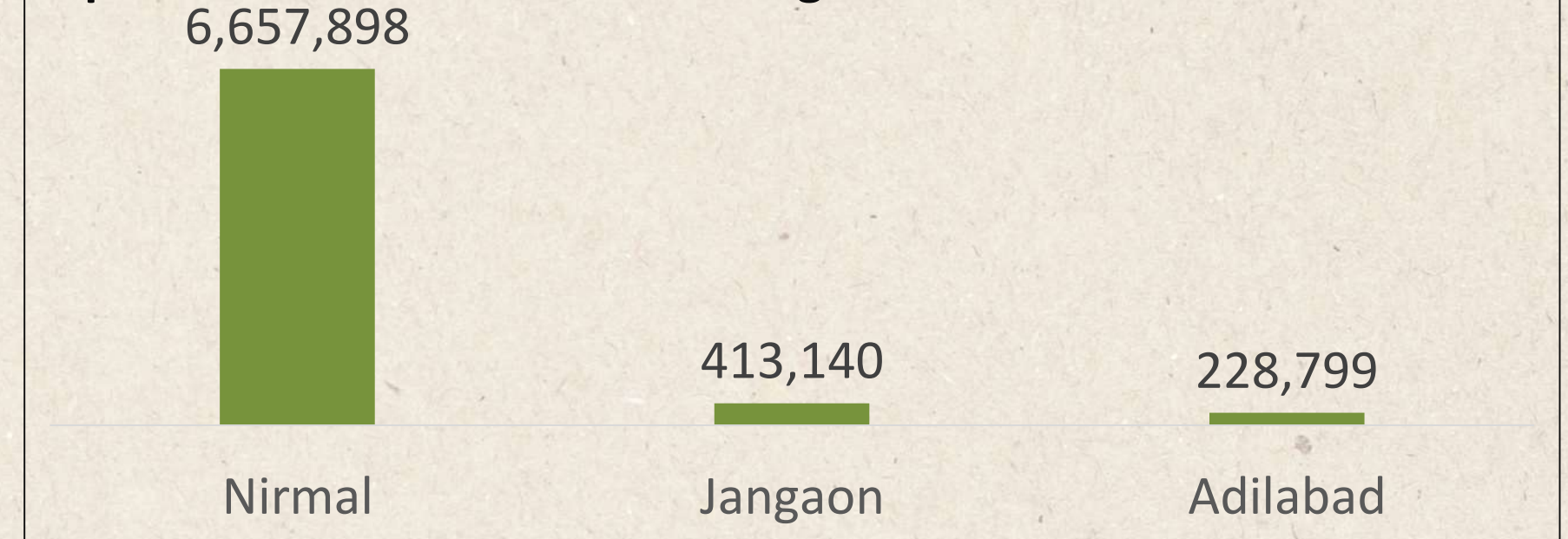




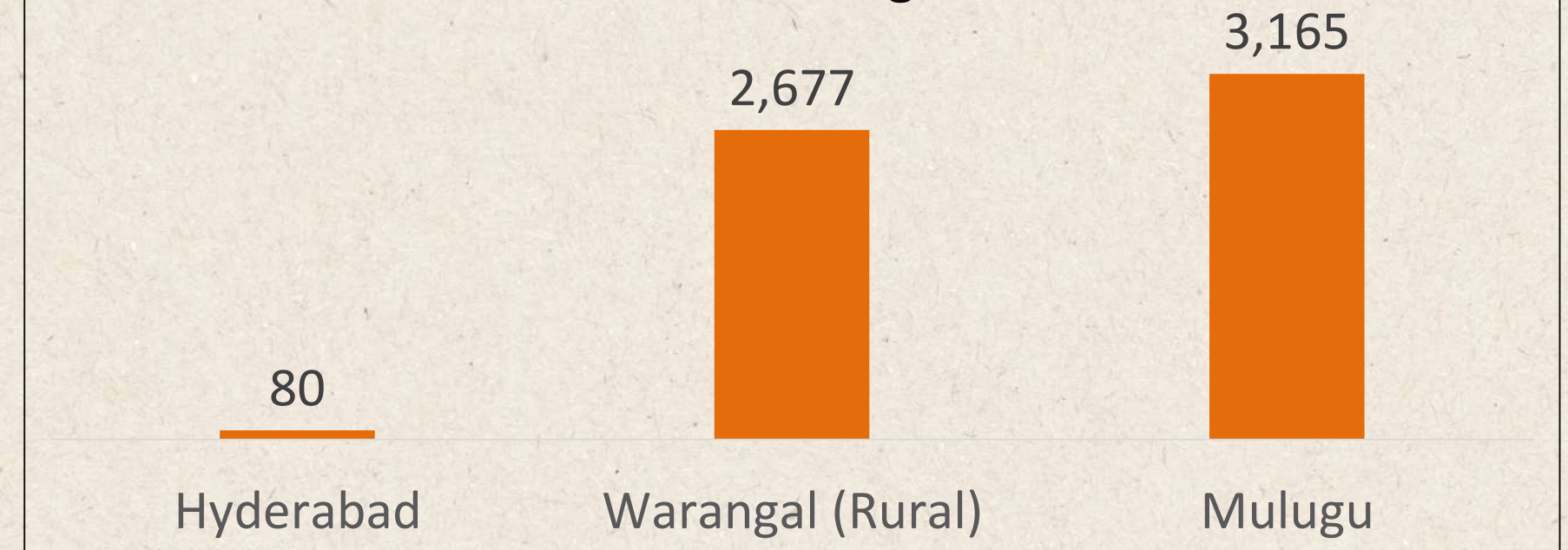
# Top and Bottom 3 Districts with Domestic to Foreign Tourist Ratio

Hyderabad District Has very less Domestic To Foreign ratio, whereas Nirmal tops the list.

Top 3 districts - Domestic to Foreign ratio



Bottom 3 districts - Domestic to Foreign ratio





# Top and Bottom 5 districts based on 'Population to Tourist footfall ratio' in 2019

The bottom 5 districts has following Tourist destination for growth:

## Komaram Bheem:

- Kawal Wildlife Sanctuary
- Jainath Temple
- Pranahita River

## Nizamabad:

- Nizamabad Fort
- Sarangapur Hanuman Temple
- Alisagar Reservoir

## Peddapalli:

- Ramagundam Dam
- Sri Mallikarjuna Swamy Temple

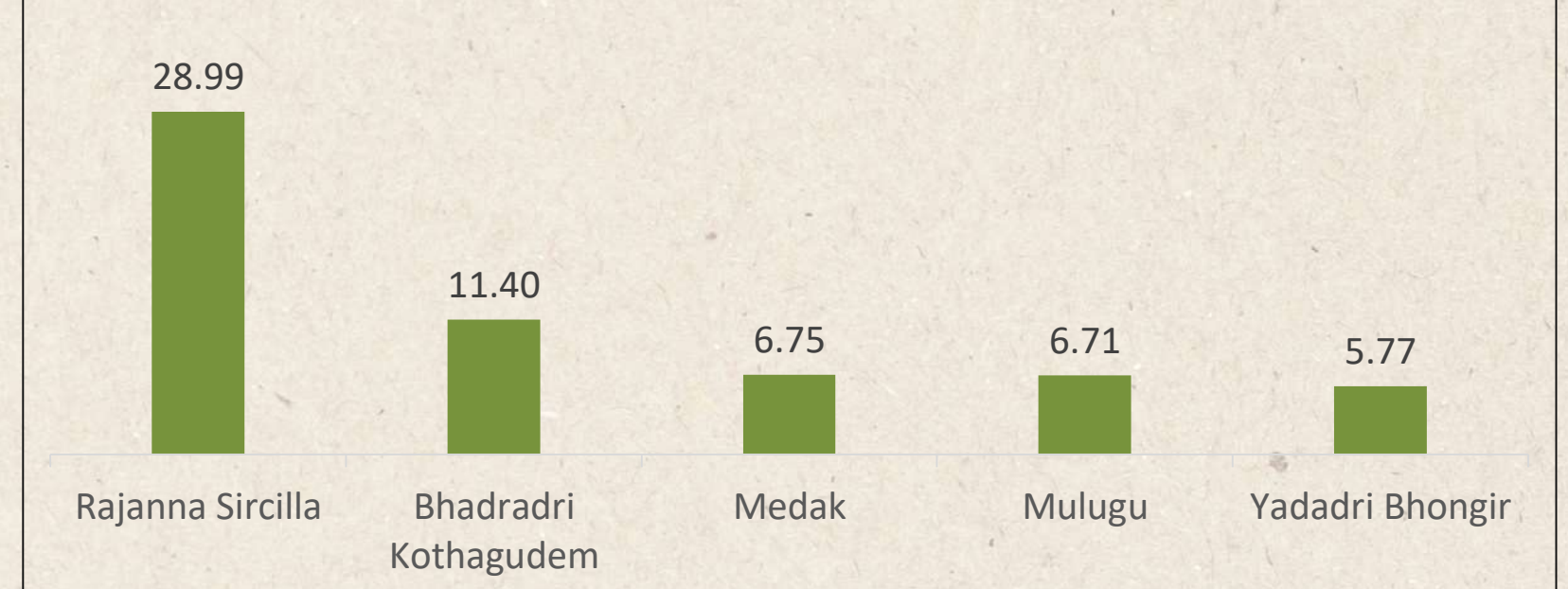
## Kamareddy:

- Domakonda Fort
- Koduru Hanmandla Gudi temple

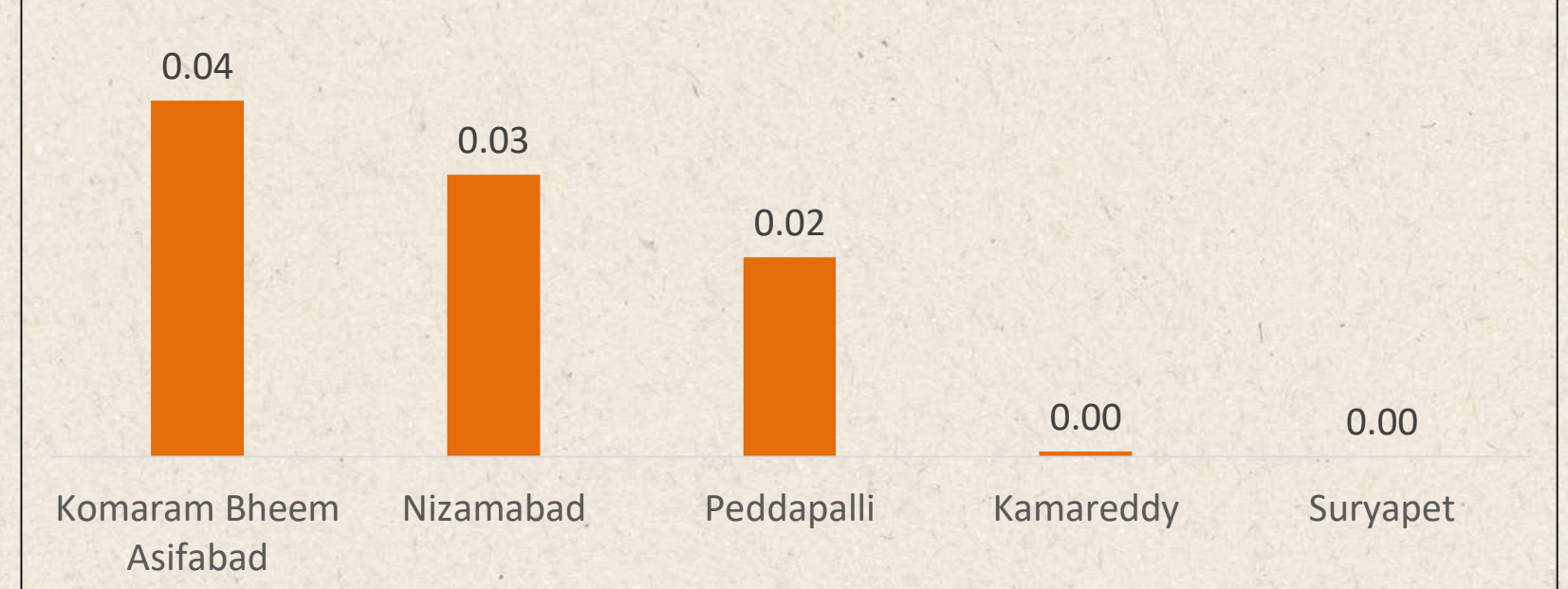
## Suryapet:

- Sri Anjaneya Swamy Temple
- Phanigiri Buddhist Site

Top 5 districts -Tourist footfall ratio in 2019



Bottom 5 Districts -Tourist footfall ratio in 2019



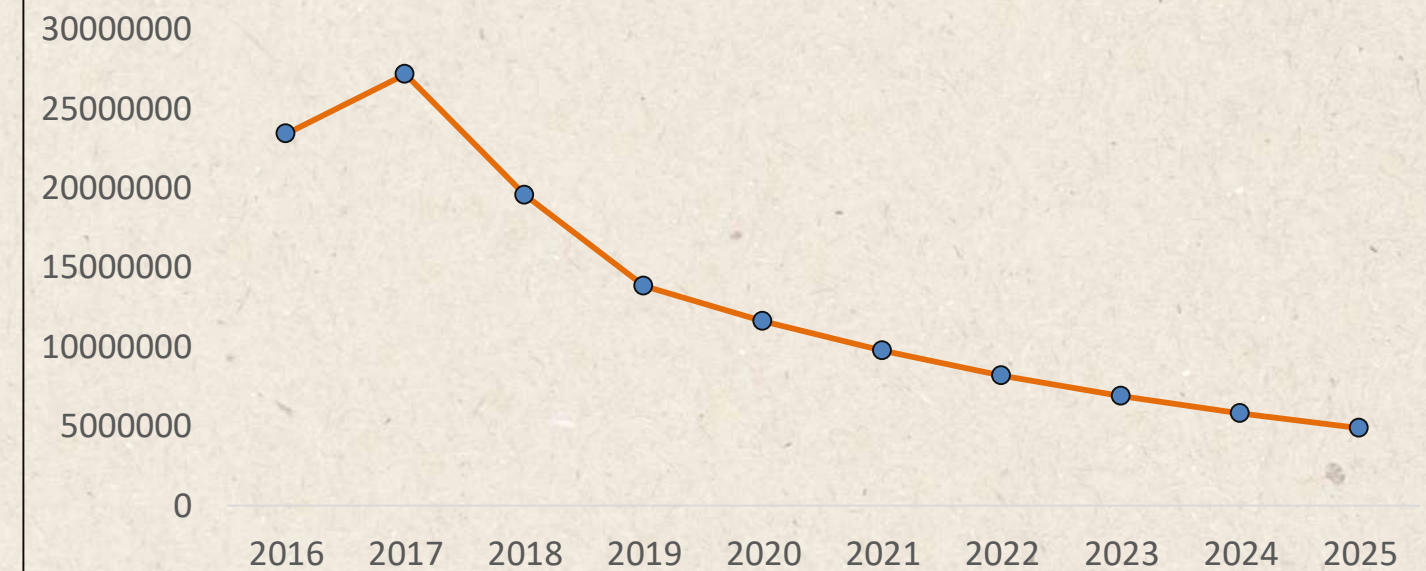


# Projected Domestic & Foreign visitors in Hyderabad in 2025

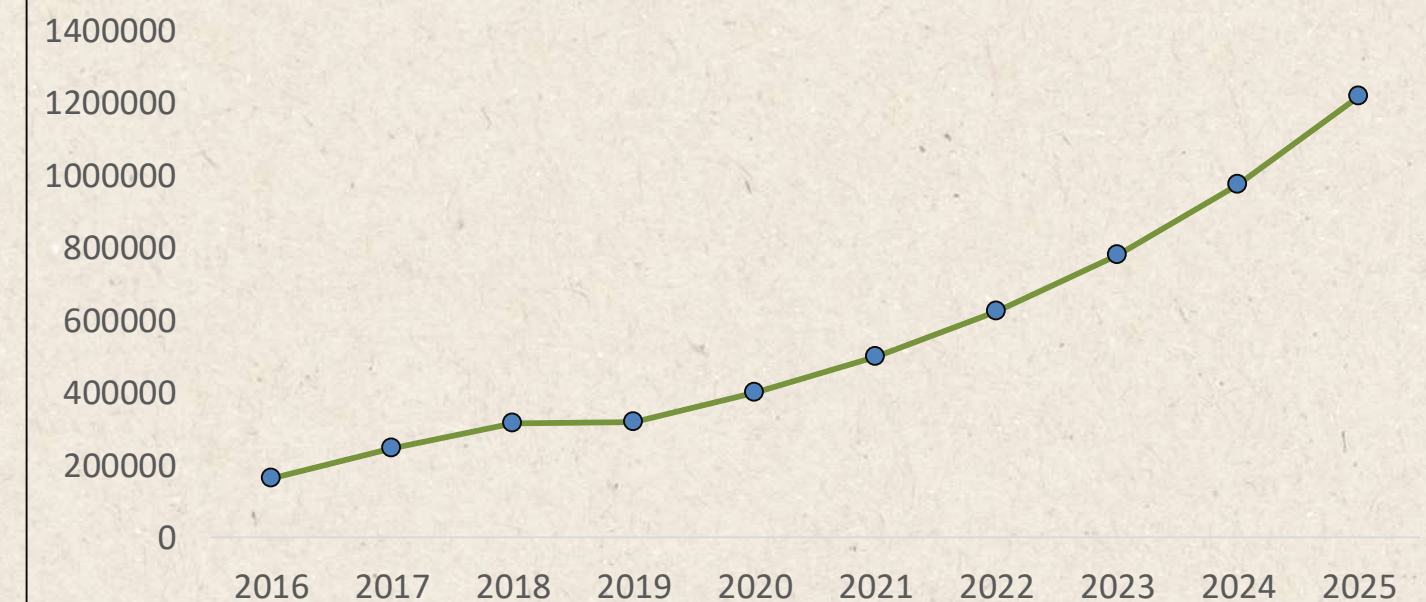


Based on growth rate from 2016 to 2019, the projected growth rate of Hyderabad for the year 2025 shows decline in Domestic Tourist while rise in Foreign Tourist Count.

**Domestic Tourist projection of Hyderabad**



**Foreign Tourist pojection of Hyderabad**



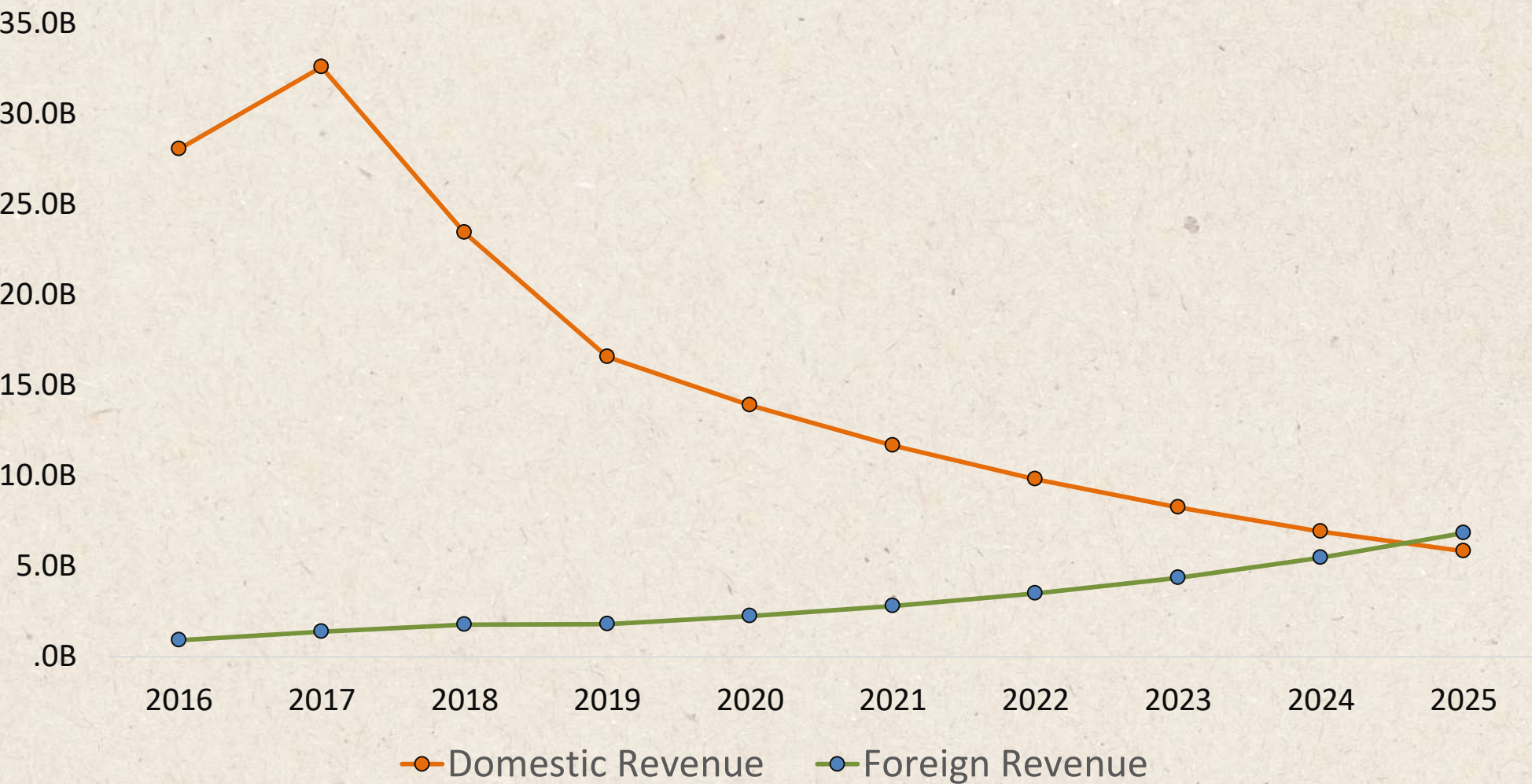


# Domestic and Foreign Revenue forecast of Hyderabad in 2025

Tourist	Average Revenue
Foreign Tourist	₹ 5,600.00
Domestic Tourist	₹ 1,200.00

- The projected decline in domestic visitors to Hyderabad, based on historical growth rates, would result in a significant loss of government revenue in 2025.
- Conversely, the anticipated increase in foreign visitors, driven by past growth trends and future projections, is expected to generate additional government revenue.
- The increase in foreign tourism is a positive sign, but it's essential to ensure that the city can sustain this growth by providing quality experiences and addressing any challenges faced by international visitors.

Projected Domestic & Foreign Revenue forecast of Hyderabad in 2025





# Cleanliness Ranking of Hyderabad City

- Hyderabad has consistently improved its cleanliness ranking over the past few years.
- In 2023, it achieved its highest-ever ranking of 9th among Indian cities.
- This improvement is a result of various initiatives undertaken by the Hyderabad Municipal Corporation (HMC) and the state government.
- Hyderabad has also been recognized for its efforts in waste management and open defecation free (ODF) status.
- Nizamabad – Ranked 1st in the South Zone for cleanliness.
- Bhadradri Kothagudem – Ranked 2nd in the South Zone.
- Jagtial, Peddapalli, and Siddipet – Ranked 3rd, 4th, and 5th nationwide, respectively.
- Siddipet – Also ranked as the cleanest city in the South Zone

Years	Cleanilness Ranking overall in India
2019	23rd Rank
2020	23rd Rank
2021	13th Rank
2022	10th Rank
2023	9th Rank
2024	9th Rank



# Districts with Highest Potential for Tourism Growth

Telangana, with its rich cultural heritage, historical sites, and natural beauty, offers immense potential for tourism growth. Here are some districts that stand out:

## Warangal:

- Warangal Fort
- Thousand Pillar Temple
- Bhadrakali Temple
- Ramappa Temple: UNESCO World Heritage site



## Adilabad:

- Kuntala Waterfalls
- Pochera Waterfalls
- Basar Saraswati Temple



## Nalgonda:

- Nagarjuna Sagar Dam
- Yadagiri Gutta
- Bhongir Fort



## Karimnagar:

- Elgandal Fort
- Vemulawada Temple
- Lower Manair Dam





## Districts with Highest Potential for Tourism Growth

### Khammam:

- Khammam Fort
- Papi Hills
- Kinnerasani Wildlife Sanctuary

### Mulugu:

- Laknavaram Lake
- Bogatha Waterfalls

### Nirmal:

- Kadem Dam
- Nirmal Paintings and Toys





## **Actions that government can take for the development of Tourism growth**

- Tourist Safety and Security.
- Cleanliness of Tourist places and going green with less Pollution.
- Marketing campaigns for Religious, Heritage and eco-tourism.
- Infrastructure Development of roads, connectivity to remote areas, accommodations and public facilities (such as restrooms and clean water) at major Tourist sites.
- Develop luxury Resorts, Lodges and Theme parks.
- Wildlife Safaris, Bird watching and Trekking.
- Conservation and Restoration of Heritage sites.
- Promoting local festivals, arts, crafts exhibitions and food festivals.
- High Internet, Mobile Apps of tourist sites, Virtual Reality experience at Tourist places.



# Various Strategies to Boost Tourism

Events	Months	Districts
Business Conferences, Trade shows	Year-round	Hyderabad, Warangal Urban, Karimnagar, Nizamabad
Art and Music Exhibitions	Year-round	Hyderabad, Warangal Urban, Karimnagar, Nizamabad
Heritage Walks	Year-round	Hyderabad, Warangal Urban, Nizamabad, Karimnagar, Adilabad, Kumuram Bheem Asifabad
Film Festivals	November-February, March-May	Hyderabad, Warangal Urban, Karimnagar, Nizamabad
Kakatiya Festival	December – January	Warangal
Ramappa Temple Event	November – December	Mulugu
Medaram Jatara (largest tribal fairs)	January – February	Mulugu, Warangal
Laknavaram Lake Festival	September – October	Warangal
Wildlife Safari	October – March	Nallamala Forest (Amrabad Tiger Reserve)
Adventure Tourism	October – February	Mahabubnagar (Koilsagar, Somasila)
Rachakonda Trekking	November – February	Nalgonda



# Can Hyderabad emulate the Dubai Model ?

## **Key Factors Contributing to Dubai's Success:**

- Location connectivity to Europe, Asia and Africa.
- World-class airports, ports and transportation networks.
- Emphasis on tourism, finance, real estate, trade, technology and luxury to drive economic growth and diversification.
- Tax-free regime that attracts businesses and investors from around the world.
- High level of safety and security.

## **Strengths of Hyderabad**

- The city excels in sectors such as IT services and research.
- Affordable Cost of Living.
- Rich Cultural and Historical Heritage.
- Hyderabad is a leader in India's pharmaceutical and biotechnology sectors, often referred to as the "Pharma City".

## **Drawbacks of Hyderabad**

- Lacks Modern infrastructure and connectivity.
- Lacks large scale entertainment, luxury and adventure tourism attractions.

While Hyderabad may not replicate Dubai exactly, it has the opportunity to carve out a unique position by blending modern technological advancements with its rich cultural history.



# General Suggestion to boost Telangana tourism

- Involve locals in tourism initiatives to foster a sense of ownership and pride
- Engage influential figures to promote Telangana as a tourist destination.
- Utilize various channels to reach potential visitors.
- Invest in Transportation, Accommodation and Amenities to improve the tourist experience.
- Showcase Telangana's unique traditions and attractions. Provide unique and memorable experiences for tourists.
- Implement measures to guarantee safety and security of visitors.
- Adopt environmentally friendly practices and support local communities.





Thank  
you very  
much!

