



Telangana State Tourism Analysis

Slogan:-Witness the picturesque beauty of #Telangana



Presented by Joysi Immaculate

Telangana State

- The state of Telangana was formed on the **2nd of June, 2014**, and it is the **youngest state** in the Indian Union. It is a land-locked state located in the southern Indian peninsula on the Deccan Plateau, with **Hyderabad as its capital**. The region lies between **15°50'10" N and 19° 55'4" N latitudes and 77°14'8" E and 81°19'16" E longitudes**.

- Telangana is ranked **12th** in the country in terms of population and ranked **11th** in terms of area. The region is majorly drained by Godavari and Krishna rivers with 79% and 69% catchment areas respectively. The most commonly spoken language in the state is **Telugu**. The other languages used are Urdu, Hindi and English.

- Rudreswara Temple(Ramappa temple) in Telangana which is located at Palampet, Mulugu district, in the state of Telangana has been inscribed on UNESCO's World Heritage list. On 25th July, 2021

- [Telangana State Tourism Development Corporation](#) (TSTDC) is a state government agency which promotes tourism in Telangana.Telangana has a variety of tourist attractions including historical places, monuments, forts, waterfalls, forests and temples.



Total District
33

Capital
Hyderabad

Governor
Smt.Dr.Tamilisai soundrarajan

Chief minister
K.Chandrashekhar Rao

Abstract

Revenue by Domestic visitors
(2016-2019)

428bn

Revenue by Foreign visitors
(2016-2019)

6bn

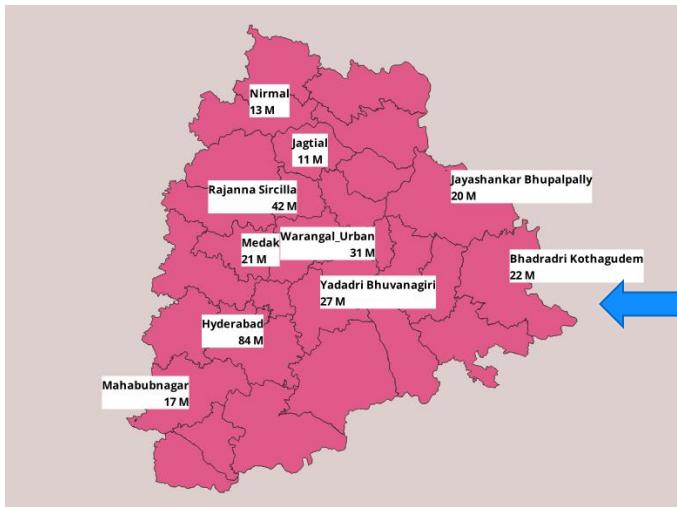
Total domestic visitors(2016-2019)

356M

Total Foreign visitors(2016-2019)

1M

Top 10 districts by domestic visitors count



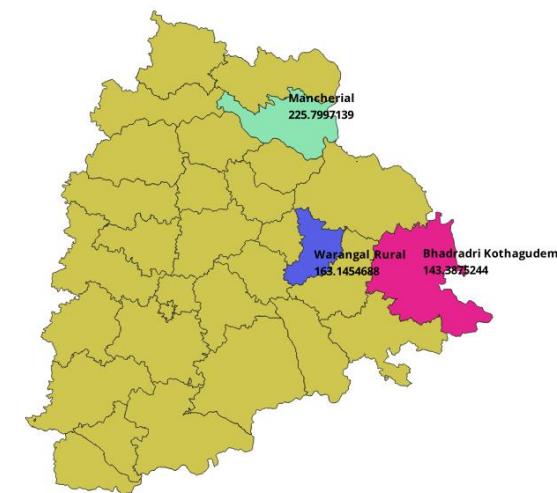
Top 10 District

| District | Visitors |
|-------------|----------|
| Hydera... | 84M |
| Rajanna... | 42M |
| Warang... | 31M |
| Yadadri ... | 27M |
| Bhadra... | 22M |
| Medak | 21M |
| Jayasha... | 20M |
| Mahbu... | 17M |
| Nirmal | 13M |

Bottom 3 district have low CAGR by based on domestic visitors

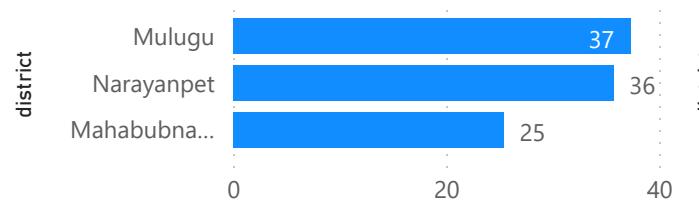


TOP 3 district have High CAGR by based on domestic visitors



Hyderabad has 84 M(23.55%) visitors followed by Rajanna sircilla and warangal and finally last is Jagtial has 11 M visitors

Top 3 district that have high CAGR by foreign visitors



Bottom 3 district that have low CAGR by foreign visitors



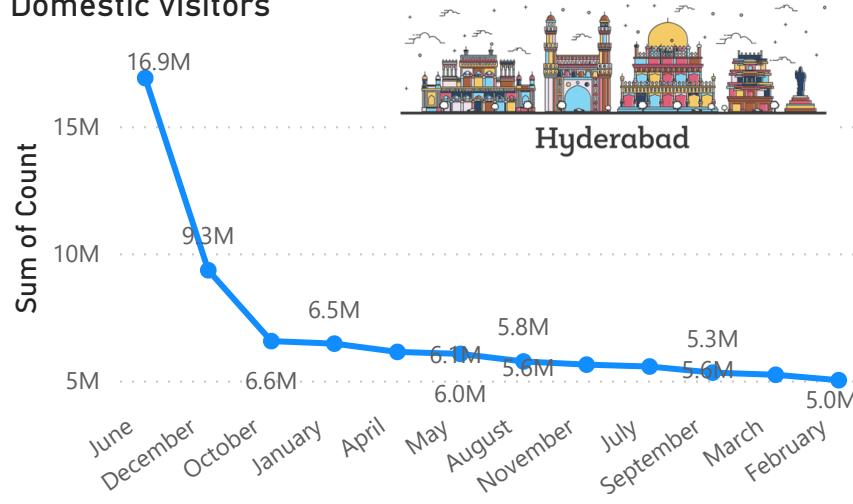
Domestic visitors:

Mancherial has high growth rate among all district which has Gandhari killa,sri satyanarayana swamy temple,kawal tiger reserve,sivaram wildlife sanctuary followed by warangal (Rural),bhandradri kothagudem district has high growth rate between 2016-2019.When come the waranagal_urban,nalgonda and karimnagar has low growth rate among all district because lack of infrastructure,transport,promotions etc.

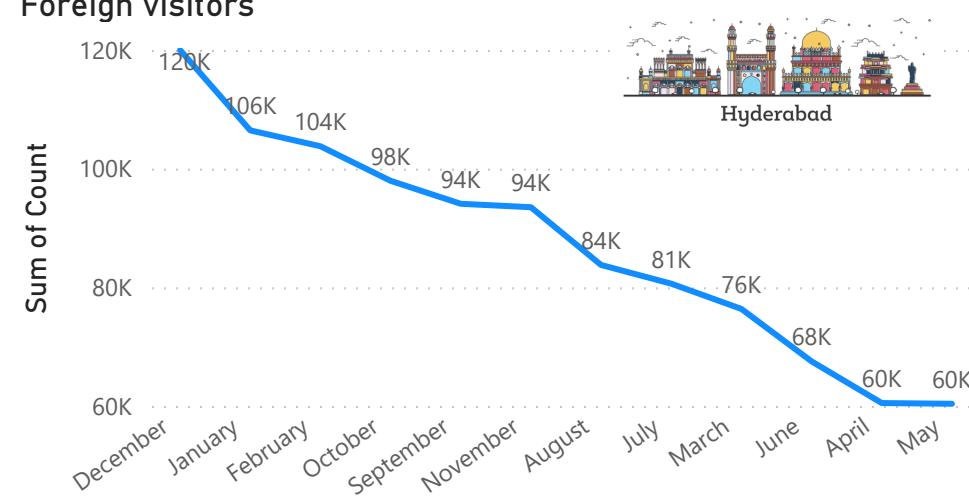
Foreign visitors:

Mulugu followed by narayanpet and mahabubnagar has high growth rate but Jogulamba gadwal has low growth rate many of the foreign tourist not visiting those places

Domestic visitors



Foreign visitors



Hyderabad tourist trends

Most of the domestic tourist visit hyderabad in the month of June - December. But Foreign visitors visit hyderabad in sep-feb because it has decent weather. Hyderabad has many tourist places such as

- Ramoji Film City.-Amusement & Theme Parks. ...
- Golconda Fort- Historic Sites • Castles. ...
- Birla Mandir-Religious Sites. ...
- Salar Jung Museum-Art Museums. ...
- Taj Falaknuma Palace-Architectural Buildings. ...
- Charminar.
- Chilkur Balaji Temple.
- Chowmahalla Palace.

Domestic to foreign tourist ratio

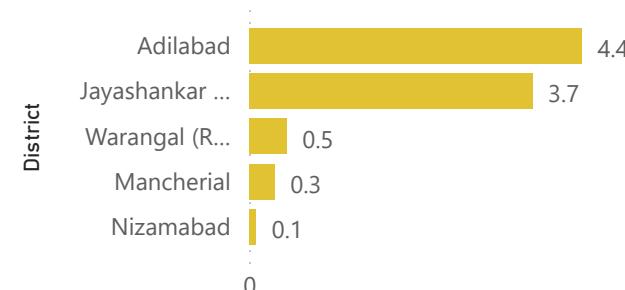
among 33 districts foreign visitors visit only 13 district between 2016-2019. Hyderabad has 110:1 total ratio but Jayashankar Bhoopalpally has low ratio among 13 district

| district | 2016 | 2017 | 2018 | 2019 | Total |
|------------------|------------------|----------------|----------------|----------------|------------------|
| Mulugu | | | | 3165:1 | 3165:1 |
| Mancherial | 780:1 | 19163:1 | 39800:1 | 26981:1 | 19163:1 |
| Nirmal | 458305:1 | 2202542:1 | 2088663:1 | 1908389:1 | 1908389:1 |
| Mahbubnagar | 15971:1 | 4019:1 | 3286:1 | 2920:1 | 15971:1 |
| Jangaon | 20330:1 | 82854:1 | 145511:1 | 164445:1 | 145511:1 |
| Jogulamba Gadwal | 11631:1 | 49898:1 | 45257:1 | 44622:1 | 11631:1 |
| Warangal (Rural) | 63:1 | 471:1 | 987:1 | 1155:1 | 1155:1 |
| Total | 1015111:1 | 10975:1 | 10497:1 | 10519:1 | 1015111:1 |

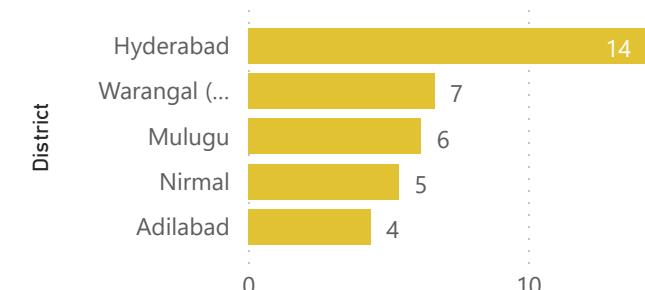
Population to tourist footfall Ratio

As usual hyderabad has high footfall ratio because of lot of facility available in the telangana capital. But Nizamabad has low among all

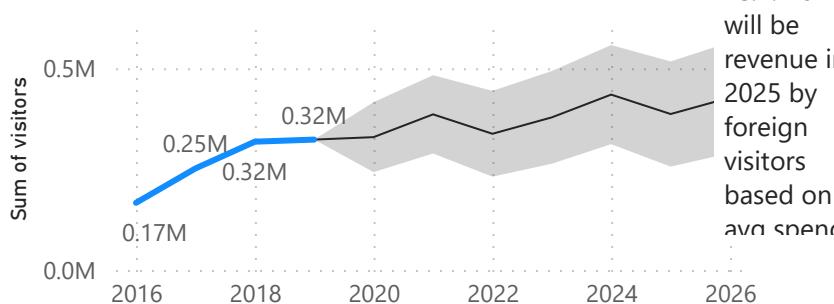
Bottom 5 population to visitors ratio



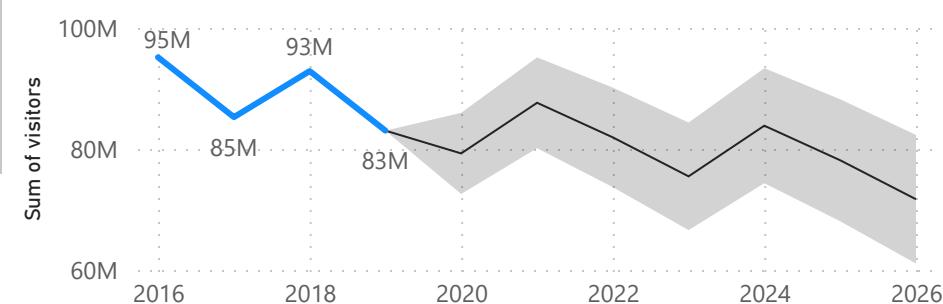
Top 5 population to visitors ratio



YOY Foreign visitors count



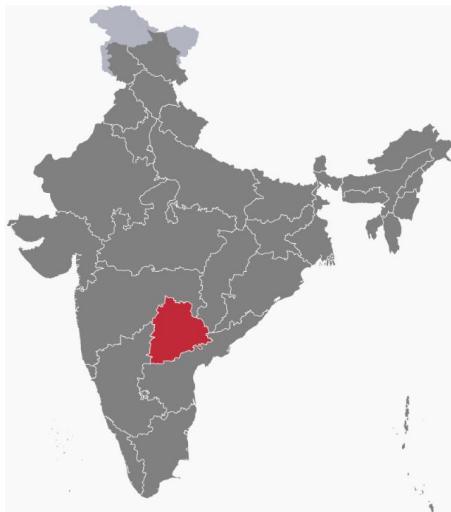
YOY domestic visitors count



YOY visitors count in 2025 for hyderabad city

Based on chart we see domestic visitors count decrease because of many reasons such as covid pandemic, any economical situation etc. But foreign visitors count is increasing year by year its seems good sign for telangana tourism

Other insights about Telangana



4.4% in 2022



971.62 score in
2022



Crime Rate:

The criminal rate, is a measure of the number of crimes committed in a specific area over a given period of time, usually expressed as a percentage or a rate per 100,000 people. This statistic can help to provide insights into the level of criminal activity in a particular community or region and is often used to inform policy decisions related to public safety.

Cleanliness rate:

Telangana won the first prize under the large states category under the Swachh Survekshan Grameen (SSG) 2022 which looks into the sanitation status of rural areas.

Infrastructure

developing tourist infrastructure, package tours for the overall development of tourism in the State. by making facilities for tourist by **Hospitality, Transport, Water Fleet, Sound and Light Shows, Eco-tourism**



Tourism income

Telangana tourism income 13.04 trillion (US\$ 167.82 billion) in 2022-23BE.

District with High potential rate

Hyderabad

- Capital of telangana
- Highly maintained infrastructure
- Have both high domestic and foreign visitors
- Many tourist places

Mancherial

- High CAGR rate
- Pilgrim centres and crocodile sanctuary

Warangal(Rural and urban)

- Significant CAGR growth rate
- Top attraction tourist places

THE GOVERNMENT TAKE ACTION FOR DEVELOP TOURISM:-

Developing infrastructure

Offering incentives such as tax breaks and subsidies to businesses that invest in the area, to encourage them to set up tourism-related ventures.

Decrease the crime rate

Providing training and education: The govt help them develop tourism-related skills and businesses, such as hospitality, tour guiding, and handicrafts.

Promoting local attractions (historical sites, natural beauty, and cultural events)

Promoting local attractions (historical sites, natural beauty, and cultural events)

| year month | 2016 | | 2017 | | 2018 | | 2019 | |
|---------------|----------|---------|----------|---------|----------|---------|----------|--|
| | DTA's | FTA's | DTA's | FTA's | DTA's | FTA's | DTA's | |
| April | 5240071 | 1059896 | 7174972 | 1059896 | 5738278 | 1059896 | 5802032 | |
| August | 5904126 | 1059896 | 6774758 | 1059896 | 4623309 | 1059896 | 5010596 | |
| December | 5055008 | 1059896 | 11772522 | 1059896 | 6497643 | 1059896 | 6505050 | |
| February | 25675243 | 1059896 | 7352530 | 1059896 | 18591596 | 1059896 | 6456354 | |
| January | 7773492 | 1059896 | 6638294 | 1059896 | 16188552 | 1059896 | 10782269 | |
| July | 3999732 | 1059896 | 5547058 | 1059896 | 5028131 | 1059896 | 4598041 | |
| June | 15406150 | 1059896 | 6717719 | 1059896 | 5099789 | 1059896 | 15913901 | |
| March | 7315916 | 1059896 | 6170773 | 1059896 | 8428964 | 1059896 | 6824552 | |
| May | 4842816 | 1059896 | 6721830 | 1059896 | 5954171 | 1059896 | 5362112 | |
| November | 5002576 | 1059896 | 7219814 | 1059896 | 5489447 | 1059896 | 5836604 | |
| October | 4473561 | 1059896 | 6972887 | 1059896 | 5845203 | 1059896 | 5202274 | |
| September | 4472139 | 1059896 | 6203439 | 1059896 | 5393246 | 1059896 | 4742109 | |
| Total | 95160830 | 1059896 | 85266596 | 1059896 | 92878329 | 1059896 | 83035894 | |

- Make prominent private players in meeting,incentives,conference and exhibitions(MICE).
- Global tourism Event at most tourist visitors place
- Music and dance event
- Conduct Telangana expo like dubai expo
- Making international convention centres





Dubai is one of the world's leading tourism destinations, and tourism in Dubai is a major source of revenue. Dubai is an excellent choice for a short getaway with the best shopping, fine dining and sporting events. Flaunting its glamorous infrastructure amid the Arabian desert, the city of Dubai was once known to be a barren land. Today, this artificial miracle is filled with shimmering skyscrapers, fancy hotels, shopping malls and restaurants. Dubai Fountain, with jets and lights choreographed to music, Atlantis, the Palm and an aquarium resort are among the top tourist destinations in Dubai. Dubai will overwhelm you with its amalgamation of futuristic marvels and ancient Arabian aura. Dubai was the fourth most-visited city in the world based on the number of international visitors.[\[1\]](#)



How Hyderabad can emulate Dubai's tourism model ?

Make better infrastructure and basic hygienic amenities at halting points and provide good accommodation and hospitality

1

Improve the transportation specially in air connectivity and decrease the fare prices

3

Make security for visitors and decrease the harassment, crime rate

5

Make more tourism marketing and branding

2

Appoint passionate and trained guide for foreign tourists and make sure for telecommunication network for all places

4

Conduct many tourism development projects and make best government policies for tourism and tourism administration and...

6

How to increase the Telangana tourism by cultural/corporate events



Cultural Festivals



Corporate Festivals



1

Kite festival,Floral festival,Food and film festival,music fesctival,Dance festival,DEccan festival,Sports events like IPL ,national games,Olympiad,Commonwealth etc

2

BONALU, DUSSEHRA, PEERLA PANDUGA, RAMZAN ,SAMMAKKA SAARAKKA JAATHARA has already in telangana cultural plan to increase tourism
2.Bathukamma Festival - A floral festival celebrated by women in Telangana, during which they create colorful flower arrangements in september and october

3

Business Conferences and Seminars:
Telangana can host various national and international business conferences and seminars to attract business visitors. The government can tie up with various industry associations and trade organizations to organize such events in sundays or holidays or vacation days like G20 etc

4

Product Launches and Brand Promotions:
Telangana can also host product launches and brand promotions for various companies. The state can provide a unique platform to companies to showcase their products and services to a large audience in sundays or holidays or vacation days

5

Trade Shows and Exhibitions: Telangana can organize various trade shows and exhibitions in different sectors such as agriculture, healthcare, education, and technology. Such exhibitions can showcase the state's potential in different sectors and help in attracting investments in sundays or holidays or vacation days

6

Incentive Travel: Telangana can offer various incentive travel packages to companies and their employees. These packages can include various activities such as adventure sports, cultural tours, and team-building activities in sundays or holidays or vacation days