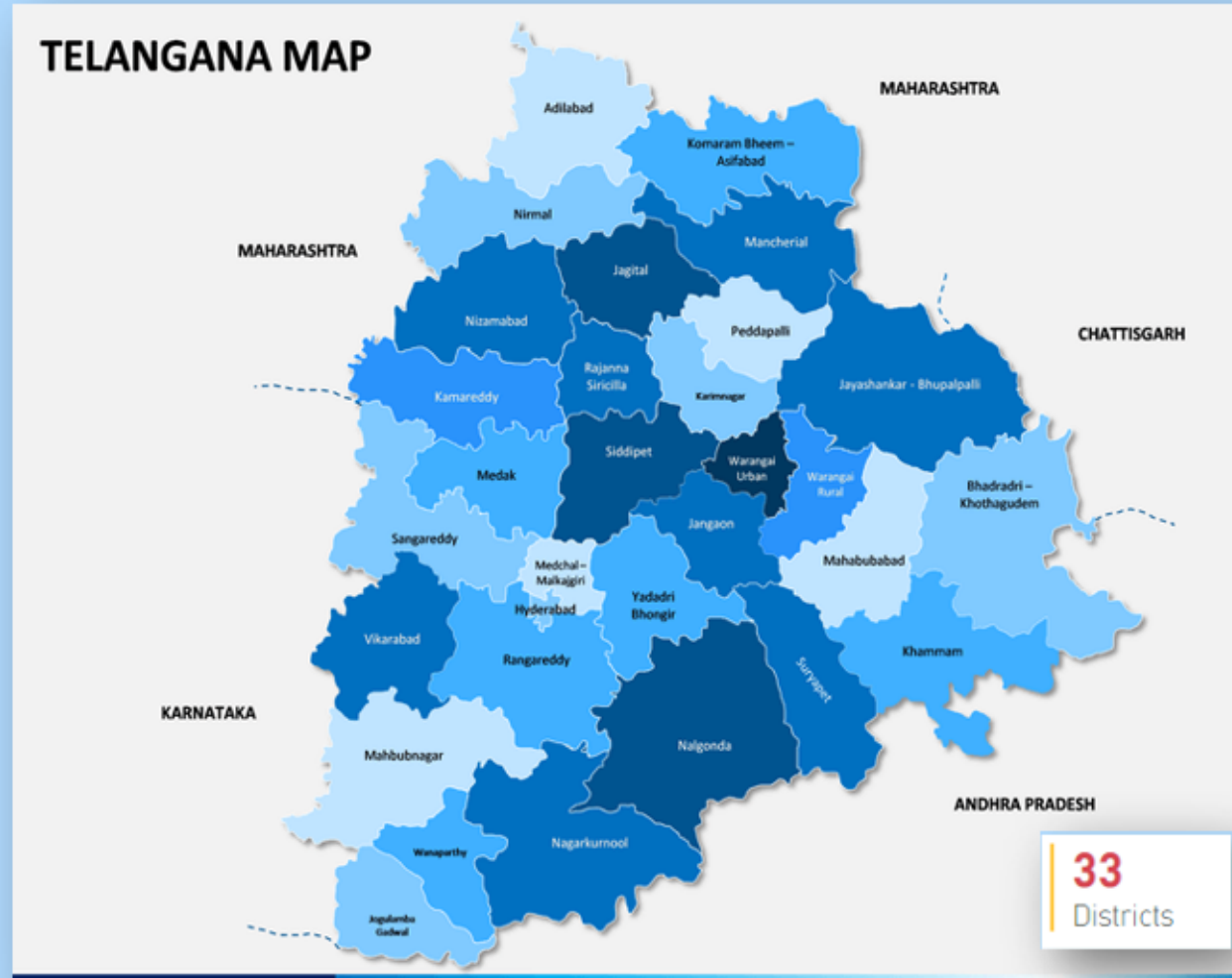# India's 29ᵗʰ Facts about Telangana

"Telangana – The land of waterfalls"

Telangana was part of the Princely State of Hyderabad

Become part of the Union Of India in 1948

In 1956 Telangana was Merged with Andhra to Form the state of Andhra Pradesh.

TELANGANA MAP

MAHARASHTRA

Adilabad

Komaram Bheem – Asifabad

MAHARASHTRA

Nirmal

Mancherial

Jagital

Nizamabad

Peddapalli

CHATTISGARH

Kamareddy

Rajanna Siricilla

Karimnagar

Jayashankar - Bhupalpalli

Medak

Siddipet

Warangal Urban

Warangal Rural

Bhadradri – Khothagudem

Sangareddy

Jangaon

Medchal – Malkajgiri

Mahabubabad

Hyderabad

Yadadri Bhongir

Vikarabad

Rangareddy

Suryapet

Khammam

KARNATAKA

Mahbubnagar

Nalgonda

ANDHRA PRADESH

Wanaparthy

Nagarkurnool

Jogulamba Gadwal

33 Districts

Hyderabad to be the joint Capital of Telangana and Andhra Pradesh for ten years

Drained by two major south Indian rivers Krishna & Godavari

Star attractions of Telangana Kuntala, Kanakai, Gayatri waterfalls Golkonda Fort, Warangal Fort

On June 2, 2014 became the 29ᵗʰ State of India

Welcome to Telangana Tourism Insights

Click on the items below to drill into the analytics

Key Performance Indicators

- Population to tourist footfall ratio, ratio in 2019 for top & bottom 5 districts.

- Future possibilities of domestic & foreign tourist in Hyderabad in 2025

- Projected revenue for Hyderabad in 2025

- Majoring peak & low season months for Hyderabad between 2016 to 2019.

Primary Research

- Get an overview of districts that are doing well
- Districts that are growing based on CAGR of visitors (2016 to 2019)
- Districts that are declining based on CAGR of visitors (2016 to 2019)
- Peak & Low season months for Hyderabad districts (2016 to 2019)
- Top & Bottom 3 districts with high domestic to foreign tourist ratio

Secondary Research

- Population to tourist footfall ratio in 2019 for the top & bottom 5 districts
- Better estimate of incoming domestic & foreign tourist in Hyderabad in 2025
- Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist

Recommendations

- Districts with highest potential
- Cultural / Corporate events to boost tourism
- Hyderabad emulate the Dubai model
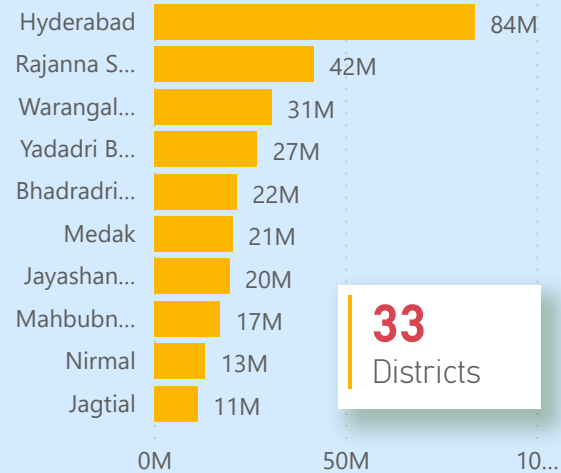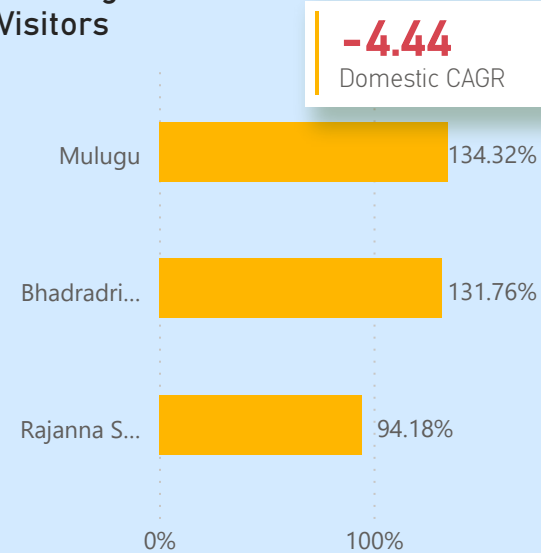- Boost Telangana tourism, specific Hyderabad

Date: April 2023
Resume Project Challenge : Provide Insights to Telangana Government Tourism Department

Source : codebasics

Primary Research

Districts that are doing well among 33 districts

District	Visitors
Hyderabad	84M
Rajanna S...	42M
Warangal...	31M
Yadadri B...	27M
Bhadradri...	22M
Medak	21M
Jayashan...	20M
Mahbubn...	17M
Nirmal	13M
Jagtial	11M

33 Districts

Growing districts based on CAGR of Visitors

-4.44 Domestic CAGR

District	CAGR
Mulugu	134.32%
Bhadradri...	131.76%
Rajanna S...	94.18%

Declining districts based on CAGR of Visitors

24.74 Foreign CAGR

District	CAGR
Warangal...	-56.62%
Nalgonda	-57.45%
Karimnagar	-64.98%
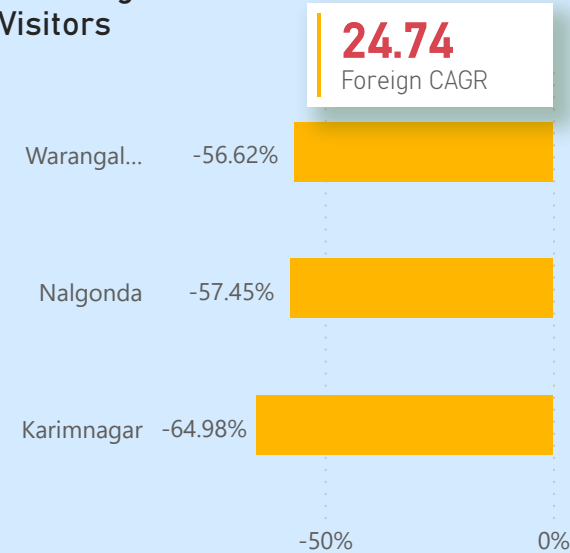
Top 3 Districts with High Domestic to Foreign Ratio

Hyderabad
79.16

Rajanna Sircilla
39.40

Warangal (Urban)

Bottom 3 Districts with High Domestic to Foreign Ratio

Kamareddy
0.00

Peddapalli
0.05

Peak seasons months for Hyderabad

12.0M

1.1M
0.8M
0.8M
1.9M
1.9M
4.9M
1.4M
1.0M
1.3M

Jan 2016 · Jul 2016 · Jan 2017 · Jul 2017 · Jan 2018 · Jul 2018 · Jan 2019 · Jul 2019

Low seasons months for Hyderabad

3.4K
1.9K
1.8K
0.9K
0.3K
0.5K
1.4K
1.2K
1.1K

Jan 2016 · Jul 2016 · Jan 2017 · Jul 2017 · Jan 2018 · Jul 2018 · Jan 2019 · Jul 2019

Secondary Research

Population to tourist footfall ratio for the top 5 districts

Sangareddy
12.85 | 2019

Medak
15.22 | 2019

Bhadradri Kothagudem
34.63 | 2019

Hyderabad
37.23 | 2019

Rajanna Sircilla
45.21 | 2019

Population to tourist footfall ratio for the bottom 5 districts

Kamareddy
2.79 | 2019

Medchal
2.79 | 2019

Ranga Reddy
2.79 | 2019

Suryapet
2.79 | 2019

Vikarabad
2.79 | 2019

Estimate of incoming foreign tourist in Hyderabad in 2025

1.06M | 0.89M | 0.75M | 0.64M | 0.45M | 0.38M
2020 — 2022 — 2024
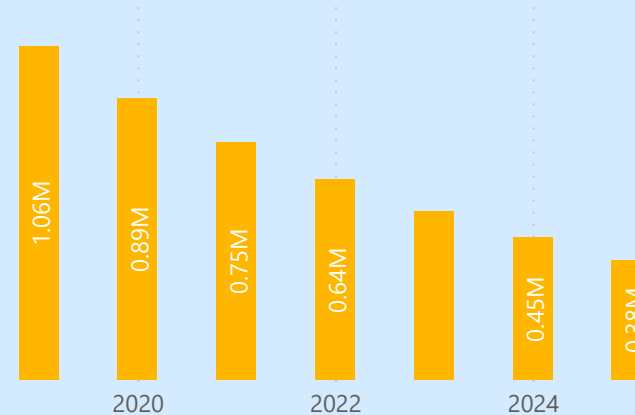
Estimate of incoming domestic tourist in Hyderabad in 2025
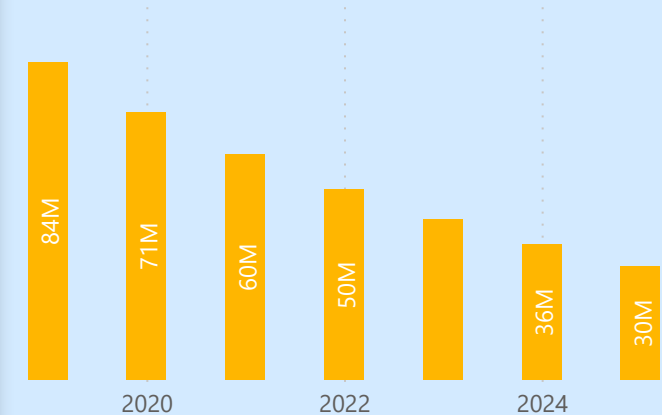
84M | 71M | 60M | 50M | 36M | 30M
2020 — 2022 — 2024

Year district	2016 YOY Visitor Growth%	Ratio	2017 YOY Visitor Growth%	Ratio	2018 YOY Visitor Growth%	Ratio	2019 YOY Visitor Growth%	Ratio	Total YOY Visitor Growth%	Ratio
Hyderabad	140.45	16.34%	107.84	-27.54%	61.43	-28.88%	42.69	19.94%	79.16	
Rajanna Sircilla	13.07	419.39%	47.33	-8.37%	34.05	53.83%	52.06	66.84%	39.40	
Warangal (Urban)	154.82	-93.56%	5.64	22.11%	5.42	3.77%	5.55	7.14%	28.99	
Yadadri Bhongir	10.38	282.74%	27.80	92.89%	42.98	-65.60%	13.88	20.80%	25.37	
Bhadradri Kothagudem	5.34	311.72%	16.26	-5.25%	11.94	219.11%	39.64	138.04%	20.38	
Medak	20.79	119.81%	30.68	-47.13%	12.26	36.93%	16.86	36.49%	19.38	
Jayashankar Bhoopalpally	1.46	408.05%	7.27	726.47%	53.11	-94.27%	2.05	5.00%	18.52	
Mahbubnagar	49.86	-55.85%	13.85	-15.23%	8.97	-9.85%	7.84	18.58%	16.21	
Nirmal	5.50	329.93%	17.49	3.47%	13.13	7.91%	11.80	40.45%	12.56	

→

Recommendations

Districts with High Potential

» Hyderabad, Rajanna Sircilla and Warangal (Urban)

- Hyderabad district has the highest potential for tourism growth.

As for the actions the government can take, it depends on the specific factors driving tourism growth in each district. However, some general strategies the government could consider include:

1. **Improving infrastructure:** Upgrading transportation systems, building new airports, and improving roads can make it easier for tourists to access a district, which can increase tourism.
2. **Marketing and promotion:** Increasing the visibility of a district through marketing campaigns can attract more visitors.
3. **Developing attractions and amenities:** Building new attractions, improving existing ones, and providing better amenities such as hotels and restaurants can increase the appeal of a district to tourists.
4. **Supporting local businesses:** Encouraging the development of local

Cultural / Corporate events to boost tourism

- The Government can conduct to boost tourism, it would be helpful to first understand the local culture, natural attractions, and tourism infrastructure in each district. Based on this information, the government can plan events that align with the local culture and showcase the unique attraction in each districts. For example,**(Warangal)** in districts with a strong cultural heritage, the government could organize events such as festivals or exhibitions to showcase traditional art, music, dance, and cuisine. In districts with natural attractions such as beaches, hills, or wildlife reserves, the government could organize adventure activities or eco-tours.

- The timing of the events would depend on the local climate and the tourist season in each district. For example, events in districts with a cooler climate could be organized during the summer months when tourists are looking to escape the heat, while events in beach destinations could be organized during the winter months when the weather is pleasant.

Hyderabad emulate the DUBAI model

- Hyderabad, like any other city, can learn from Dubai's model of tourism and adapt it to its own unique needs and circumstances. However, it's important to note that replicating Dubai's model is not a one-size-fits-all solution and may not necessarily guarantee success for Hyderabad.
- Dubai has successfully transformed itself into a global tourism hub by developing world-class infrastructure, offering a range of experiences to visitors, and investing in marketing and branding. Hyderabad can learn from Dubai's success by focusing on enhancing its infrastructure, promoting its unique cultural and historical heritage, and creating a vibrant and diverse tourism ecosystem. Specific strategies that Hyderabad can consider include developing new tourism infrastructure such as theme parks and convention centres, promoting its cuisine and traditional arts, and investing in digital marketing and social media campaigns to reach a wider audience. Additionally, Hyderabad can explore partnerships with international travel agencies and airlines to attract more visitors from overseas.

Other recommendations that can boost tourism in Hyderabad.

- Develop tourist-friendly infrastructure
- Promote local culture and heritage
- Offer attractive tourist packages
- Improve cleanliness and hygiene
- Encourage private sector investment
- Promote sustainable tourism
- Leverage technology

Overall, a comprehensive strategy that incorporates these recommendations can go a long way in boosting tourism in Hyderabad.