

2023

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# TELANGANA TOURISM ANALYSIS

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# ABOUT TELANGANA

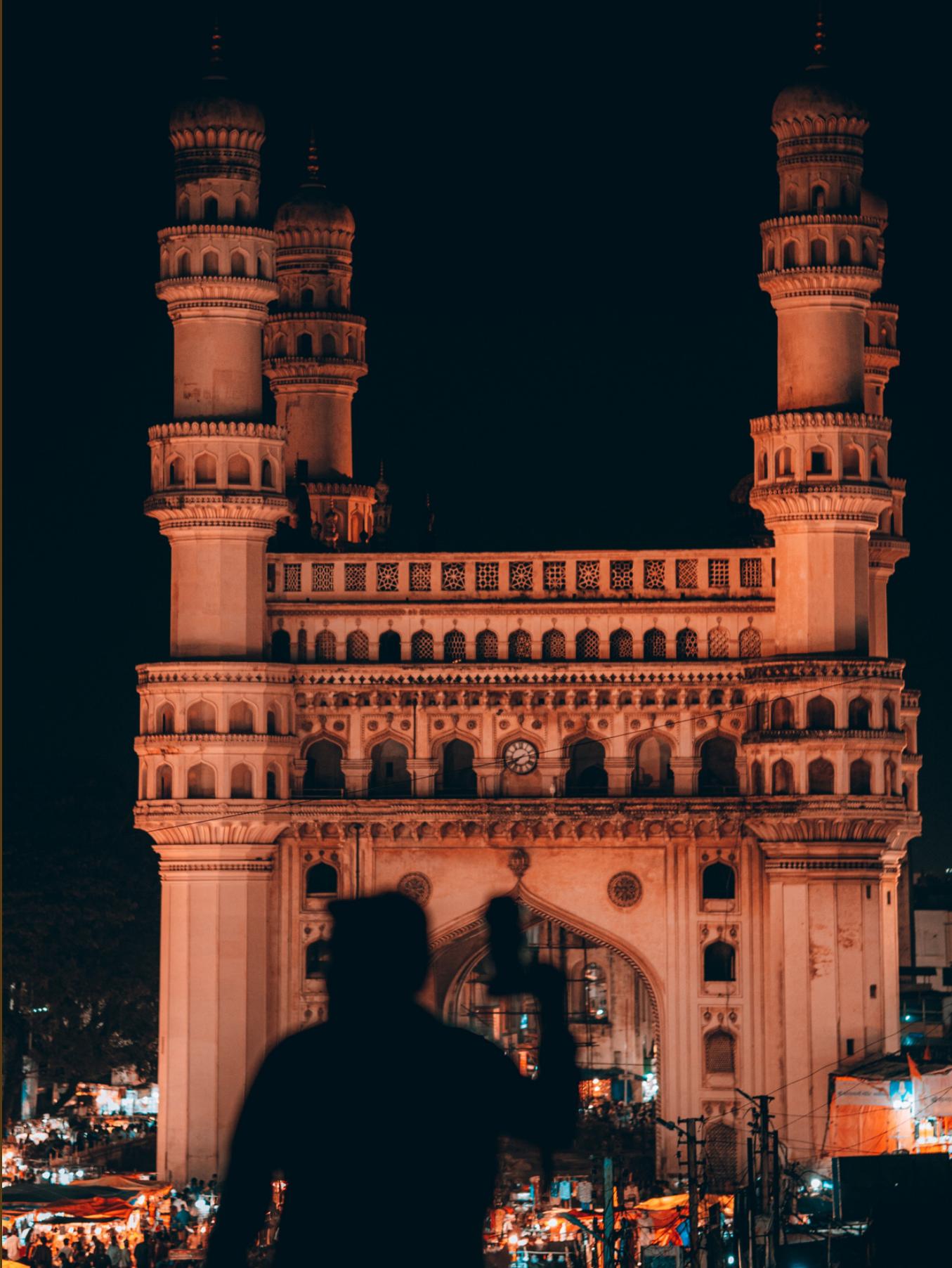
A STATE IN THE SOUTHERN INDIA. SPREAD OVER  
114840 Sq. Km. AND HAS A POPULATION OF AROUND 35M.

TELANGANA IS FAMOUS WORLD-WIDE FOR ITS BRONZE  
CASTINGS THAT REQUIRE EXQUISITE SKILLS FOR CREATING  
INCREDIBLE IDOLS. HYDERABAD BEING THE CAPITAL OF THE  
STATE, COVERS MAJORITY OF THE REGION.

ACCORDING TO A STUDY, TELANGANA IS 6TH IN DOMESTIC  
TOURIST VISITORS AMONG ALL THE STATES IN INDIA.

ACC. TO RBI REPORTS, TELANGANA IS 6TH AMONG THE TOP

CONTRIBUTOR STATES  
FOR INDIAN ECONOMY.







# PROBLEM STATEMENT

TELANGANA IS ONE OF INDIA'S LEADING STATES AND HAS PUBLISHED ITS TOURISM DATA  
UNDER ITS OPEN DATA POLICY.

AS A DATA ANALYST, PETER PANDEY SAW THIS AS AN OPPORTUNITY TO EXPAND HIS  
SKILLS AND SHOW HIS WORK ON A BIGGER SCALE. PETER PANDEY'S IDEA IS TO FIND THE  
PATTERNS IN THE GIVEN DATA, DO ADDITIONAL RESEARCH, AND GIVE DATA-INFORMED  
RECOMMENDATIONS TO THE TELANGANA GOVERNMENT WHICH CAN BE USED TO INCREASE  
THEIR REVENUE BY IMPROVING ADMINISTRATIVE OPERATIONS.

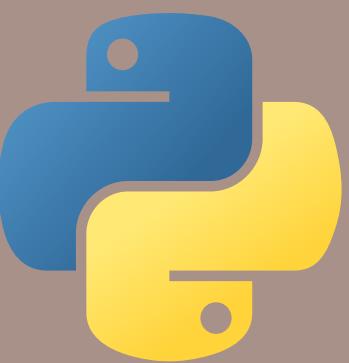




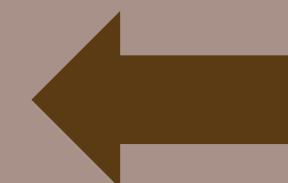
TOOLS



Power BI



python™





## Provide Insights For Telangana Government Tourism Department

### Preliminary Research Questions: (Answers can be found directly from the given data)

1. List down the top 10 districts that have the highest number of domestic visitors overall (2016 - 2019)?  
(Insight: Get an overview of districts that are doing well)
2. List down the top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?  
(Insight: Districts that are growing)
3. List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?  
(Insight: Districts that are declining)
4. What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district?  
(Insight: Government can plan well for the peak seasons and boost low seasons by introducing new events)
5. Show the top & bottom 3 districts with high domestic to foreign tourist ratio?  
(Insight: Government can learn from top districts and replicate the same to bottom districts which can improve the foreign visitors as foreign visitors will bring more revenue)



### Secondary Research Questions: (Need to do research and get additional data)

6. List the top & bottom 5 districts based on 'population to tourist footfall ratio\*\* ratio in 2019? (\* ratio: Total Visitors / Total Residents Population in the given year)  
(Insight: Find the bottom districts and create a plan to accommodate more tourists)
7. What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years?  
(Insight: Better estimate of incoming tourists count so that government can plan the infrastructure better)
8. Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist (approximate data)

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

Suggested areas for further secondary research to get more insights:  
Crime rate, Cleanliness Ratings, Infrastructure Development Ratings etc.



### Recommendations that can be provided to the government

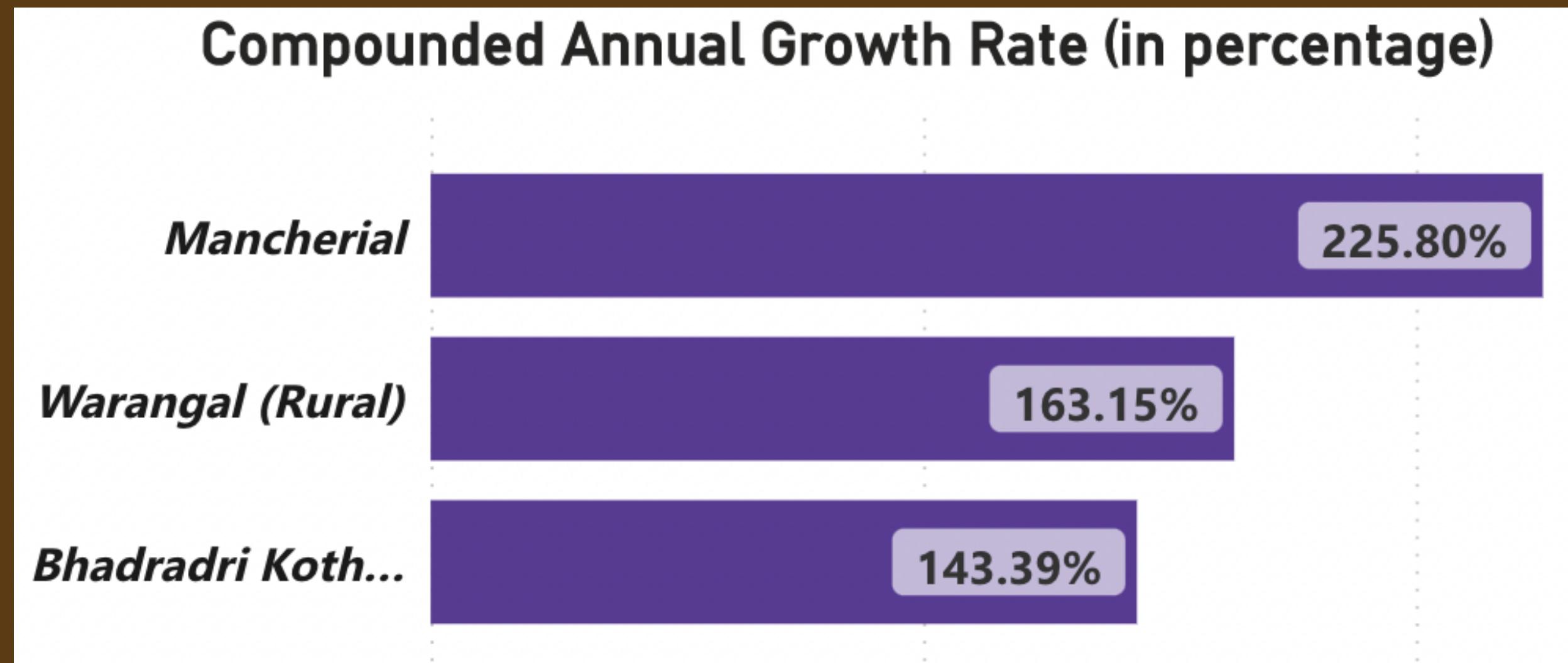
9. Districts with highest potential
  - a. Which districts has the highest potential for tourism growth and what actions government can take?
10. Cultural / Corporate Events to boost tourism
  - a. What kind of events the government can conduct?
  - b. Which month(s)?
  - c. Which districts?
11. Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model? Provide insights based on your research.
12. Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.

# 1. LIST DOWN THE TOP 10 DISTRICTS THAT HAVE THE HIGHEST NUMBER OF DOMESTIC VISITORS OVERALL?

Top 10 districts with maximum number of Domestic visitors			
Hyderabad	Warangal (Ur...	Yadadri Bh...	Bhadrad...
83.9M	30.7M	26.9M	21.6M
Rajanna Sircilla	Medak	Mahbub...	Nirmal
41.8M	20.5M	Jayashankar Bhoo...	17.2M
			13....
			Jagtial

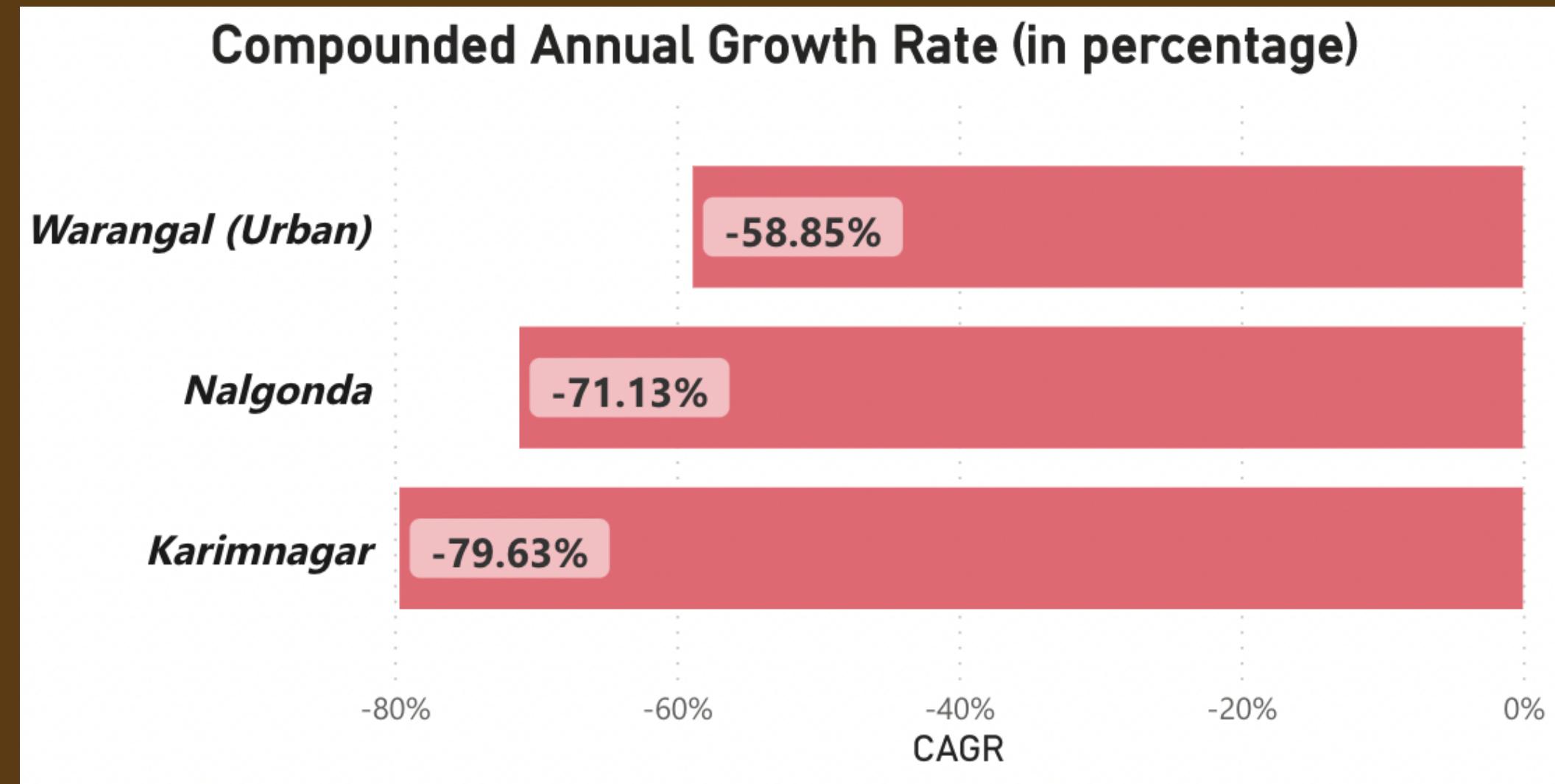
**INSIGHT:** Hyderabad has a major difference with the second in the list of domestic visitors. Mainly it was because of the year 2017. Main reasons being Hyderabad achieving the distinction of becoming the first city to host Global Entrepreneurship Summit (GES), which saw over 2000 delegates and likes of Ivanka Trump was the icing on the cake.

2. LIST DOWN THE TOP THREE DISTRICTS BASED ON THE COMPOUNDED ANNUAL GROWTH RATE (CAGR) OF VISITORS BETWEEN 2016-2019?



**INSIGHT:** The growth in these districts suggests that people are gradually getting more attracted towards the rural life.

**3. LIST DOWN THE BOTTOM THREE DISTRICTS BASED ON THE COMPOUNDED ANNUAL GROWTH RATE (CAGR) OF VISITORS BETWEEN 2016-2019?**



**INSIGHT:** Warangal (Urban), Nalgonda and Karimnagar have witnessed comparatively much lesser number of visitors over the years 2016-2019.

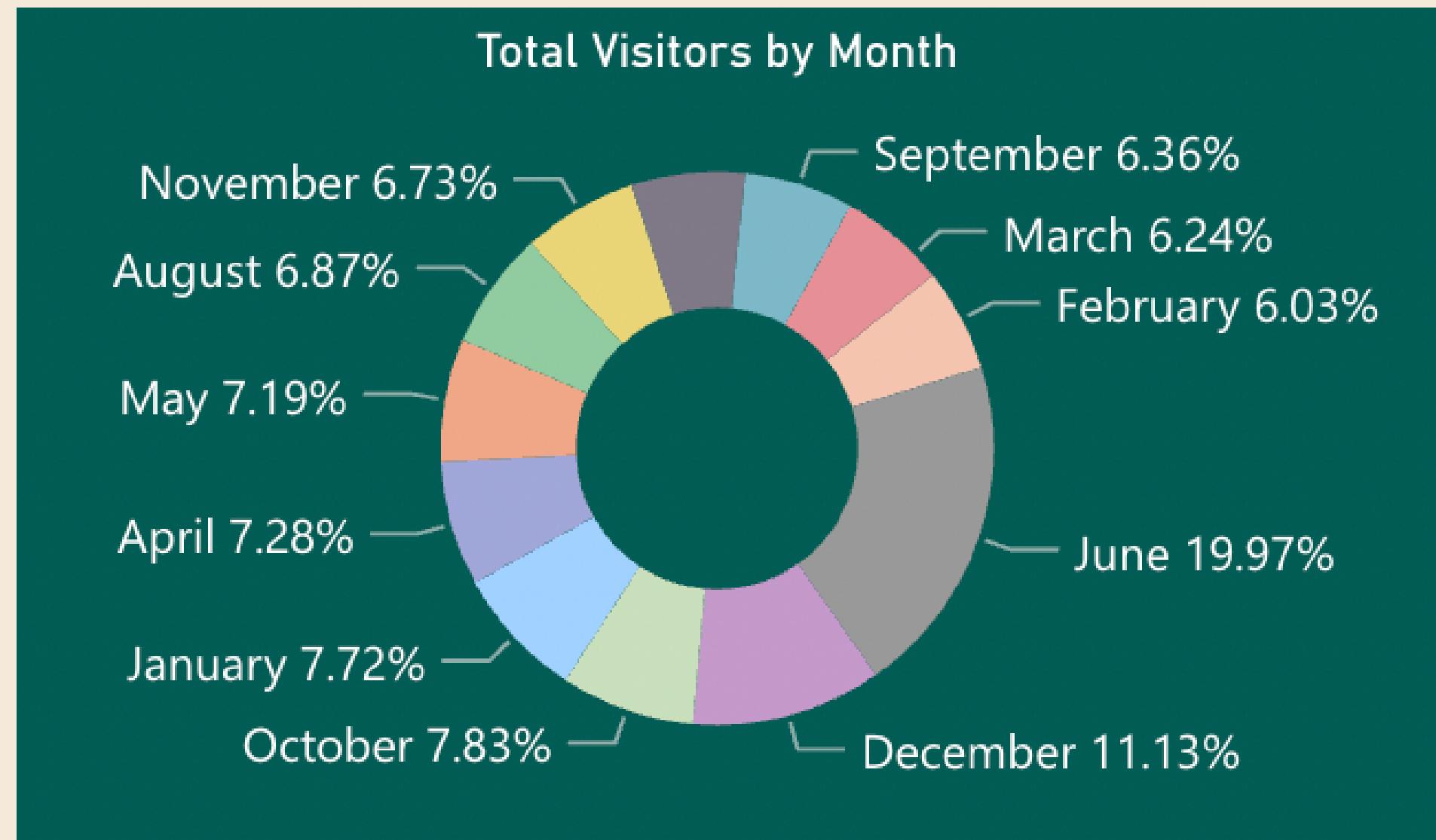
## 4. WHAT ARE THE PEAK AND LOW SEASON MONTHS FOR HYDERABAD BASED ON THE DATA FROM 2016-2019?

**PEAK MONTHS**

JUNE

DECEMBER

OCTOBER



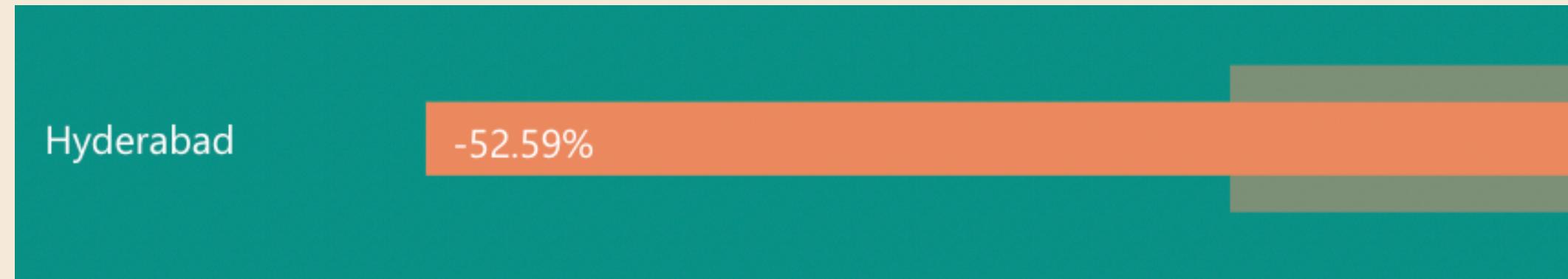
**LOW MONTHS**

FEBRUARY

MARCH

SEPTEMBER

## CAGR FOR HYDERABAD FOR JUNE MONTH



**INSIGHT:** One important thing to be noted is that even though June is the peak season for Hyderabad visitors overall. But when we see the CAGR for Hyderabad for the month of June, it has reduced a lot.

## 5. SHOW THE TOP AND BOTTOM 3 DISTRICTS WITH HIGH DOMESTIC TO FOREIGN TOURIST RATIO.

BOTTOM

Domestic to Foreign Ratio - Districts

Mulugu

3.2K

Warangal (Rural)

2.7K

Hyderabad

0.1K

TOP

Domestic to Foreign Ratio - Districts

Nirmal

6.7M

Jangaon

0.4M

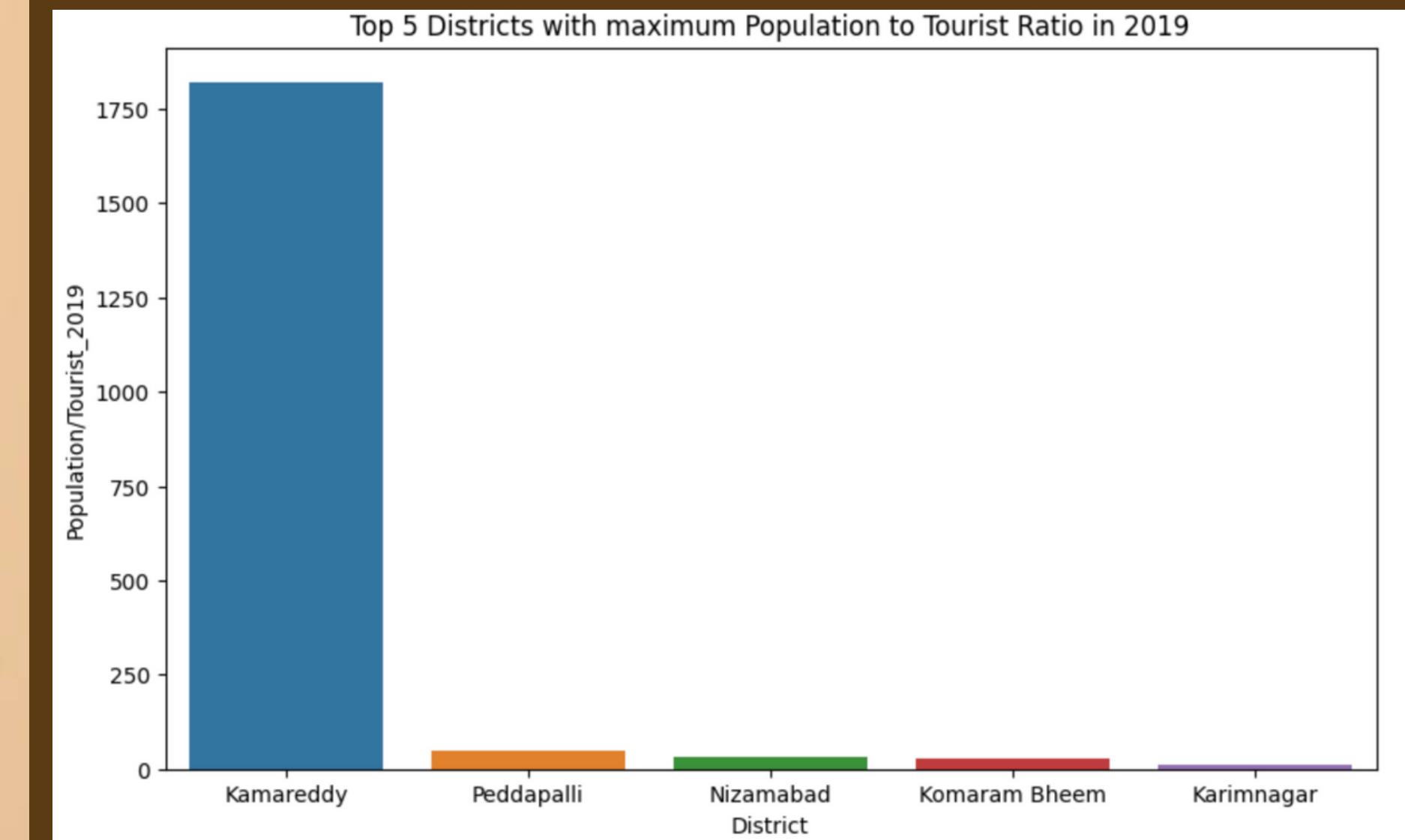
Adilabad

0.2M

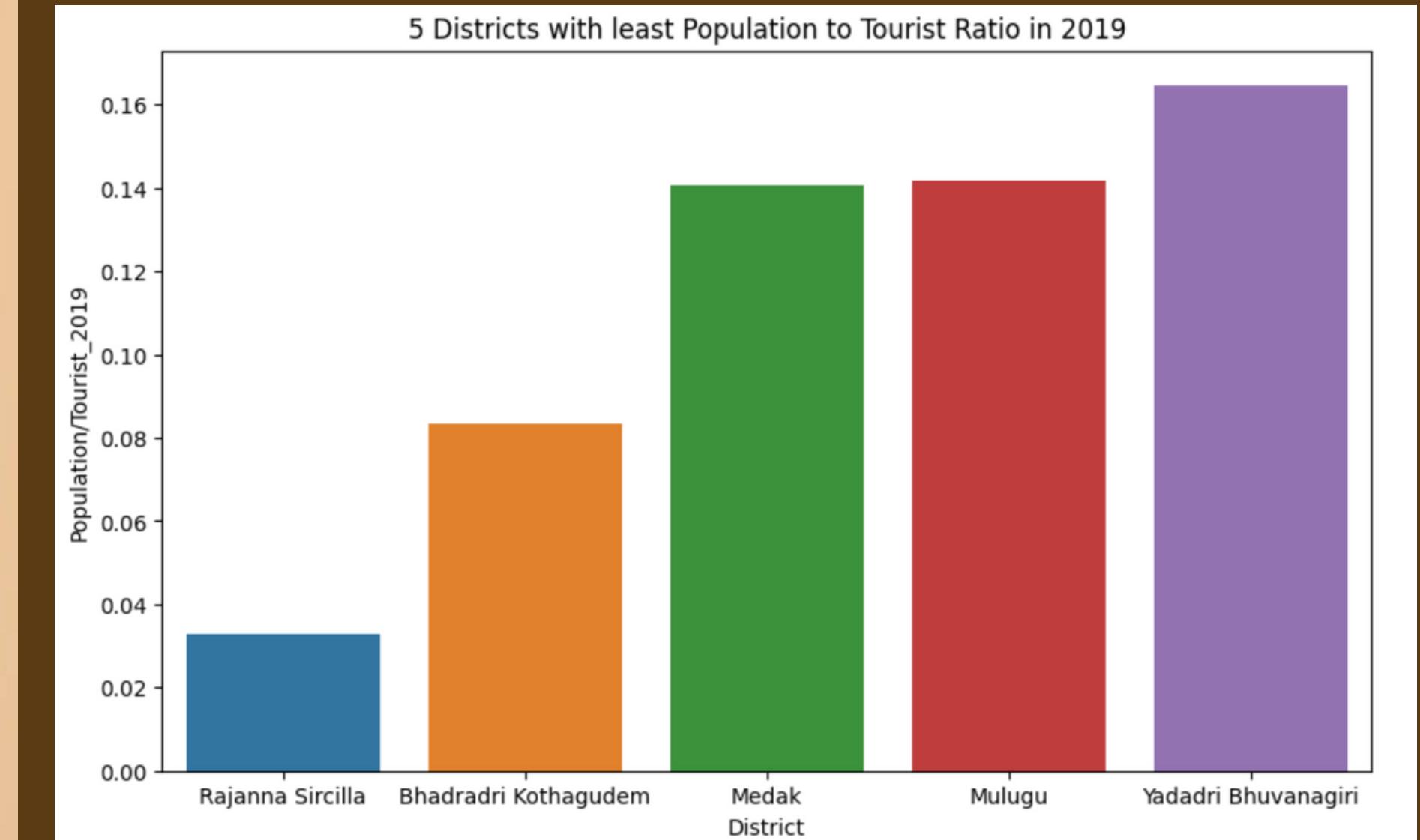
**INSIGHT:** Mulugu and Warangal (Rural) are the unexpected one's which show lesser variation in the number of domestic and foreign visitors.

The districts with high ratio suggest that it's not a good sign as both numbers must be balanced for a greater revenue.

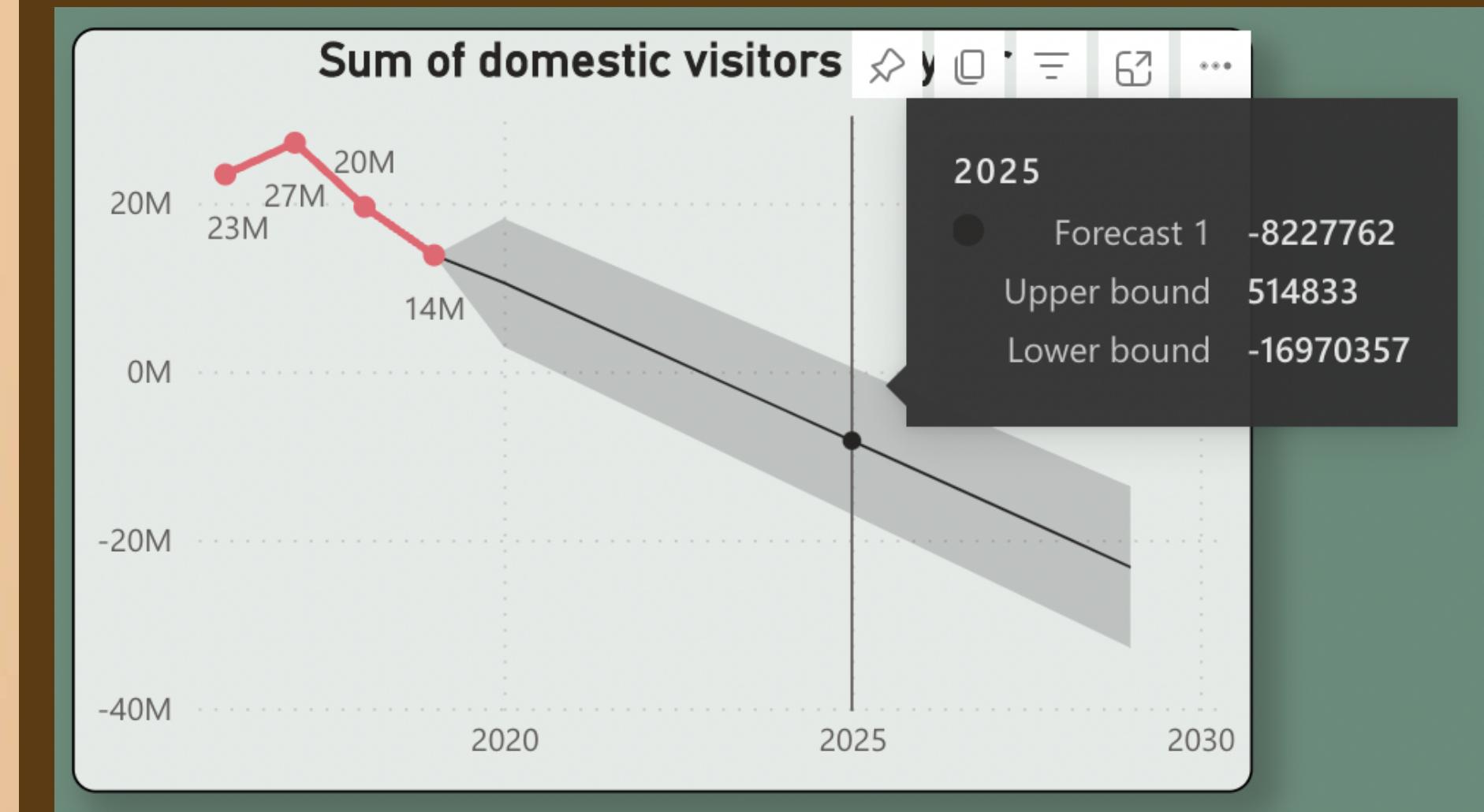
**6. LIST THE TOP AND BOTTOM 5 DISTRICTS BASED 'POPULATION TO TOURIST FOOTFALL RATIO' RATIO IN 2019.**



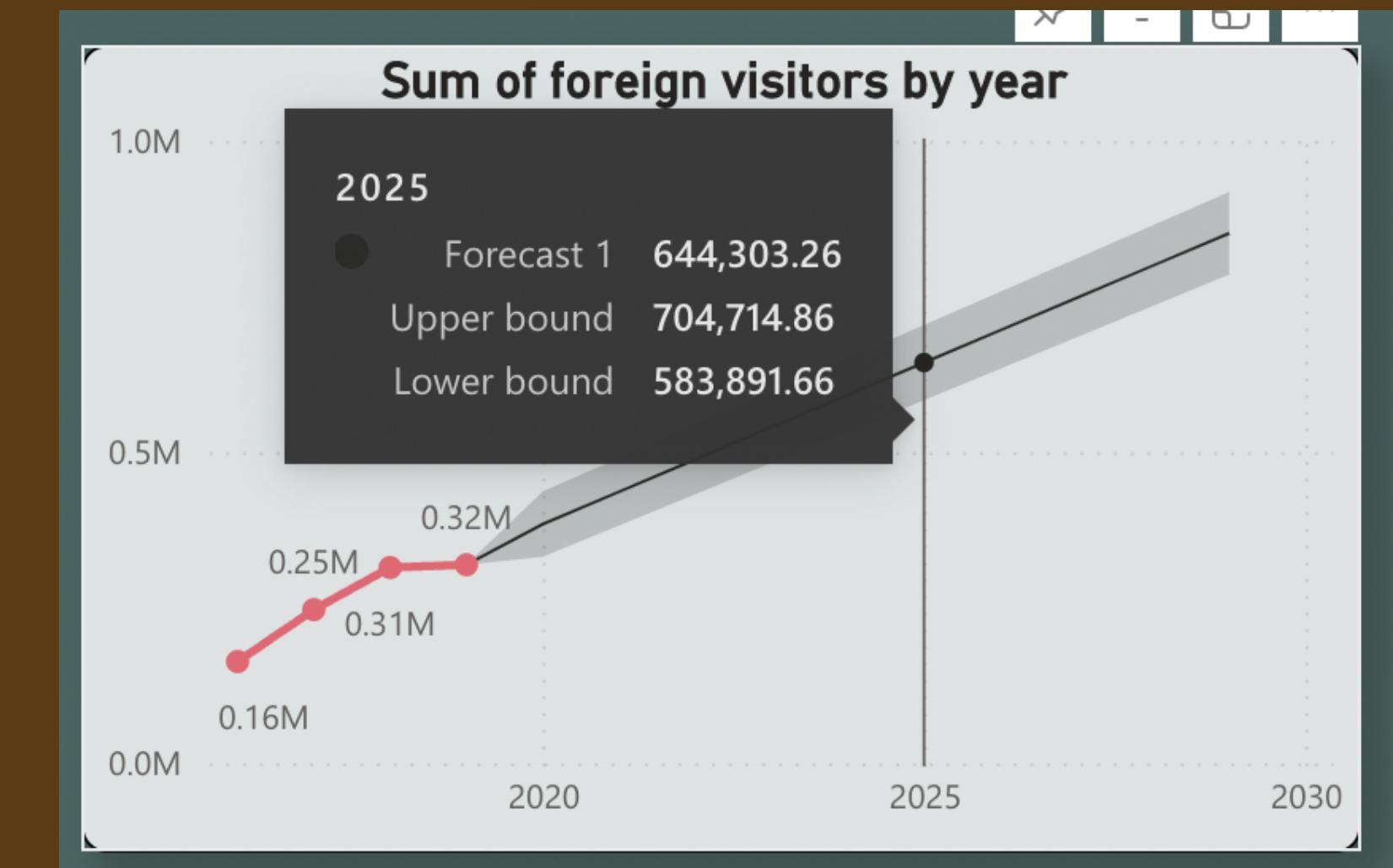
**6. LIST THE TOP AND BOTTOM 5 DISTRICTS BASED 'POPULATION TO TOURIST FOOTFALL RATIO' RATIO IN 2019.**



**7. WHAT WILL BE THE PROJECTED  
NUMBER OF DOMESTIC AND FOREIGN  
TOURISTS IN HYDERABAD IN 2025  
BASED ON THE GROWTH RATE FROM  
PREVIOUS YEARS?**



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**8. ESTIMATE THE PROJECTED REVENUE  
FOR HYDERABAD IN 2025 BASED ON  
AVERAGE SPEND PER TOURIST.**

**GIVEN:**

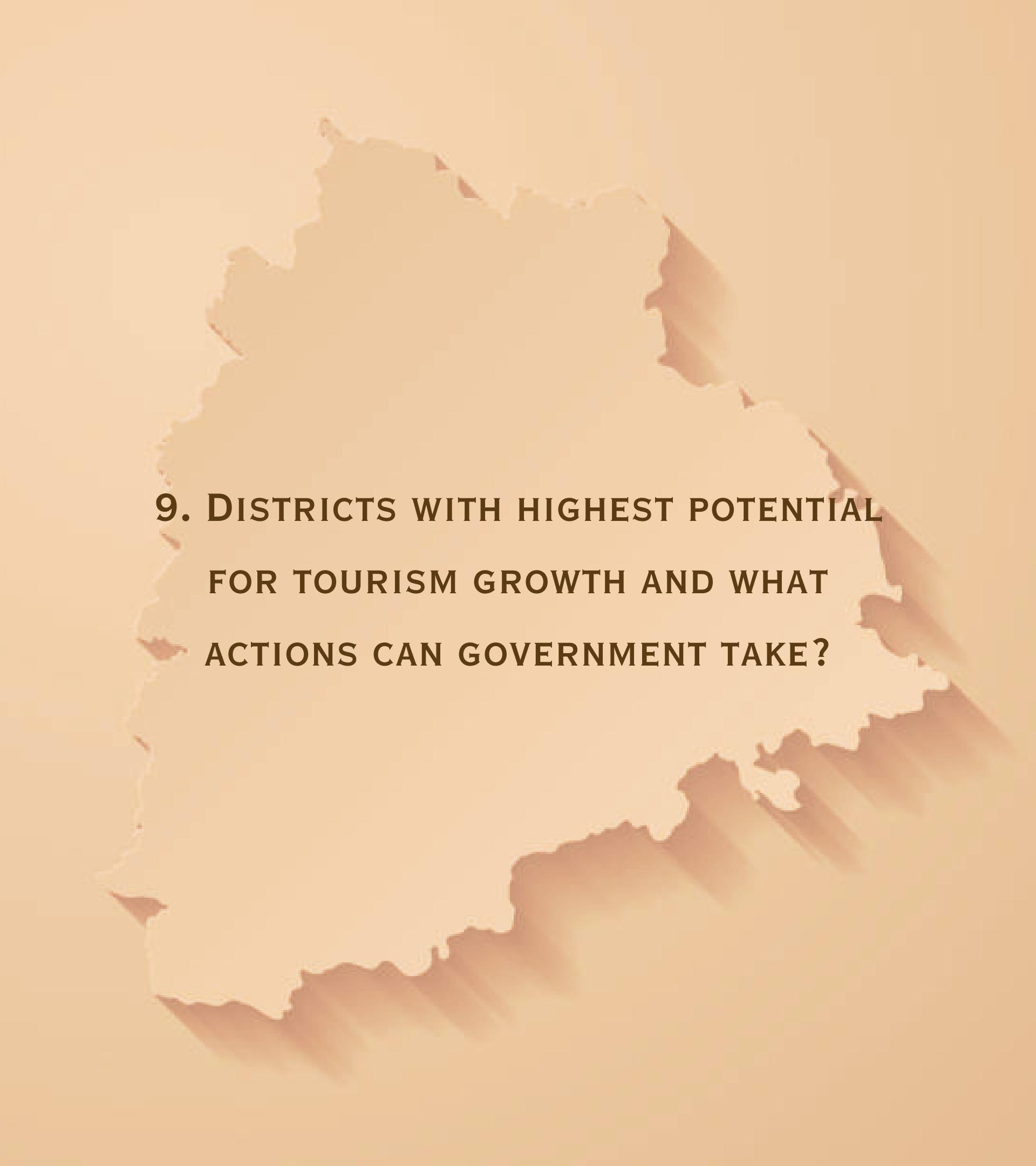
Tourist	Average Revenue
Foreign Tourist	₹ 5,600.00
Domestic Tourist	₹ 1,200.00

**PROJECTED DOMESTIC TOURISTS FOR HYDERABAD IN 2025 =  
-8227762**

**SINCE NUMBER OF VISITORS CANNOT BE NEGATIVE, LET US  
CONSIDER IT TO BE 0.**

**PROJECTED FOREIGN TOURISTS FOR HYDERABAD IN 2025 =  
644303.26**

**TOTAL REVENUE FOR HYDERABAD IN 2025 =  
 $(0 * 1200 + 644303.26 * 5600) = 3608098260$   
= 3.6 BILLION INR**



## 9. DISTRICTS WITH HIGHEST POTENTIAL FOR TOURISM GROWTH AND WHAT ACTIONS CAN GOVERNMENT TAKE?

EVEN THOUGH HYDERABAD HAS VERY LESS CAGR, THE ECONOMY OF HYDERABAD HAS SEEN TO HAVE A CONTINUOUS INCREASE OVER THESE YEARS. MOST OF THE REVENUE IS BEING GENERATED BY THE FOREIGN VISITORS AND IT IS CONTINUING TO INCREASE.

WARANGAL (RURAL) SEEMS TO BE A HIGH POTENTIAL DISTRICT FOR TOURISM GROWTH AS THE CAGR IS HIGH AND DOMESTIC-FOREIGN RATIO IS ALSO LESS. GOVT. CAN START FUNDING SUCH RURAL AREAS FOR CONDUCTING EVENTS AND MAINTAINING THE PLACE SO THAT MORE POTENTIAL FOREIGN VISITORS CAN WITNESS THE RURAL CULTURE OF TELANGANA. AFTER BEING ORIGINATED FROM ADILABAD, MANCHERIAL HAS SHOWN GREAT RISE IN THE NUMBER OF VISITORS WHICH IS A GOOD SIGN.

## **10. CULTURAL / CORPORATE EVENTS TO BOOST TOURISM.**

**A) WHAT KIND OF EVENTS THE GOVERNMENT CAN CONDUCT?**

**B) WHICH MONTHS?**

**C) WHICH DISTRICTS?**

**AS HAPPENED IN THE 2017 SUMMIT, TELANGANA GOVT. CAN TRY AND GET MORE INTERNATIONAL EVENTS TO BE HELD IN THE STATE AS THIS PROVIDES A GREAT OPPORTUNITY FOR RECOGNITION AND GROWTH OF THE PLACE. THE EVENTS SHOULD MOSTLY BE PLANNED IN HYDERABAD. GOVT. CAN ORGANISE HUGE CULTURAL / FESTIVITY EVENTS TO ATTRACT PEOPLE FROM THE DIFFERENT STATES. AS THERE ARE MANY EVENTS THAT HAPPEN IN GOA WHICH FASCINATES THE PUBLIC. AN EVENT THAT WOULD HAVE A WHOLESOME EXPERIENCE OF THE CULTURE THERE, THE FOOD SPECIALITIES. THIS WOULD INCREASE POPULARITY AS WELL AS EMPLOYMENT OPPORTUNITIES FOR THE CITIZENS. THESE EVENTS MUST BE FOCUSED IN THE HOLIDAY MONTHS LIKE DECEMBER, JANUARY, FEBRUARY, JUNE.**



11. DUBAI HAS MADE ITSELF A BUSINESS HUB AND ENJOYS MASSIVE BUSINESS TOURISM. CAN HYDERABAD EMULATE THE DUBAI MODEL? PROVIDE INSIGHTS BASED ON YOUR RESEARCH.



1. DURING THE YEAR 2016, TOURISM DIRECTLY CONTRIBUTED 68.5 AED TO THE COUNTRY'S GROSS DOMESTIC PRODUCT.
  2. TODAY TOURISM CONTRIBUTES THE MOST TO THE COUNTRY'S ECONOMY IN DUBAI.
  3. ATTRACTIONS FOR ALL KIND OF PEOPLE.
  4. THE LUXURIOUS LIFE STYLE.
  5. ACCORDING TO A RESEARCH, MOST OF THE TOURISTS IN DUBAI ARE INDIANS.
- CONSIDERING ALL THESE FACTS, IN MY PERSONAL OPINION I DO NOT THINK HYDERABAD CAN EMULATE THE DUBAI MODEL. EVEN AFTER GETTING THE RESOURCES, MOST IMPORTANT THING IS HOW TO MANAGE IT WELL!

## 12. PROVIDE ALL OTHER RECOMMENDATIONS THAT CAN BOOST THE TELANGANA TOURISM, PARTICULARLY HYDERABAD.

Worse place for tourists

★ ★ ★ ★ ★ Sep 26, 2021 05:08 PM 1210 Views (via Mobile)

One of the worse place can say about this journey as the worst experience in my life. Cancellation of tour on account of error in webpage difficult situation to spe have courtesy..

★ ★ ★ ★ ★ Aug 10, 2021 10:33 PM 1312 Views (via Mobile)

On account of webpage error, I could not book my tour on desired date and wrong date was allotted in the ticket. I had booked it during night hours and toll-free numbers respond only during morning hours. It got selected on the very next day. Once I saw the ticket details I tried to contact them immediately. However the staff were too rude and disconnected the calls. While our country stands for a motto "Atithi Devoh Bhavah" for tourists everywhere round world. When you can't help and guide your own country people what respect will show to others. It's a disrespect to every tourist looking for good packages with good services. Is this what you call a service when you can't

tions they

Worst telangana tourism

★ ★ ★ ★ ★ Oct 14, 2019 06:15 PM 2392 Views (via Mobile)

One of the worst shiridi package. By telangana tourism. Accommodation provided in the package was not Higenic. Washrooms are dirty. No proper taps and showers. Poor power supply.

Horrible Experience in Harita Ramapa Ramapa lake

Jan 19, 2018 05:27 PM 2022 Views

★★★☆☆ 42% 2.11 ★ 234 Votes

Telangana tourism is not useful !!!

★ ★ ★ ★ ★ Jun 14, 2017 03:41 PM 6650 Views (via Mobile)

amoji Film City Tour was Excellent

Worst experience with Telangana Tourism

★ ★ ★ ★ ★ Dec 10, 2017 11:10 PM 4434 Views

Trip to shiridi

★ ★ ★ ★ ★ Nov 02, 2017 03:54 AM 5731 Views (via Mobile)

The worst part is bus.never travel in telangana tourism. the buses and lodges what the provide are absolutely waste of money.

If you want to punish your self.then this would be the perfect choice. bed sheets are so dusty that they not even bothered. they treat as if we are buffalos travelling.in a truck.

# ISSUES

- TELANGANA STATE TOURISM DEVELOPMENT CORPORATION - SERVICES ARE BAD
- 3 OUT OF 5 CUSTOMER REVIEWS SEEM TO BE NEGATIVE
- TRAFFIC ISSUE IN THE CITY
- EXPERIENCES WHERE THE LOCALITES DO NOT TALK NICELY TO THE OUTSIDERS
- HYDERABAD INTAKE OF DOMESTIC VISITORS HAS BEEN DRASTICALLY REDUCING.
- BUS SERVICES REALLY BAD



- GOVT. SHOULD MAKE SURE THE PACKAGES PROVIDED ARE WORTH AND LEGALLY APPROVED
- A BETTER TRAFFIC MANAGEMENT WOULD DO WONDERS
- ORGANISE CULTURAL EVENTS SPECIFICALLY IN THE MONTHS OF DECEMBER, JANUARY, FEBRUARY, JUNE
- AFTER EVERY FEW MONTHS THE SERVICES MUST BE CROSS CHECKED FOR A BETTER TOURIST REVIEW.
- WORK ON THE PORTAL OF ONLINE RESERVATION NEEDS TO BE MAINTAINED PROPERLY
- BUS SERVICES SHOULD BE IMPROVED
- IN THE PROCESS OF FOCUSING ON THE FOREIGN VISITORS, THE STATE MIGHT BE FORGETTING ABOUT THE DOMESTIC VISITORS.
- SPECIAL DISCOUNTS CAN BE ARRANGED FOR DOMESTIC VISITORS TO MAINLY GRAB THE ATTENTION.



# SUGGESTIONS FOR IMPROVEMENT

# THANK YOU

