Telangana Tourism

Visit for all reasons & all seasons

'Every place has a story for you. Every moment has an experience for you'

– Telangana Tourism

Insights to Telangana Government Tourism Department

Domain: Tourism | **Function**: Revenue / Municipal Administration

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Data Analyst

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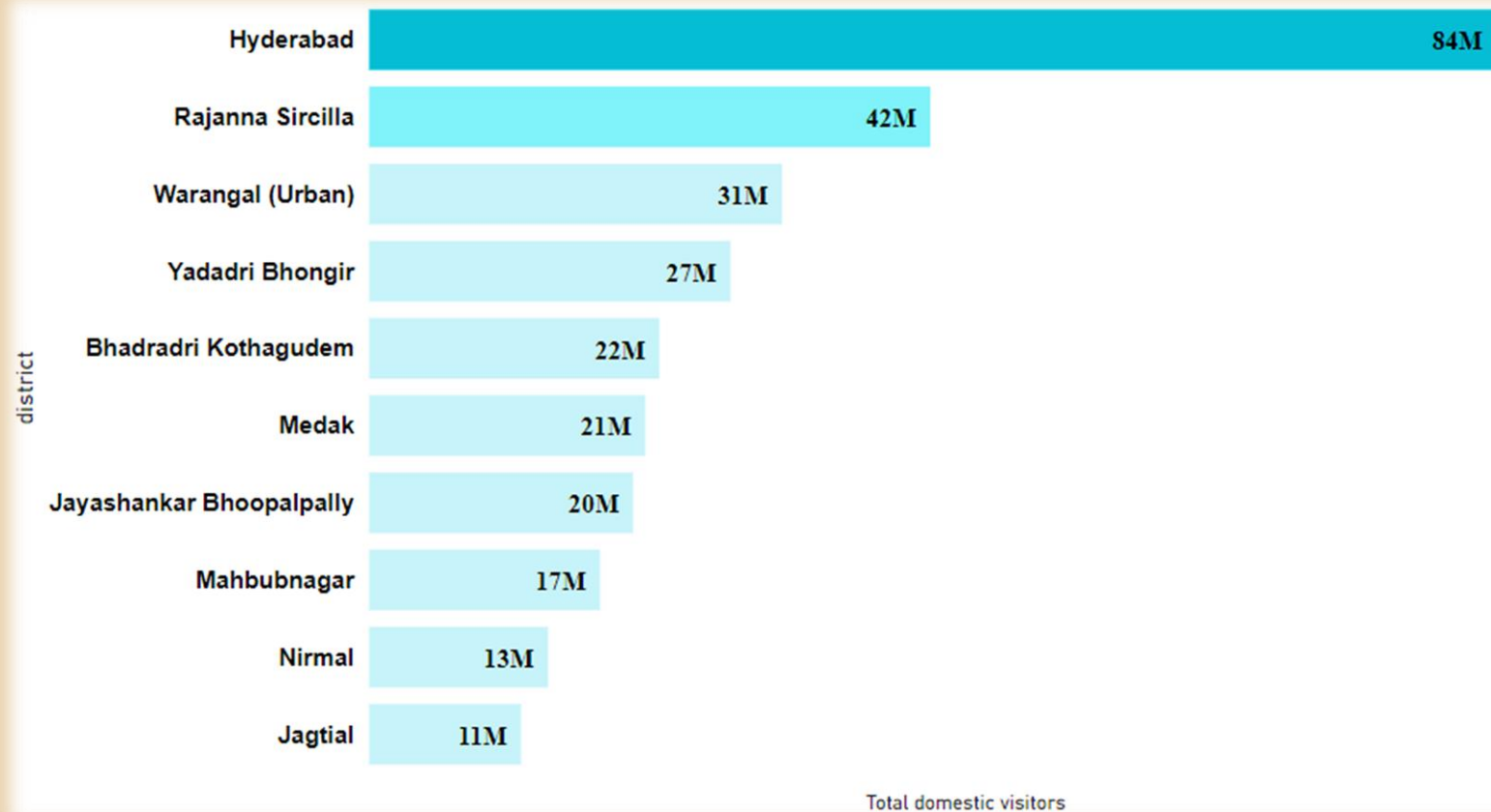|	
Capital :	**Hyderabad**
Grographical Area (sq km) :	114840
Districts :	Total **33** districts
Major Cities :	Hyderabad, Secunderabad, Warangal
State Language :	Telegu, English, Hindi
Climate :	Winter (November to February) Summer (March to June, peak in May with avg 42 deg celcius) Monsoon (July to September)

Key Industries :   IT, Pharmaceutical, Manufacturing, Textile, Tourism, Mines and Minerals

Hyderabad received the most domestic visitors(84 M) in Telangana

district	Total domestic visitors
Hyderabad	84M
Rajanna Sircilla	42M
Warangal (Urban)	31M
Yadadri Bhongir	27M
Bhadradri Kothagudem	22M
Medak	21M
Jayashankar Bhoopalpally	20M
Mahbubnagar	17M
Nirmal	13M
Jagtial	11M

- From 2016 to 2019, **Hyderabad got 23.55 %** **of total domestic visitors**, followed by Rajanna Sircilla and Warangal(Urban).
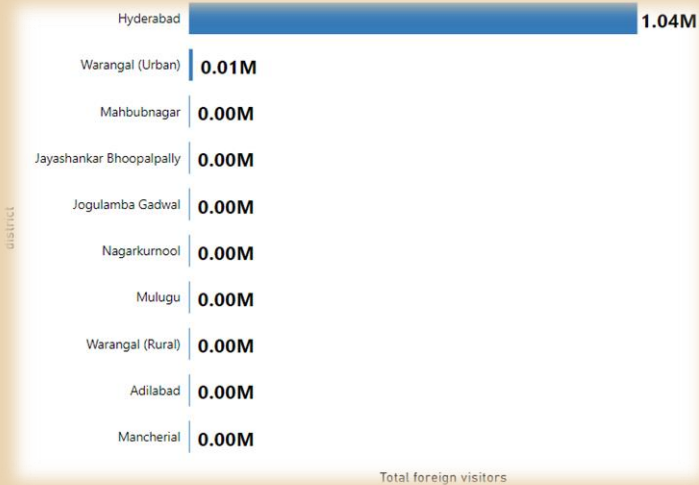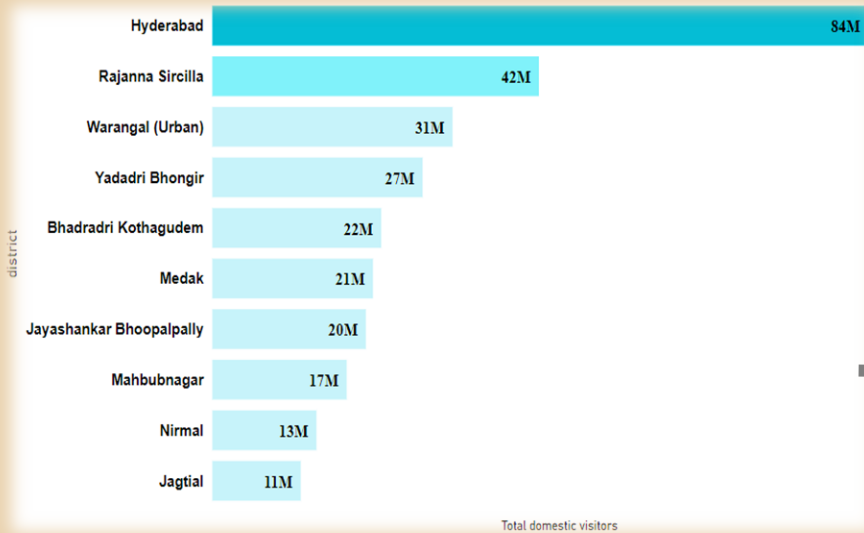
Hyderabad also received the highest foreign visitors(1.04 M) in Telangana
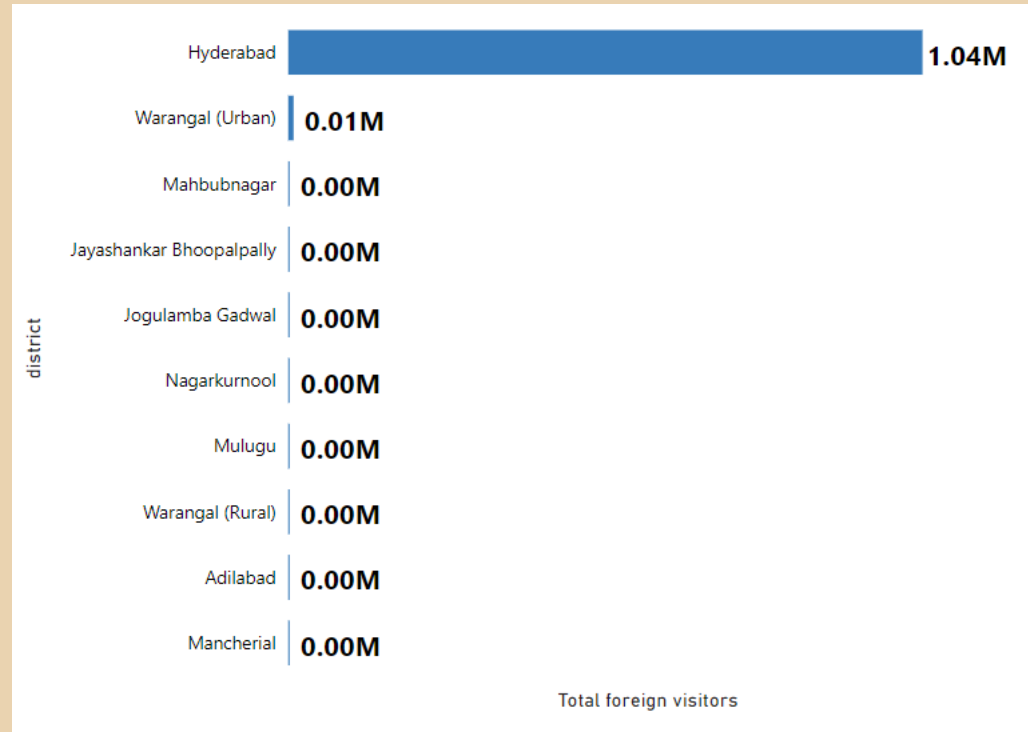
- **Hyderabad got 98.58 %** of total foreign visitors in Telangana from 2016 to 2019 .
- The second highest district **Warangal(Urban) got only 8828 foreign visitors** and **Mancherial, the last one among top 10, received only 10 foreign visitors** in these 3 years .
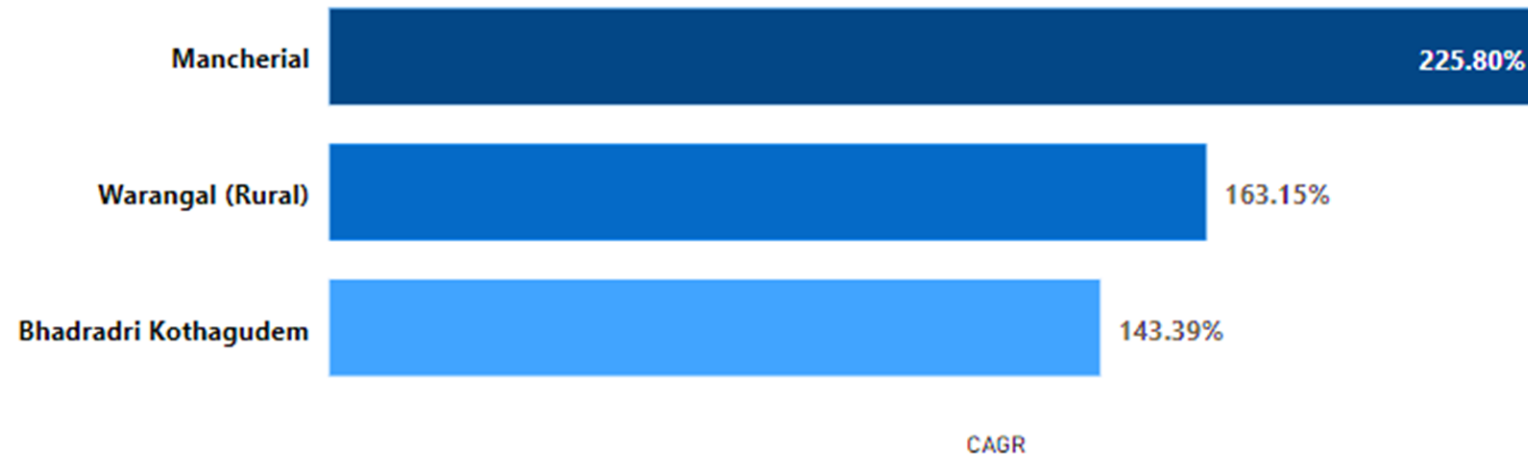
Insights

- Out of all districts, **Hyderabad is the top destination** for both domestic and foreign visitors.

- In addition to Hyderabad, **Warangal(Urban), the second-fastest growing city in Telangana**, **is also experiencing a high influx of domestic and foreign tourists.**

- With the exception of Hyderabad and Warangal, the **remaining districts in Telangana is attracting minimal foreign tourists**.

Total domestic visitors

district	Total domestic visitors
Hyderabad	84M
Rajanna Sircilla	42M
Warangal (Urban)	31M
Yadadri Bhongir	27M
Bhadradri Kothagudem	22M
Medak	21M
Jayashankar Bhoopalpally	20M
Mahbubnagar	17M
Nirmal	13M
Jagtial	11M

Total foreign visitors

district	Total foreign visitors
Hyderabad	1.04M
Warangal (Urban)	0.01M
Mahbubnagar	0.00M
Jayashankar Bhoopalpally	0.00M
Jogulamba Gadwal	0.00M
Nagarkurnool	0.00M
Mulugu	0.00M
Warangal (Rural)	0.00M
Adilabad	0.00M
Mancherial	0.00M

Top 3 districts by CAGR
(2016-2019)

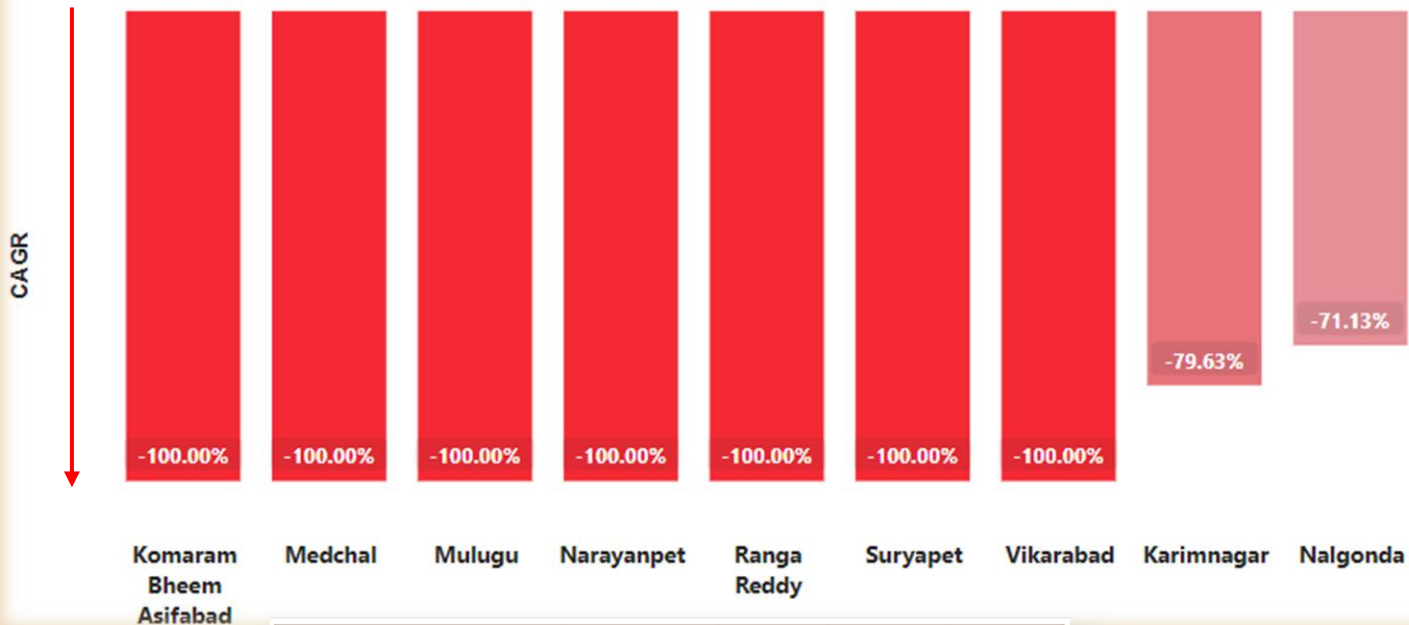| District	CAGR
Mancherial	225.80%
Warangal (Rural)	163.15%
Bhadradri Kothagudem	143.39%

CAGR

Mancherial district has the highest CAGR of visitors(225.80%) during this period, that means the number of visitors to Mancherial has grown at a faster rate compared to other districts.
The reasons behind this could be diverse, such as improved infrastructure, increased tourism promotion, and better accessibility.

Bottom 3 districts by CAGR
(2016-2019)

district	CAGR rank asc	CAGR	st	fv
Komaram Bheem Asifabad	1	-100.00%	0	19189
Medchal	1	-100.00%	0	0
Mulugu	1	-100.00%		1820375
Narayanpet	1	-100.00%		389255
Ranga Reddy	1	-100.00%	0	0
Suryapet	1	-100.00%	0	0
Vikarabad	1	-100.00%	0	0
Karimnagar	2	-79.63%	9167468	77491
Nalgonda	3	-71.13%	5858461	140918

*St – > Total visitors in **2016***

*fv – > Total visitors in **2019***

🔍 **Insights**

- Due to lack of available data, **CAGR is negative for the districts Komaram Bheem Asifabad, Medchal, Mulugu, Narayanpet, Ranga Reddy, Suryapet, Vikarabad.**

- According to the CAGR (Compound Annual Growth Rate) data from 2016 to 2019, **Karimnagar and Nalgonda districts have recorded the lowest growth rates in terms of visitors,** and ranked as the second lowest and third lowest districts, respectively.
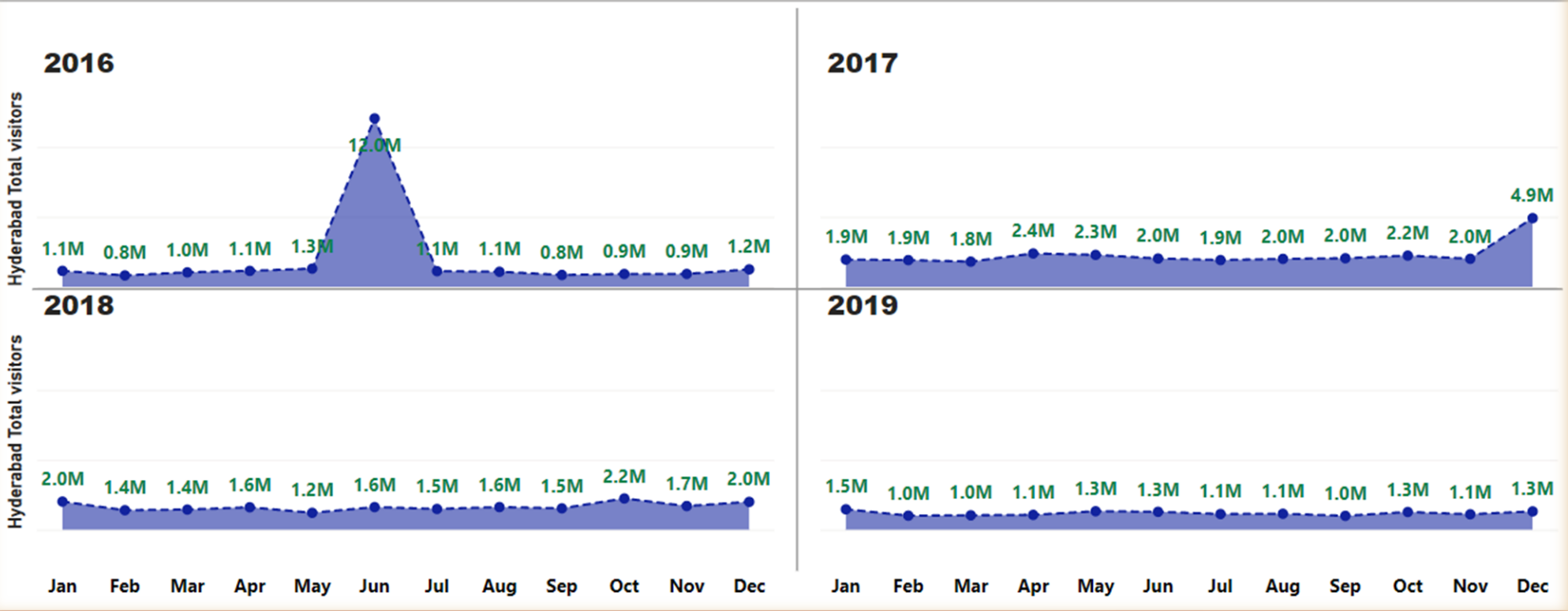
Q4. Find pick and low seasons for Hyderabad baaed on data from 2016 to 2019

Peak seasons : Dec, Jan, May, Jun
Low seasons : Feb, Mar, Jul to Sept(Monsoon)

Total visitors in Hyderabad by year

2016
Hyderabad Total visitors
1.1M 0.8M 1.0M 1.1M 1.3M 12.0M 1.1M 1.1M 0.8M 0.9M 0.9M 1.2M

2017
1.9M 1.9M 1.8M 2.4M 2.3M 2.0M 1.9M 2.0M 2.0M 2.2M 2.0M 4.9M

2018
Hyderabad Total visitors
2.0M 1.4M 1.4M 1.6M 1.2M 1.6M 1.5M 1.6M 1.5M 2.2M 1.7M 2.0M

2019
1.5M 1.0M 1.0M 1.1M 1.3M 1.3M 1.1M 1.1M 1.0M 1.3M 1.1M 1.3M

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec   Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Suggestions to boost tourism in Hyderabad in low seasons :

Promoting Off-Season Tourism:

The government can promote the city's unique features that are available during the off-season, such as the city's historic monuments, museums, and cultural events.

Special Deals and Packages:

The government can collaborate with local tour operators and hotels to offer special deals and packages with discounted rates during the low season months.

Event and Festival Planning:

The government can plan events and festivals during winter(Feb, Mar) to attract visitors. For example,

Art festival to showcase Hyderabad's rich cultural heritage.

Food festival featuring Hyderabad's famous street foods, traditional foods, local delicacies.

**Craft Fair and shopping festivals** to showcase its traditional handicrafts, textiles, and jewelry.

Infrastructure Development:

The government can invest in infrastructure development like improving transports, developing new tourist trails to enhance the visitor experience during the off-season.

## Q5. Show top and bottom 3 districts with high domestic to foreign tourists ratio .

Top 3 DV to FV ratio by district

District	DV to FV ratio
Nirmal	6.7M
Jangaon	0.4M
Adilabad	0.2M
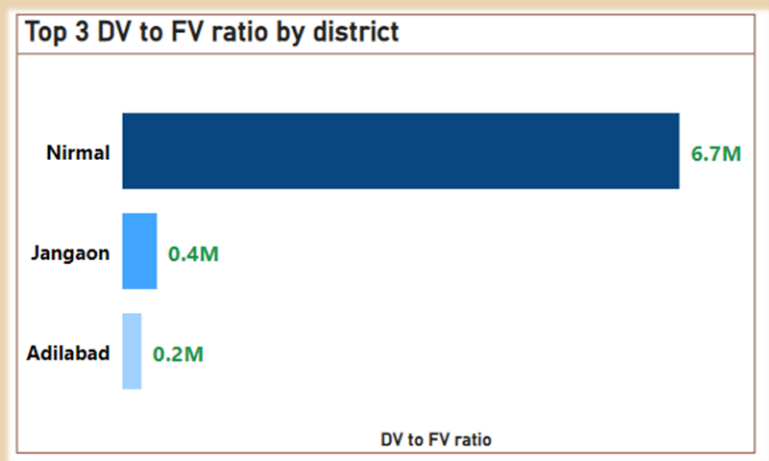
district	Total domestic visitors	Total foreign visitors	DV to FV ratio full
Nirmal	13315796	2	66,57,898.00
Jangaon	826280	2	4,13,140.00
Adilabad	7321575	32	2,28,799.22

Nirmal is most popular district among Indian tourists with minimal foreign tourists.
This place is well recognised internationally for **home to the exclusive wooden toys(NIRMAL TOY)**. Also this place has great network of roadways with NH 44 crisscrossing this districts.

So government can promote that to bring more foreign tourists.
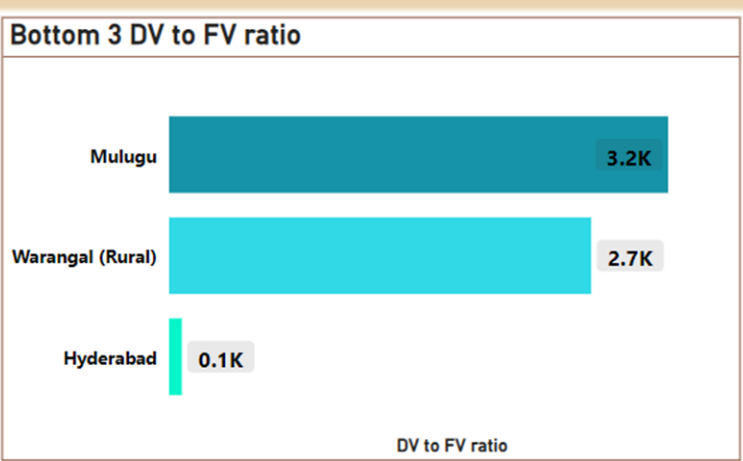
Mulugu, Warangal(rural) and Hyderabad are popular among both domestic and foreign visitors with Hyderabad getting the most foreign visitors from 2016 to 2019.

Bottom 3 DV to FV ratio

District	DV to FV ratio
Mulugu	3.2K
Warangal (Rural)	2.7K
Hyderabad	0.1K

district	Total domestic visitors	Total foreign visitors	DV to FV ratio full
Bhadradri Kothagudem	21600962	0	0.00
Jagtial	11303514	0	0.00
Kamareddy	1773	0	0.00
Karimnagar	9462383	0	0.00
Khammam	9378315	0	0.00
Komaram Bheem Asifabad	92734	0	0.00
Mahabubabad	600697	0	0.00
Medak	20542639	0	0.00
Medchal	0	0	0.00
Nalgonda	6401933	0	0.00
Peddapalli	56977	0	0.00
Rajanna Sircilla	41763276	0	0.00
Ranga Reddy	0	0	0.00
Sangareddy	10424510	0	0.00
Siddipet	5775285	0	0.00
Suryapet	0	0	0.00
Vikarabad	0	0	0.00
Wanaparthy	890078	0	0.00
Yadadri Bhongir	26893080	0	0.00
Hyderabad	83900960	1044898	80.30
Warangal (Rural)	819162	306	2,677.00
Mulugu	1819800	575	3,164.87

Q6. List top and bottom 5 districts based on population to tourists footfall ratio in 2019
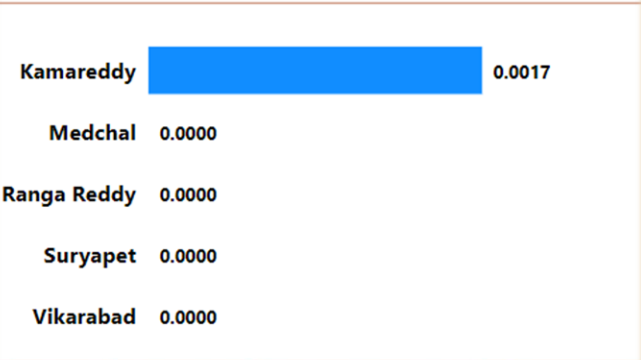
Top 5 Population to tourist footfall ratio in 2019
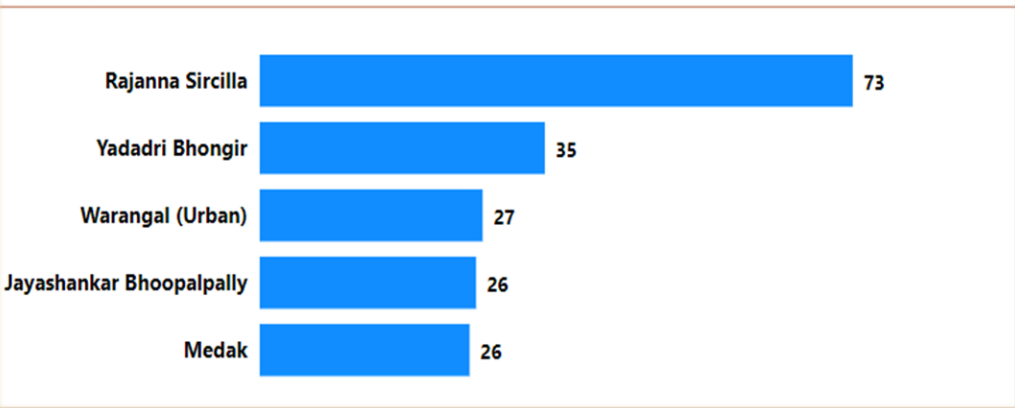
District	(ratio)
Rajanna Sircilla	73
Yadadri Bhongir	35
Warangal (Urban)	27
Jayashankar Bhoopalpally	26
Medak	26

District	Total visitors	Population in 2016	Total populaion in 2019	Population to tourist footfall ratio in 2019
Rajanna Sircilla	41763276	552037	575554	72.56
Yadadri Bhongir	26893080	739448	770948	34.88
Warangal (Urban)	30735424	1080858	1126903	27.27
Jayashankar Bhoopalpally	19634117	711434	741741	26.47
Medak	20542639	767428	800120	25.67
Hyderabad	84945858	3943323	4111309	20.66

High ratio indicates that **large number of tourists are visiting the place relative to the population of that place**.
So government should take care of the infrastructure and resources to avoid overcrowding and damage to natural environment.

Bottom 5 Population to tourist footfall ratio in 2019

District	(ratio)
Kamareddy	0.0017
Medchal	0.0000
Ranga Reddy	0.0000
Suryapet	0.0000
Vikarabad	0.0000

District	Total visitors	Population in 2016	Total populaion in 2019	Population to tourist footfall ratio in 2019
Suryapet	0	1099560	1146401	0.00
Medchal	0	2440073	2544020	0.00
Ranga Reddy	0	2446265	2550476	0.00
Vikarabad	0	927140	966636	0.00
Kamareddy	1773	972625	1014059	0.00
Peddapalli	56977	795332	829213	0.07
Nizamabad	116152	1571022	1637948	0.07
Komaram Bheem Asifabad	92734	515812	537786	0.17
Mahabubabad	600697	774549	807545	0.74

Low ratio indicates that **less number of tourists are visiting the place relative to the population of that place**.
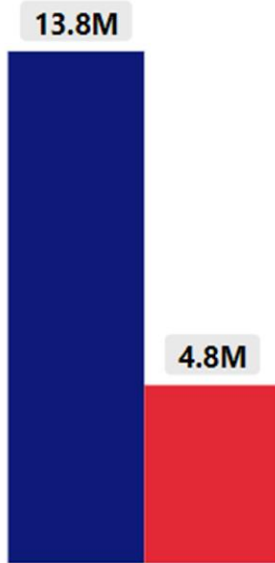So government should focus on these districts to bring more tourists.

Q7. What will be the projected number of domestic and forest tourists in Hyderabad in 2025 ?

The projected number of domestic tourists in Hyderabad in 2025 will be **4.8 M** (~ 65 % loss from 2019)	The projected number of foreign tourists in Hyderabad in 2025 will be **1.2 M** (~ 281 % increase from 2019)

Hyderabad Total domestic visitors in 2019 vs 2025

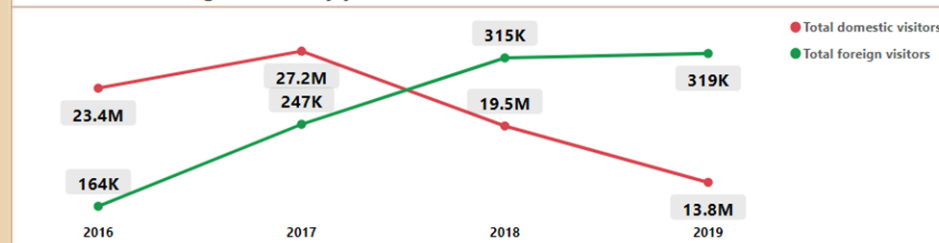● Hyderabad Total domestic visitors in 2019 ● Hyderabad Total domestic visitors in 2025

13.8M

4.8M

Hyderabad Total foreign visitors in 2019 vs 2025

● Hyderabad Total foreign visitors in 2019 ● Hyderabad Total foreign visitors in 2025

1.22M

0.32M

Domestic and foreign visitors by year

● Total domestic visitors
● Total foreign visitors

315K

247K

319K

23.4M

27.2M

19.5M

164K

13.8M

2016   2017   2018   2019

Tourist	Average Revenue
Foreign Tourist	₹ 5,600.00
Domestic Tourist	₹ 1,200.00
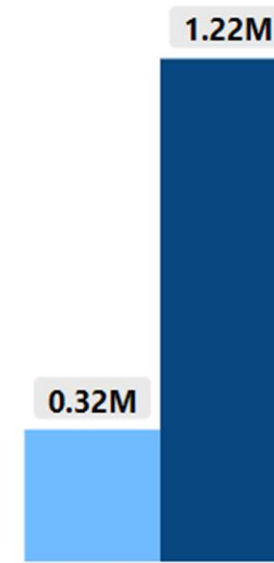
Projected revenue for Hyderabad in 2025 will be *12.57 bn*

6.81bn

Expected Revenue for hyedrabad in 2025 (FV)

5.77bn

Expected Revenue for hyedrabad in 2025 (DV)

Q9. Which district has the highest potential for tourism growth ?

HYDERABAD – the most visited tourist destination in Telangana,

is the district having highest potential for tourism growth

GROWTH DRIVERS

- Excellent transport connectivity to all major cities in INDIA

- The Hyderabad International Airport (Rajiv Gandhi International Airport) to connect major international destinations.

- Home to renowned academic and research institutes, Universities

- Rich cultural heritages

- World's largest film studio **Ramoji Film City**

- Proximity to other tourist destinations

- The IT and Pharma hub of INDIA

- Medical tourism

- Delicious cuisine

- City of pearls

Recommendations to improve tourism in HYDERABAD

Conduct Food Festival/Food tour during Ramadan :
The government can organize food festival, food walk/food tour in Hyderabad specially during Ramadan time, **featuring the city's diverse cuisine(Ramadan special Hyderabadi Biryani, Nihari, haleem, kebabs, sweets**) to attract tourists worldwide.

Organize Culinury competition and cooking workshop :
The government can organize culinary competition, cooking workshops **showcasing Hyderabadi traditional dishes**. These can attract media attention and help promote Hyderabad's food culture on a larger scale.

Market Hyderabad internationally :
The government can increase its efforts to promote Hyderabad internationally by **participating in global tourism fairs, partnering with international travel companies, and launching targeted marketing campaigns in foreign countries**.

Improve tourism infrastructure :
The government can invest in improving the city's infrastructure, such as **building more roads, bridges, and transportation networks**. This will make it easier for tourists to travel within the city and to reach nearby attractions.

Simplify Visa process :
By making **the Visa procedures easier, faster, and more transparent**, government can encourage more foreign tourists to visit Hyderabad.
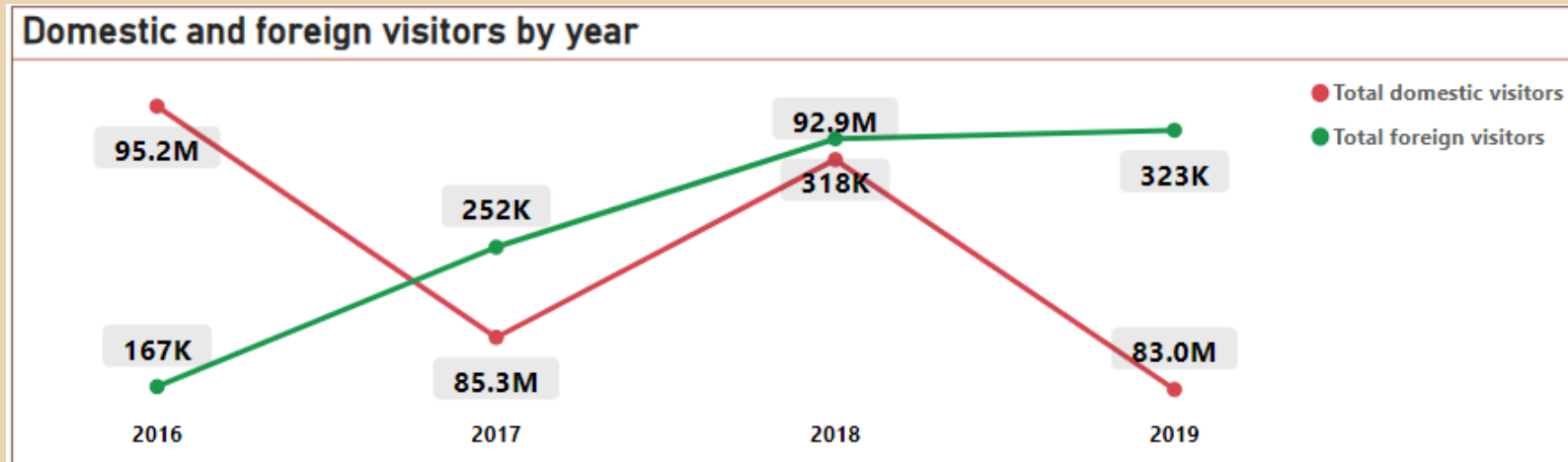
Improve medical tourism :
Hyderabad is one of the top five Indian cities where large number of international patients (African countries, Bangladesh, South east Asia) visit for medical treatment. So government can improve air connectivity, improve accomodation facilities, maintain quality treatment.

Overview of the trend of tourists arrival in Telangana
(from 2016 to 2019)

Domestic and foreign visitors by year

- Total domestic visitors
- Total foreign visitors

95.2M
167K
252K
85.3M
92.9M
318K
323K
83.0M

2016   2017   2018   2019

- With the **implementation of e-Tourist Visa**, there is a jump in the number of foreign tourists arrival in 2017(*~51% increase from 2016*), 2018(*~26% increase from 2017*).

- The increasing trend in number of foreign tourists may be attributed to **promotion of MICE and medical tourism.**

- There is considerable fall in number of domestic tourists in 2017 and 2019(*~13% decrease from 2016 to 2019*).

Source: https://timesofindia.indiatimes.com/city/hyderabad/76-jump-in-foreign-tourist-count-in-2017/articleshow/64132016.cms

- **Promote Tribal Culture :**

  Almost 9 % of total population in Telangana is tribal. So government can showcase their unique culture, life, tradition through arranging Tribal Fair, festival and attract large number of tourists worldwide.

- **Promote vibrant religious festivals :**
  - --Kakatiya festival
  - --Deccan Festival
  - --Bonalu (July Aug) in Hyderabad
  - --Ugadi
  - --Ramadan(April-May)
  - --Bathukamma(sept-oct)

- **Promote adventure tourism :**

  To attract young people government can arrange adventure activities as mountaineering, trekking, paragliding, bungee jumping and river rafting etc.

- **Promote Art and Crafts of telengana :**
  - -- Nirmal Art (Nirmal town)
  - -- Silver Filigree (Karimnagar)
  - -- Dokra Metal craft (Tribal regions)
  - -- World famous Bronze casting
  - -- Bonalu Pottery
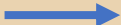 - -- Pochampally Sarees, Gadwal Sarees, Narayanpet Sarees, Siddipet Sarees

- ## Promote Digital Marketing :

I appreciate government's effort for creating youtube channel, Instagram page, Facebook page on Telangana tourism. But they are not active in Facebook(since Nov 2020). Youtube channel has only 2.78K subscribers with only few videos since 2018 and Instagram posts are not upto mark also.
In this digital era, **ignoring online platforms is a grave error**.

 To leverage social media platforms in promoting tourism, my suggestions will be :

Create a strong online presence

Collaboration with social media influencers

Use search engine optimization (SEO)

Digital marketing

Engage through Social media for customer service

Run targeted online advertising campaigns

Dubai has made itself a business hub and enjoy massive business tourism. Can Hyderabad emulate the Dubai model ?

Dubai's business model:

From the barren desert to **world'd 28th wealthiest city(third quarter of 2022) Dubai** has become such an important business hub that out of the 500 biggest companies in the world, 140 companies have their headquarters in this tiny city Dubai. Their top three key growth drivers are :

1) **Strategic location** for air transportation to connect most important regions of the world.

2) **Jebel Ali port**, which is 9th busiest port in the world that provide important logistic service and have advanced storage and cooling facilities specially for perishable products.

3) Created an **irreplaceable, irreversible, global business ecosystem**

Similarities between Hyderabad and Dubai as business hub

Strategic Location:
Both cities are strategically located, making them important trading hubs. **Hyderabad is located in the heart of India, making it a gateway to the South Asian market**, while Dubai is situated at the crossroads of Asia, Europe, and Africa, making it an important hub for global trade.

Infrastructure:
Both Hyderabad and Dubai have **invested heavily in infrastructure development, including modern airports, road networks, and high-speed internet connectivity**. This has helped both cities to attract business investments and establish themselves as modern business centers.

Business-friendly policies:
Both Hyderabad and Dubai have **implemented policies to attract foreign investment and encourage business growth**. For example, Dubai has a liberal tax regime, which includes zero corporate and personal income taxes, while Hyderabad has implemented policies to simplify business registration and licensing procedures.

Differences between Hyderabad and Dubai as business hub

While Hyderabad has the potential to grow as a business hub, **there are several factors that could limit its growth in comparison to Dubai**. These include :

Limited International Connectivity:

While **Hyderabad is well-connected to other major cities in India, it has limited international connectivity**. Currently, there are direct flights from Hyderabad to a limited number of international destinations, which could limit its appeal to businesses looking for a global hub.

Political Instability:

While **Hyderabad is generally considered a stable city, the** broader political environment in India can be volatile at times. This can make it more difficult for businesses to operate, particularly those that rely on stable political and economic conditions.

Infrastructure:

While Hyderabad has made significant investments in infrastructure development in recent years, it still lags behind Dubai in terms of its overall infrastructure. For example, Hyderabad's airport, while modern, is much smaller than Dubai's, and its road network is not as developed. This could make it more difficult for Hyderabad to attract large businesses and multinational corporations.

Size, Population and Culture :

Dubai is a much larger city than Hyderabad, with a population of over 3 million, while Hyderabad has a population of around 10 million. This makes Dubai a more attractive market for larger businesses, while **Hyderabad is better suited for startups and mid-sized enterprises**. Also **Dubai is a more cosmopolitan city**, with a diverse population made up of people from around the world. In contrast, **Hyderabad has a more traditional culture**, with a strong emphasis on family and community.

Can Hyderabad emulate the Dubai model ?- the SCOPES

Hyderabad can learn from Dubai's success and take steps to create its own model that is tailored to its strengths to grow as a business hub. Some of these include:

Focus on Diversification:
Dubai has achieved success by diversifying its economy, moving beyond oil and gas to sectors such as tourism, finance, and logistics. **Hyderabad can emulate this by continuing to invest in its technology industry while also diversifying into other sectors such as healthcare, biotech, and renewable energy**.

Improve Infrastructure:
Dubai has world-class infrastructure, which has helped it attract investment and become a business hub. Hyderabad can emulate this by continuing to invest in its infrastructure, including its airports, roads, and public transportation systems.

Create a strong irreplaceable business ecosystem:
Hyderabad has a thriving start-up ecosystem, with several incubators, accelerators, and co-working spaces. The government of Telangana has implemented several initiatives to support start-ups, such as the T-Hub innovation center. Also **they have implemented several policies to attract investment**. For example, the Telangana State Industrial Project Approval and Self-Certification System (**TS-iPASS**) simplifies business registration and licensing procedures, and the Telangana State Industrial Infrastructure Corporation (**TSIIC**) provides land and infrastructure for industrial development. These together will help Hyderabad to create a irreplaceable strong business ecosystem.

Overall, Hyderabad has several opportunities to grow as a business hub, particularly in the technology industry and as a start-up ecosystem. Its strategic location, pro-business policies, and infrastructure development provide a strong foundation for further growth and investment.
This business tourism(MICE) will create more lucrative market opportunities for the hospitality industry, airlines, transportation, and other related businesses.

Learn from Kerala tourism model

The marketing campaign to increase *Brand Recall Value* of kerala made Kerala-God's own country today a world famous tourist destination(*9th in "World's Greatest places 2022*) .

Likewise Telangana can curate its marketing campaign is such a way that when someone thinks of travelling to a particular place, by default Telangana must be their obvious choice.
By choosing their unique and poweful attributes like natural treasue/historical heritage sites/food, **Telangana can create a brand and promote aggressively the state as "*Must Visit Place*" in all the seasons**.

Visit for
all reasons &
all seasons

Codebasics Resume Project Challenge link:
https://codebasics.io/challenge/codebasics-resume-project-challenge

My Github link :
https://github.com/MadhupaSamanta/Telangana-Tourism-Project-Codebasics-resume-project-challange.git

LinkedIN : https://www.linkedin.com/in/madhupa-samanta-a94a2917b/

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