

TELANGANA TOURISM INSIGHTS

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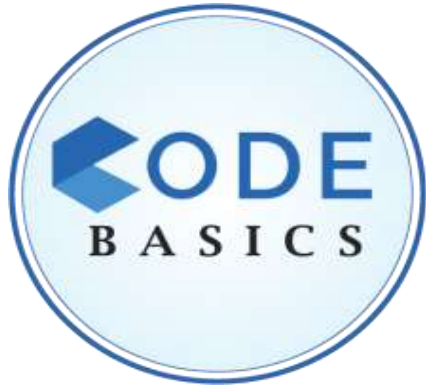
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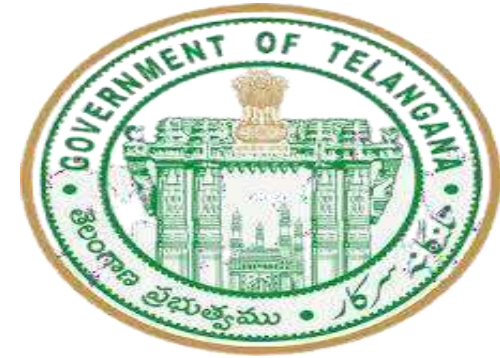
ACKNOWLEDGEMENT

Glad to have you watch the presentation.



CODEBASICS

A very generous initiative by
Dhaval Patel.
Provides support to each
participant.



TELANGANA GOVT

The Open Data website is
open to all by Telangana
Government.

Insights

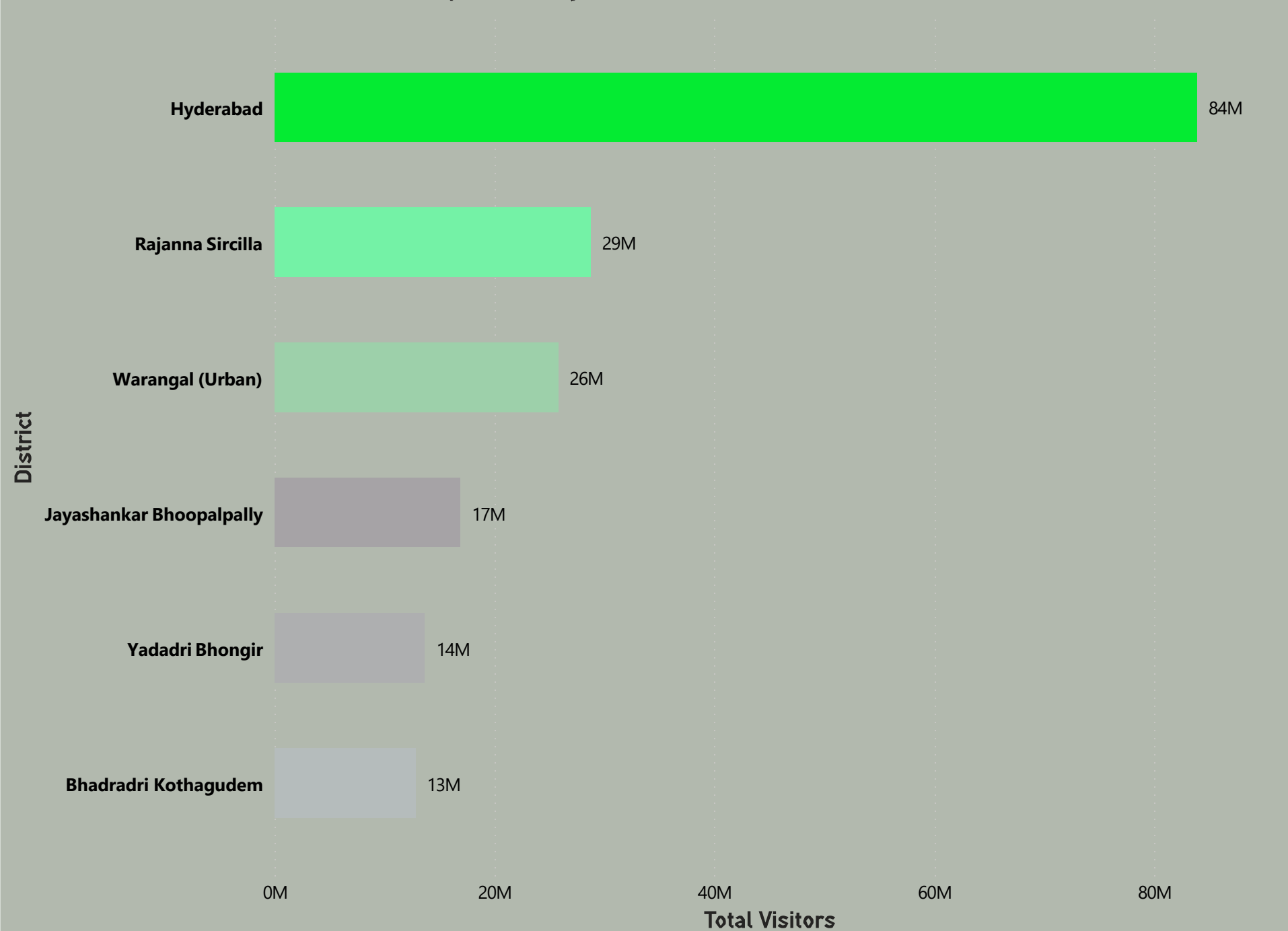
Hyderabad is the most popular tourist destination in Telangana for domestic visitors, with a total of **84 million visitors** between 2016 to 2019.

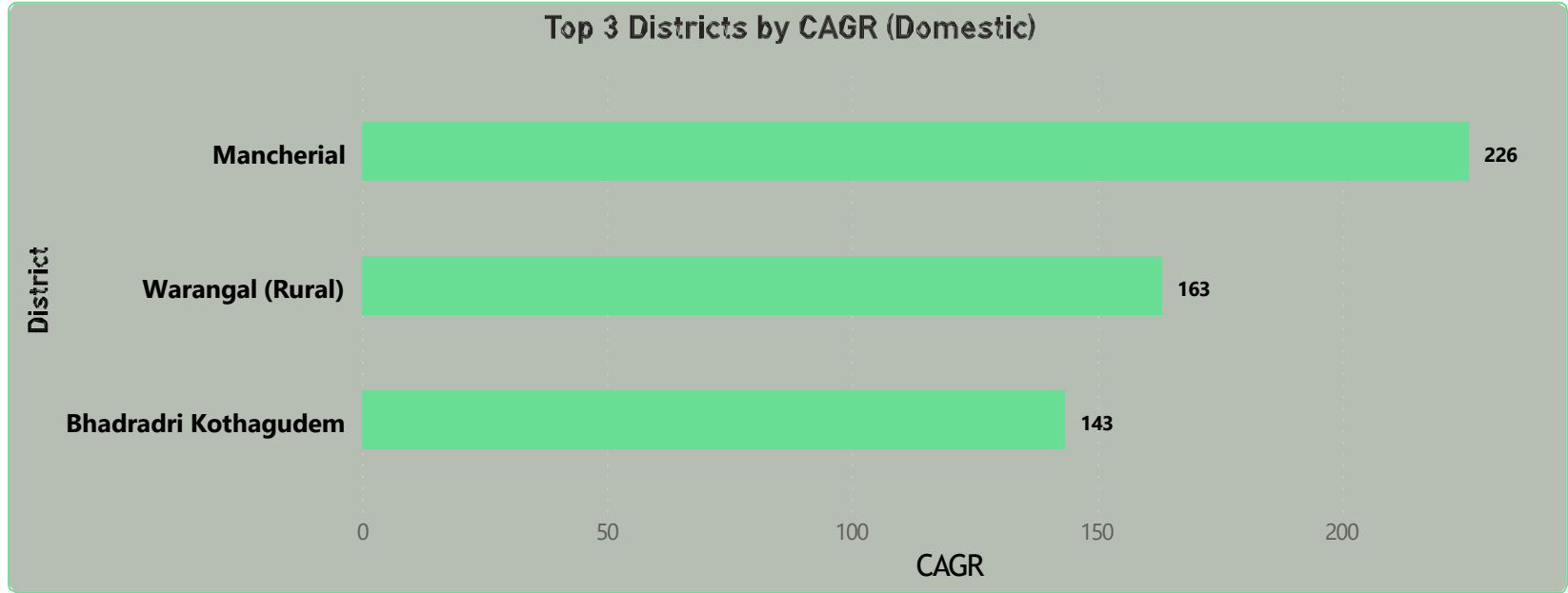
The districts of **Rajanna Sircilla** and **Warangal (Urban)** are the second and third most visited respectively, followed by other districts.

Reasons

- **Hyderabad** attracts millions of domestic visitors annually due to its **historical monuments**, **delicious cuisine**, and **vibrant culture**.
- **Rajanna Sircilla handloom industry** is a major tourist attraction for domestic visitors who come to witness the weaving process and purchase handloom products.
- **Warangal (Urban)** is popular for its **rich history**, **ancient temples** and **forts** as well as **natural attractions**.

Top Districts by Domestic Visitors (2016-19)

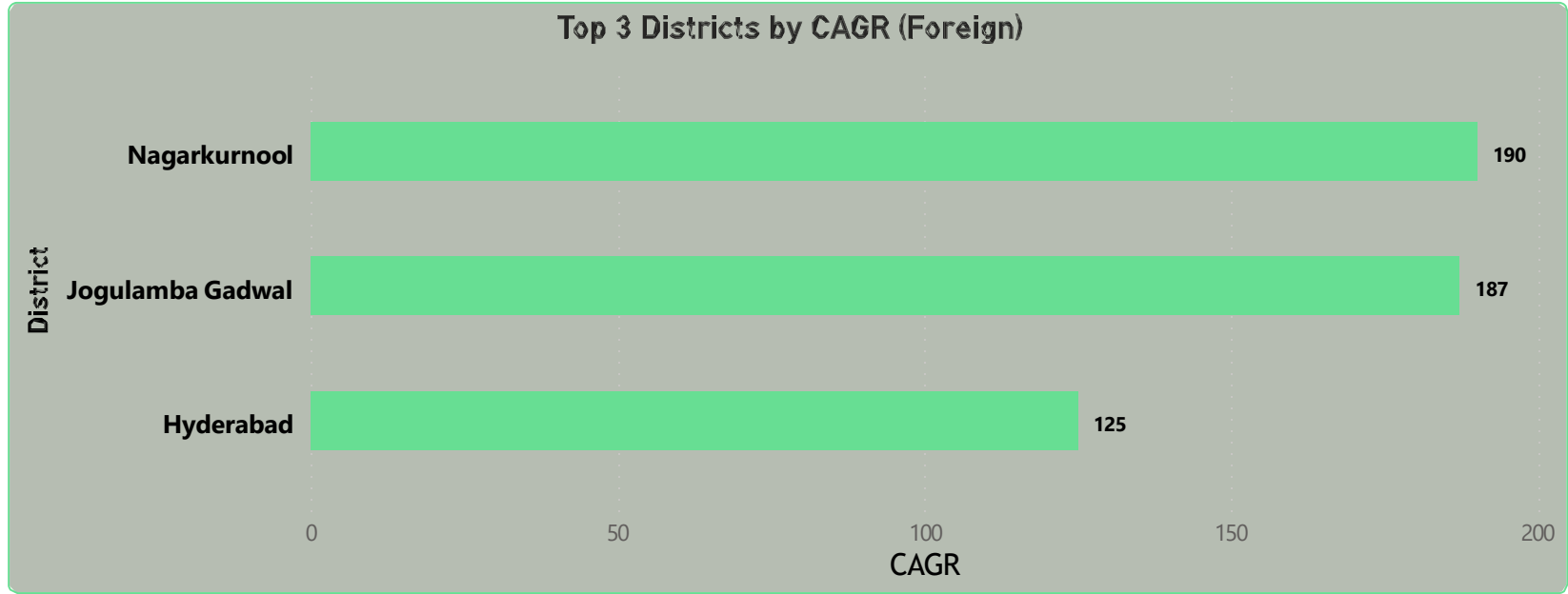




district	Intial_value	Future_value	CAGR
Mancherial	7802	269810	225.80
Warangal (Rural)	19400	353500	163.15
Bhadradri Kothagudem	889030	12817737	143.39

Mancherial had the highest Sum of CAGR at **225.80**, indicating fast growth in domestic visitors. It accounted for 42.42% of the total, suggesting it's a popular tourist destination.

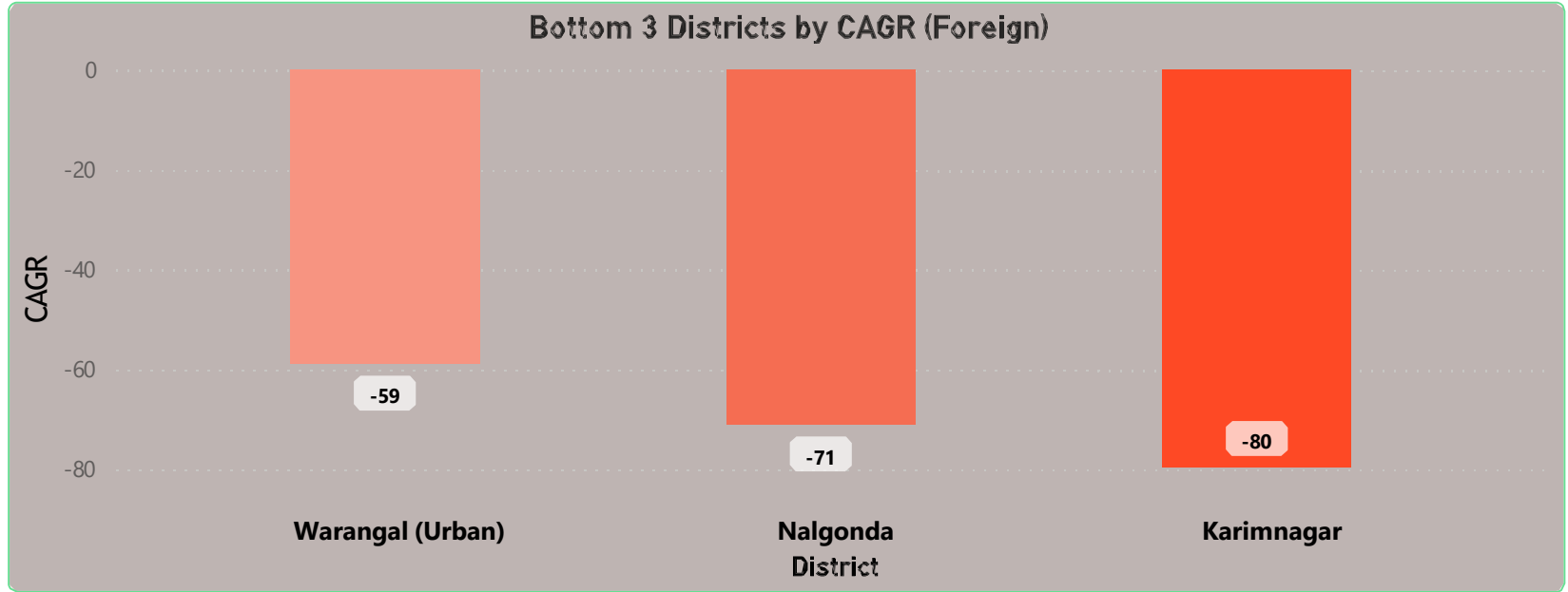
Warangal (Rural) and **Bhadradri Kothagudem** had slower growth, possibly due to differences in available attractions or **investments in tourism infrastructure**.



district	Intial_value	Future_value	CAGR
Nagarkurnool	29	199	190.03
Jogulamba Gadwal	45	295	187.16
Hyderabad	163631	319300	124.96

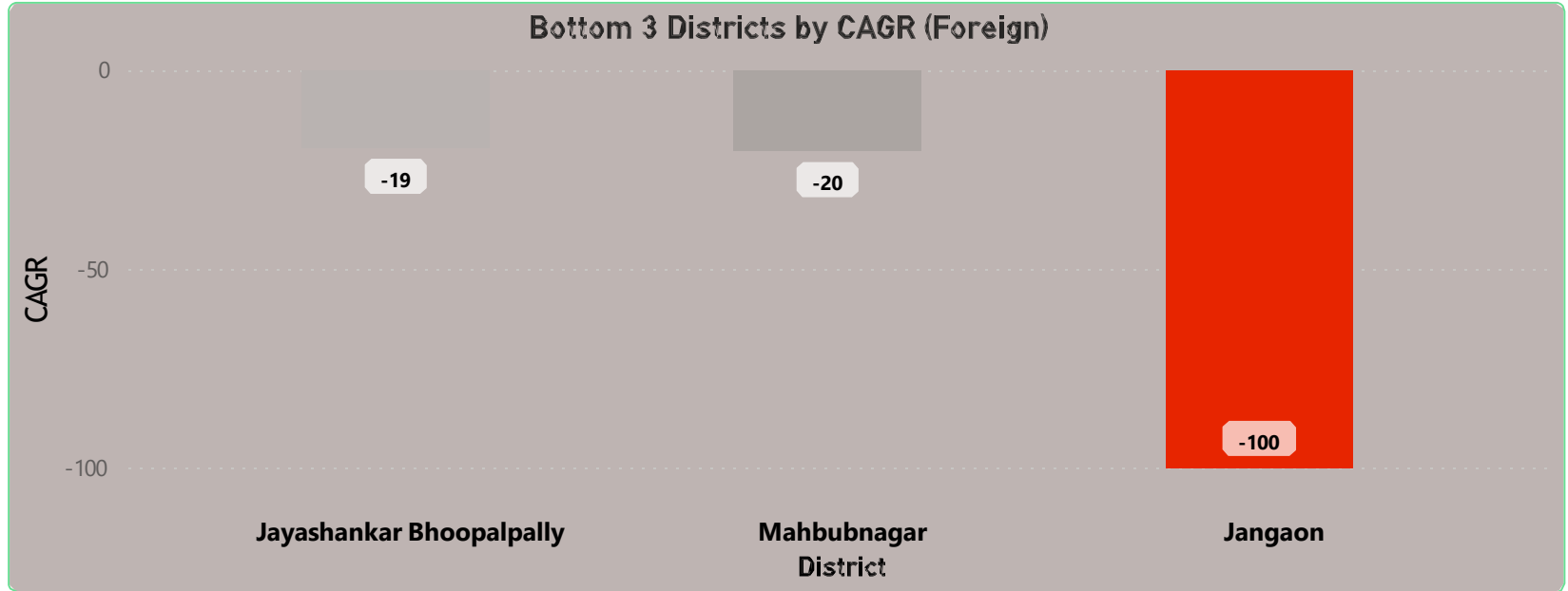
Nagarkurnool had the highest for foreign visitors at **190.03**, followed by **Jogulamba Gadwal** at **187.16** and **Hyderabad** at **124.96**.

Nagarkurnool accounted for the largest share of the overall CAGR. Possible reasons for the differences in growth include **attractions, marketing efforts**.



district	Intial_value	Future_value	CAGR
Karimnagar	9167468	77491	-79.63
Nalgonda	5858461	140918	-71.13
Warangal (Urban)	25788035	1795230	-58.86

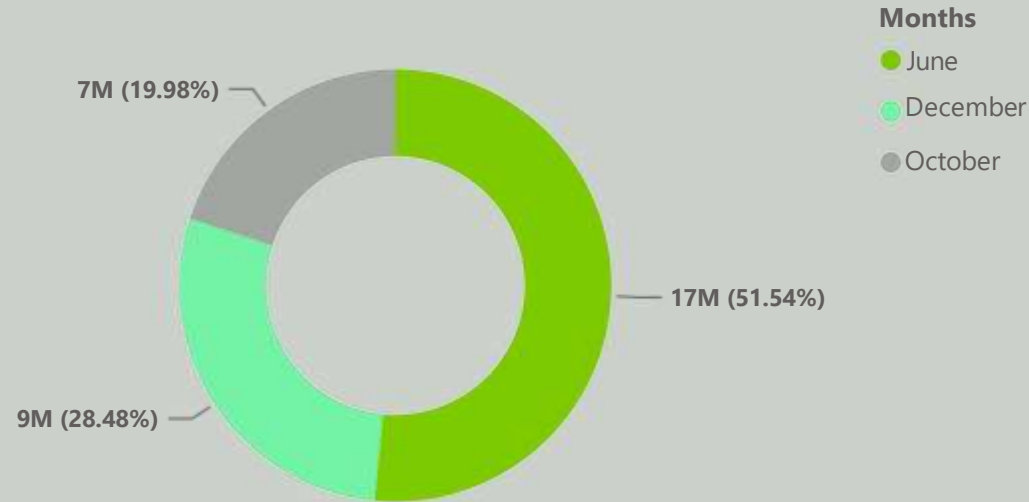
Warangal (Rural) with **-58.86**, **Nalgonda District** with **-71.13**, and **Karimnagar** with **-79.63** are the bottom 3 districts by CAGR in domestic visitors.



district	Intial_value	Future_value	CAGR
Jangaon	2	0	-100.00
Jayashankar Bhoopalpally	86	45	-19.42
Mahbubnagar	868	440	-20.27

Jayashankar Bhoopalpally and Mahbubnagar had the slowest declines in foreign visitors, with CAGRs of -19 and -20, respectively. **Jangaon** had the lowest CAGR at **-100**, indicating a **significant decline** in foreign visitors to the district.

Peak Season for (Domestic Visitors)



Insights for Peak Season (Domestic Visitors)

Telangana is a popular destination for domestic visitors, with around 17 million people visiting in **June** alone.

The months of **June**, **December**, and **October** are considered peak seasons for domestic tourism in Telangana.

Reasons

Telangana attracts domestic visitors in June, December, and October due to **pleasant monsoon weather**, the beginning of winter, popular **cultural festivals** such as Bonalu, Bathukamma, and Christmas, as well as the **holiday periods** during these months.

Insights for Peak Season (Foreign Visitors)

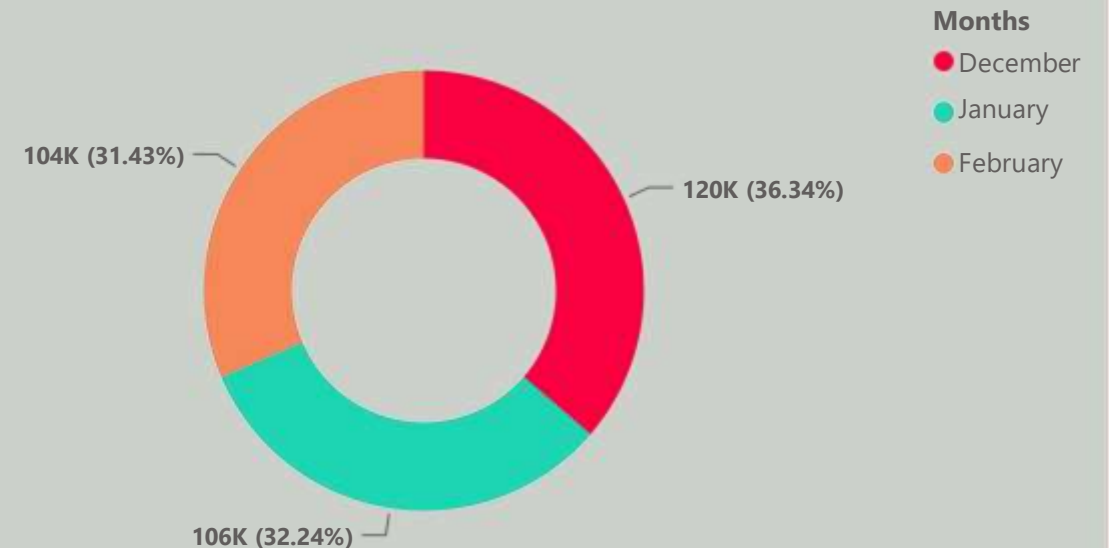
The peak season for foreign visitors to Telangana is in the winter months of **December, January, and February**.

Reasons

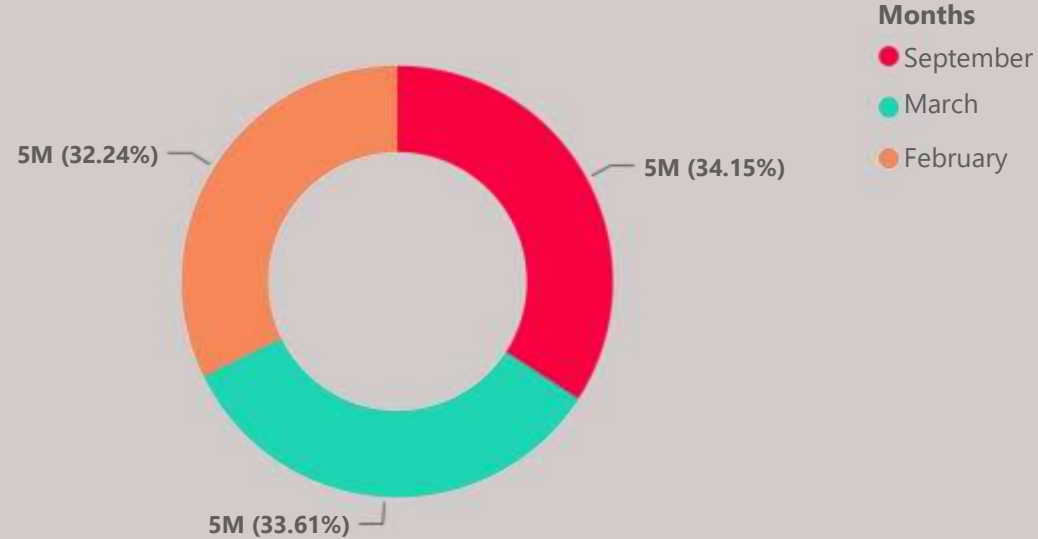
Telangana's warm climate is present year-round, except Winter Months. **Cooler weather** enhances the enjoyment of popular tourist attractions, it is best time to see historical monuments and natural landscapes.

This combination of **pleasant weather** and attractions makes **winter a prime time** for foreign visitors to travel to Telangana.

Peak Season for (Foreign Visitors)



Low Season for (Domestic Visitors)



Insights for Low Season (Domestic Visitors)

The months of **September**, **March**, and **February** recorded the lowest number of domestic visitors in Telangana from 2016 to 2019.

Reasons

- Telangana's **hot and humid summers** with temperatures up to **45°C** may make it uncomfortable for visitors, and fewer people may want to travel during hotter months from February to March.
- September, which marks the end of the monsoon season, coincides with **mid-term exams for schools** in many parts of India, and families may avoid traveling.

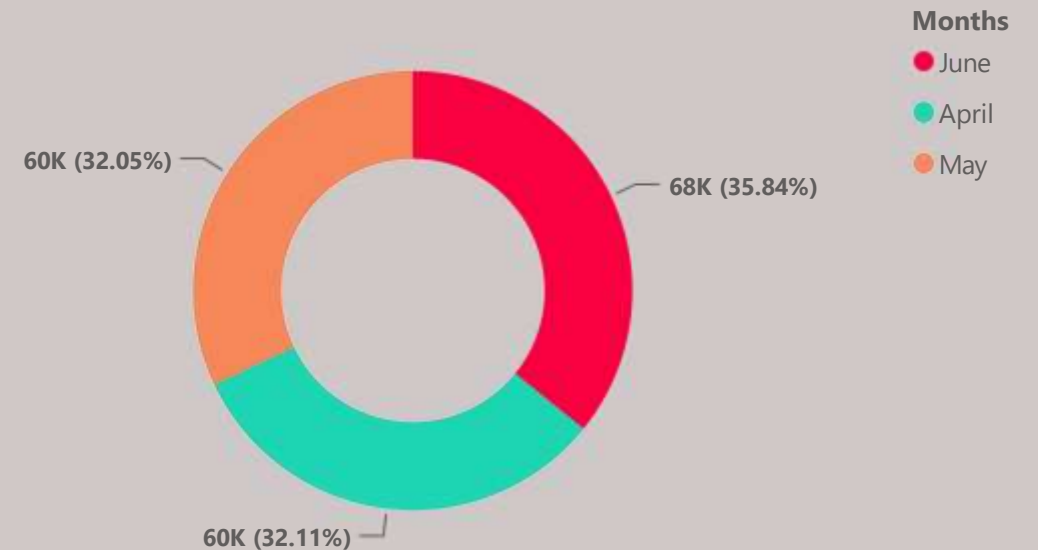
Insights for Low Season (Foreign Visitors)

The months of **June**, **April**, and **May** recorded the lowest number of foreign visitors in Telangana from 2016 to 2019.

Reasons

- Telangana's **hot and humid summers** with temperatures up to 45°C may Discourage foreign tourists.
- Vibrant summer festivals such as Bonalu, Bathukamma, and Ugadi celebrated in Telangana may not attract foreign tourists **unfamiliar with the local culture and traditions.**

Low Season for (Foreign Visitors)



Top 3 Domestic to Foreign Ratio Districts

Domestic to foreign tourist ratio

Hyderabad

83900960

Domestic_visitors

1044898

Foreign_visitors

80

DtoF_Ratio

Warangal (Rural)

819162

Domestic_visitors

306

Foreign_visitors

2677

DtoF_Ratio

Mulugu

1819800

Domestic_visitors

575

Foreign_visitors

3165

DtoF_Ratio

Note:

The **Domestic-to-Foreign (DtoF)** ratio helps us understand the proportion of domestic and foreign visitors in each district.

A lower ratio means a higher proportion of foreign visitors.

The three districts with the lowest DtoF ratios, indicating the highest proportion of foreign visitors, are **Hyderabad** (1 foreign visitor for every **80** domestic visitors), **Warangal (Rural)** (1 foreign visitor for every **3.1K** domestic visitors), and **Mulungu** (1 foreign visitor for every **2.6 K** domestic visitors).

Lowest 3 Domestic to Foreign Ratio Districts

Domestic to foreign tourist ratio

Adilabad

7321575

Domestic_visitors

32

Foreign_visitors

228799

DtoF_Ratio

Jangaon

826280

Domestic_visitors

2

Foreign_visitors

413140

DtoF_Ratio

Nirmal

12975437

Domestic_visitors

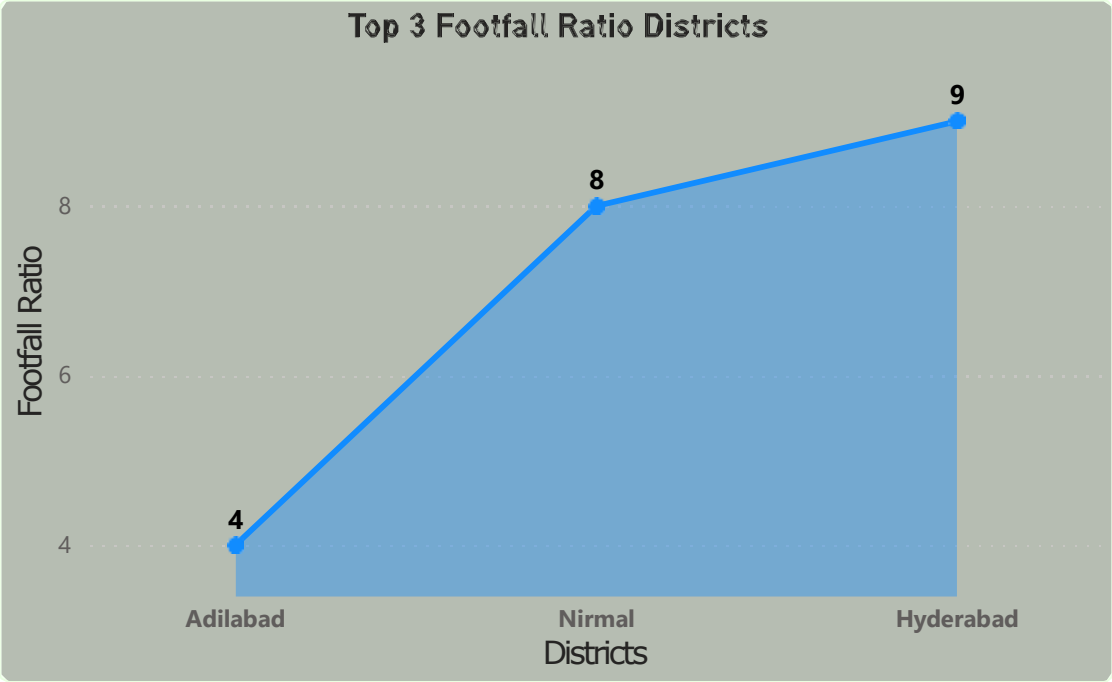
2

Foreign_visitors

6487719

DtoF_Ratio

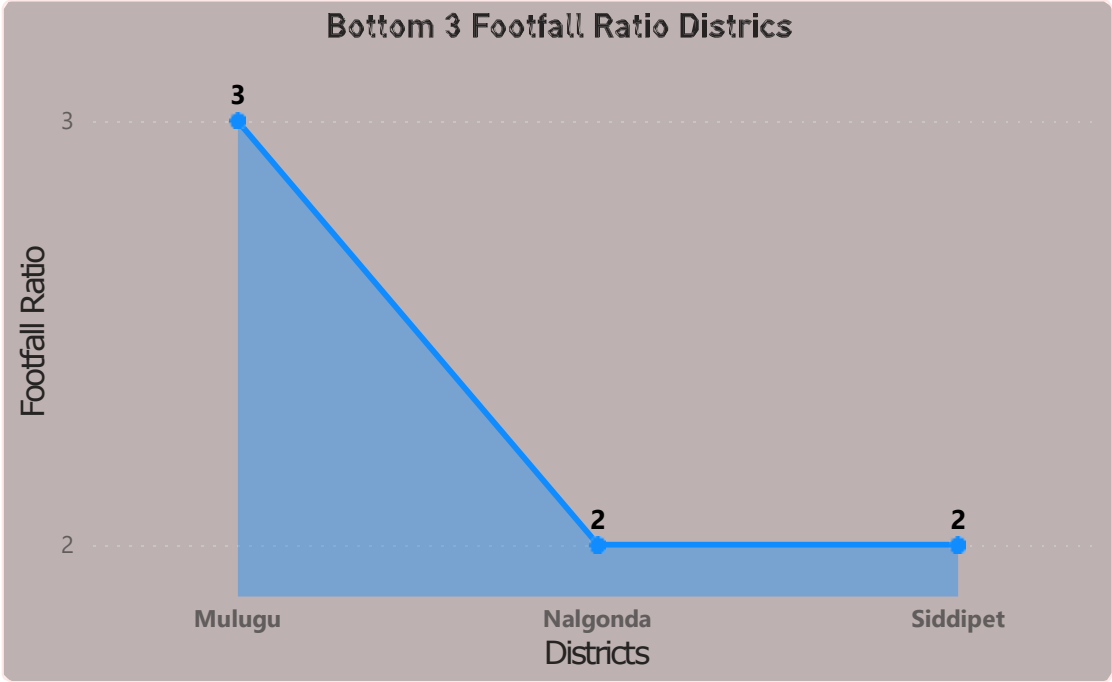
The three districts with the lowest DtoF ratios, indicating the Lowest proportion of foreign visitors, are **Adilabad** (1 foreign visitor for every **2.2 Lakhs** domestic visitors), **Jangaon** (1 foreign visitor for every **4.1 Lakhs** domestic visitors), and **Nirmal** (1 foreign visitor for every **6.4 Millions** domestic visitors).



NOTE: The footfall ratio refers to the number of visitors in a particular area or region, and a higher ratio indicates a higher number of visitors.

- **Hyderabad** has the highest footfall ratio with 9, followed by **Nirmal** with 8, **Adilabad** with 4.
- The data provides an insight into the **popularity** of these districts among visitors.

district	footfall_ratio
Hyderabad	9
Nirmal	8
Adilabad	4



NOTE: The footfall ratio refers to the number of visitors in a particular area or region, and a higher ratio indicates a higher number of visitors.

- **Nalgonda** and **Siddipet** has the lowest footfall ratio with 2, followed by **Mulugu** with 3.
- The data provides an insight into the **obscurity** of these districts among visitors.

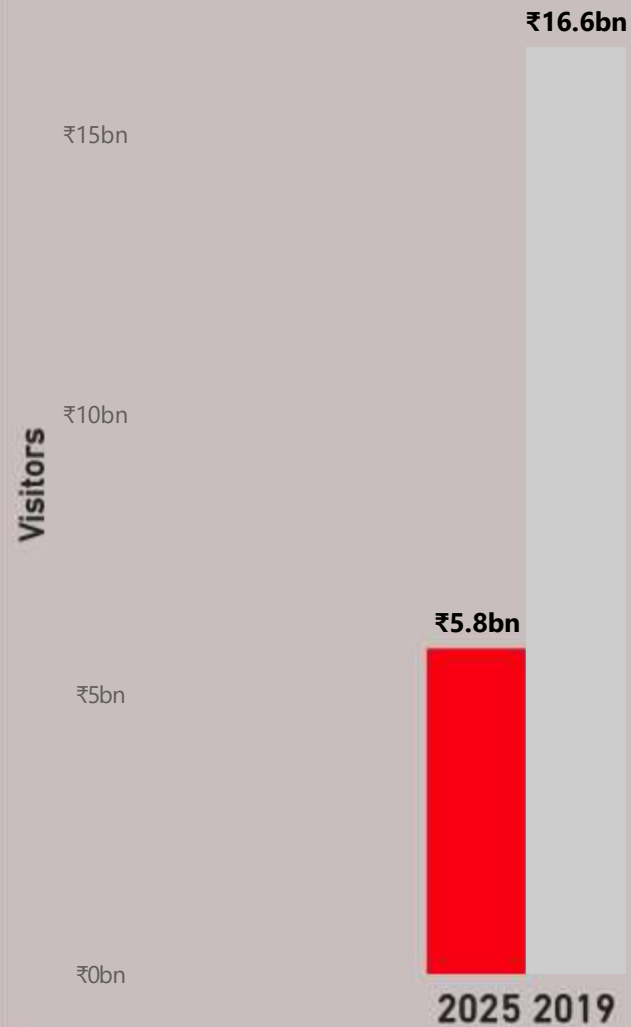
district	footfall_ratio
Nalgonda	2
Siddipet	2
Mulugu	3

₹16,56,28,34,400
Sum of Revenue_2019

₹5,81,84,91,600
Sum of Revenue_2025

Domestic Revenue for Hyderabad (2019-2025)

● Sum of Revenue_2025 ● Sum of Revenue_2019

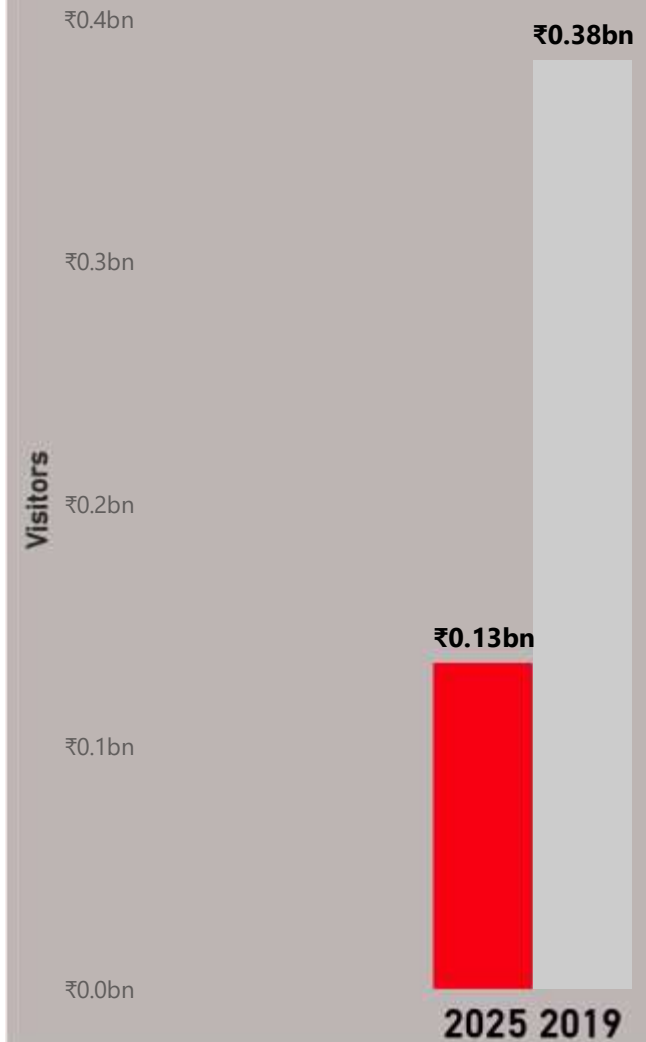


₹38,31,60,000
Sum of Revenue_2019

₹13,46,02,800
Sum of Revenue_2025

Foreign Revenue for Hyderabad (2019-2025)

● Sum of Revenue_2025 ● Sum of Revenue_2019



13802362

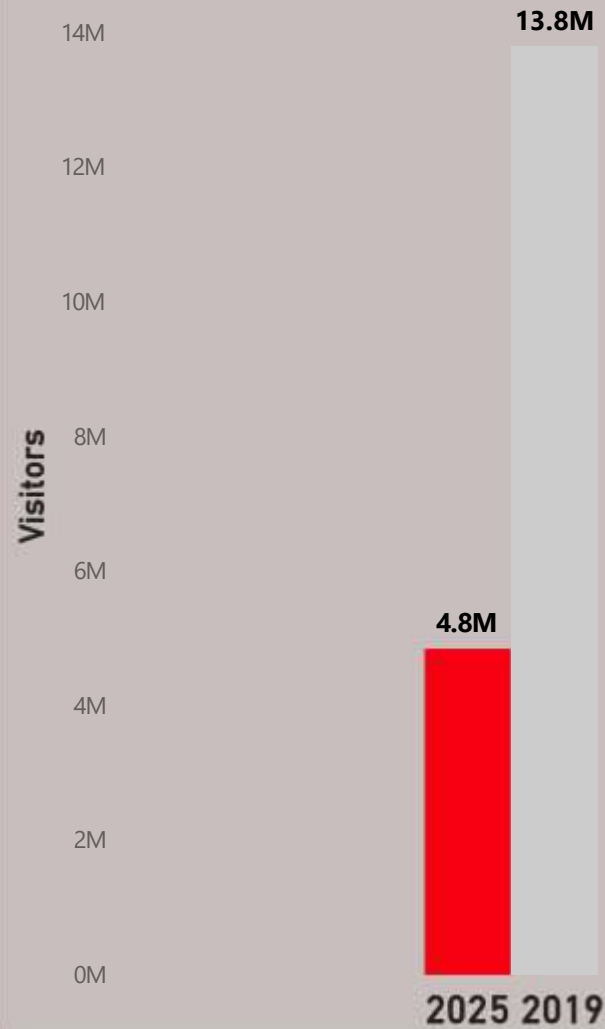
Sum of Visitors_2019

4848743

Sum of Visitors_2025

Domestic visitors are declining for Hyderabad

● Sum of Visitors_2025 ● Sum of Visitors_2019



319300

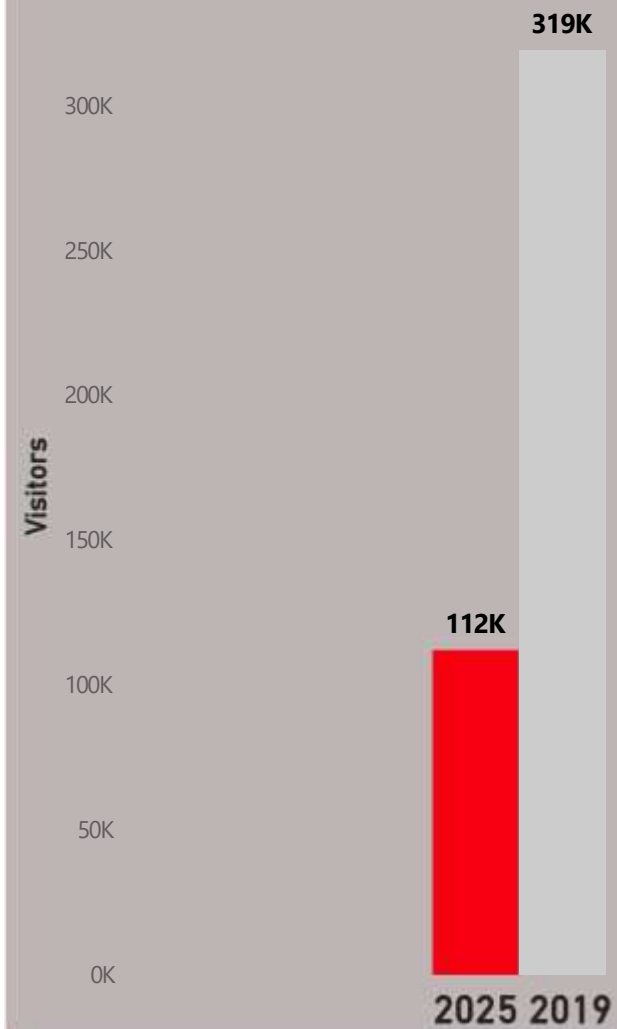
Sum of Visitors_2019

112169

Sum of Visitors_2025

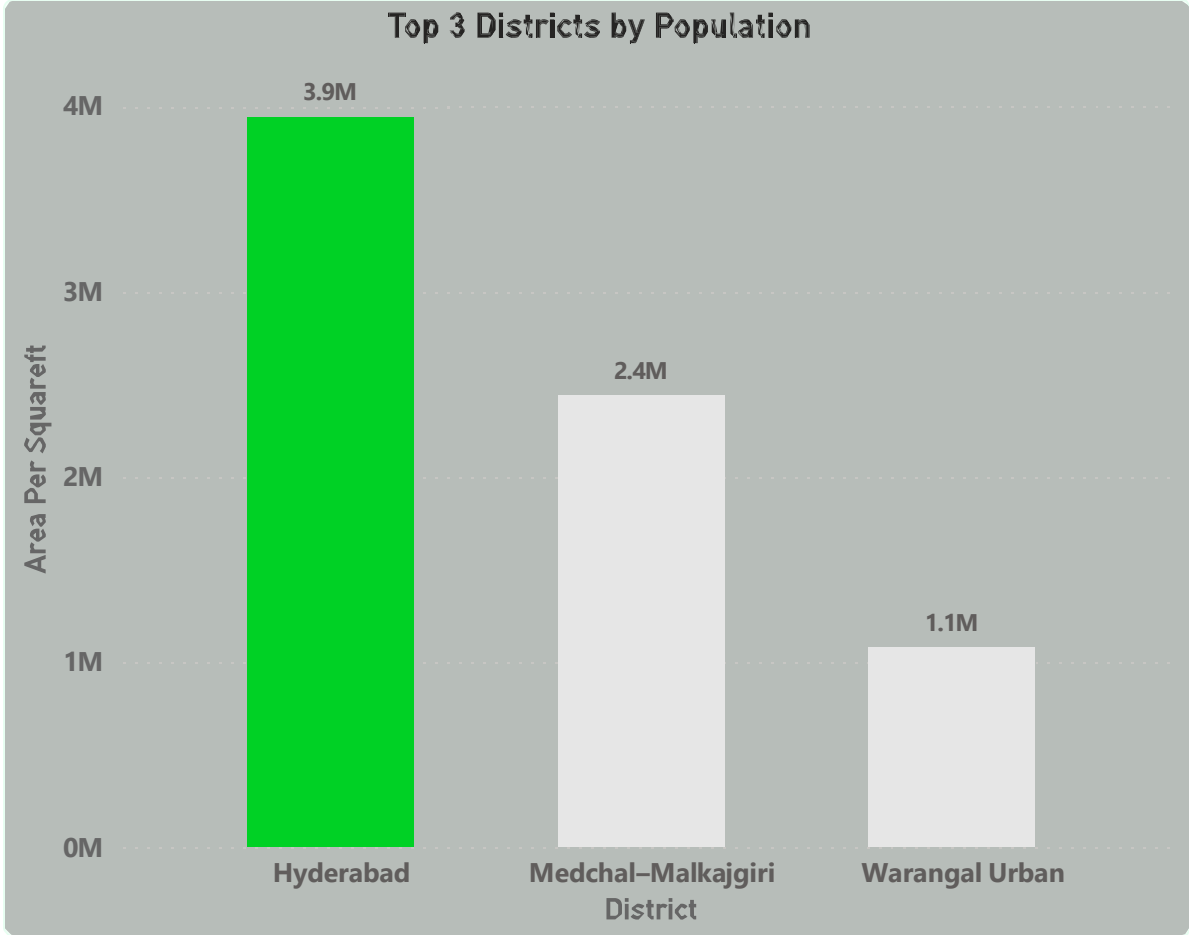
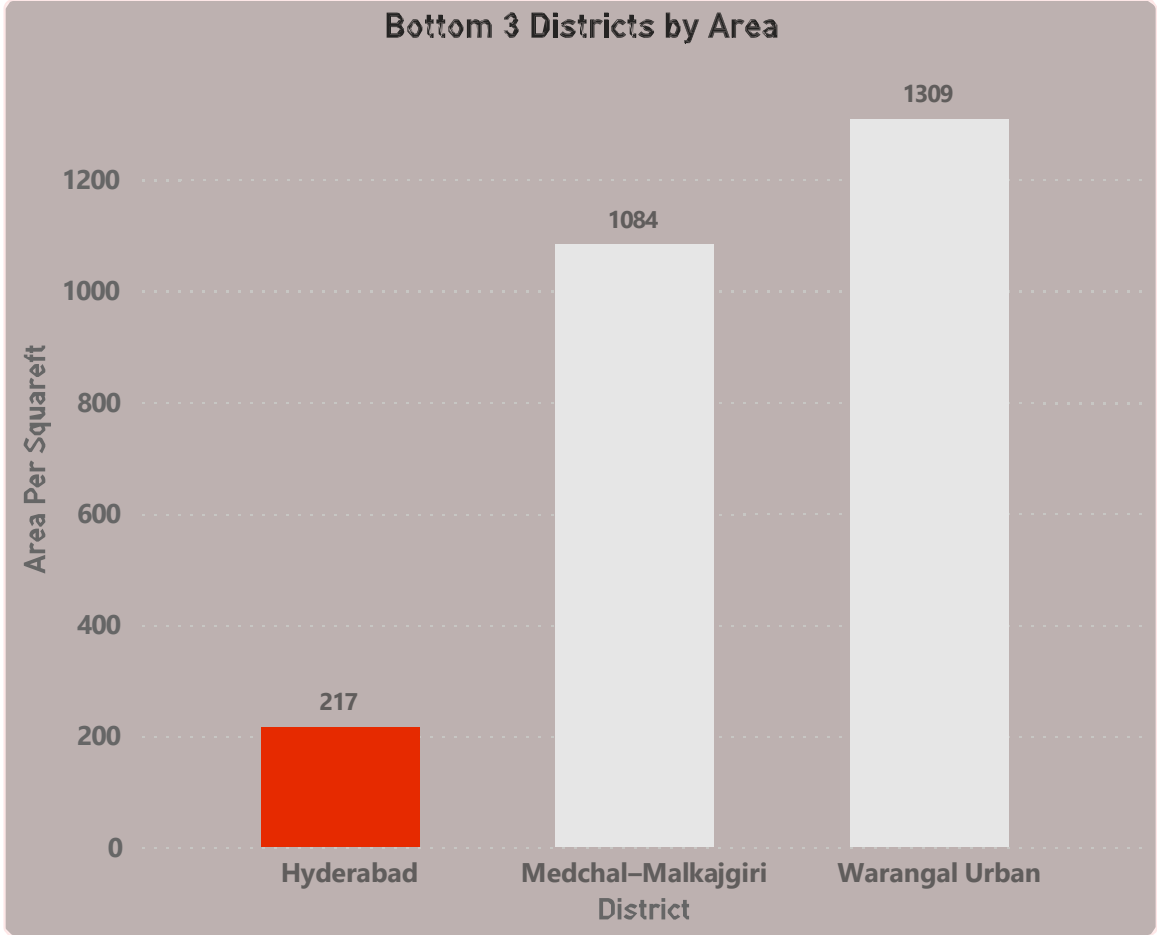
Foreign visitors are declining for Hyderabad

● Sum of Visitors_2025 ● Sum of Visitors_2019



Size	District	Area Per Squareft
Smallest	Hyderabad	217 km2

Population	District	Population (Census 2011)
Most Populated	Hyderabad	3943323



FACTORS THAT AFFECT TOURISM

INFRASTRUCTURE

- Transportation
- Hospitality Services
- Communication Network
- Roads

ATTRACTIONS

- Weather Conditions
- Monuments
- Cultural Activities
- Handicrafts
- Recreational Events

SAFETY & SECURITY

- Political Safety
- Safety for Foreign Visitors
- Crime

MARKETING & PROMOTIONS

- Social Media Marketing (culture and food)
- Advertising Campaigns
- Collab with Global Hospitality Industry

INFRASTRUCTURE



- Telangana has a road network of 31,383 km with 24 National Highways.
- Some villages in Telangana have really good tourist spots but the place feels haunted.
- NH7, NH9 and NH16 connect the state with other states.
- Avail easy bus connections.
- Provide world-class transport sightseeing facilities to high-end customers.



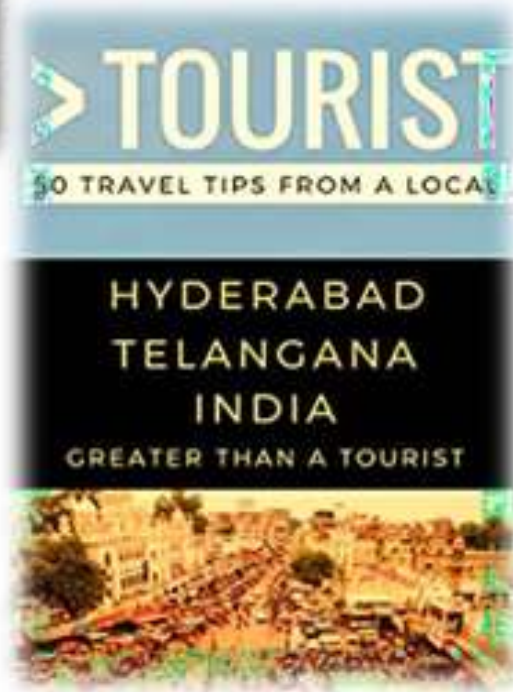
ATTRACTIONS

- Include adventure sports and light shows.
- Easy availability of good quality food for rural areas.
- Promotion of art on a global level: Bronze Castings, Banjara Needle Crafts, Nirmal Arts etc.
- Promotion of cultural activities: Bonalu, Ramdan, Ugadi etc.
- The World Sweet Festival gives an exceptional experience to visitors.



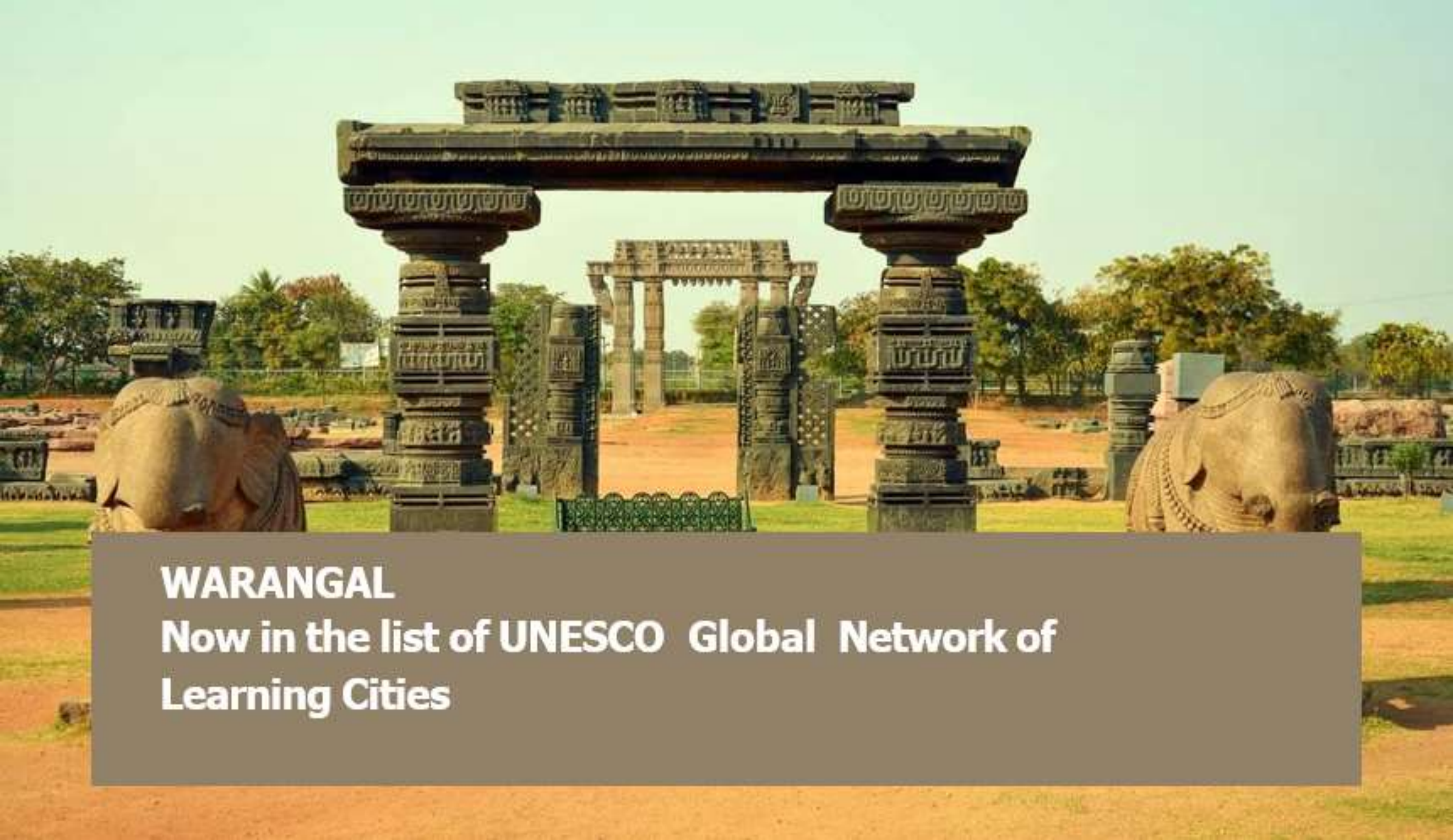
SAFETY & SECURITY

- To attract more foreign patients, Govt. of Telangana should develop a digital campaign promoting medical tourism. Easy availability of good quality food for rural areas.
- Respect foreign tourists.
- Increase police patrolling and presence in tourist areas.
- Implement CCTV cameras in high-traffic tourist locations.
- Train tourist police and provide them with the necessary equipment.
- Improve lighting and signage in tourist areas.



MARKETING & PROMOTION

- Tourism promotion during intervals in movie theatres.
- Campaign that promotes medical facilities of Hyderabad.
- Collab with neighbouring states and districts.
- Advertise pocket-friendly family tour packages.
- Collab with social media influencers; people trust their opinions.



WARANGAL

Now in the list of UNESCO Global Network of Learning Cities

WARANGAL

POPULATION: 17,99,395

- Bharakali Lake, Dharmsagar Lake and Weddepally Lake
- Thousand Pillars Temple, Warangal Fort and The Ramappa Temple (recognised as UNESCO World Heritage Site)
- Metro system has a stretch of 15km.

OTHER POTENTIALS

- Pochamapally, the Silk City, was selected as one of the 'Best Tourism Villages' by the UN.
- Medchal, Ranga Reddy, Nizamabad, Warangal Urban and Sircilla Rajanna have over 0.7 District Development Index formulated by the Telangana Govt.



TELANGANA



IDEAL MONTHS FOR TRAVEL



NOVEMBER - FEBRUARY

- Pleasant weather
- Diwali, Bonalu, Bathukamma, and Lumbini Festival
- The month of Ramadan
- Outdoor activities
- International Kite Festival
- Wildlife places, flora and fauna
- Occassional flooding in June-July

Suggestions for Telangana

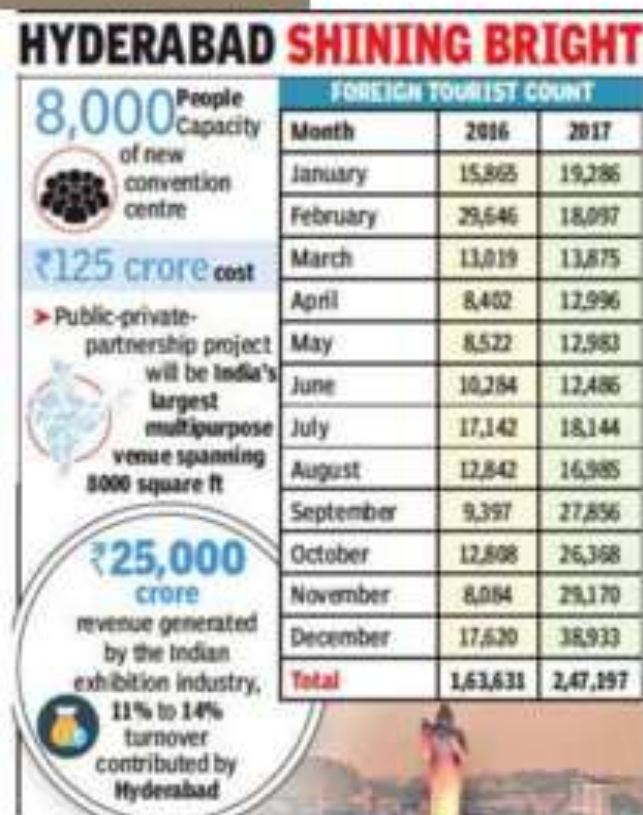
- Jogulamba, Wanaparthy, Kumaran Bheem, Nagarkurnool, Bhupalapally Jayashankar, Mahbubnagar, Adilabad and Warangal Rural were the most backward districts with values of below 0.39.
- Improve the literacy rate of Jogulamba Gadwal, Naraynpet, Nagarkurnool and Wanaparthy.
- Improvement begins at the school level; not all districts have good education facilities.
- 300+ industrial parks in the state.
- India's largest solar power project in Ramagundam, Pedapalli.

An aerial night photograph of Hyderabad, India. The image shows a multi-lane highway curving through the city, illuminated by streetlights. To the left, a modern, curved high-rise building with many lit windows is visible. The background shows other city buildings and lights. A semi-transparent grey rectangle is centered over the image, containing the city's name and nickname.

HYDERABAD

The City of Pearls

Hyderabad'S potential to emulate Dubai's business model



- HITEC has put Hyderabad on the global map as a major IT hub and has attracted significant foreign investment and talent to the city.
- Fluent English-speaking staff greatly reduces language barriers.
- The Pan-African-e-network project made it a medical tourism destination.
- National Highways connect well with other foreign tourism states.
- Good number of Industrial Parks.

THANKS

