

TELANGANA TOURISM PROJECT



About: Telangana is one of India's leading states and has published its tourism data under its open data policy. The 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.

Objective: Provide Insights to Telangana Government Tourism Department.

Columns in the data Provided



Year

Visitors Count

Month

District

356.34M

Total Domestic Visitors

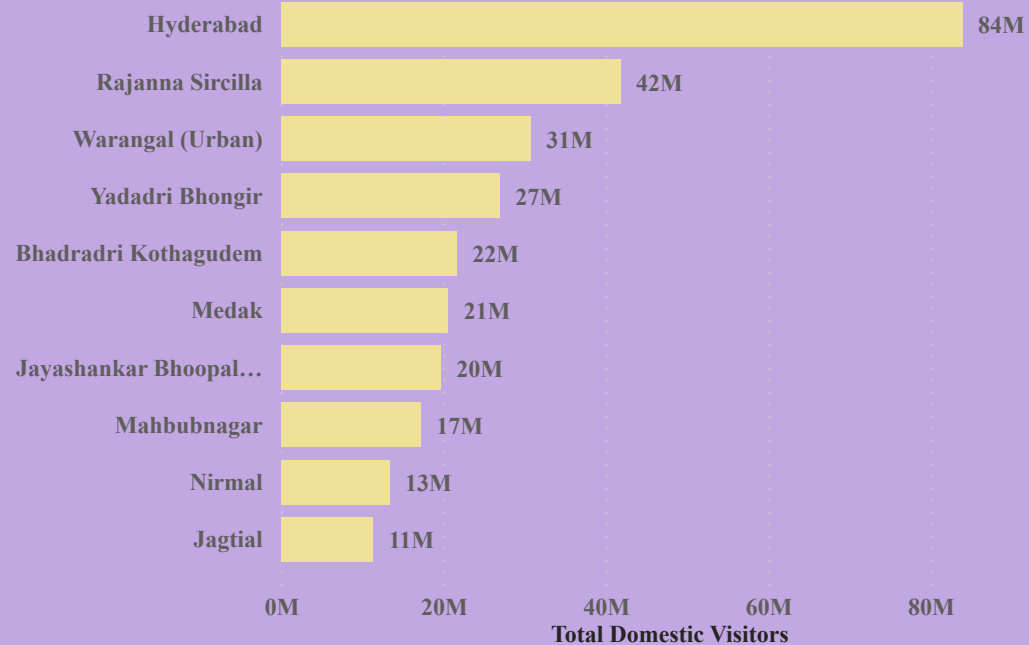
1.06M

Total Foreign Visitors

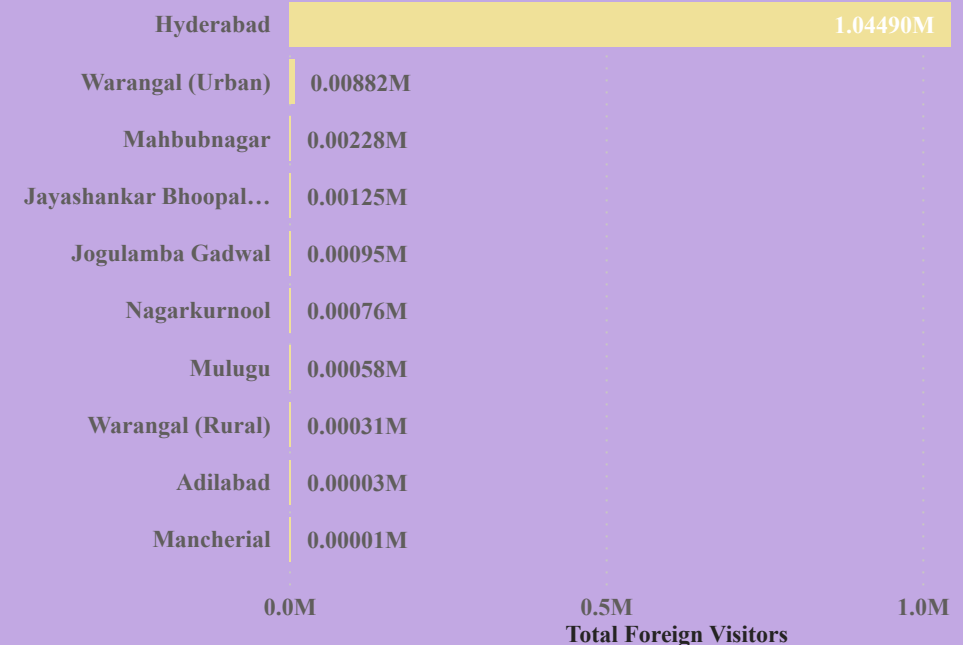
357M

Total Vistors

Top 10 Districts Total DTA's Count (2016-2019)



Top 10 Districts Total FTA's Count (2016-2019)



- We Can See From The Graphs that Hyderabad Obviously Tops Both the Domestic and Foreign Visitors Count as it is Telangana's main Attraction and capital with many tourist places.
- Warangal ranks 2nd in Foreign Visitors Count and 3rd in domestic Visitors Count Which has great potential in becoming tourist hub.
- Hyderabad , Warangal(urban), Mahbubnagar, Jayashankar Bhoopalpally are the common districts in top 10 list of both domestic and foreign visitors.

Top 3 Districts based on CAGR

District	CAGR
Nagarkurnool	90.03%
Jogulamba Gadwal	87.16%
Hyderabad	24.96%

District	2016	2017	2018	2019
Nagarkurnool	29	311	222	199
Jogulamba Gadwal	45	305	300	295
Hyderabad	163631	247179	314788	319300

Overall CAGR%

24.74%

CAGR

Year	TA's
2019	0M
2018	0M
2017	0M
2016	0M

Domestic
Visitors

Foreign
Visitors

Total Visitors

Bottom 3 Districts based on CAGR

District	CAGR
Mahbubnagar	-20.27%
Jayashankar Bhoopalpally	-19.42%
Adilabad	-15.66%

District	2016	2017	2018	2019
Mahbubnagar	868	520	454	440
Jayashankar Bhoopalpally	86	582	539	45
Adilabad	10	11	5	6

- The Overall CAGR of Domestic Visitors Stood at -4.44% which is a negative sign.
- The Overall CAGR of Foreign Visitors Stood at 24.74% which is a positive sign.

Domestic:

- Mancherial has the Highest CAGR of 225.8% with increase from 7809 domestic visitors in 2016 to 269810 Domestic visitors in 2019.
- Karimnagar has the Lowest CAGR of -79.63% with decrease from 9167468 domestic visitors in 2016 to 77491 Domestic visitors in 2019.

Foreign:

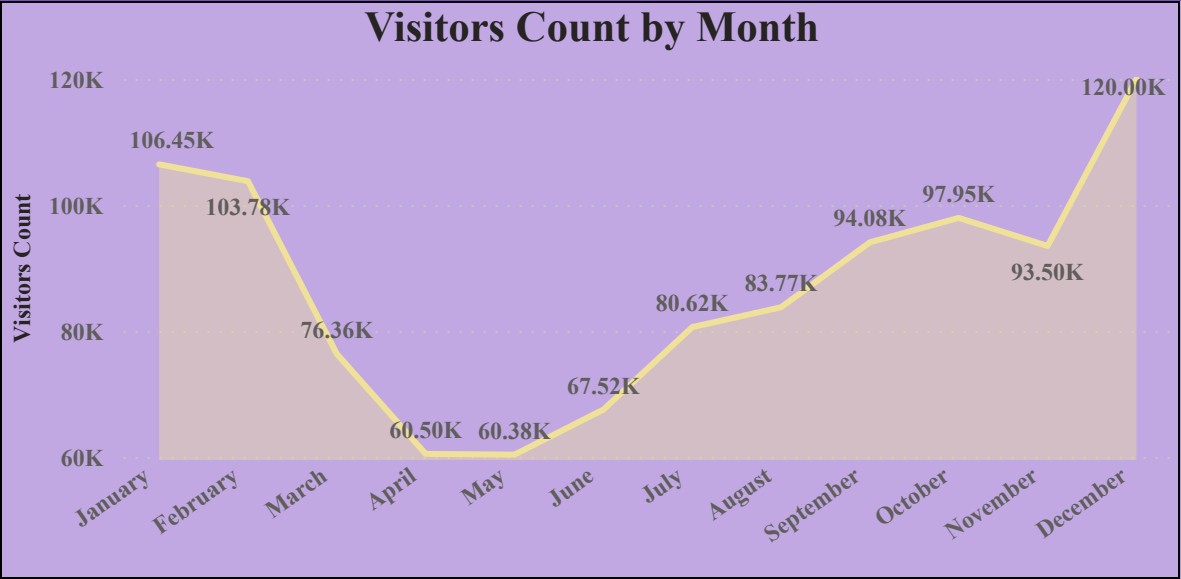
- NagarKurnool has the Highest CAGR of 90.03% with increase from 29 Foreign visitors in 2016 to 199 Foreign visitors in 2019.
- Mahabubnagar has the Lowest CAGR of -20.27% with Decrease from 868 Foreign visitors in 2016 to 440 Foreign visitors in 2019.

Potential Districts Based on Median Value

District	Median_Value
Hyderabad	21,192
Warangal (Urban)	186
Mulugu	50
Mahbubnagar	42
Jayashankar Bhoopalpally	35



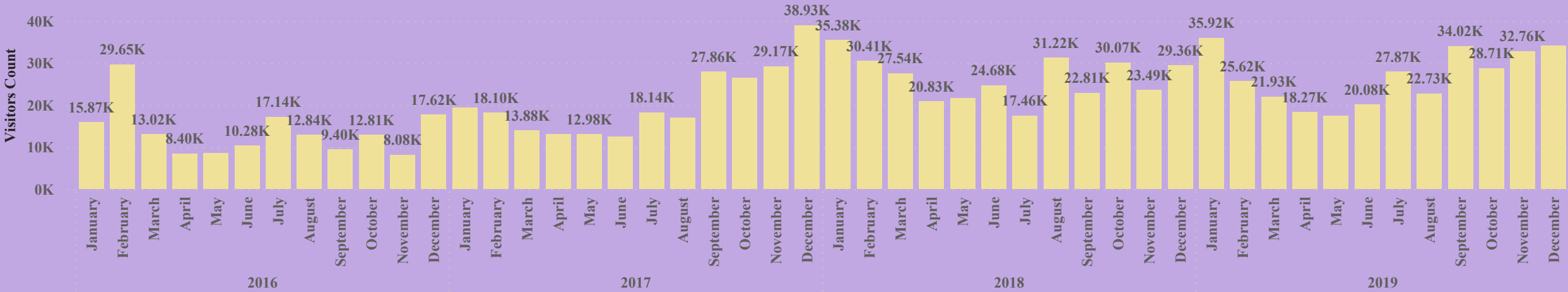
Month Wise Visitors Count of Hyderabad(2016-2019)



Year Wise Visitors Distribution of Hyderabad

Domestic Visitors	Foreign Visitors	Total Visitors
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Visitors Count by Year and Month



Month	CAGR
November	59.43%
September	53.55%
January	31.31%
October	30.87%
April	29.55%
May	26.66%
June	24.98%
December	24.60%
August	20.95%
March	18.98%
July	17.59%
February	-4.75%

Month wise Median Visitors Count

Month	Median Value
December	0.0317M
February	0.0276M
October	0.0275M
January	0.0273M
November	0.0263M
September	0.0253M
August	0.0199M
March	0.0179M
July	0.0178M
June	0.0163M
April	0.0156M
May	0.0152M

24.96%
HYD CAGR



- If we look into the month wise visitors count of Hyderabad we see June month has the highest visitors count of 16.9 M, but if we dig a little into year wise monthly distribution the huge number in over all monthly visitors of June is due to drastically high number of visitors in June 2016 which is very much higher than visitors count for June month in other years,
- We can consider 2016 June visitors count as an outlier.
- So to confirm June has the highest Number of visitors, we took the month wise median value of visitors count and incase of domestic visitors June month have the highest median visitors count followed by October, January, December.
- The CAGR of DTA's to Hyderabad is -16.13%
- Incase of foreign visitors the months September to February have high FTA's.
- To Confirm we took the month wise median values and December month have the highest FTA's followed by February, October, January etc.
- The CAGR of Foreign Visitors is 24.96% in case of Hyderabad.

Population to Tourist Ratio:(Top 3 districts)

Name of District	Population : tourist ▼
Rajanna Sircilla	30.49
Bhadradri Kothagudem	11.99
Medak	7.10
Hyderabad	3.58
Sangareddy	2.98

Population to Tourist Ratio:(bottom districts)

Name of District	Population : tourist ▲
Medchal	0.00
Ranga Reddy	0.00
Suryapet	0.00
Vikarabad	0.00
Kamareddy	0.00

D.Tourist to F.Tourist Ratio: (Top 3 districts)

District	Domestic : Foreign
Hyderabad	0.0125
Mulugu	0.0003
Warangal (Rural)	0.0004

D.Tourist to F.Tourist Ratio: (Bottom 3 districts)

District	Domestic : Foreign
Bhadradri Kothagudem	0.0000
Jagtial	0.0000
Kamareddy	0.0000

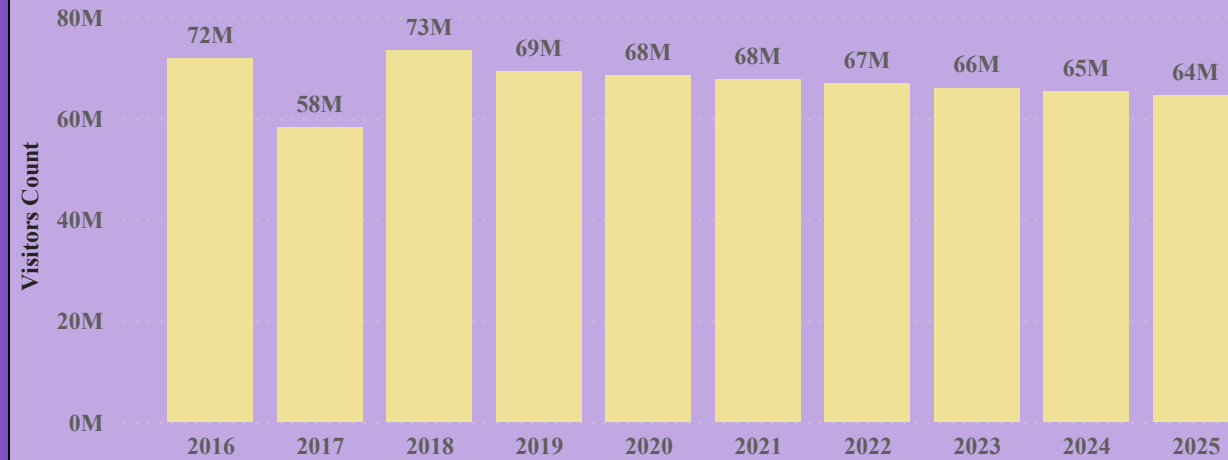
Year	2016		2017		2018		2019	
District	DTA`s	FTA`s	DTA`s	FTA`s	DTA`s	FTA`s	DTA`s	FTA`s
Hyderabad	23394705	163631	27160242	247179	19543651	314788	13802362	319300
Rajanna Sircilla	2176801	0	11919347	0	10834231	0	16832897	0
Warangal (Urban)	25788035	1899	1420002	2630	1723336	1842	1795230	2450
Yadadri Bhongir	1728600	0	7001728	0	13673378	0	4489374	0
Bhadradri Kothagudem	889030	0	4094317	0	3799878	0	12817737	0
Medak	3463200	0	7726869	0	3900000	0	5452570	0
Jayashankar Bhoopalpally	243400	86	1831010	582	16895925	539	662530	45
Mahbubnagar	8304766	868	3488229	520	2852308	454	2534815	440
Nirmal	916610	0	4405083	0	4177325	2	3816778	0
Jagtial	623077	0	3641401	0	3952921	0	3086115	0
Sangareddy	778000	0	2823450	0	2269900	0	4553160	0
Karimnagar	9167468	0	123976	0	93448	0	77491	0
Khammam	5005031	0	1542403	0	1417441	0	1413440	0
Nagarkurnool	588473	29	2653645	311	2088925	222	2093312	199
Adilabad	5075557	10	825380	11	644743	5	775895	6
Jogulamba Gadwal	523401	45	2245399	305	2036545	300	2007995	295
Nalgonda	5858461	0	241916	0	160638	0	140918	0

Domestic Hyd

Foreign Hyd

other

Projected Visitors Count For Year 2025 (Other Than HYD)



Projected Revenue For Year 2025 (Other Than HYD)



- We can see decline in projected Domestic visitors count and Revenue of Hyderabad for the year 2025 which is Projected based on growth rates from 2016 - 2019, which is a bad sign.
- Incase of Projected foreign visitors we can the foreign visitors count can touch 1.22M by the year 2025 with a Projected revenue of 6.8 billion rupees which is a positive sign.

Avg Spending/Tourist

Tourist	Avg_Spending
Domestic	₹ 1,200
Foreign	₹ 5,600

Can Hyderabad Emulate the Dubai model to become Tourist hub and enjoy Business Tourism: -

- It may not be possible for Hyderabad to emulate the Dubai model in its entirety as Dubai has unique advantages such as its location, oil wealth, and strategic investments. However, Hyderabad can certainly learn from Dubai's success and develop its own model of tourism based on its unique strengths and resources.
- Hyderabad has a rich cultural heritage, a vibrant food culture, and a growing technology industry. It can leverage these strengths to develop unique tourism experiences, such as culinary tours, cultural festivals, and technology exhibitions. The city can also focus on developing world-class infrastructure, promoting iconic landmarks, and encouraging private investment in tourism infrastructure.
- Furthermore, Hyderabad can also learn from Dubai's focus on sustainability, which can help ensure that tourism development is not only economically viable but also environmentally and socially responsible. Hyderabad has already taken steps towards sustainable tourism by promoting eco-tourism and developing nature reserves such as the Kinnerasani Wildlife Sanctuary.

Corporate sponsorship for heritage buildings:

One of the biggest charms of Telangana Tourism is its architecture and wealth of historic monuments. Telangana has a rich historical background and there are many monuments belonging to various dynasties' that ruled the region in squalid environments.

An effective solution for this would be to outsource the maintenance and exterior lighting of the heritage monument to corporate giants in return for some branding opportunity. This will improve the facilities and environment and leave the people with pleasant experience.

Tourism is not just Sightseeing Spots:

Tourism should not be promoted as just sightseeing spots; they need to be promoted as “destination experiences”. Steps should be taken to make the tour replete with guides, activities for the children, interactivity for the tourists with culture of the place, organizing cultural activities (dances and other art forms) culinary points etc.

Aggressive Marketing Strategies:

The Telangana government should pursue aggressive online and other marketing strategies to promote the State as a must visit place. The government has great ideas and is very proactive in implementing many projects that are unique and unprecedented. They need to be sufficiently marketed to create awareness among the people outside the state about the locations and places and the facilities available, packages offered etc. Aggressive marketing is absolutely critical to be seen and heard.

Some other suggestions that are critical for tourism promotion are -

- Train travel packages
- Easy bus connections and safe car hire services
- Good freeways and highways
- Clean and safe accommodation facilities
- Maintenance of quality of food

Bringing the Arts and Crafts of Telangana into Limelight:

Telangana is a land of variety of arts mostly confined to villages and rural areas. There need to be a specific campaign of promotion for bringing the arts and crafts of Telangana into limelight. Introducing ‘Rural Packages’ and present to the World the arts and crafts will not only create visibility and business for tourism sector but will also have visibility impact for the State of Telangana.

Apart From the insights given earlier and insights from the data, I feel the below tourist destinations have the potential to attract both foreign and Domestic Tourist, if promoted and marketed correctly to reach people outside the Telugu speaking states.

1. Amrabad Tiger Reserve - Mahbubnagar and Nagarkurnool districts.
2. Kawal Tiger Reserve - Adilabad district.
3. Eturnagaram Wild Life Sanctuary - Jayashankar Bhupalpally district.
4. Kinnerasani Wild Life Sanctuary - Khammam district.
5. Manjira Wild Life Sanctuary - Medak district.
6. Pocharam Forest & Wild Life Sanctuary - Medak district.
7. Singotam - Nizamabad district.
8. Akkamahadevi Caves - Mahbubnagar district.
9. Kadali Vanam - Nalgonda district.
10. Uma Maheswaram - Ranga Reddy district.
11. Bogatha Waterfalls - Jayashankar Bhupalpally district.
12. Kaleshwaram - Jayashankar Bhupalpally district

- Yadagiri gutta of Yadadri Bhongiri District has all potential to become Tirumala of Telangana, and government of Telangana is also Moving forward with the same objective.
- Kuntala waterfalls situated amidst the Sahyadri Mountain range Surrounded by dense forest has all the potential to become Araku of telangana, if developed and Promoted.
- Papi Kondalu of Badradri district, often compared to the Grand Canyon in the United States due to the spectacular rock formations and gorges, has great potential as a tourist spot and with proper infrastructure and promotion.

Thank You

