

Telangana Tourism Analysis

CREATED BY

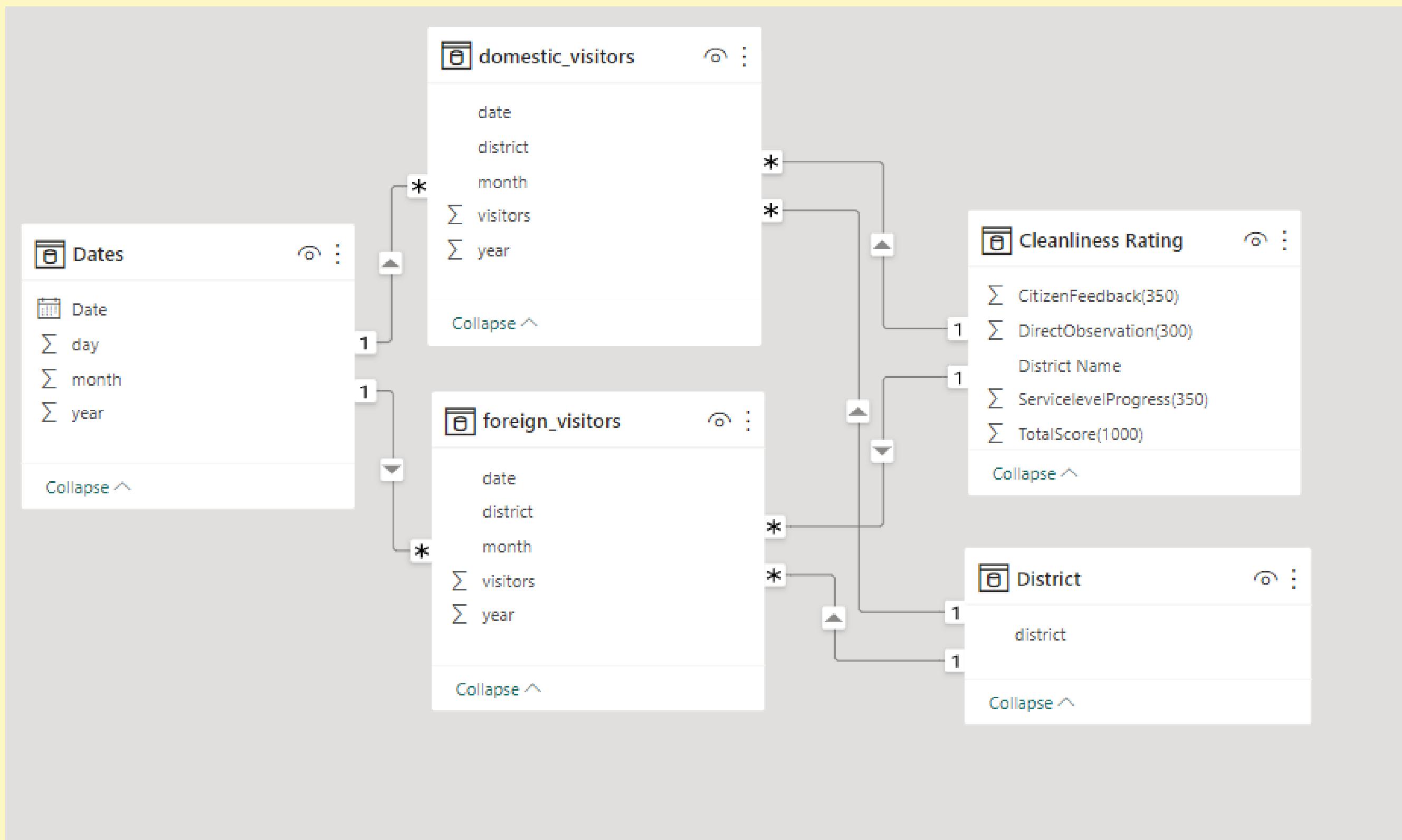
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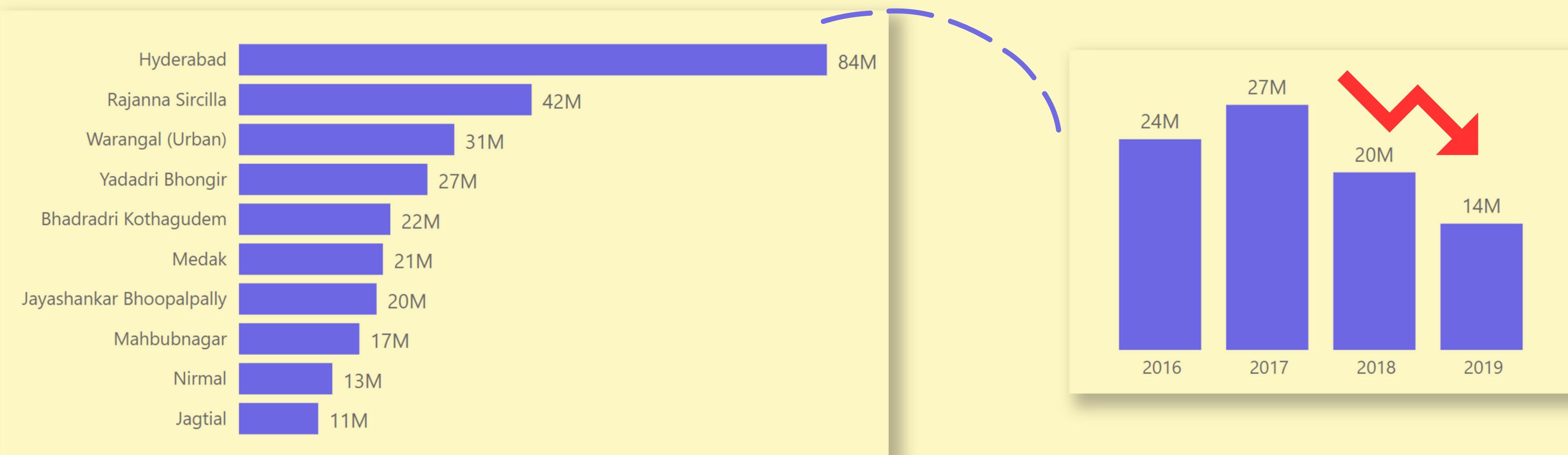
Problem Statement

- 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.
- Peter began his work by framing some primary, and secondary research questions and recommendation ideas.

Data Model



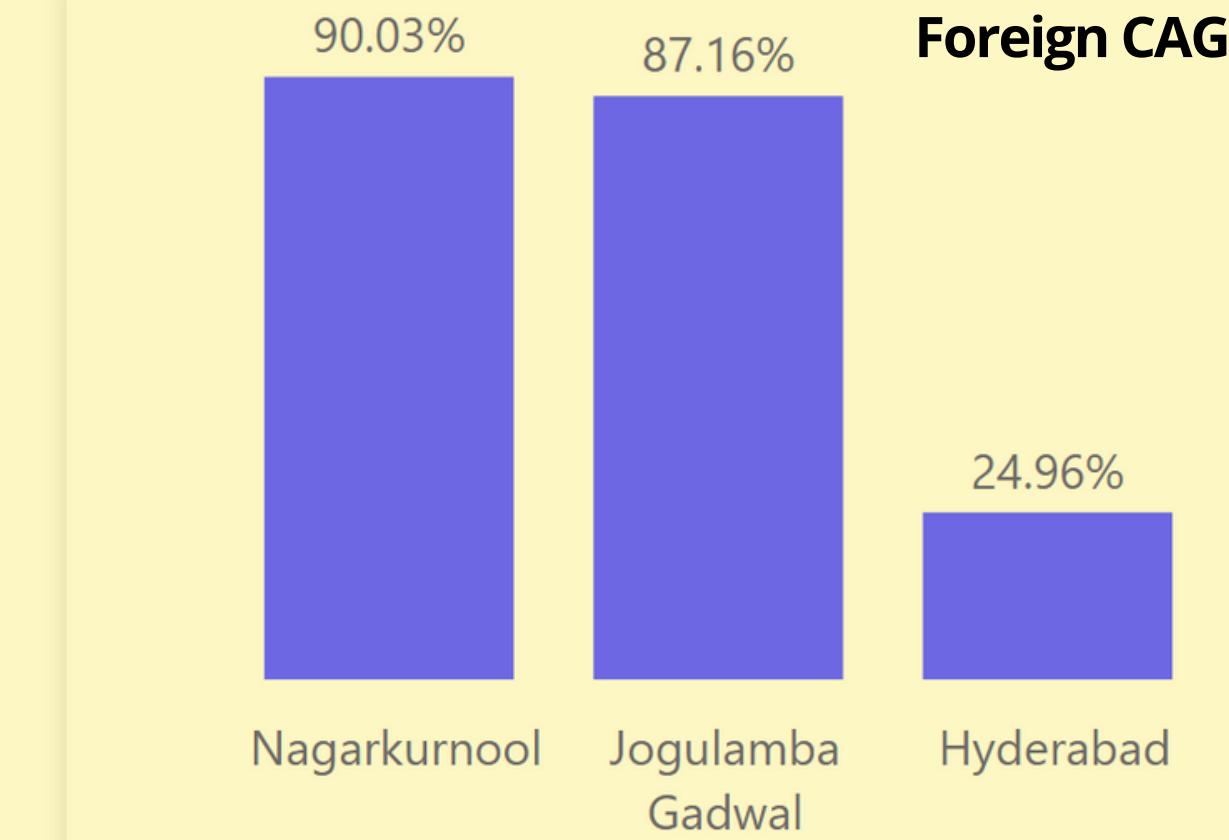
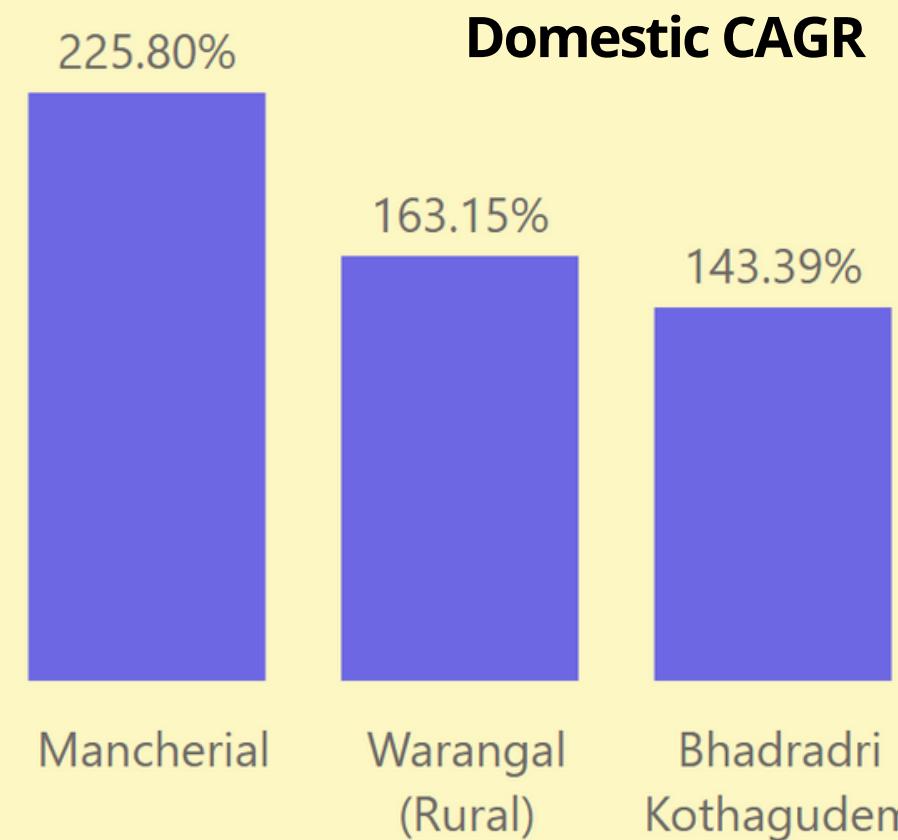
1. Top 10 districts that have highest number of domestic visitors overall (2016 - 2019)



Insights

- Hyderabad **lead** with **84M** domestic visitors
- For the Hyderabad district, the number of domestic visitors is **decreasing** from **2017 -2019**

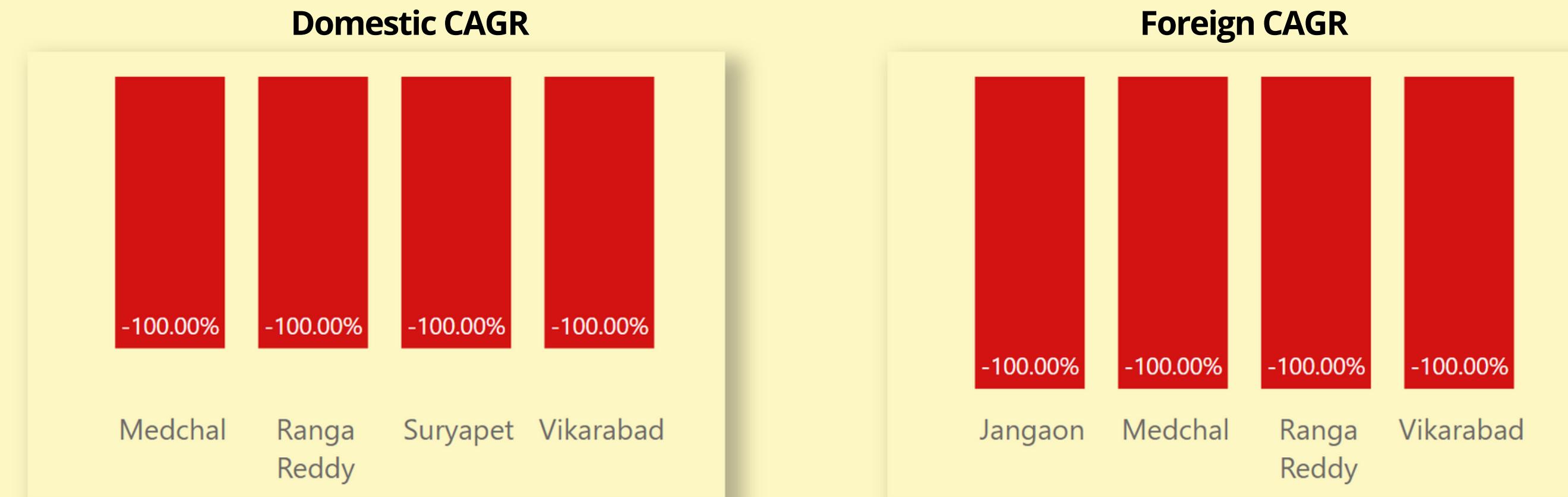
2. Top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 -2019)



Insights

- For Domestic visitors (CAGR), **Mancherial** is leading with a growth rate of **225.80 %**
- For Foreign visitors (CAGR), **Nagarkurnool** is leading with a growth rate of **90.03 %**

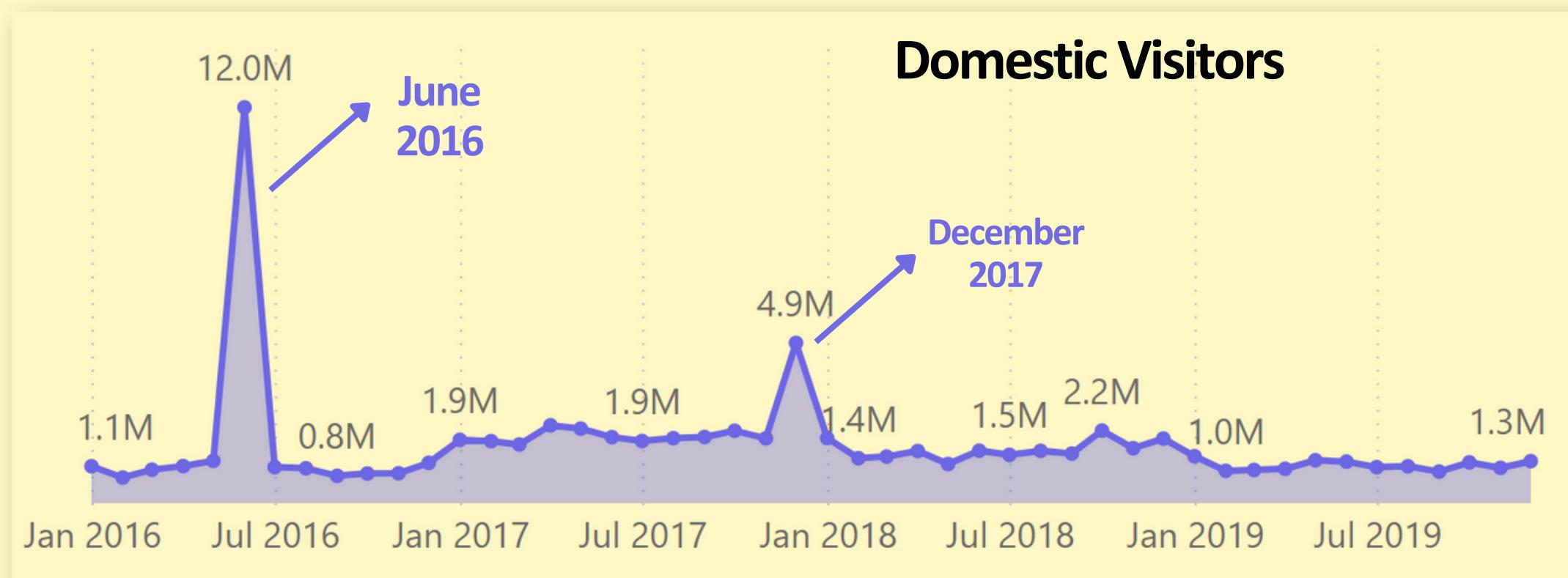
3. Bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 -2019)



Insights

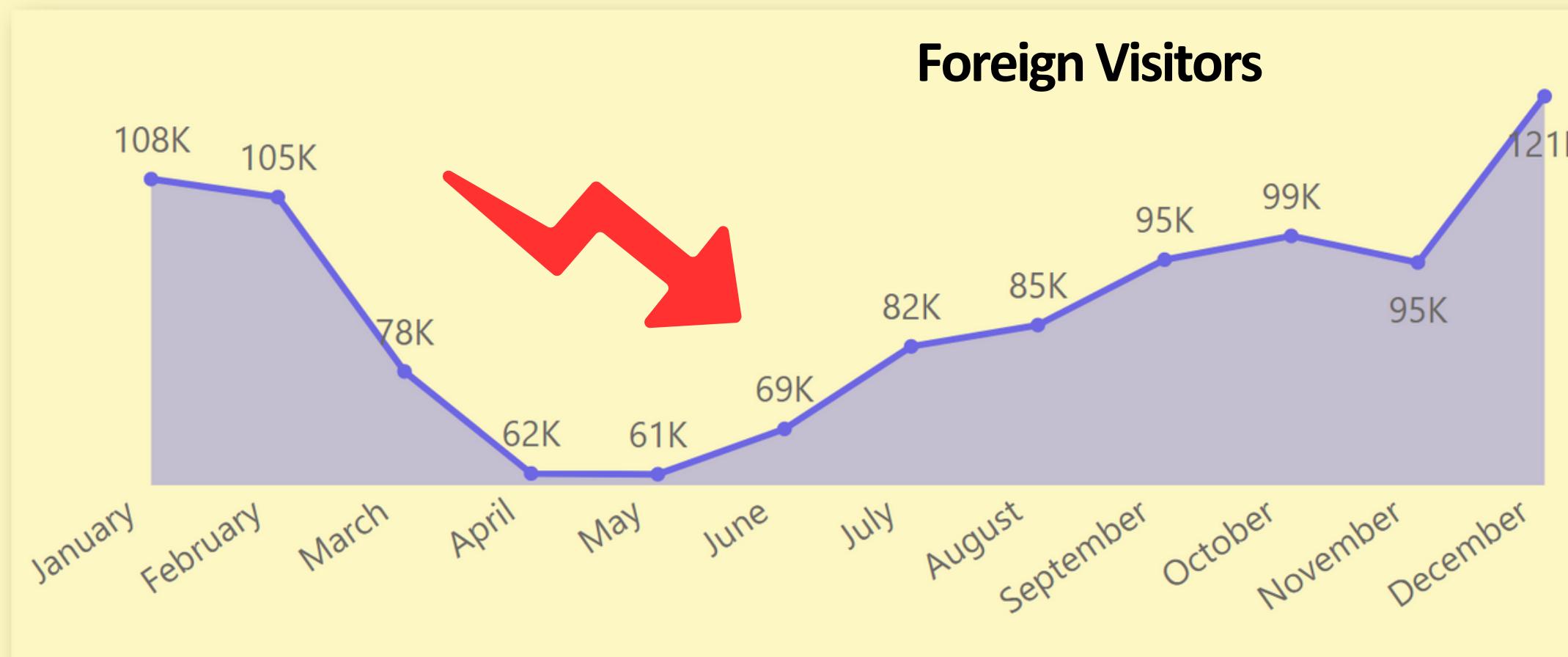
- There are **four** districts with **-100 %** CAGR
- Medchal , Ranga Reddy and Vikarabad Districts have both have negative growth rates in both foreign and Domestic Visitors

4. Peak and low season months for Hyderabad district based on data from 2016 to 2019



Insights

Peak seasons for domestic visitors are **June 2016** and **December 2017**



Insights

- Every year, the peak seasons for Foreign visitors are **December, January, and February**
- Foreign Visitors were **decreased** in **April** and **May** due to hot weather

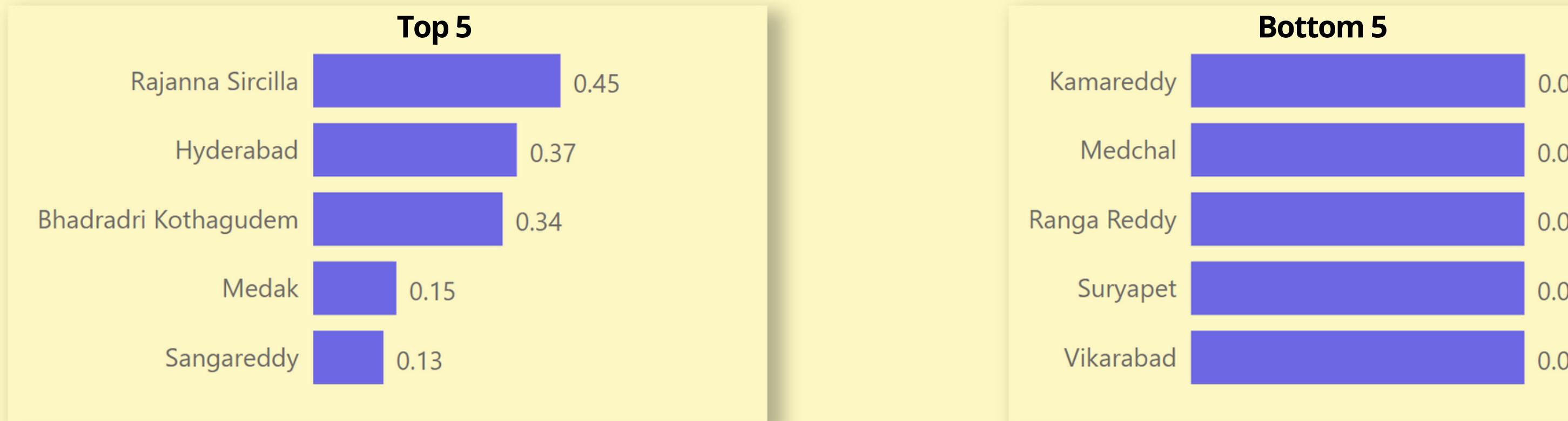
5. Top and bottom 3 districts with high domestic to foreign tourist ratio



Insights

- Hyderabad has the highest domestic to foreign tourist ratio with **79.2**, followed by Rajanna Sircilla and Warangal
- The Bottom 3 Districts have almost ratio of Zero

6. Top and bottom 5 districts based on 'population to tourist footfall ratio' in 2019



Insights

- **Rajanna Sircilla** leads the ratio with **0.45**, followed by Hyderabad, Bhadraburi Kothagudem, Medak and Sangareddy
- The Bottom 5 Districts all have the **same** ratio of **0.01**

7. Projected number of domestic and foreign tourist in Hyderabad in 2025 based on the growth rate from previous years

Visitors	Visitors in 2019	Projected Visitors in 2025	CAGR from (2016 -2019)
Domestic	13.8 M	4.8 M	 16.39 %
Foreign	0.3 M	4.8 M	 24.74 %

Insights

- The Projected Domestic visitors in 2025 is **decreased** due to negative CAGR of **16.39 %**
- The Projected Foreign visitors in 2025 is **increased** due to positive CAGR of **24.74 %**

8. Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist

Foreign Tourist - Rs 5600

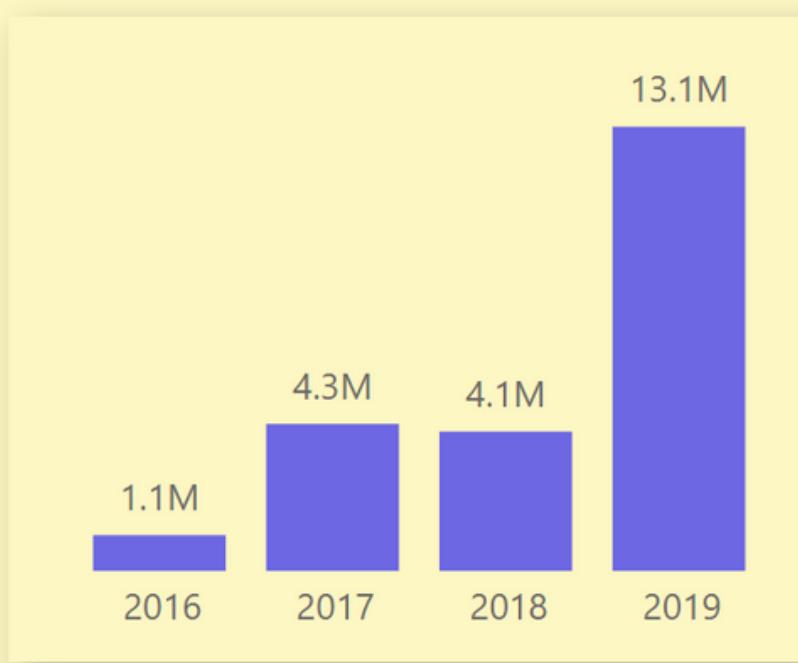
Domestic Tourist - Rs 1200

Visitors	Est Revenue In 2019	Projected Revenue in 2025
Domestic	16.6 B	5.8 B
Foreign	1.8 B	22.3 B

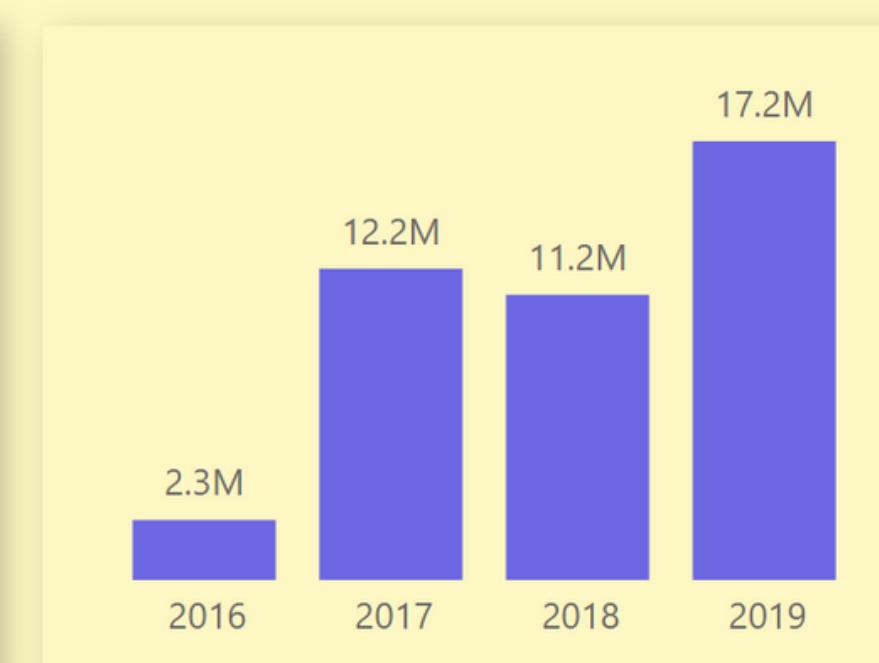
Insights

- The Projected Revenue in 2025 for domestic visitors **decreased** due to reduction in the number of domestic visitors
- The Projected Revenue in 2025 for Foreign visitors **increased** due to improvement in number of Foreign visitors

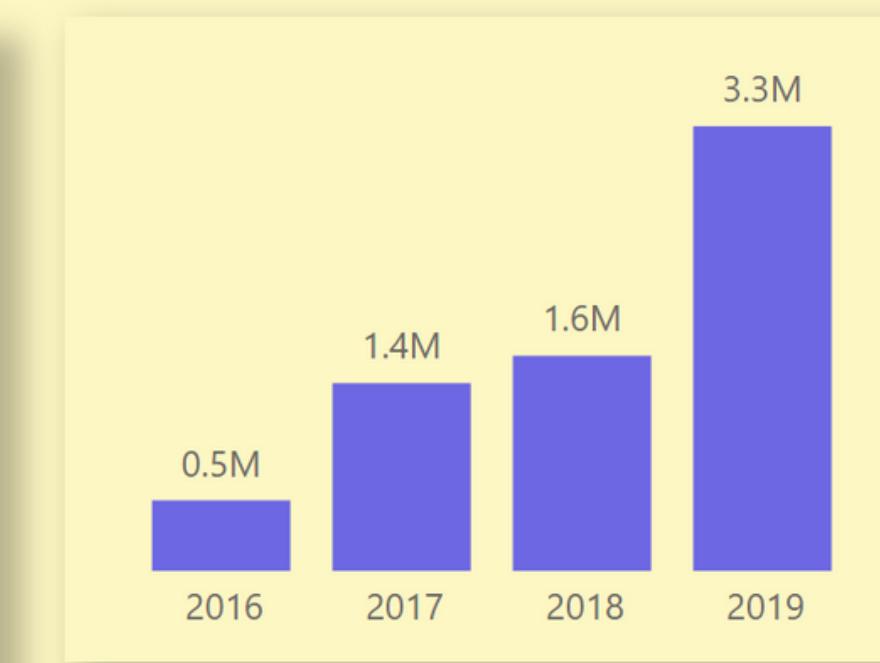
9. District with highest potential



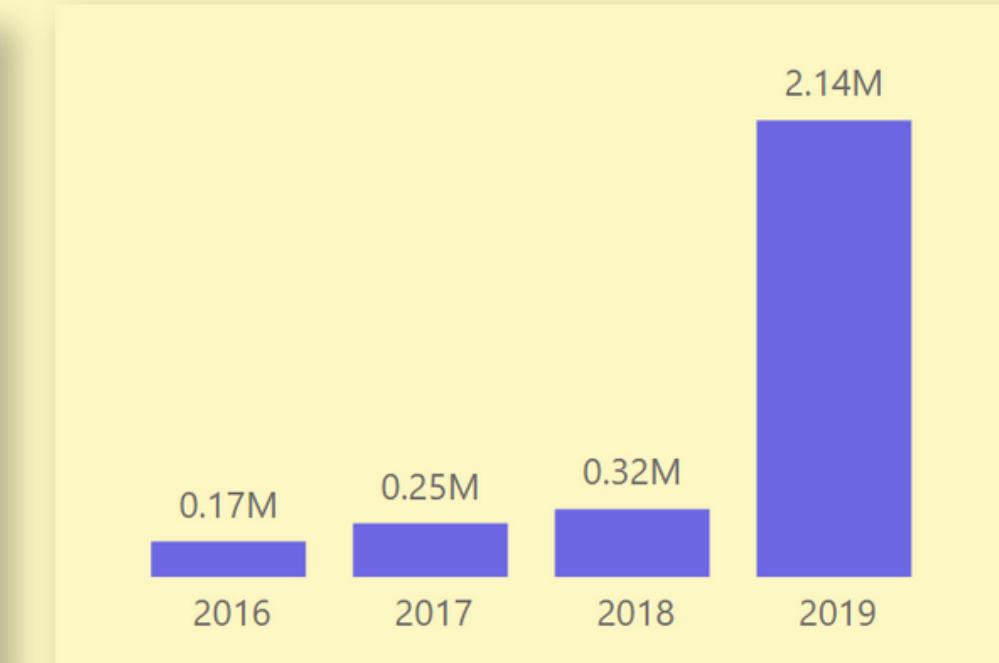
Bhadradari Kothagudem



Rajanna Sircilla



Siddipet



Mulugu

10. Cultural / Corporate Events to boost tourism

Foreign visitors



- Business Meetings
- Food Festival
- Water Sports Events



March to July



- Hyderabad
- Rajanna Sircilla
- Warangal (Urban)

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

As of 2023, Dubai Ranks **2nd in the most popular Destination in the world**

How ?

Most Attractive
Tourist Places

Excellent
Infrastructure

More Foreign
Investors

Excellent
Transportation

Clean and
Safety Place

Steps to make Hyderabad emulate Dubai model

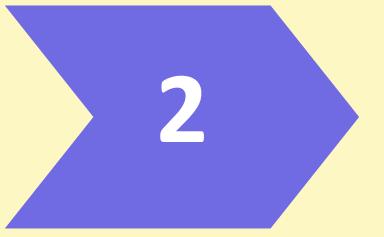
Organize cultural
events,
expo and sports
activities
to attract
foreign visitors

Improve Basic
amenities like food,
shop and toilet facility
at the tourist
Destination

Provide Direct Flight
Connectivity

Improve public
transpotation and
Infrastructure

12. Recommendations that can boost the telangana tourism , particularly Hyderabad

-  1 Increase More Direct Flight Connectivity from Other countries
-  2 Providing special discounts on tourist packages for foreign visitors
-  3 Create social media pages for Telangana State Tourism and tie up with travel influencers and celebrities to promote telangana through social media
-  4 Increase investments in Infrastructure , hotel sector etc to attract foreign investors
-  5 Arrange a local guide in each tourist destination to help and assist foreign visitors