

Insights

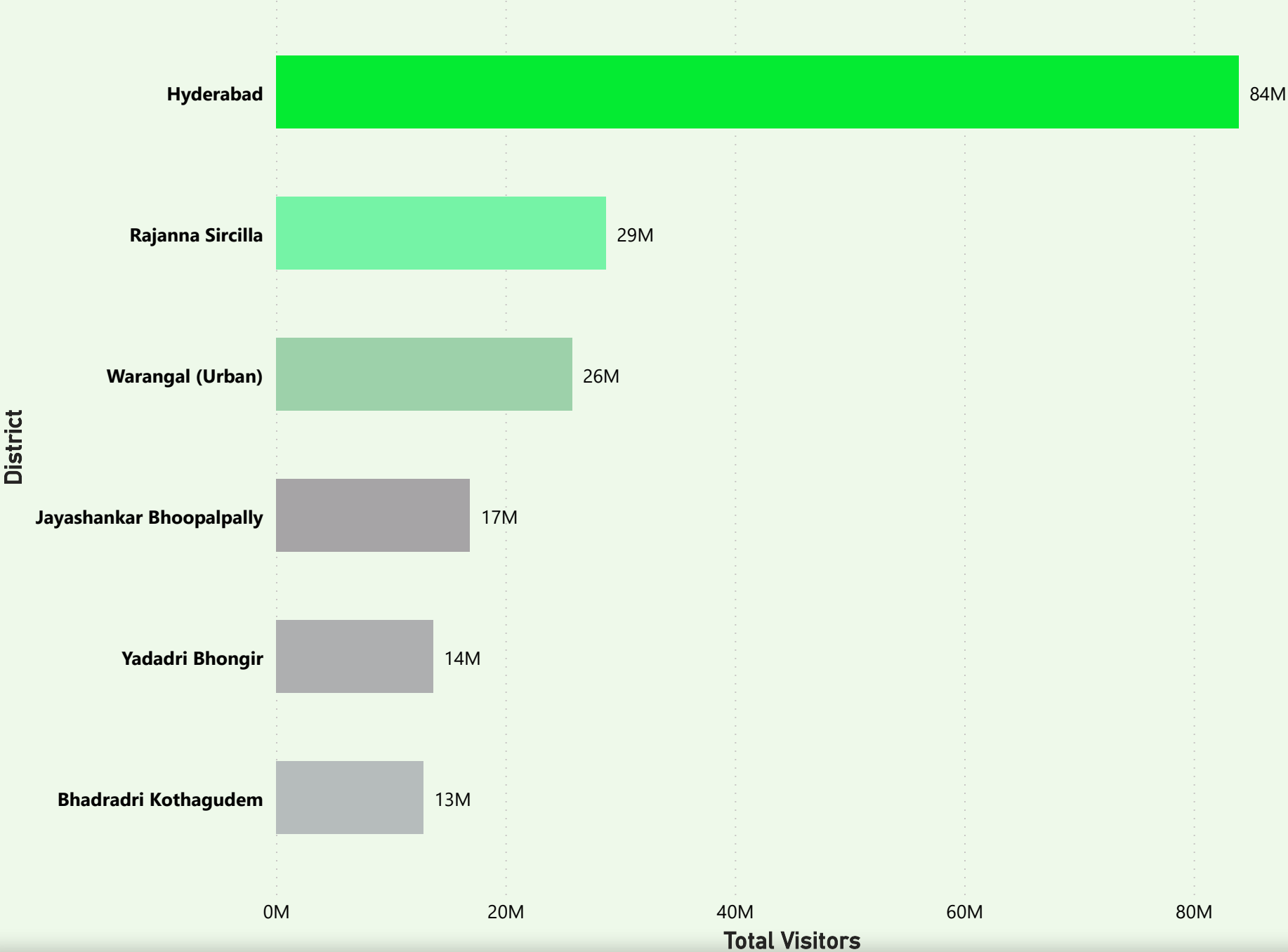
Hyderabad is the most popular tourist destination in Telangana for domestic visitors, with a total of **84 million visitors** between 2016 to 2019.

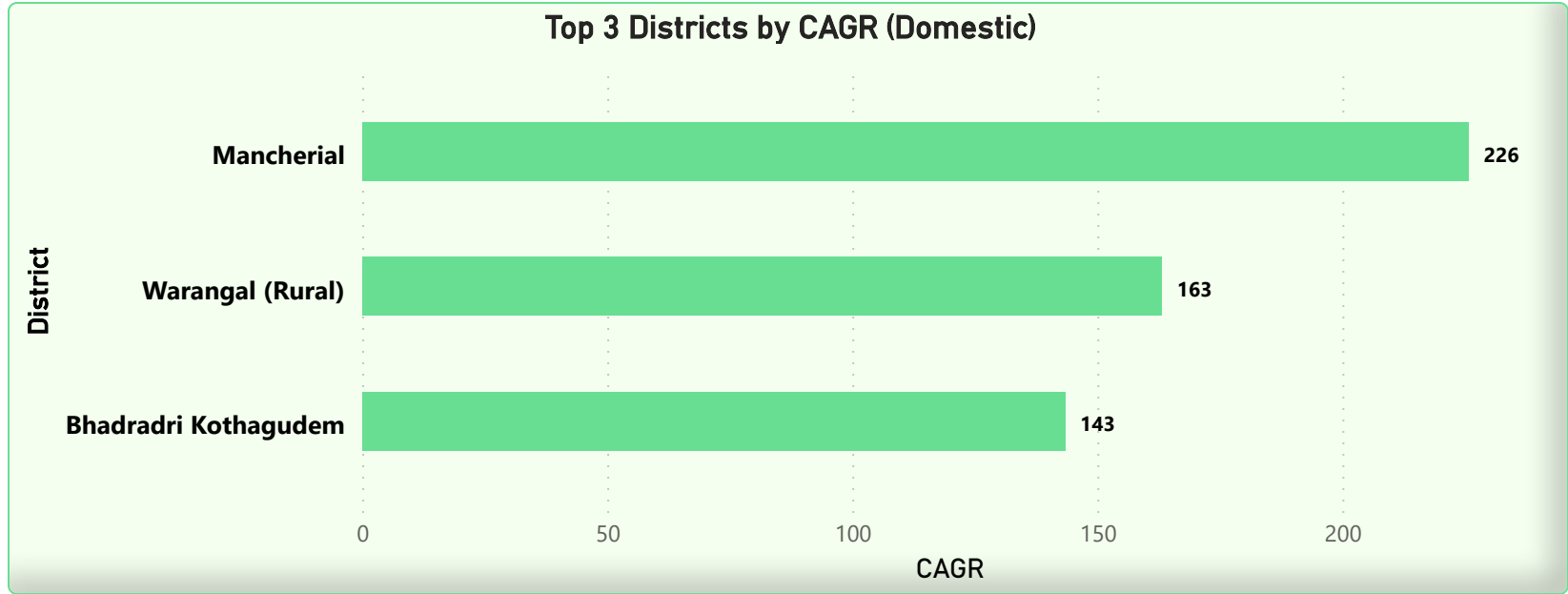
The districts of **Rajanna Sircilla** and **Warangal (Urban)** are the second and third most visited respectively, followed by other districts.

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)

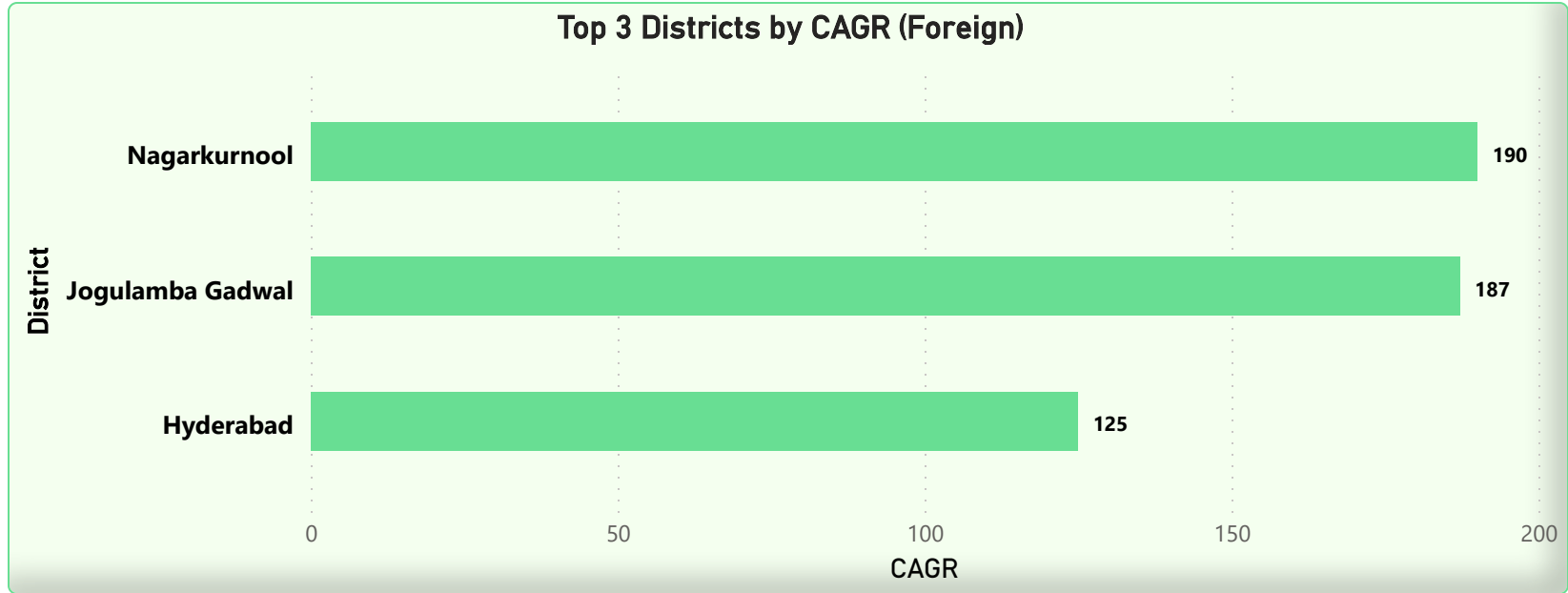




district	Intial_value	Future_value	CAGR
Mancherial	7802	269810	225.80
Warangal (Rural)	19400	353500	163.15
Bhadradri Kothagudem	889030	12817737	143.39

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**.

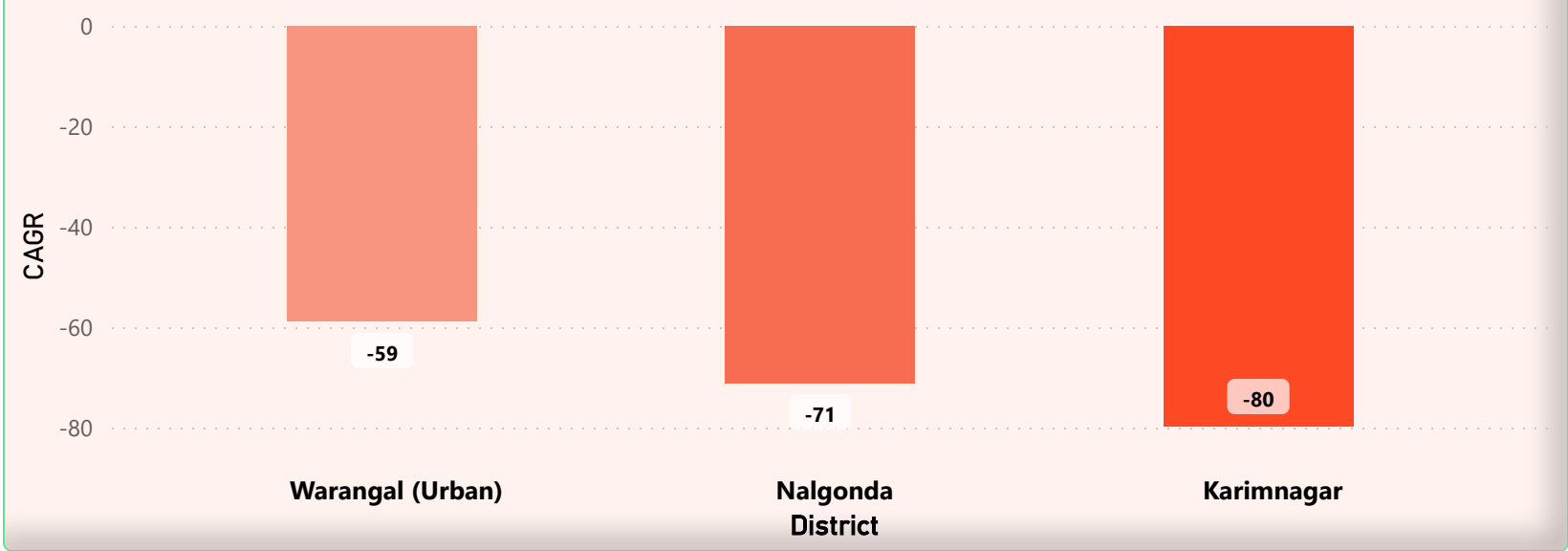


district	Intial_value	Future_value	CAGR
Nagarkurnool	29	199	190.03
Jogulamba Gadwal	45	295	187.16
Hyderabad	163631	319300	124.96

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**.

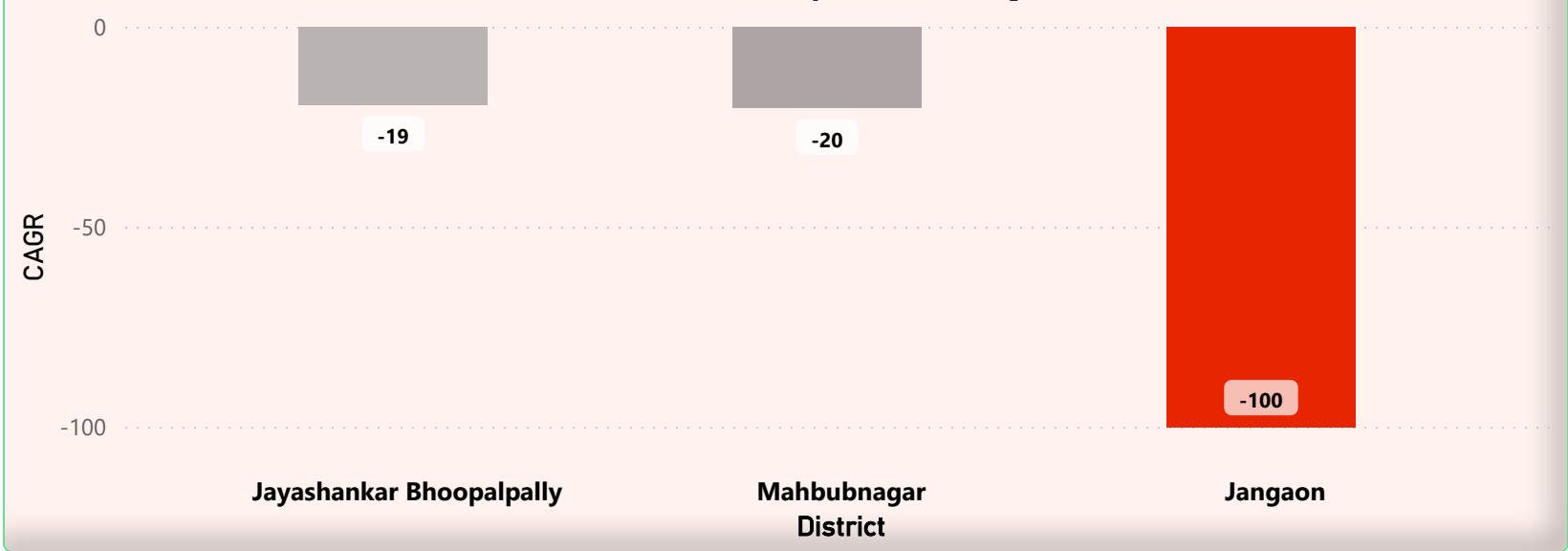
Bottom 3 Districts by CAGR (Foreign)



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.

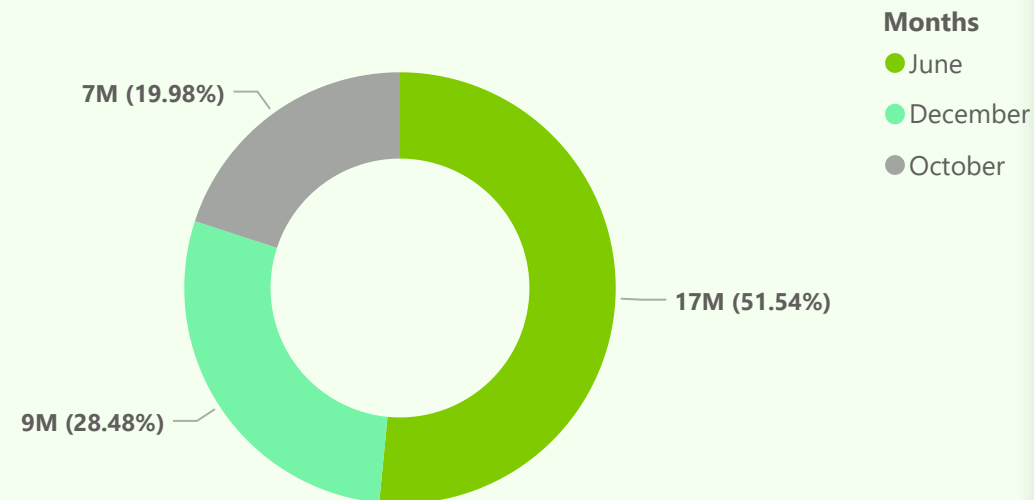
Bottom 3 Districts by CAGR (Foreign)



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.

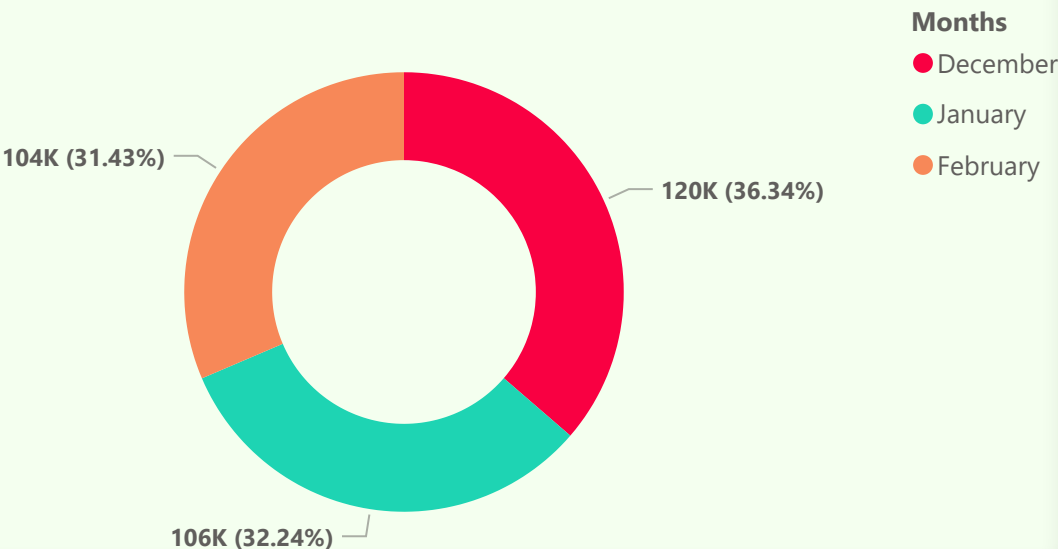
Insights for Peak Season (Foreign Visitors)

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

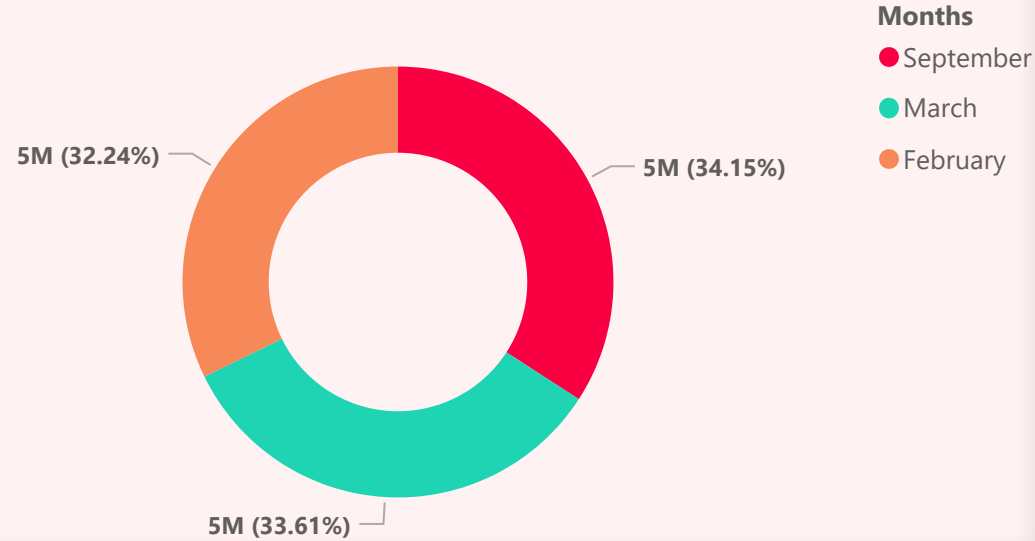
Reasons

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.

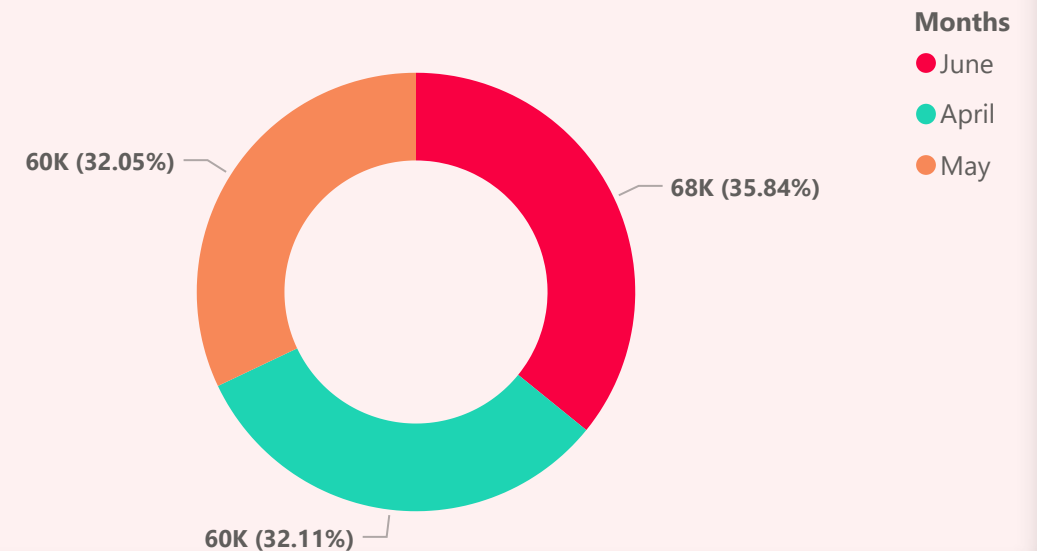
Insights for Low Season (Foreign Visitors)

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

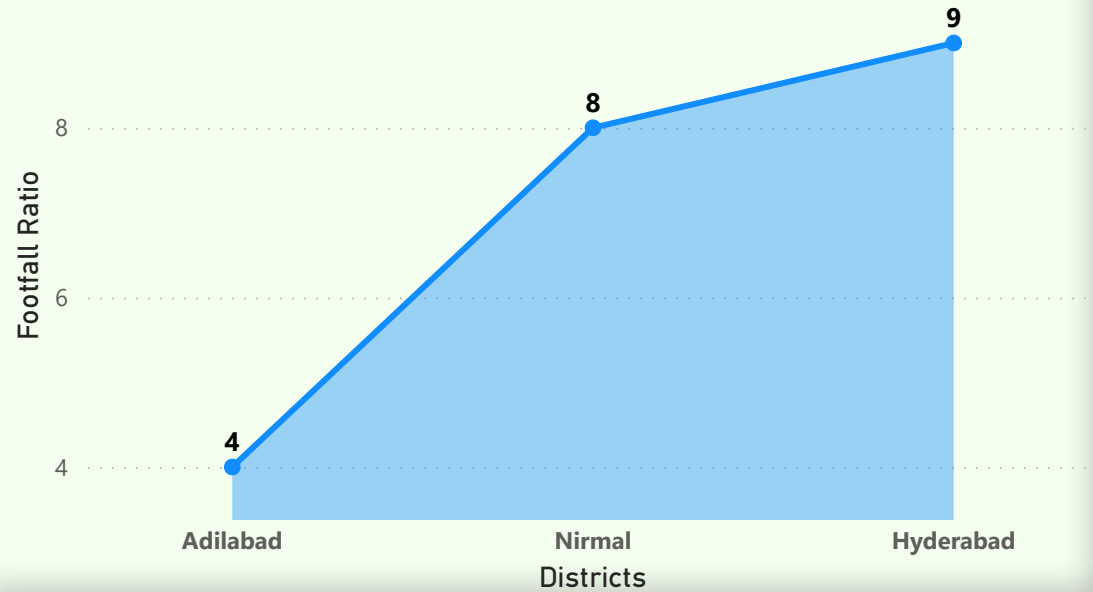
Foreign_visitors

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).

Top 3 Footfall Ratio Districts

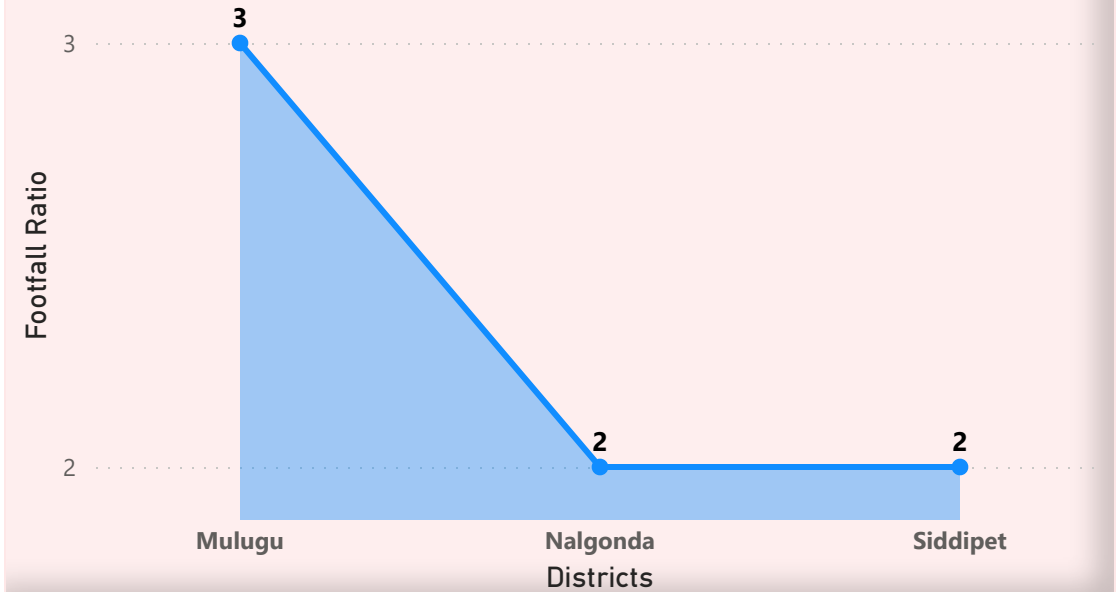


NOTE: The footfall ratio refers to the number of visitors in a particular area or region, and a higher ratio indicates a higher number of visitors.

- **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

Bottom 3 Footfall Ratio Districts



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.

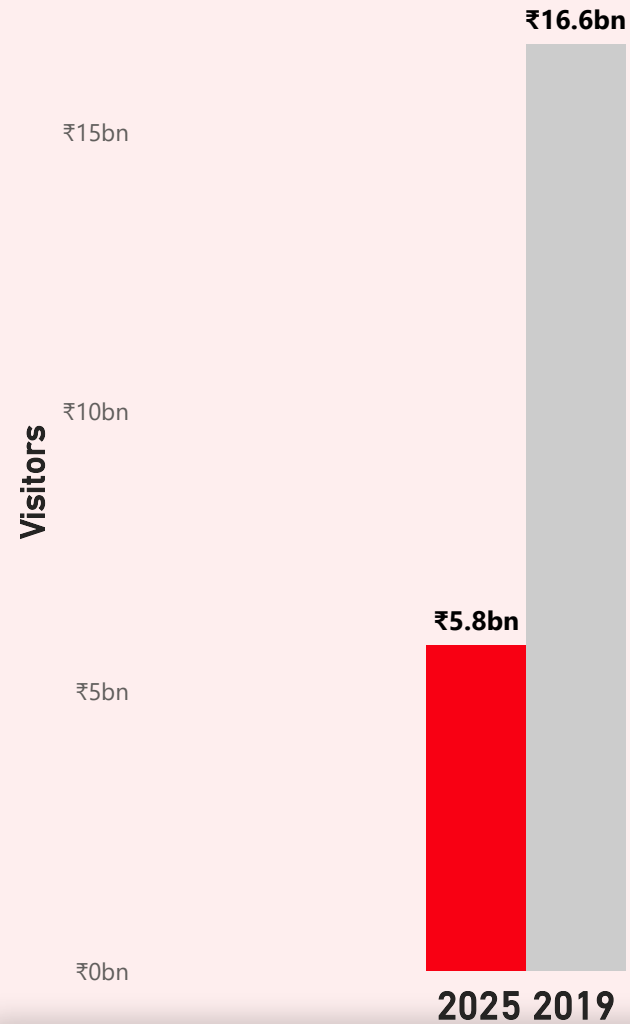
district	footfall_ratio
Nalgonda	2
Siddipet	2
Mulugu	3

₹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

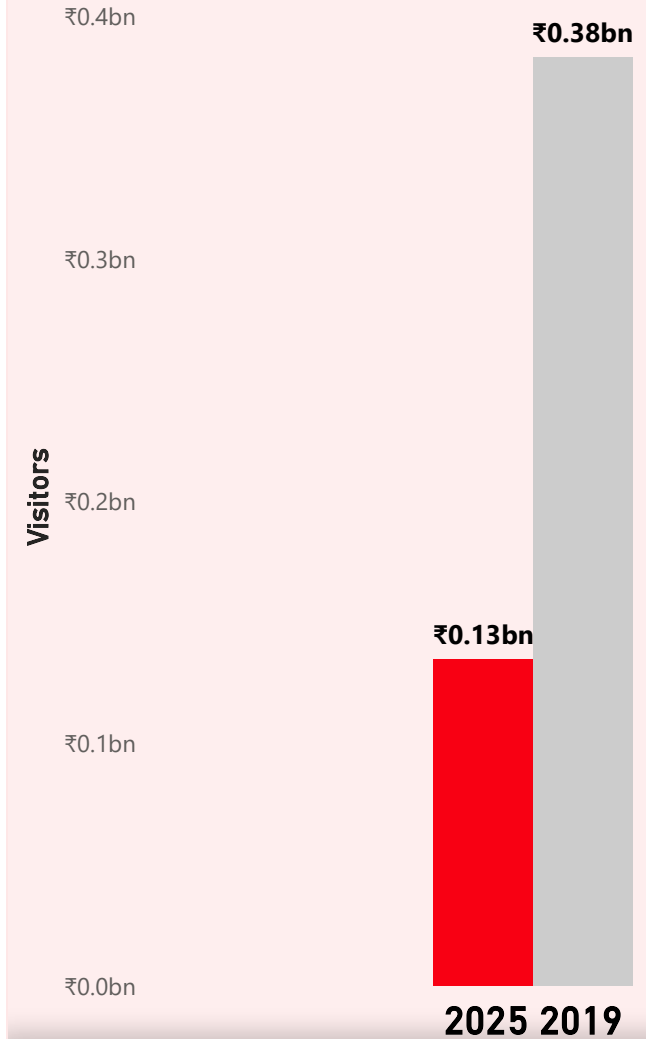


₹38,31,60,000
Sum of Revenue_2019

₹13,46,02,800
Sum of Revenue_2025

Foreign Revenue for Hyderabad (2019-2025)

● Sum of Revenue_2025 ● Sum of Revenue_2019



13802362

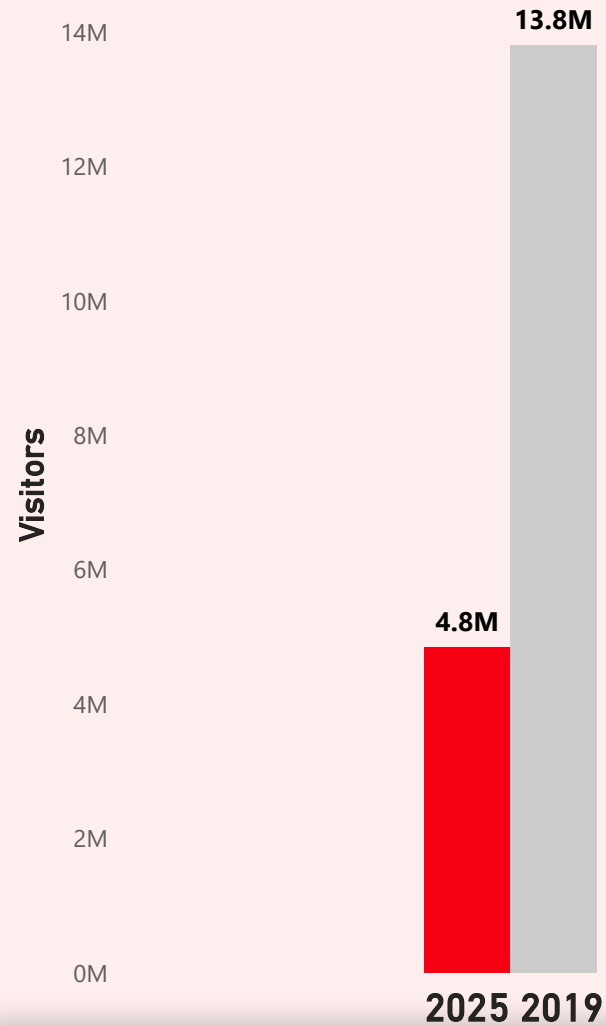
Sum of Visitors_2019

4848743

Sum of Visitors_2025

Domestic visitors are declining for Hyderabad

● Sum of Visitors_2025 ● Sum of Visitors_2019



319300

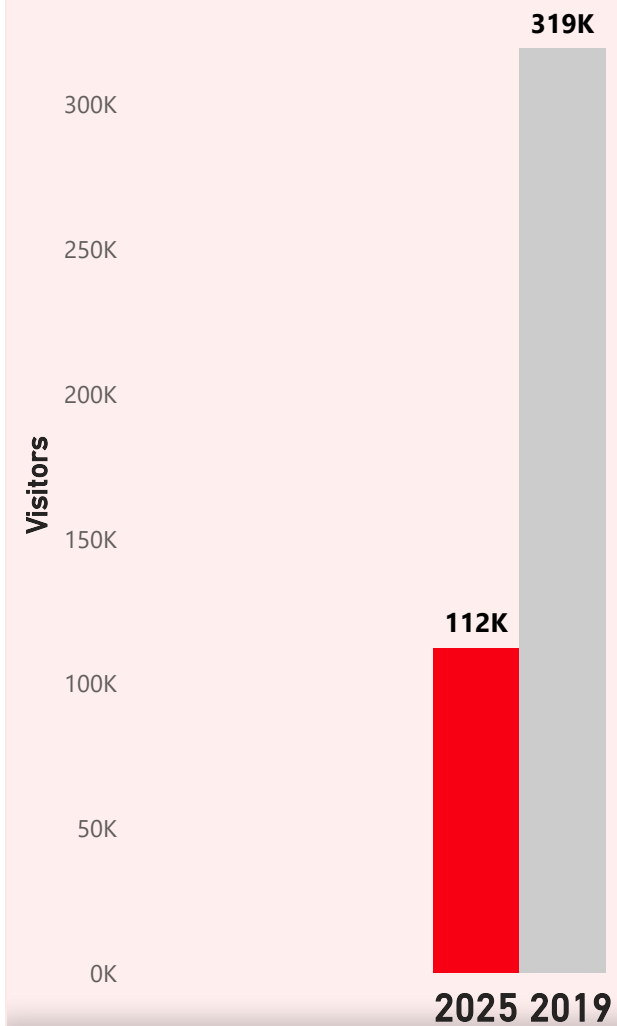
Sum of Visitors_2019

112169

Sum of Visitors_2025

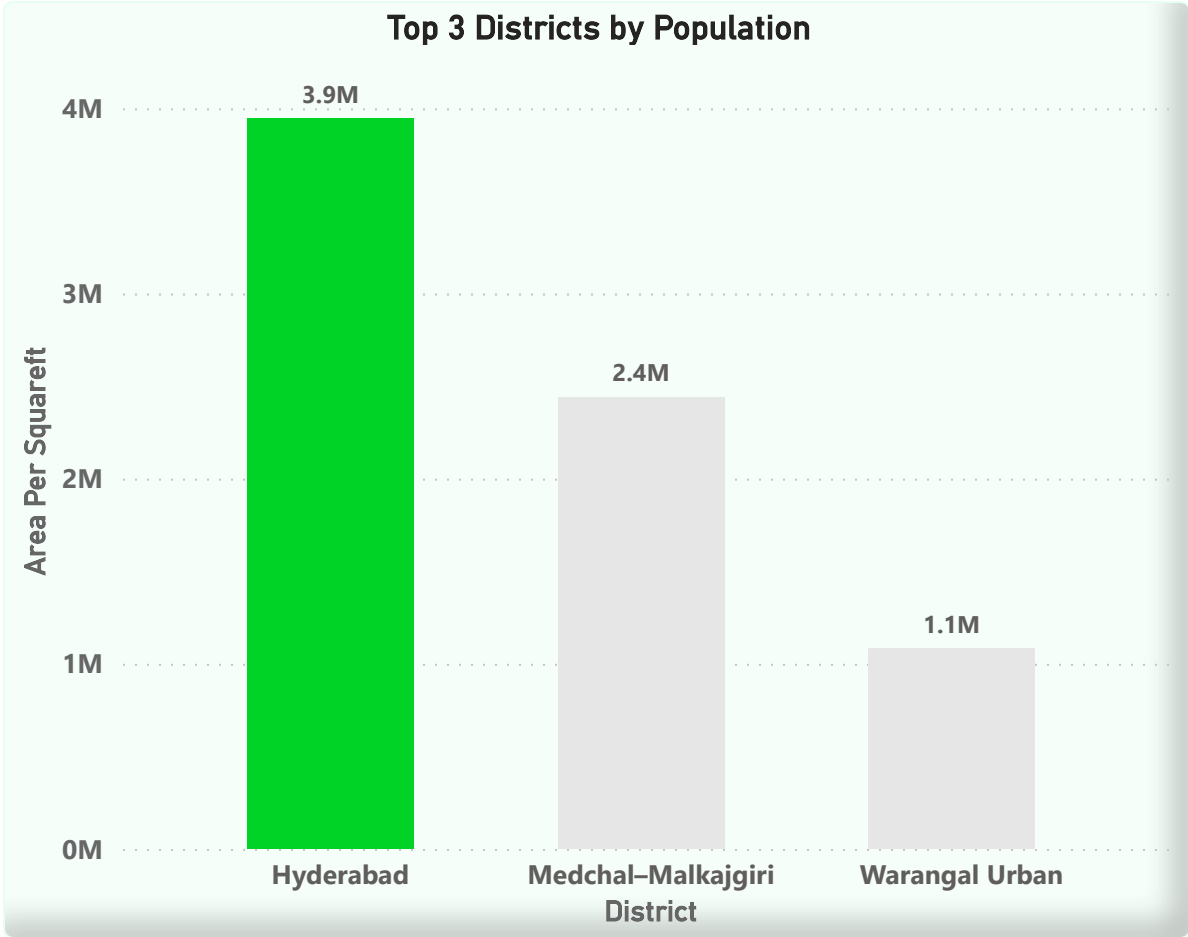
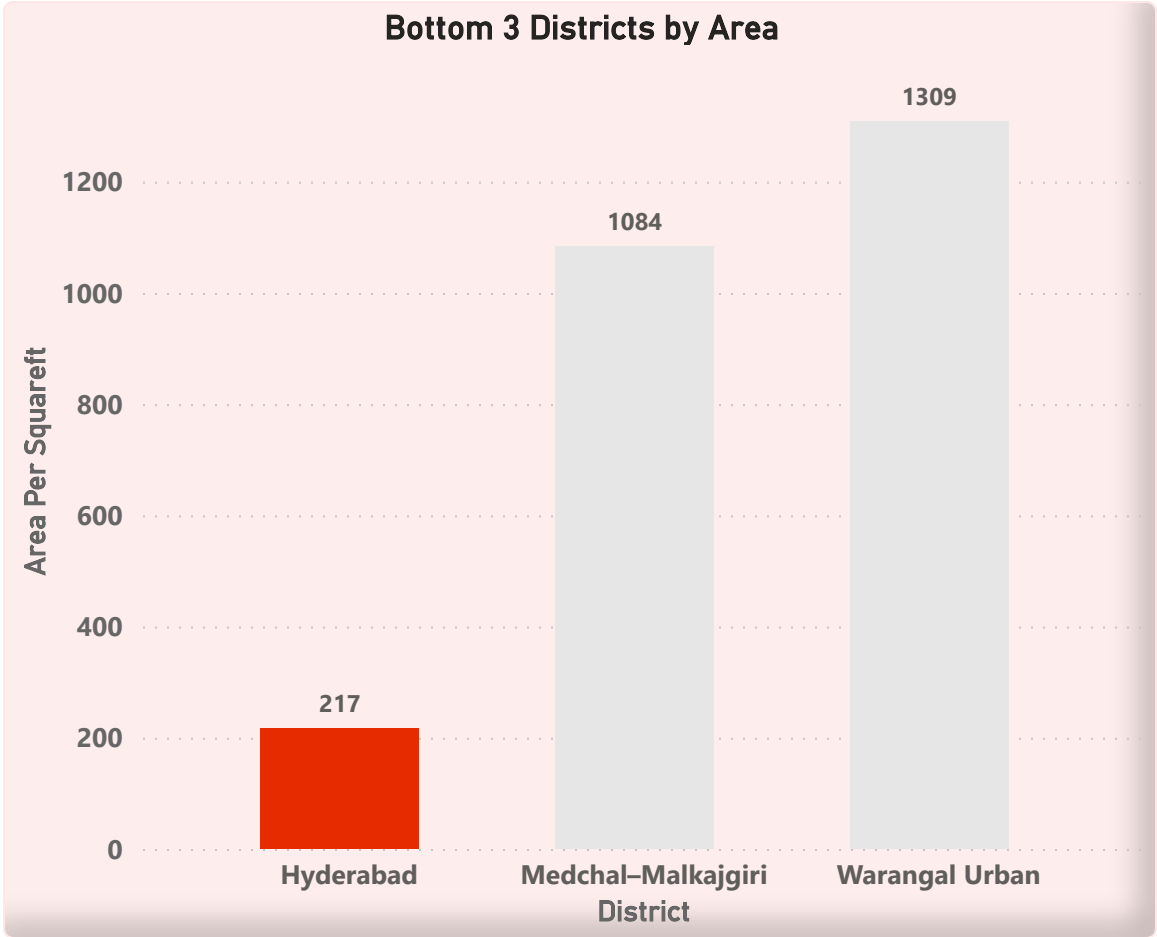
Foreign visitors are declining for Hyderabad

● 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



Recommendations

• Districts with highest potential for tourism and some steps that Government can take.

Hyderabad, Warangal (Urban), and Ranga Reddy have shown high levels of domestic and foreign visitors. Additionally, districts such as Mahbubnagar and **Jayashankar Bhupalpally** have shown high CAGR rates, indicating their potential for tourism growth.

To capitalize on this potential, the government can take steps such as promoting these districts through **marketing campaigns** and **travel packages, developing** better **tourist infrastructure**. Additionally, the government can encourage **sustainable tourism** practices to preserve the natural beauty and cultural heritage of these districts.

• Cultural/Corporate event that can boost tourism

1. **Bathukamma**: This festival is celebrated during September-October in all districts of Telangana. However, the biggest celebrations are usually held in the capital city of **Hyderabad**.
2. **Bonalu**: This festival is celebrated during July-August in **Hyderabad, Secunderabad**, and other parts of Telangana, including **Warangal**, Nizamabad, and Mahbubnagar.
3. **Sammakka Sarakka Jatara**: This tribal festival is celebrated during January-February in Medaram village in the district of **Jayashankar Bhupalpally**, Telangana.

• Recommendation for Hyderabad

Firstly, Hyderabad can invest in world-class infrastructure to attract business travelers. This includes modern convention centers, hotels, and transport systems that cater to the needs of business travelers.

Secondly, Hyderabad can focus on developing key industries such as IT, pharmaceuticals, and biotechnology, which can attract more business visitors to the city.

Thirdly, Hyderabad can offer tax incentives and other benefits to companies to encourage them to establish their offices and conduct business in the city.

Finally, Hyderabad can actively market itself as a business-friendly destination,

Suggestions

- **Develop more tourist attractions:** Hyderabad has several popular tourist attractions like Charminar, Golconda Fort, and the Salar Jung Museum. However, the city can benefit from more unique and exciting tourist attractions that appeal to a wider audience.
- **Promote food tourism:** Hyderabad is known for its delicious cuisine, especially the iconic biryani. Promoting food tourism by organizing food festivals, culinary tours, and food trails can attract more tourists to the city.
- **Foster adventure tourism:** Telangana has several natural attractions like forests, waterfalls, and hills that are ideal for adventure activities like trekking, camping, and rafting. Developing infrastructure and organizing adventure activities can attract adventure-seeking tourists to the state.
- **Enhance digital marketing:** The Telangana tourism board can use digital marketing strategies like social media campaigns, search engine optimization, and influencer marketing to reach a wider audience and promote the state's tourist attractions.
- **Encourage film tourism:** Telangana has a rich history of filmmaking, and several movies have been shot in Hyderabad and other parts of the state. Encouraging filmmakers to shoot more movies in Telangana by providing incentives and infrastructure can boost film tourism.
- **Offer discounts and incentives:** The Telangana tourism board can offer discounts and incentives to tourists who visit during off-peak seasons or stay for longer durations. This can encourage more people to visit the state and explore its tourist attractions.
- **Train tourist guides:** Well-trained tourist guides can enhance the overall tourist experience by providing valuable insights and information about the state's attractions. The government can invest in training and certification programs for tourist guides to ensure that they are knowledgeable and professional.