

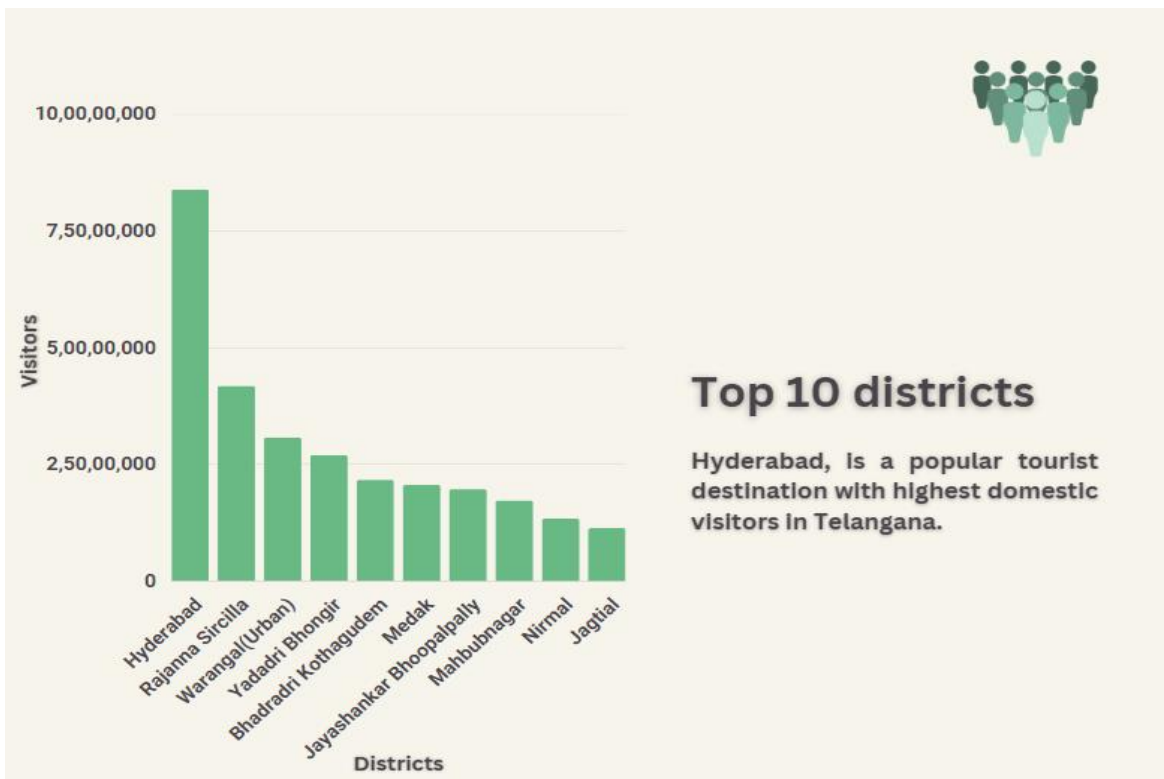
# Telangana Tourism Analysis



**Presented by**  
**Yashwanth Marrapu**

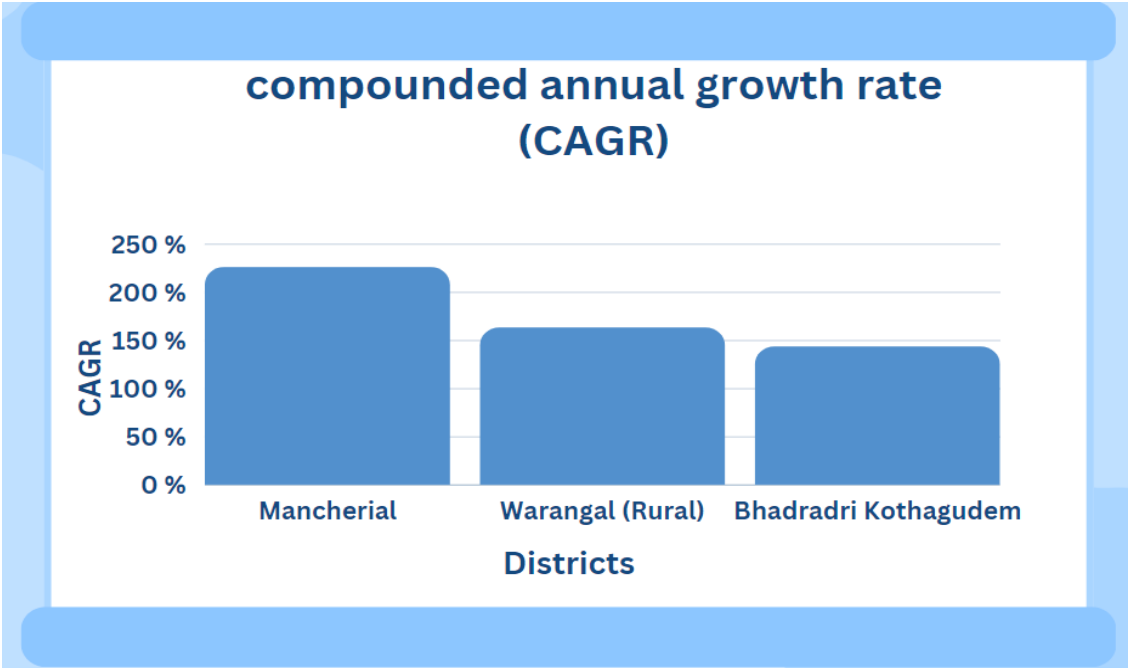
## Top 10 districts with the highest number of domestic visitors (2016-2019)

district	visitors
Hyderabad	83900960
Rajanna Sircilla	41763276
Warangal (Urban)	30726603
Yadadri Bhongir	26893080
Bhadradri Kothagudem	21600962
Medak	20542639
Jayashankar Bhoopalpally	19632865
Mahbubnagar	17180118
Nirmal	13315796
Jagtial	11303514



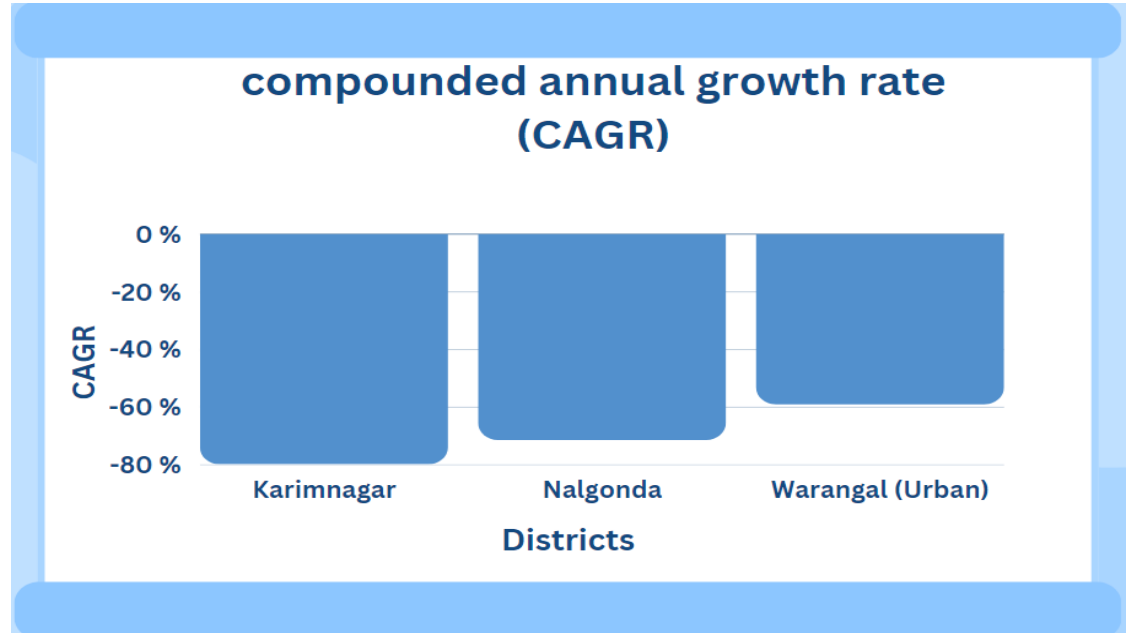
# Top 3 districts based on compounded annual growth rate(CAGR) (2016 - 2019)

	District	CAGR
13	Mancherial	225.803739
28	Warangal (Rural)	163.145469
1	Bhadradri Kothagudem	143.387524



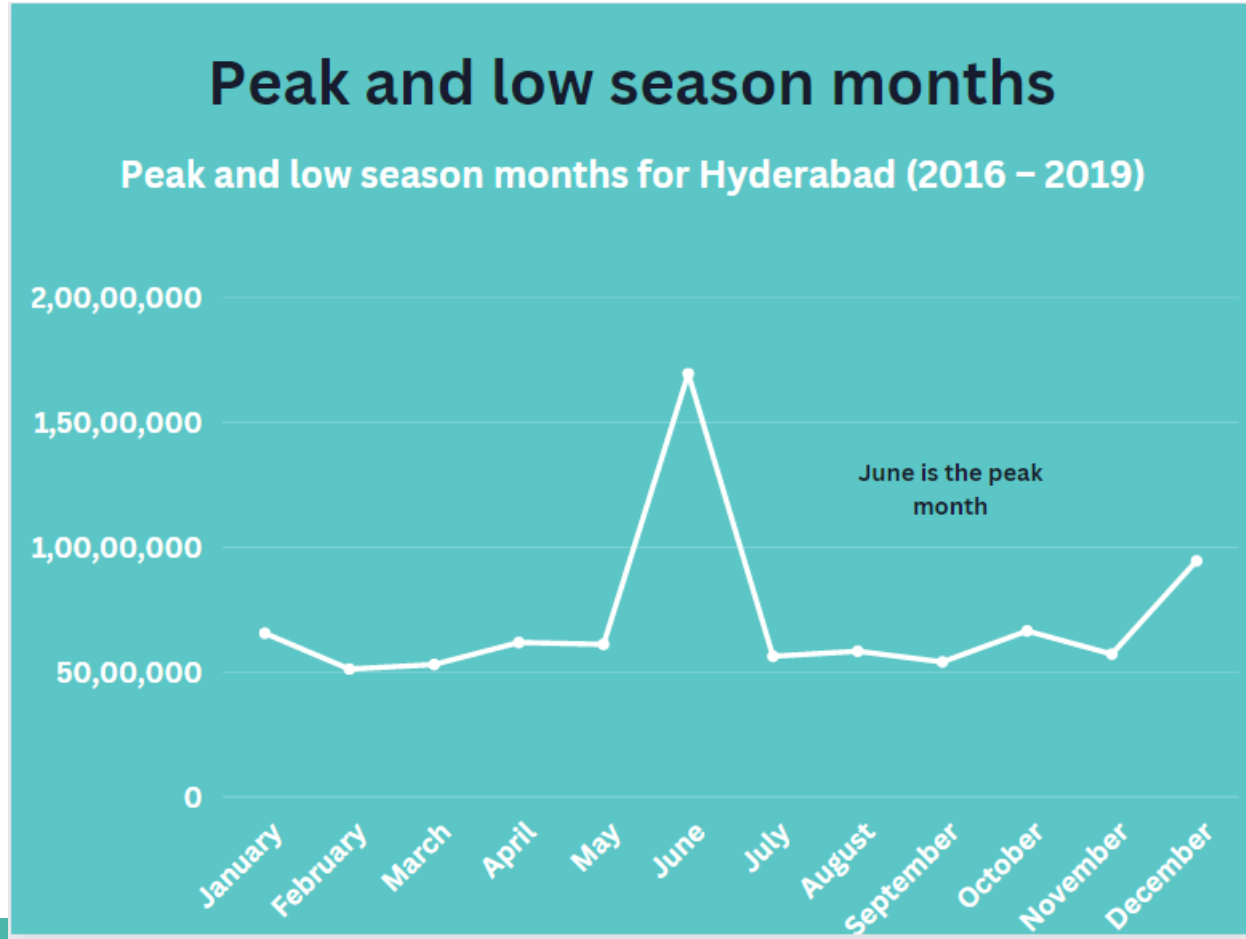
## Bottom 3 districts based on compounded annual growth rate(CAGR) (2016 -2019)

	District	CAGR
8	Karimnagar	-79.629550
17	Nalgonda	-71.133488
29	Warangal (Urban)	-58.845179



# Peak and low season months for Hyderabad (2016 – 2019)

visitors	
month	
June	16965307
December	9458632
October	6650351
January	6558551
April	6187334
May	6109590
visitors	
month	
August	5834736
November	5719659
July	5633143
September	5406363
March	5303984
February	5118208



# Top & bottom 3 districts with high domestic to foreign tourist ratio

	Ratio
district	
Hyderabad	80.0
Warangal (Rural)	2677.0
Mulugu	3164.0

Top districts with low domestic to foreign tourist ratio



	Ratio
district	
Jayashankar Bhoopalpally	15681.0
Nagarkurnool	9756.0
Mahbubnagar	7528.0

Top districts with high domestic to foreign tourist ratio



- Hyderabad has 80 domestic visitors for every 1 foreign tourist.
- Districts with low domestic to foreign tourist ratios are best districts, as they have good foreign tourist.

# Top & bottom 5 districts based on tourist footfall ratio (2019)

## Top 5 districts

	population	District	VP_Ratio
23	583025	Rajanna Sircilla	28.871656
1	1129283	Bhadradi Kothagudem	11.350332
14	810506	Medak	6.727365
16	272212	Mulugu	6.687343
32	780956	Yadadri Bhongir	5.748562

## Bottom 5 districts

	population	District	VP_Ratio
27	1161282	Suryapet	0.00000
24	2583583	Ranga Reddy	0.00000
28	979184	Vikarabad	0.00000
15	2577043	Medchal	0.00000
7	1027222	Kamareddy	0.00052

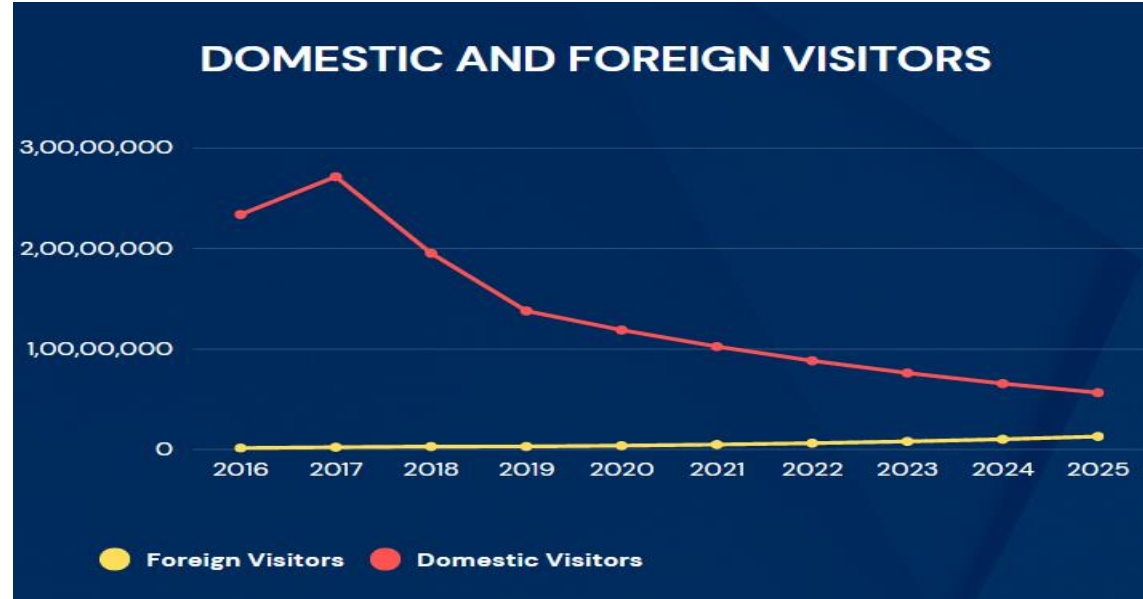
- Based on the footfall ratio, Rajanna Sircilla emerges as the most popular tourist district relative to its population.
- Suryapet district has several natural attractions such as the Nagarjuna Sagar Dam, Jatara at Peddagattu Lingamantula Swamy temple, Suryapet Venkateshwara Swamy Temple, Dargahs at Janpahad, Arvapally attractions of the district.
- Suryapet district can also promote adventure tourism with activities such as trekking, rock climbing, and camping.

# Projected number of domestic & foreign visitors in Hyderabad in 2025

## Domestic Visitors

	Year	Predicted Visitors
0	2020	11901122.06
1	2021	10261773.04
2	2022	8848240.14
3	2023	7629417.77
4	2024	6578485.05
5	2025	5672315.62

	Year	Predicted Visitors
0	2020	404281.03
1	2021	511879.58
2	2022	648115.26
3	2023	820609.78
4	2024	1039013.36
5	2025	1315544.59



According to the data, Domestic visitors can be decreased and foreign visitors can be increased.

Predicted Domestic visitors (2025) → 5.6M

Predicted Foreign visitors (2025) → 1.31M



# Projected revenue for Hyderabad in 2025

- According to the data, “14.17 billion” revenue can be generated from Hyderabad tourism in 2025.

Predicted Domestic Revenue (2025)

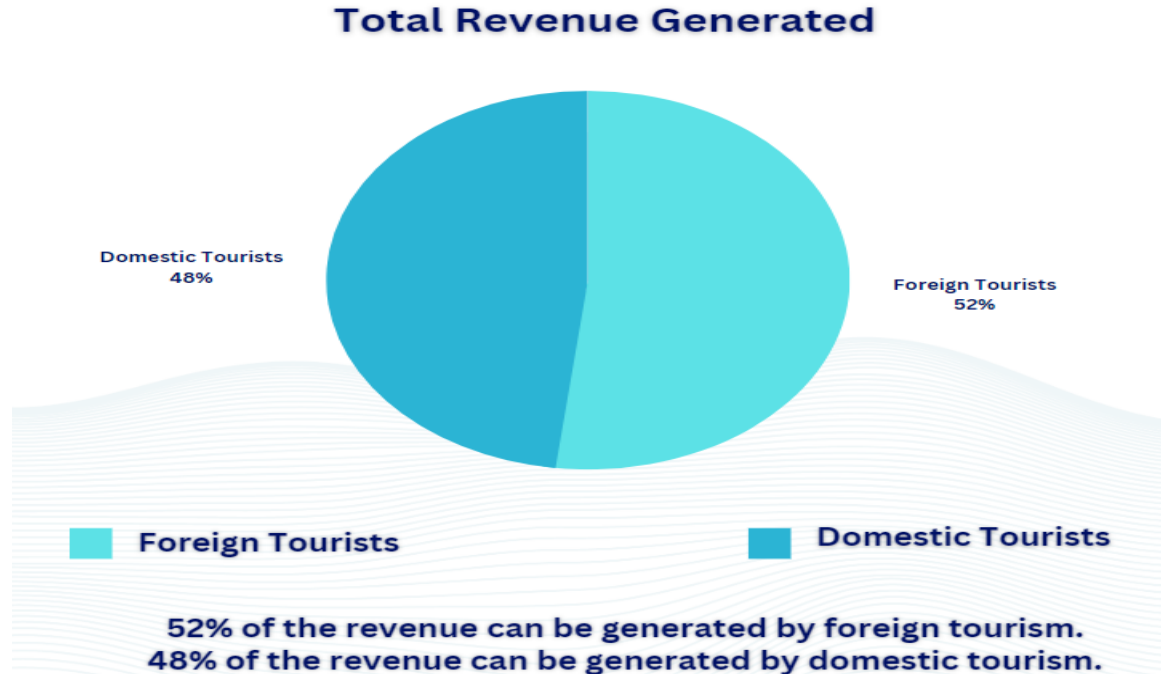
→ 6.80B

Predicted Foreign visitors (2025)

→ 7.36 B

Predicted Total Revenue (2025)

→ 14.17B



## Districts with highest potential for tourism growth

District	Tourist destinations	Actions to promote tourism
Hyderabad	Charminar, Golconda Fort, and Salar Jung Museum.	Improving its infrastructure, tourist-friendly policies, and organizing cultural events.
Warangal	Warangal Fort and Thousand Pillar Temple	Promoting local handicrafts and cuisine, investing in its infrastructure and organizing cultural festivals.
Nizamabad	Nizamabad Fort and Nizamabad Museum	Tourism-friendly policies, developing local handicrafts and cuisine and improving the city's infrastructure.
Karimnagar	Elgandal Fort and Kondagattu Anjaneya Swamy Temple	promoting local handicrafts and cuisine, and organizing cultural festivals.

## Events to boost Telangana Tourism

Event	District	Months
Telangana Food Festival	Hyderabad and Warangal	January - February
Bathukamma Festival	Karimnagar, Nizamabad and Siddipet	September - October
Bonalu Festival	Hyderabad and Secunderabad	July - August
Telangana Folk Art and Music Festival	Adilabad, Khammam and Mahabubnagar	November - December
Telangana Investors Summit	Hyderabad	February - March
Telangana IT Conference	Hyderabad	June - July
Telangana Pharma and Healthcare Summit	Hyderabad	October - November

## Hyderabad's potential to emulate Dubai's business model

- Hyderabad require a concerted effort from all stakeholders, including the government, businesses, and the community, to work towards this goal.
- Focus on factors such as location, business-friendly policies, infrastructure, skilled workforce, and branding.
- Developing more IT Hub and Industrial Parks.
- Focus on building better infrastructure, such as expanding its airport, improving its road and rail networks, and investing in public transportation.

## Factors that can boost Telangana tourism, particularly Hyderabad

- Promote Hyderabad's rich history
- Focus on the city's culinary scene
- Develop the city's infrastructure
- Collaborate with travel agencies
- Promote adventure tourism
- Leverage social media
- Partner with private players
- Develop niche tourism
- Health and Security

## Steps to increase tourism in Telangana

- Heritage Walks
- Promotion of Festivals
- Development of Tourist Spots
- Promotion of Adventure Sports
- Tourist Information Centres
- Incentives for Tour Operators
- Focus on sustainable tourism
- Market the unique culture and heritage of Telangana



**THANK YOU**  
FOR YOUR ATTENTION