

Telangana Tourism Department data analysis

Overall Performance



Hyderabad



Foreign visitors



Revenue



Insights



Data Record : 2016-2019

Overall Tourism data analysis and based on compounded annual growth rate

- 4.37%

CAGR of total visitors

Overall Performance



Hyderabad



Foreign visitors

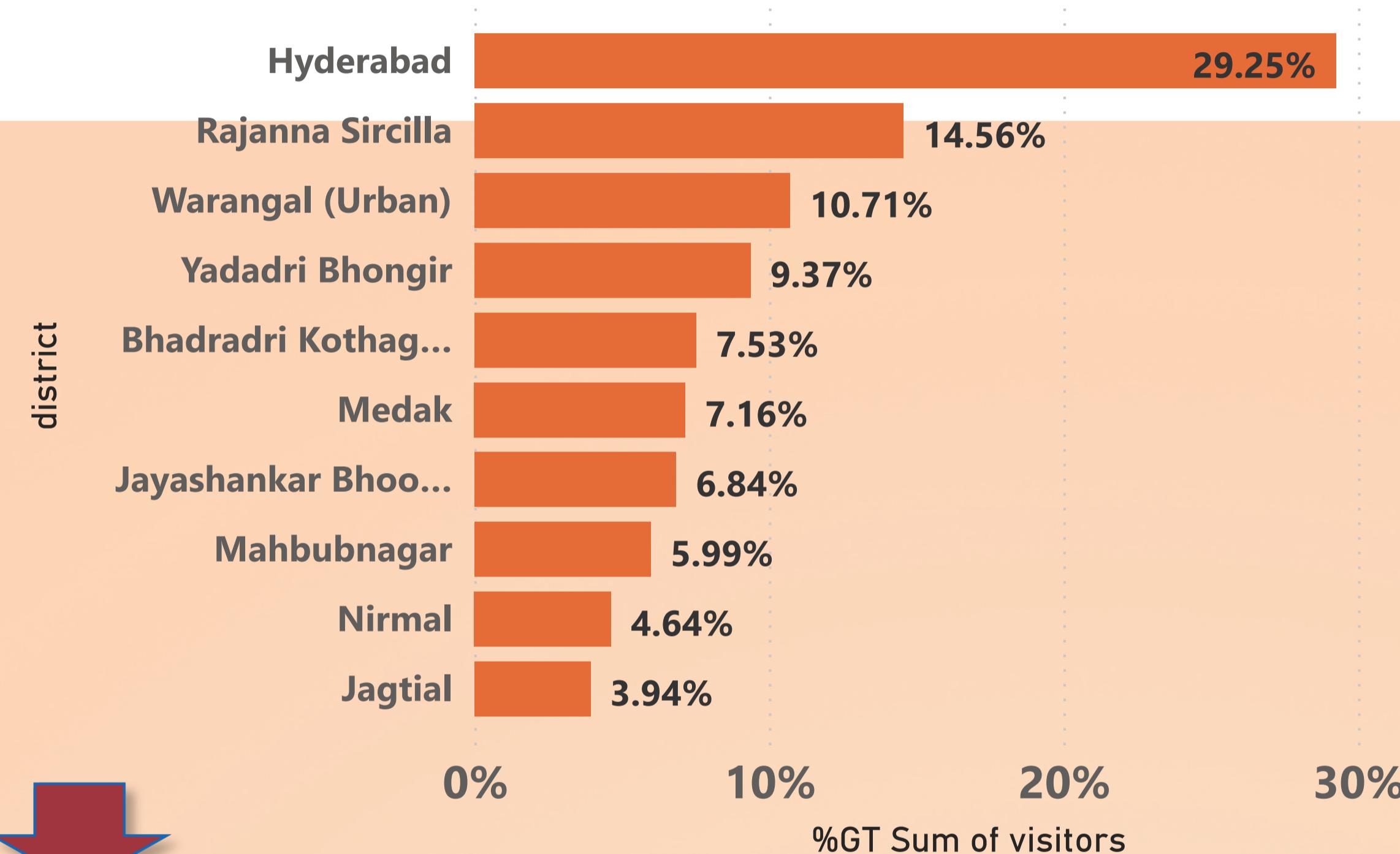


Revenue



Insights

Top 10 districts attracting domestic visitors



Insights:

- clear decline in number of visitors compounded for 3 years.
- Top performing district attracting domestic visitors is Hyderabad followed by Rajanna Sircilla etc.
- Based on Compounded annual growth rate, Nalgonda, Warangal(urban), Karimnagar show up as the lowest attractive places among tourists irrespective of their type as domestic or foreign.

357.40M

Total visitors

356M

Domestic visitors

1M

Foreign visitors

Top 3 districts between 2016-2019 based on cagr

district	2019
Bhadradri Kothagudem	131.76%
Mulugu	134.32%
Rajanna Sircilla	94.18%

Bottom 3 districts between 2016-2019 based on cagr

district	2019
Karimnagar	-64.98%
Nalgonda	-57.45%
Warangal (Urban)	-56.62%

Hyderabad & its peak seasons and months

Overall Performance



Hyderabad



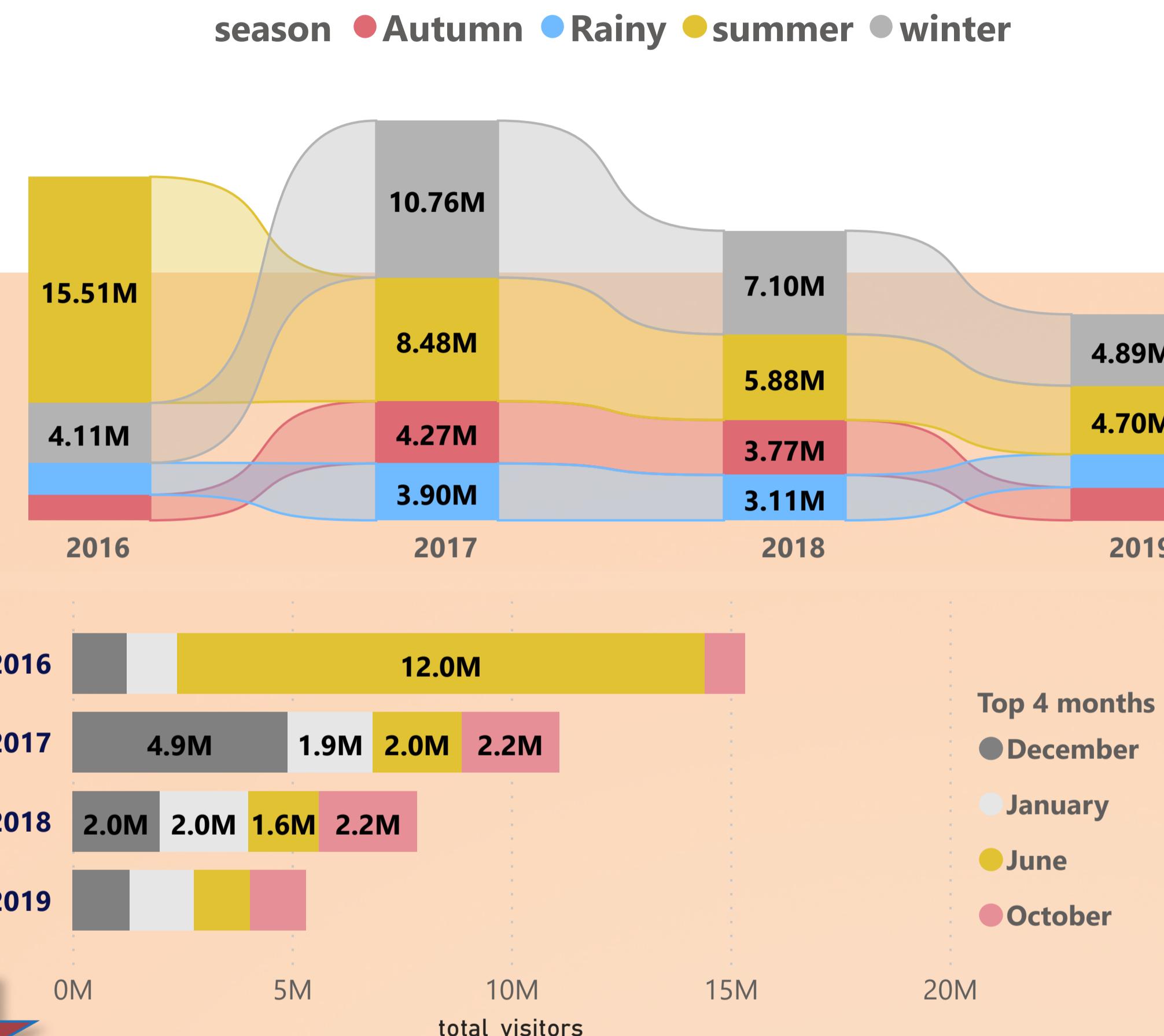
Foreign visitors



Revenue



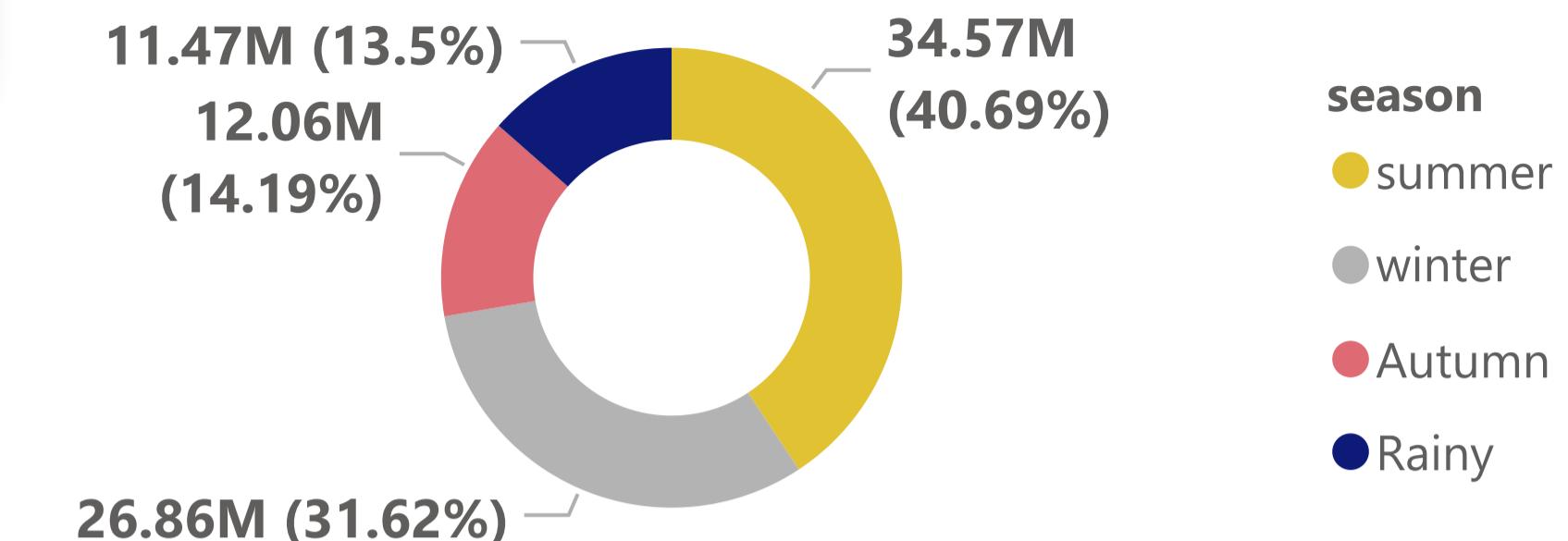
Insights



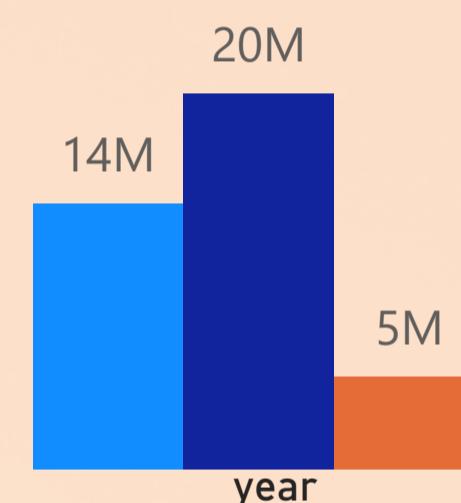
Insights:

- For HYDERABAD, peak seasons are winters and summers with jan, dec and may,june as the peak visitor season respectively.
- Hyderabad gets the lowest visitors in Autumn ie october,september and Rainsy is july,August.
- Foreign visitors are set to see an all time increase of 4 folds by 2025.

Visitors in Hyderabad by season



Estimated domestic visitors in Hyderabad by 2025



Estimated foreign visitors in Hyderabad by 2025



Footfall Ratio of Tourists in Telangana districts

Overall Performance



Hyderabad



Foreign visitors



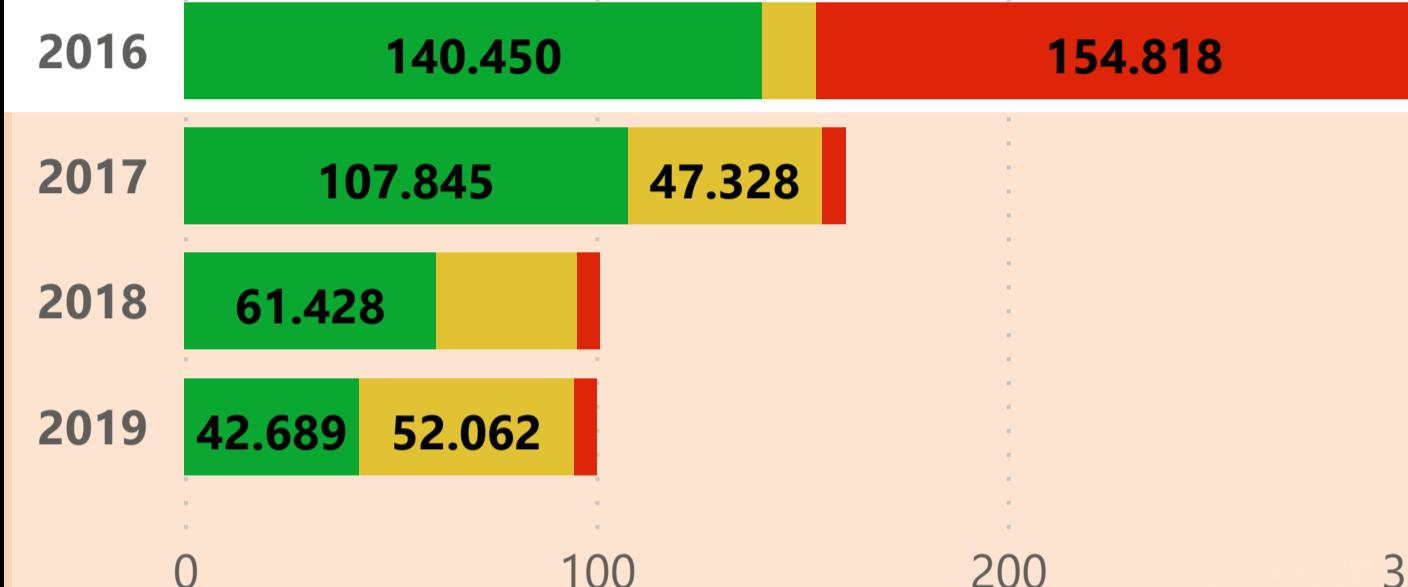
Revenue



Insights

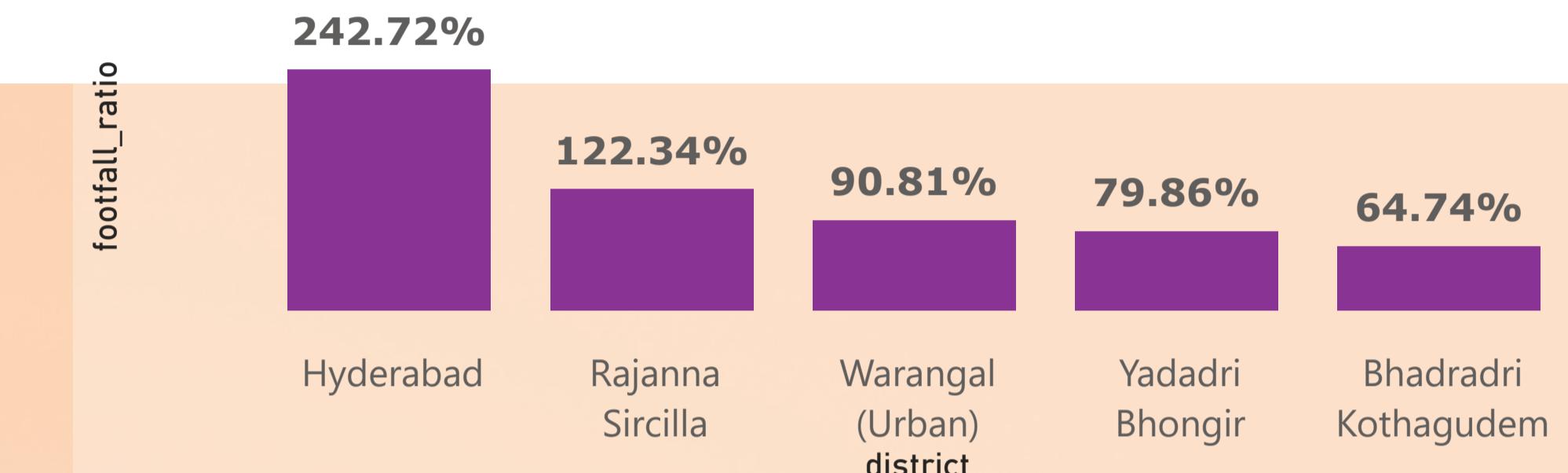


Top 3 districts from domestic to foreign ratio



district
● Hyderabad
● Rajanna Sircilla
● Warangal (Urban)

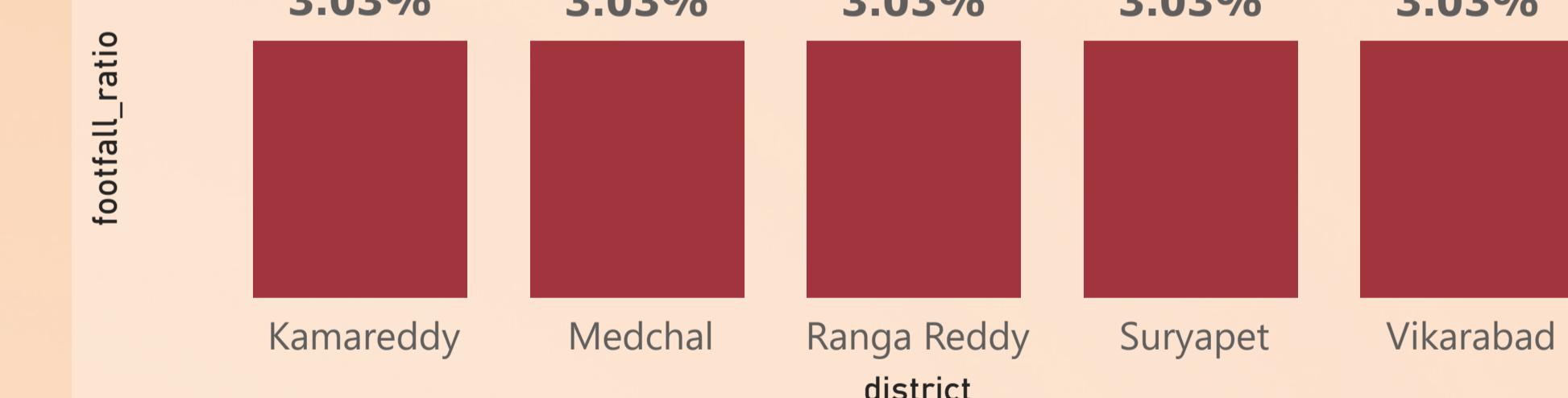
Top 5 districts by footfall_ratio



Bottom 3 districts from domestic to foreign ratio

district	2016	2017	2018	2019	Total
Medchal	0.00	0.00	0.00	0.00	0.00
Ranga Reddy	0.00	0.00	0.00	0.00	0.00
Suryapet	0.00	0.00	0.00	0.00	0.00
Vikarabad	0.00	0.00	0.00	0.00	0.00

Bottom 5 districts by footfall_ratio



Insights:

- Footfall ratio is number of tourists against the resident population of the district.
- Clearly, footfall ratio is highest in districts which are top attractive places among domestic tourists also.
- Districts performing low in footfall ratio are also the districts which have seen the lowest domestic and foreign tourist visitors.

Revenue analysis for Telangana Tourism

Overall Performance



Hyderabad



Foreign visitors



Revenue

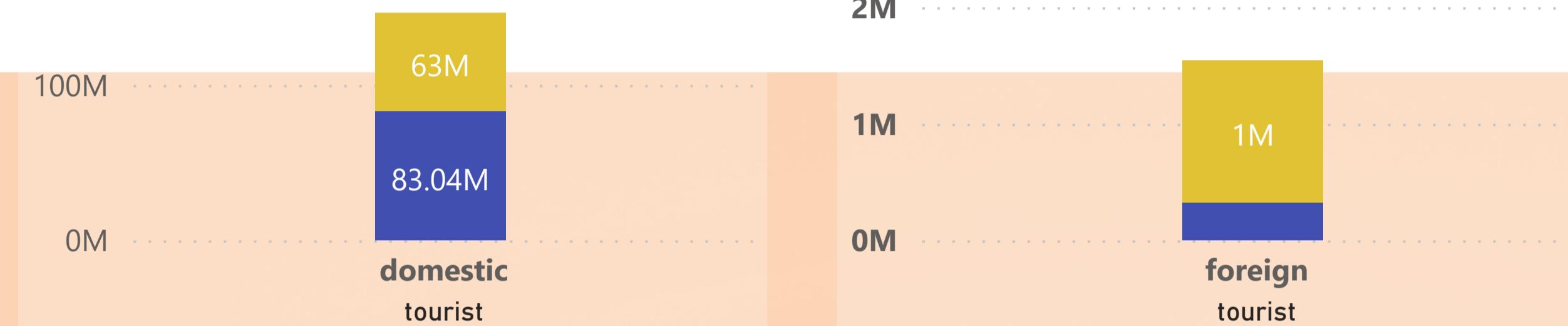


Insights



total_visitors and
Projected_visitors_2025 by tourist

● total_visitors ● Projected_visitors_2025



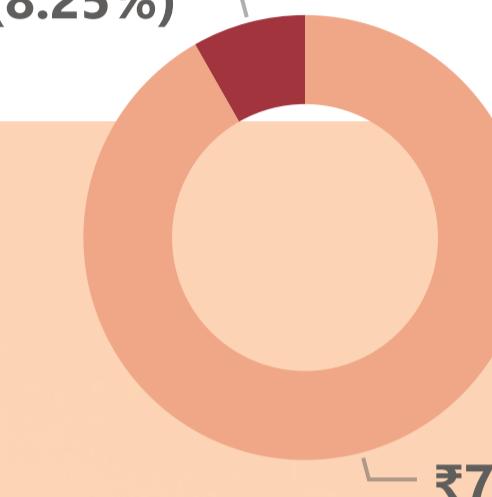
total_visitors and
Projected_visitors_2025 by tourist

● total_visitors ● Projected_visitors_2025



Total Projected revenue by tourist

₹6.82bn (8.25%)



● domestic
● foreign

tourist	Avg Revenue	Total_visitors	Projected_visitors_2025	Total_Revenue
foreign	5600	323K	1218K	₹6.82bn
domestic	1200	83036K	63224K	₹75.87bn



Insights:

- Foreign visitors are projected to rise by 4 times by 2025 and so is the expected revenue also.
- On the other hand, domestic visitors will see a decline in Telangana.
- Projected visitors have been calculated keeping the growth rate of years 2016-2019 in mind. These have been compounded annually to reach the projected levels.
- Hence, the government must rev up to make appropriate arrangements to accommodate the foreign tourists..

Potential growth districts and Measures to Boost Tourism in Telangana those districts

Overall Performance



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Foreign visitors



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Insights



district	%CT total_visitors	dom_foreign_ratio	footfall_ratio
Yadadri Bhongir	14.81%	25.37	79.86%
Bhadradri Kothagudem	12.01%	20.38	64.74%
Medak	11.44%	19.38	61.72%
Jayashankar Bhoopalpally	10.96%	18.52	59.12%
Mahbubnagar	9.66%	16.21	52.11%
Nirmal	7.62%	12.56	41.07%
Jagtial	6.55%	10.66	35.32%
Sangareddy	6.08%	9.84	32.81%
Karimnagar	5.57%	8.93	30.06%
Khammam	5.53%	8.85	29.82%
Nagarkurnool	4.49%	7.00	24.24%
Adilabad	4.44%	6.91	23.94%
Jogulamba Gadwal	4.17%	6.43	22.49%
Nalgonda	3.95%	6.04	21.32%
Total	100.00%	177.09	539.24%

● February ● January ● June ● March ● October ● September

41.49M

58.18M

winter

28.82M

43.21M

summer

20.91M

22.59M

Autumn

Insights:

- Potential growth districts :- All these districts have a footfall ratio between 20% and 90% and hence are potential tourism growth districts.

Suggestions to boost Tourism:

- a) Government can conduct festivals like the Pushkar festival in Delhi which includes food stalls, display of art, activities during the peak season.
- A cultural tour bus or program to all the famous temples and forts in the district during peak seasons.
- Most people are unaware about history so may be a local Nukkad nataks, along with local dance and celebrating the valour of ancient kings. High class display of Shiva Tandavam
- Traditional style cottage having activities like dance, villagers displaying Folk dance, Exquisite display of traditional attire, performing traditional dance form, activity displaying martial art dance of Shiva, pottery making activity, Bathukamma, Gobbi dance..

Growth Potential of Hyderabad

Strengths :

1. **Strategic location of the city bordered by Andhra, Karnataka, Maharashtra, Odisha, and Chhattisgarh.**
2. **Presence of Major IT Companies:** Hyderabad is home to several major IT companies, including Microsoft, Google, Oracle, IBM, Infosys, Wipro, and TCS, etc. These **companies have established large development centers and research facilities in the city**, which has helped to create a robust ecosystem for the IT industry.
3. **Skilled Workforce:** Hyderabad has a large pool of highly skilled and educated professionals in the IT sector. The city has **several top-ranked engineering colleges and universities, which provide a steady supply of skilled professionals** to the IT industry.
4. **Favorable Business Environment:** Hyderabad offers a favorable business environment for the IT industry, with a **supportive government, streamlined processes for starting and running a business**.
5. **robust infrastructure that includes world-class technology parks, high-speed internet connectivity, and reliable power supply.**
6. **Cost Advantage: lower operational costs compared to other major IT hubs in India such as Bangalore, Mumbai, and Delhi.** This makes Hyderabad an attractive destination for IT companies looking to set up operations in India.
7. **Proximity to Major Markets:** Hyderabad is located in the center of India, making it a strategic location for IT companies that want to target the large domestic market.
8. **Well connected to major International markets:** with a modern airport and excellent connectivity through major highways and rail networks.

Opportunities:

1. **Finance Centre** - Being an IT city, Hyderabad can serve as a financial center for the International banks and financial institutions. Financial centers need to have world-class infrastructure that includes modern office buildings, state-of-the-art technology, excellent connectivity to other parts of the city and the world, and reliable power supply. This attracts businesses that require high-quality infrastructure to operate.
2. **Cultural centre**- Hyderabad has a rich cultural heritage and art form which needs proper display in the form where it can attract local artists and artisans to showcase its rich culture and its grandeur. So, a cultural centre can act as a stage for artists from all over India as well to come and showcase their talent.
3. **Metro Connectivity needs to be boosted to nearby satellite towns to allow easy travel.**
4. **Dubai attracts tourists with its Tax benefits to the businesses and rich infrastructure for businesses to thrive. Hyderabad can emulate the model being an IT hub filled with skilled workforce.**
5. **Cleanliness:** The city being a major among tourist destination can take exclusive measures to keep the city dust free and zero waste on roads.



Thankyou

Sources for Population data

<https://www.tsmps.telangana.gov.in/Statistical Abstract 2021.pdf>