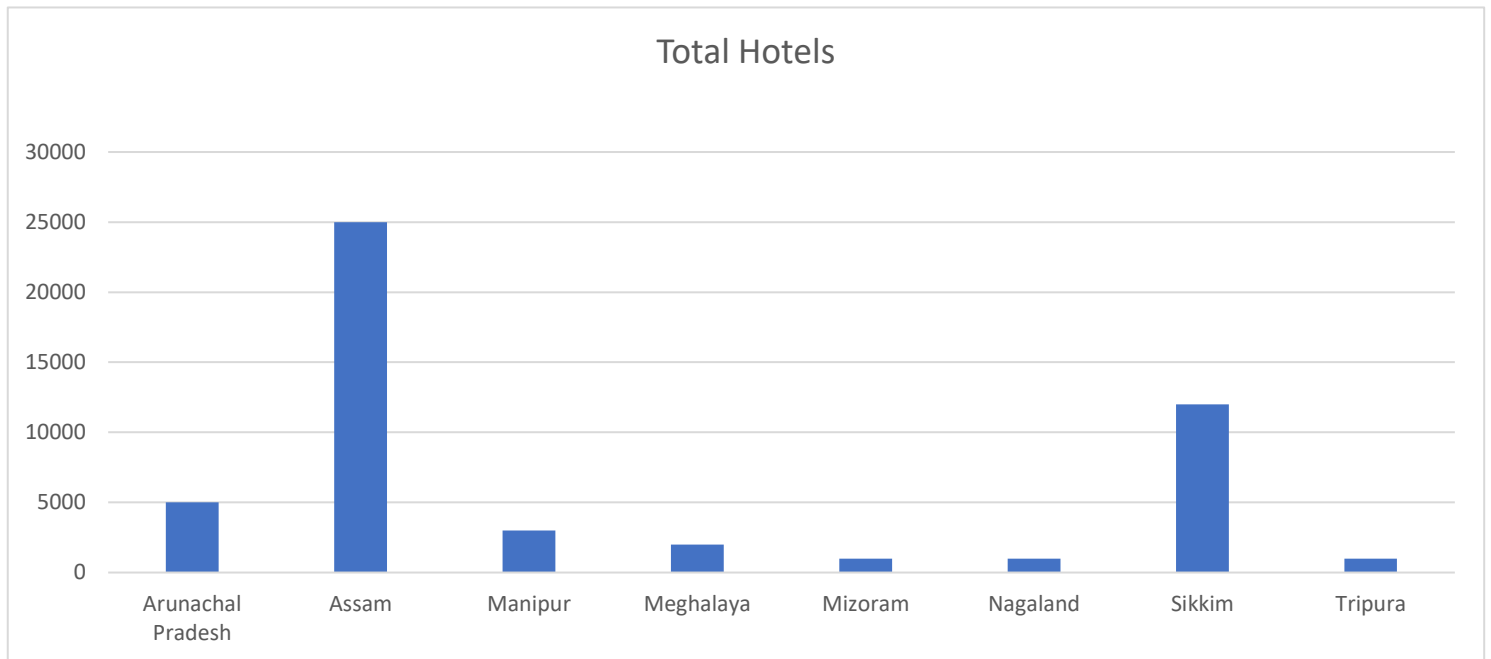
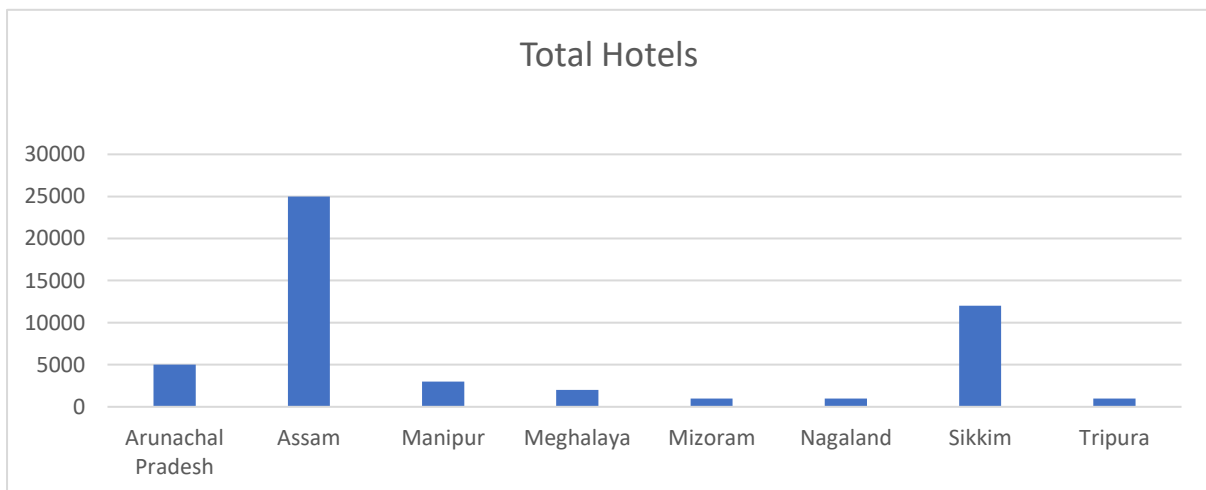


## Business Analytics – Project 2

Comparison of number of hotels in respective states.



Comparison among the Northeastern states



Here are the northeastern states and their corresponding number of hotels:

1. Arunachal Pradesh: 5,000

2. Assam: 25,000
3. Manipur: 3,000
4. Meghalaya: 2,000
5. Mizoram: 1,000
6. Nagaland: 1,000
7. Tripura: 1,000

Row Labels	Sum of No of Hotels
Arunachal Pradesh	5000
Assam	25000
Manipur	3000
Meghalaya	2000
Mizoram	1000
Nagaland	1000
Sikkim	12000
Tripura	1000
<b>Grand Total</b>	<b>50000</b>

To provide recommendations, it's important to consider factors beyond just the number of existing hotels. Here are some suggestions for hotel industry investors in the northeastern states:

1. Assam: Assam stands out with the highest number of hotels among the northeastern states, indicating an established market for the hospitality industry. Investors can consider focusing on specific areas within Assam that have high tourist footfall, such as Kaziranga National Park or the tea gardens in places like Jorhat and Dibrugarh.
2. Arunachal Pradesh: With 5,000 hotels, Arunachal Pradesh shows potential for growth in the tourism sector. Investors can target areas like Tawang, Ziro, or Dirang, which attract tourists with their scenic beauty, cultural heritage, and adventure tourism opportunities. Developing high-quality accommodations in these regions can cater to the increasing number of visitors.
3. Meghalaya: Despite having a relatively lower number of hotels, Meghalaya's unique landscapes and cultural richness make it an attractive destination for tourists. Investors can consider setting up eco-resorts or boutique hotels in popular locations

such as Shillong, Cherrapunjee, or the Mawlynnong village, known as the "Cleanest Village in Asia."

4. Manipur, Mizoram, Nagaland, and Tripura: These states have fewer hotels compared to the others mentioned. Investors looking for untapped potential can explore these states, focusing on promoting their cultural heritage, natural attractions, and adventure tourism offerings. Collaborating with local communities and tourism authorities will be crucial for understanding and capitalizing on the unique experiences these states offer.

In addition to the number of hotels, investors should consider factors such as infrastructure, accessibility, connectivity, local regulations, and support from the state government. Conducting a detailed feasibility study specific to each state, understanding the target audience, and analyzing market demand will aid in making informed decisions for hotel investments in the northeastern states of India.

### **The Best state for setting up hotel -**

The best state for setting up a hotel depends on various factors, including market demand, tourist attractions, business environment, infrastructure, and regulatory policies. Here are a few states in India that are often considered favorable for setting up hotels:

1. Goa: Known for its beautiful beaches and popular tourist destinations, Goa attracts a large number of domestic and international tourists throughout the year. The state has a well-established tourism industry and a supportive environment for hotel businesses.
2. Kerala: Famous for its backwaters, lush green landscapes, and cultural heritage, Kerala is a preferred destination for tourists seeking relaxation and natural beauty. The state has a high demand for hotels, especially in popular destinations like Munnar, Alleppey, and Kochi.
3. Rajasthan: With its rich history, majestic forts, and palaces, Rajasthan is a top choice for tourists interested in experiencing India's royal heritage. Cities like Jaipur, Udaipur, and Jodhpur have a significant demand for hotels, catering to both domestic and international travelers.
4. Maharashtra: Home to vibrant cities like Mumbai and Pune, Maharashtra offers a diverse range of attractions, including historical sites, bustling markets, and thriving business opportunities. Mumbai, being the financial and entertainment capital of India, attracts a large number of business and leisure travelers, making it an attractive location for hotels.
5. Tamil Nadu: Tamil Nadu is known for its cultural heritage, ancient temples, and pilgrimage sites. The state attracts tourists for its historical and architectural marvels, such as the temples in Madurai, Mahabalipuram's UNESCO World Heritage Sites, and the capital city Chennai.