

Telangana Tourism Insights

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About Telangana

- Telangana, a vibrant state in southern India, is renowned for its rich cultural heritage, dynamic economy, and diverse landscapes.
 - Telangana is India's youngest state born on 2nd June 2014
 - With Hyderabad as its capital and largest city, Telangana boasts a unique blend of tradition and modernity.
 - Telangana's booming IT sector, along with its focus on innovation and entrepreneurship, has positioned it as a major technology hub, attracting global investments and talent.
 - Telangana's journey as a separate state, carved out of Andhra Pradesh in 2014, reflects its determination to thrive and contribute to India's progress.
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Our Goals and Objectives

1. Analyse our domestic and foreign visitors. Get insights on Capital Hyderabad.
2. Evaluate High and low Footfall districts, Domestic to Foreign visitors ratio.
3. Provide insights to enhance and boost tourism even further

Research and Analysis Questions

1

Preliminary Questions

Provide Insights For Telangana Government Tourism Department

Preliminary Research Questions: (Answers can be found directly from the given data)

1. List down the top 10 districts that have the highest number of domestic visitors overall (2016 - 2019)?
(Insight: Get an overview of districts that are doing well)
2. List down the top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?
(Insight: Districts that are growing)
3. List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?
(Insight: Districts that are declining)
4. What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district?
(Insight: Government can plan well for the peak seasons and boost low seasons by introducing new events)
5. Show the top & bottom 3 districts with high domestic to foreign tourist ratio?
(Insight: Government can learn from top districts and replicate the same to bottom districts which can improve the foreign visitors as foreign visitors will bring more revenue)

2

Secondary Questions

Secondary Research Questions: (Need to do research and get additional data)

6. List the top & bottom 5 districts based on 'population to tourist footfall ratio*' ratio in 2019? (* ratio: Total Visitors / Total Residents Population in the given year)

(Insight: Find the bottom districts and create a plan to accommodate more tourists)
7. What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years?

(Insight: Better estimate of incoming tourists count so that government can plan the infrastructure better)
8. Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist (approximate data)

Tourist	Average Revenue	
Foreign Tourist	₹	5,600.00
Domestic Tourist	₹	1,200.00

Suggested areas for further secondary research to get more insights:
Crime rate, Cleanliness Ratings, Infrastructure Development Ratings etc.

3

Recommendations

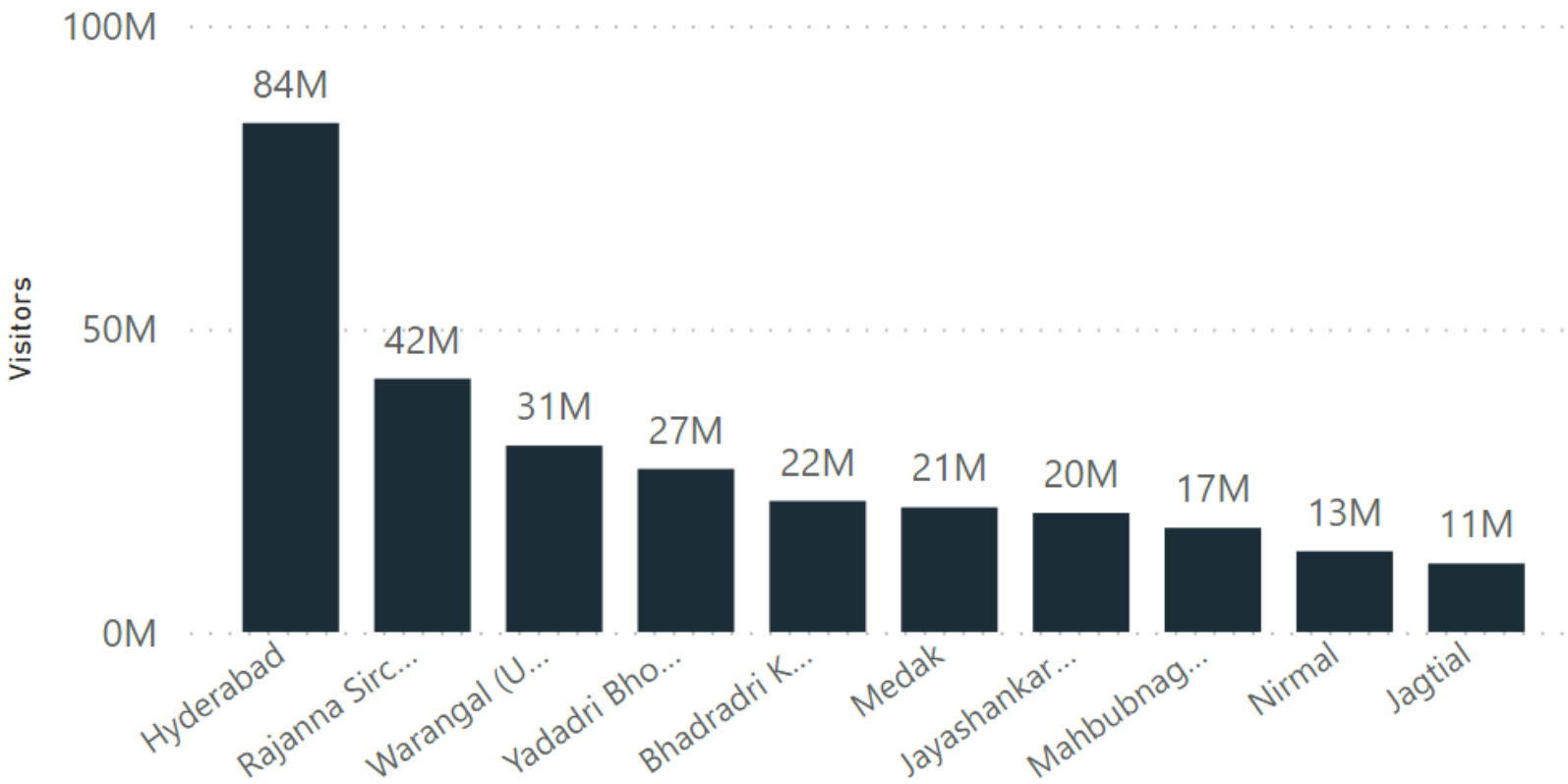
Recommendations that can be provided to the government

9. Districts with highest potential
 - a. Which districts has the highest potential for tourism growth and what actions government can take?
10. Cultural / Corporate Events to boost tourism
 - a. What kind of events the government can conduct?
 - b. Which month(s)?
 - c. Which districts?
11. Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model? Provide insights based on your research.
12. Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.

1. List down the top 10 districts that have the highest number of domestic visitors overall(2016-19)

- At 83900960, Hyderabad had the highest Sum of visitors.
- Hyderabad accounted for 29.25% of Sum of visitors.
- Hyderabad attracts so much tourism as it is the Major IT hub in India. It has many cultural heritage and historical significances.
- Rajanna Sircilla had 41763276 visitors at second place.
- Sircilla is home to many historical temples and heritage sites as well as it is famously renowned for its traditional handloom and textile industry.
- Warangal (Urban) is at third place with 30726603 visitors.

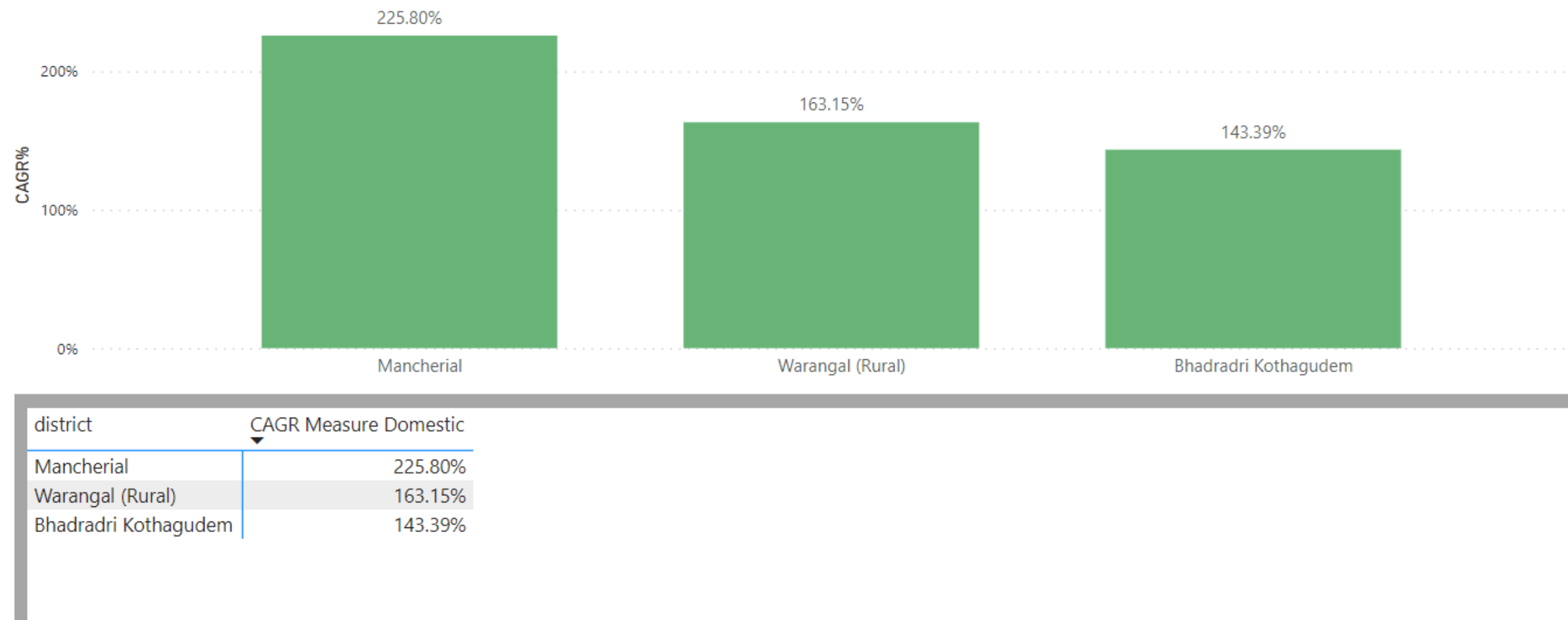
Top 10 Districts with Highest Number of Visitors



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

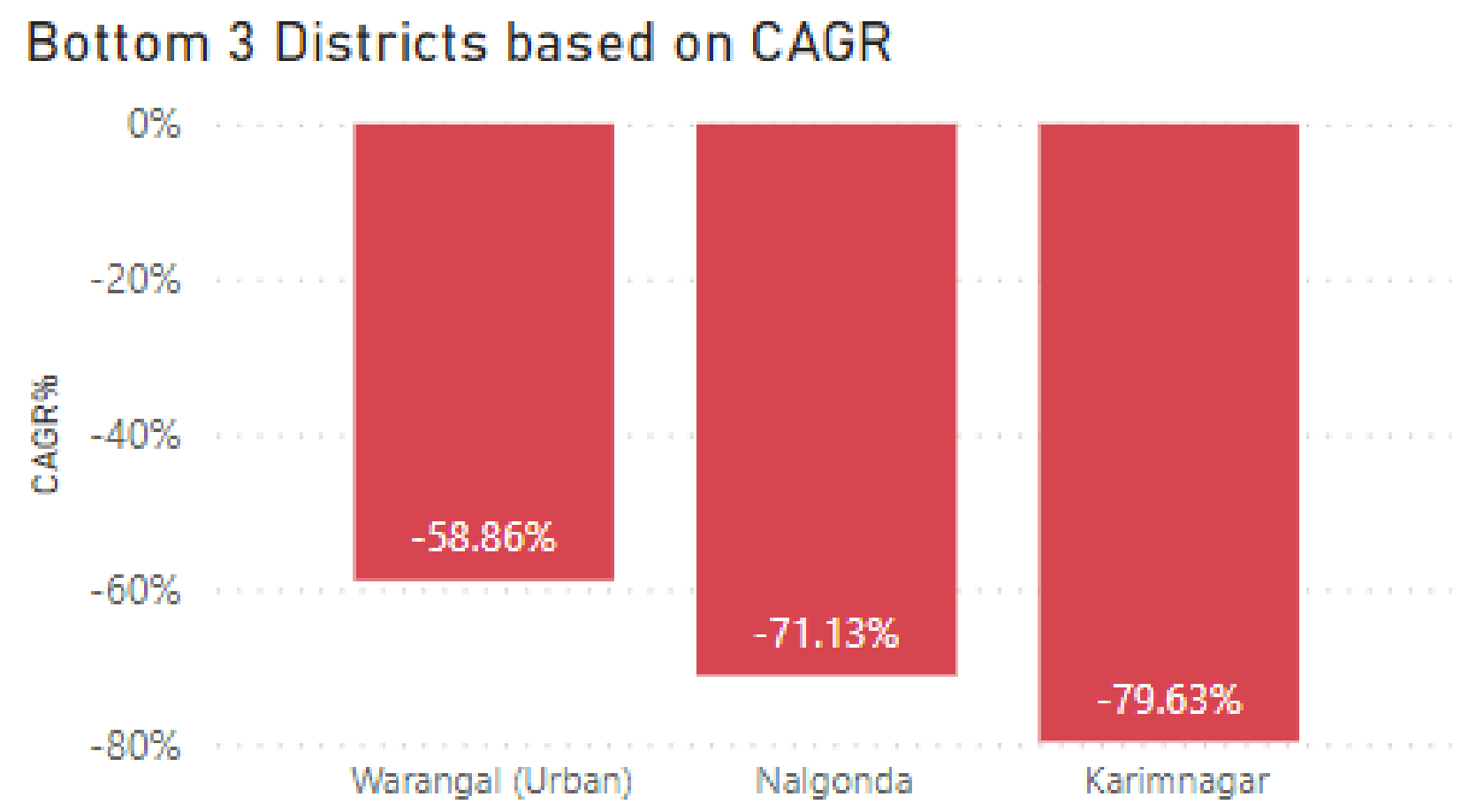
2. List down top 3 districts based on compound annual growth rate(CAGR) of visitors between (2016 -2019)

- Compound Annual Growth Rate (CAGR) is a powerful financial metric that provides a comprehensive understanding of a district's performance over time.
- The formula to calculate Compound Annual Growth Rate (CAGR) is as follows: $CAGR = [(Ending\ Value / Beginning\ Value)^{(1 / Number\ of\ Years)} - 1] * 100$
- Mancherial had the highest CAGR Measure Domestic at 225.80%, followed by Warangal (Rural) at 163.15% and Bhadradri Kothagudem at 143.39%.



3. List down bottom 3 districts based on compound annual growth rate(CAGR) of visitors between (2016 -2019).

- Karimnagar had -79.63% CAGR Measure Domestic, Nalgonda had -71.13%, and Warangal (Urban) had -58.86%.
- Negative CAGR (Compound Annual Growth Rate) in the tourism can be attributed to several factors like Economic Downturn, Infrastructures, Accessibility in these districts.
- Negative CAGR indicates a decline in a particular metric or value over a specific period of time.



district	CAGR Measure Domestic
Warangal (Urban)	-58.86%
Nalgonda	-71.13%
Karimnagar	-79.63%

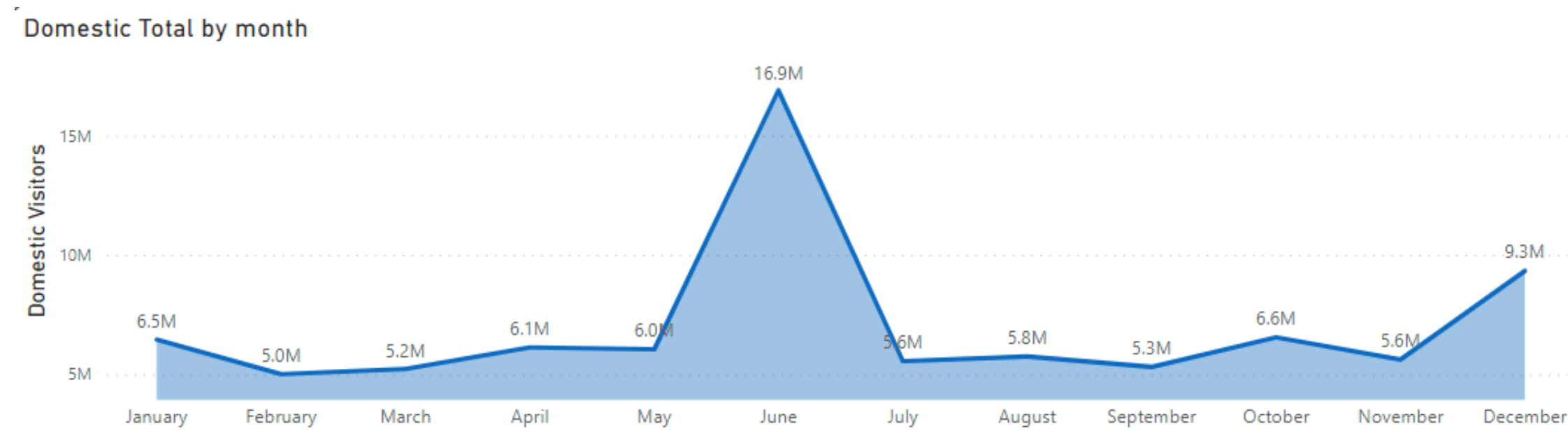
4. What are the peak and low season months for Hyderabad based on the data from 2016 to 2019

Domestic Visitors

- At 16897783, June had the highest Domestic Total and was 236.98% higher than February, which had the lowest Domestic Total at 5014430.
- June accounted for 20.14% of Domestic Total.
- Domestic Total and Foreign Total diverged the most when the month was June, when Domestic Total were 16830259 higher than Foreign Total.

Peak Season Months-June and December

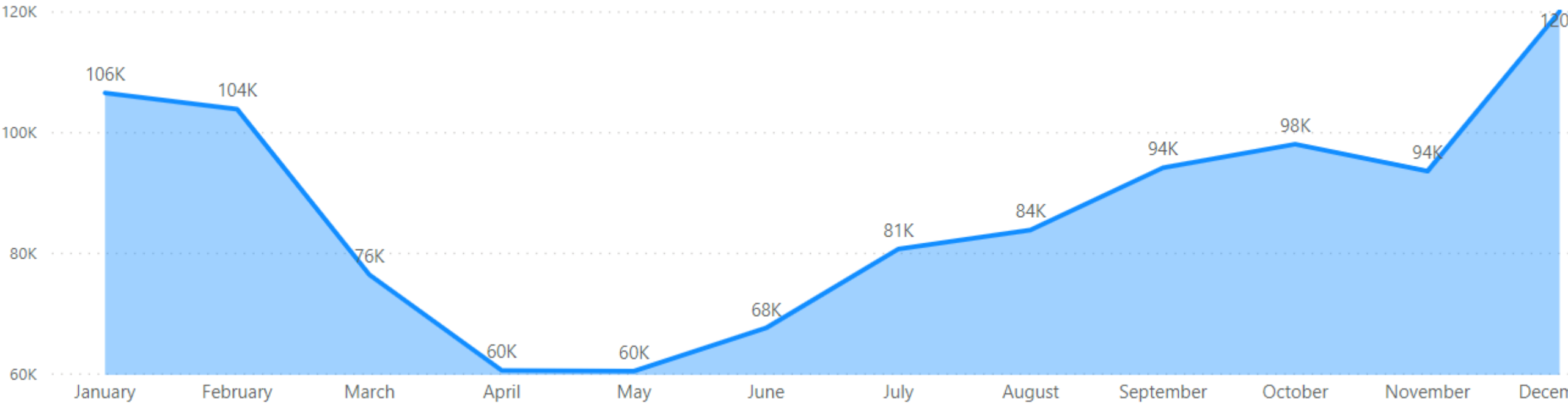
Low Season Months- September and March



month	Domestic Total
January	6452101
February	5014430
March	5227626
April	6126839
May	6049214
June	16897783
July	5552527
August	5750967
September	5312283
October	6552397
November	5626156
December	9338637

Foreign Visitors

- At 119995, December had the highest Foreign Total and was 98.75% higher than May, which had the lowest Foreign Total at 60376.
- December accounted for 11.48% of Foreign Total.



Peak Season Months-February and December

Low Season Months- May and April

month	Foreign Total
January	106450
February	103778
March	76358
April	60495
May	60376
June	67524
July	80616
August	83769
September	94080
October	97954
November	93503
December	119995

5. Top 3 Districts with high domestic-to-foreign ratio

At 15,681.20, Jayashankar Bhoopalpally had the highest Domestic/Foreign Ratio followed by Nagarkurnool and Mahbubnagar

Jayashankar Bhoolpally.

Jayashankar Bhupalpally, offers a variety of attractions for visitors to explore.

- **Ramappa Temple**
- **Laknavaram Lake**
- **Bogatha Waterfall**
- **Medaram**
- **Kaleshwaram**
- **Eturunagaram Wildlife Sanctuary**

Nagarkurnool

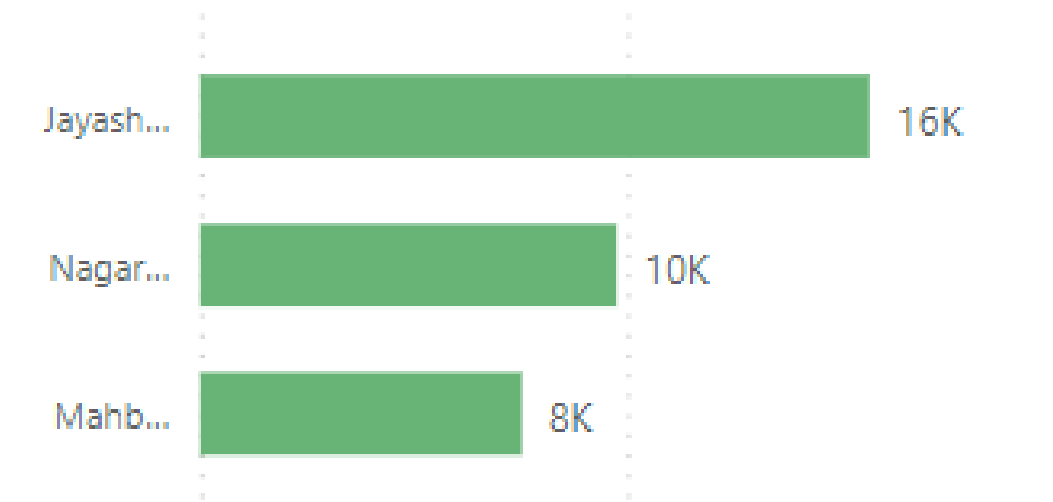
Nagarkurnool, offers a variety of attractions for visitors to explore.

- **Pillalamarri**
- **Somasila Dam**
- **Mallela Theertham**
- **Nallamala Forest**

Mahbubnagar

- Mahbubnagar, offers a mix of historical, cultural, and natural attractions for visitors to explore.
- **Koilsagar Dam**
- **Alampur**
- **Gadwal Fort**
- **Jurala Dam**
- **Mahbubnagar Fort**

Top 3 Districts by Domestic-to-Foreign Ratio



district	For/Dom Ratio
Jayashankar Bhoopalpally	15,681.20
Nagarkurnool	9,756.05
Mahbubnagar	7,528.54

6. Top and bottom 5 districts based on population-to-tourists footfall ratio

Tourist Footfall Ratio = (Number of Tourists / Total Population)

Top 5 Districts

- At 28.87, Rajanna Sircilla had the highest Footfall ratio followed by Bhadradri, Medak, Mulugu, Yadadri Bhongir.
- Rajanna Circilla as well all other districts offers many cultural and historical attractions for tourists to explore.
- Tourist footfall ratio can vary significantly based on the size of the destination, the popularity of the attraction, the marketing efforts, and other factors. Higher ratios generally indicate a strong tourist presence and a successful tourism industry

District	Tourist-to population ratio
Rajanna Sircilla	28.87
Bhadradri Kothagudem	11.35
Medak	6.73
Mulugu	6.69
Yadadri Bhongir	5.75

Bottom 5 Districts

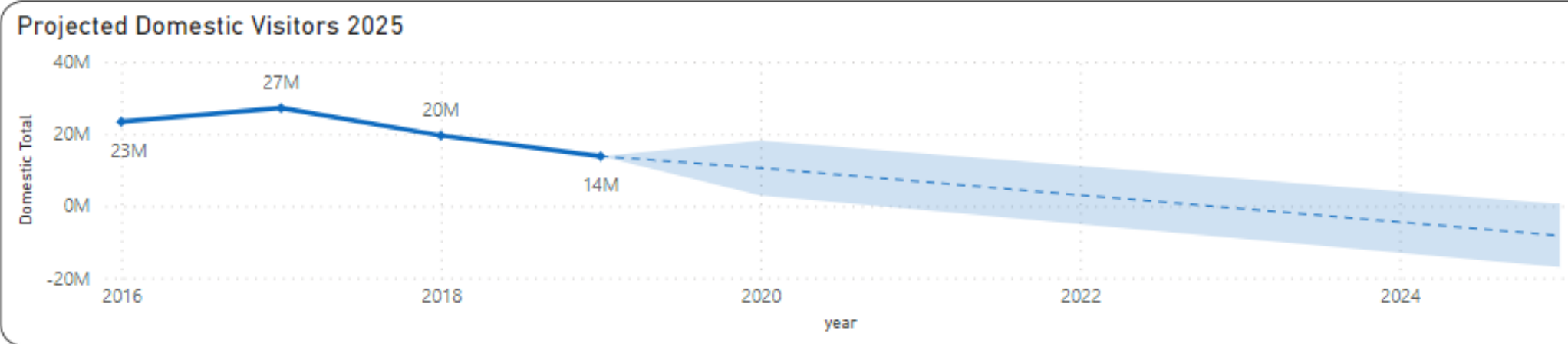
- At 0.04, Komaram Bheem Asifabad had the highest footfall ratio followed by Nizamabad, Peddapalli, Kamareddy and Suryapet.
- They have several historical, natural sites to explore for tourists.
- The tourism in these district could be improved with Safety addressing, promotion and marketing.

District	Tourist-to population ratio
Komaram Bheem Asifabad	0.04
Nizamabad	0.03
Peddapalli	0.02
Kamareddy	0.00
Suryapet	0.00

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

Domestic Visitors

- Domestic Total trended down, resulting in a 41.00% decrease between 2016 and 2019.
- Domestic Total dropped from 23.40 million to 13.80 million during its steepest decline between 2016 and 2019.
- The projected number of visitors in 2025 in Hyderabad is 4.80 million with an annual growth rate of -4.44%

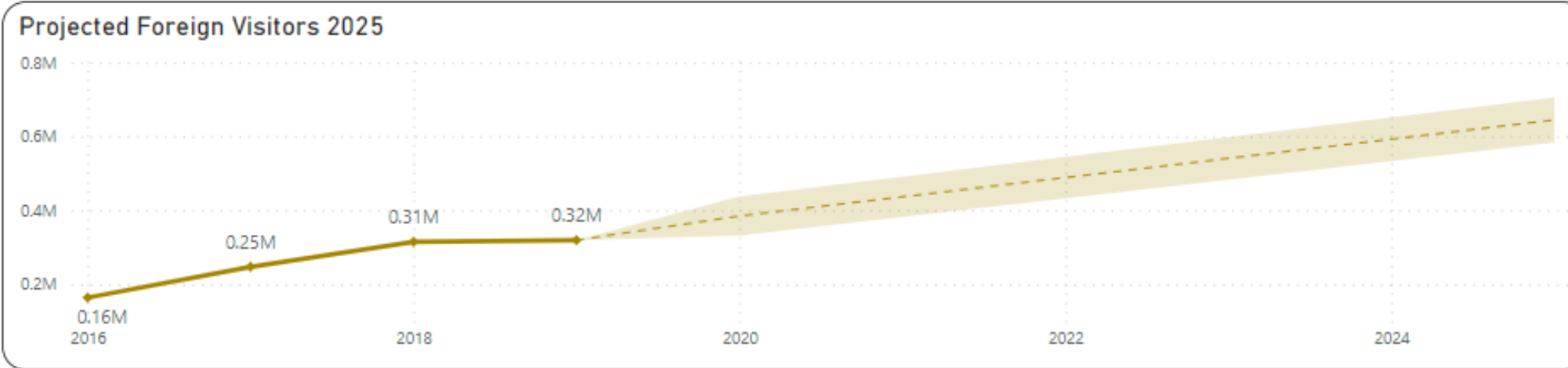


**Projected
Domestic Visitors
2025**

4.80M

Foreign Visitors

- The Foreign total went up from 0.16 million in 2016 to 0.32 million in 2019.
- The projected number of foreign visitors in 2025 in Hyderabad is 1.22 million with annual growth rate of 24.96%



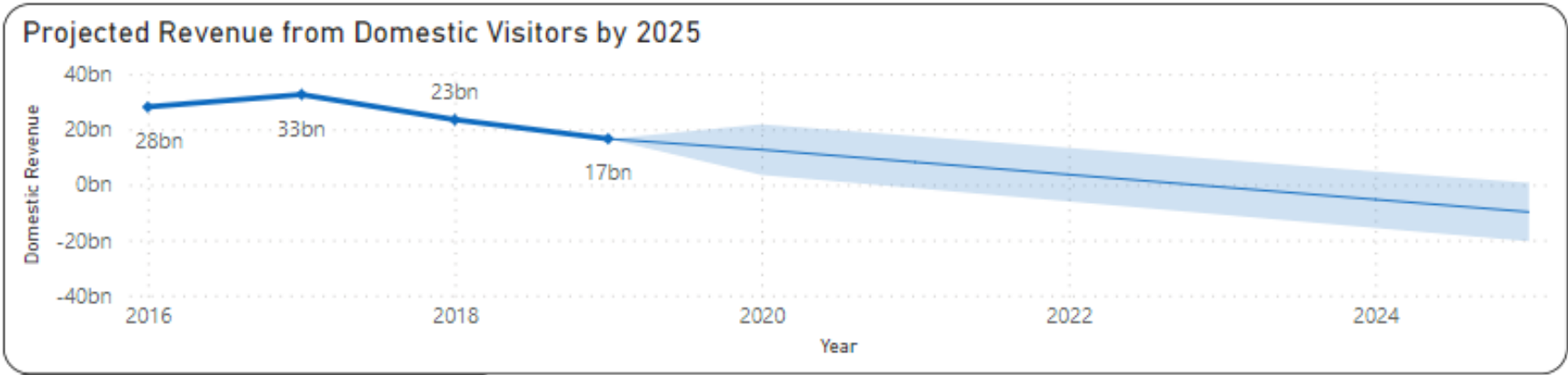
**Projected Foreign
Visitors 2025**

1.22M

7. The projected revenue for Hyderabad in 2025 based on average spend per tourist.

Domestic Visitors

- Domestic Revenue trended down, resulting in a 41.00% decrease between 2016 and 2019.
- The Projected revenue for domestic tourists in 2025 in Hyderabad is 5.77 billion.

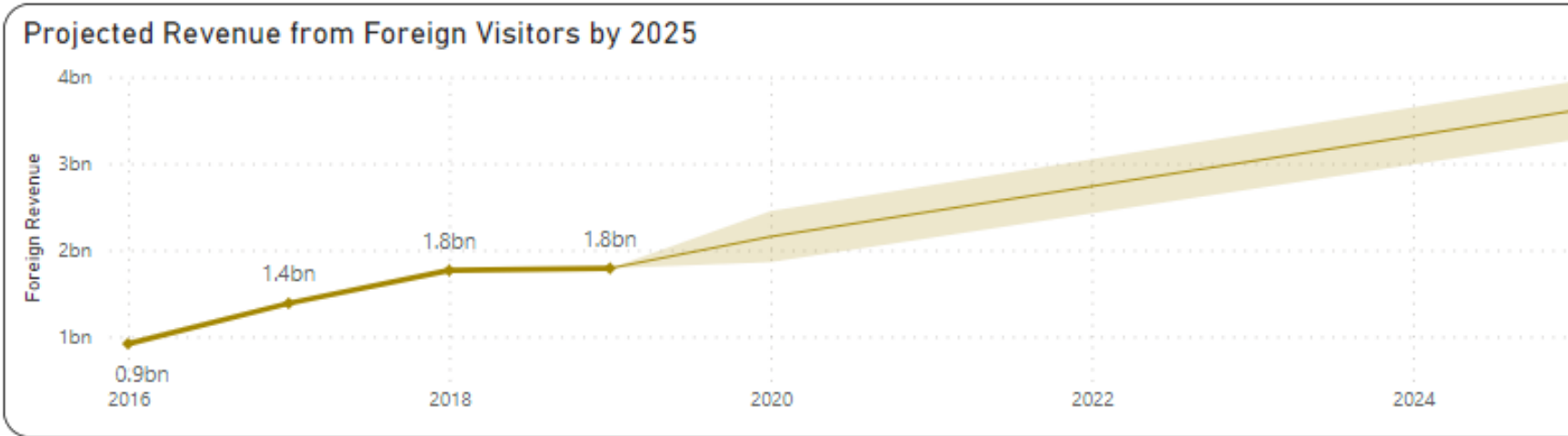


Projected Domestic Revenue 2025

5.77bn

Foreign Visitors

- At 1.8 billion, 2019 had the highest Foreign Revenue and was 95.13% higher than 2016, which had the lowest Foreign Revenue at 0.9 billion.
- The Projected revenue from foreign visitors for Hyderabad in 2025 is 6.81 billion



Projected Foreign Revenue 2025

6.81bn

9. Crime rate in Telangana

- The overall crime rate in Telangana witnessed 4.44 percent increase in the year 2022 compared to last year.
- The Cybercrime cases have shown an increase of 57 per cent during 2022 over the previous year.
- The crime report also reveals that during the year, 18,234 cases were detected with the help of CCTV footage. The state already has 10.25 lakh CCTV cameras.
- The overall crime rate in Hyderabad city remained almost the same with a total of 22060 cased this year as against 21998 the previous year. It is to be noted that crime rate in Hyderabad decreased by 10% in 2021 compared to 2020.

Reducing crime rates is a complex and multifaceted challenge that requires a comprehensive approach-

- Strengthen community-police partnerships to enhance communication and cooperation between law enforcement and residents.
- Implement targeted crime prevention initiatives, especially in high-crime areas.
- Conduct public awareness campaigns to educate citizens about Cybercrimes and online frauds. Since, they have increased 57%.
- Installation of more CCTV cameras in high-crime areas. The CCTV cameras have already played a part in 2022.

9. Cleanliness rate in Telangana

- Telangana emerged as cleanest state in the country as per Swachh Survekshan-2022, the Centre's annual cleanliness survey of rural areas under the Swachh Bharat Mission.
- Jagtial and Nizamabad were placed as 2nd and 3rd most clean districts in the country.
- The Department of Drinking Water and Sanitation in the Ministry of Jal Shakti conducted a rural areas cleanliness survey and placed Telangana at first place with score of 971 out of 1000.
- The focus areas of the survey were solid and liquid waste management, menstrual hygiene management, menstrual waste management, plastic waste management and making villages open defecation free.

Several ways through which Telangana can maintain its cleanliness and improve it even further

- Incorporate cleanliness education into school curricula and conduct workshops to instill clean habits from a young age.
- Encourage responsible tourism practices that minimize the impact on natural resources and promote cleanliness among tourists.
- Launch tree plantation campaigns to increase green cover, improve air quality, and beautify the landscape.
- Establish a robust system for reporting littering and illegal dumping, allowing citizens to play an active role in enforcement.

10. Which districts has highest potential for tourism growth and what actions govt can take?

Districts with most potential are Hyderabad, Rajanna Sircilla, Warangal(Urban), Yadadri Bhongir, Bhadradri

To boost tourism there are many steps government can take:

1. Warangal (Urban)

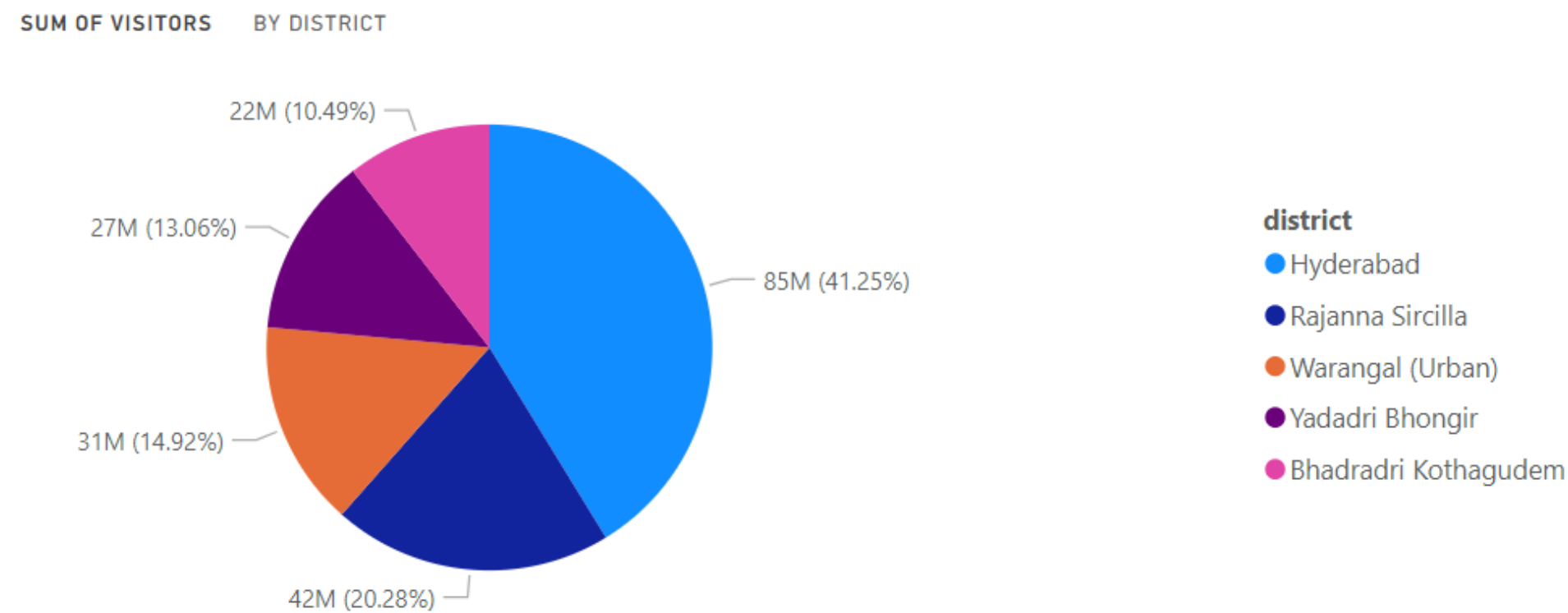
Warangal Urban is a city rich in history, culture, and natural beauty. Promotion of Religious places like Thousand Pillar Temple, Bhadrakali Temple, Ramappa Temple. Historical and natural places like Warangal Fort, Kakatiya Rock Garden, Pakhal Lake

2. Yadadri Bhongir

Yadadri Bhongir is known for its historical and religious significance, as well as its natural beauty. Promotion and marketing of temples like Yadagirigutta Temple, Kolanupaka Jain Temple, Chaya Someswara Temple, Sri Lakshmi Narasimha Swamy Temple. Introduction of adventurous sports in different places like Bhongir Fort, Surendrapuri, Pillalamarri

3. Bhadradri Kothagudem

Promotion and marketing of places like Kinnerasani Wildlife Sanctuary, Khammam Fort, Kinnerasani Dam



11. Cultural/Corporate events to boost tourism

- **Telangana Cultural Festival:** A multi-day festival celebrating the rich cultural diversity of Telangana, featuring traditional music, dance performances, art exhibitions, craft workshops, and local cuisine.
- **Telangana International Film Festival:** A platform to showcase regional and international films, attracting filmmakers, industry professionals, and cinephiles.
- **Heritage Walks and Tours:** Organize guided heritage walks and tours in cities like Hyderabad, Warangal, and Karimnagar to explore historical sites, monuments, and cultural landmarks.
- **Telangana Handicrafts and Handlooms Expo:** An exhibition showcasing the state's exquisite handcrafted textiles, artifacts, and traditional crafts, encouraging local artisans and attracting buyers.
- **Telangana Food and Culinary Festival:** A gastronomic event featuring traditional Telangana dishes, street food, and culinary workshops, highlighting the state's unique flavors.
- **Telangana Folk and Tribal Arts Fair:** Celebrate the state's folk and tribal art forms through performances, exhibitions, and interactive workshops, promoting cultural exchange.

Government can plan these events in months of :

- **Domestic Tourism** - September and July.
- **Foreign Tourism**- April and May.

Districts where government can organise these events are:

- Nizamabad
- Peddapalli
- Komaram Bheem Asifabad
- Kamareddy

12. Dubai has made itself a business have and enjoys massive business tourism. Can Hyderabad emulate the Dubai model.

Dubai's transformation into a global business hub and a popular destination for business tourism due to several factors such as:

- **Strategic Location:** Dubai's strategic location at the crossroads of Europe, Asia, and Africa makes it a natural gateway for international trade and business.
- **Free Zones and Business-friendly Policies:** Dubai established numerous free zones with favorable tax regulations, customs benefits, and streamlined administrative processes to attract foreign companies and investors.
- **Modern Infrastructure:** Dubai invested heavily in developing state-of-the-art infrastructure, including world-class airports, seaports, roads, and telecommunications, which facilitate seamless connectivity and logistics.
- **Business-friendly Regulations:** The government enacted business-friendly regulations, allowing for efficient business setup, easy visa processes, and ownership rights for foreign investors.
- **Connectivity:** Dubai's flagship airline, Emirates, provides extensive global connectivity, making it a convenient travel hub for business travelers from around the world.
- **Incentives for Innovation:** Dubai encourages innovation through initiatives like Dubai Future Foundation and Dubai Silicon Oasis, fostering a culture of technological advancement and research

Can Hyderabad emulate Dubai model.

Although, it is very hard for any city to emulate Dubai model completely due to its economical, political and geographical context. Hyderabad can learn a few things to improve its business and tourism environment.

- **Tourism Promotion:** Hyderabad's rich history, cultural heritage, and emerging tech scene make it an attractive destination for business tourism. Promoting and marketing these unique aspects can draw more international visitors.
- **Smart City Initiatives:** Implementing smart city technologies and digitalization can enhance efficiency, improve quality of life, and attract tech-savvy businesses and entrepreneurs.
- **Quality of Life:** Investing in amenities, green spaces, cultural attractions, and recreational facilities can contribute to a higher quality of life for residents and make Hyderabad more appealing to visitors.
- **Marketing and Branding:** A well-executed marketing and branding strategy can position Hyderabad as a global business and tourism destination, showcasing its strengths and unique offerings.
- **Business-friendly Policies:** Simplified regulatory processes, favorable tax policies, and incentives for foreign investment can make Hyderabad more attractive to businesses and investors.
- **Exhibitions and Conferences:** Hosting international conferences, trade shows, and business events can bring professionals, investors, and decision-makers to the city, fostering networking and knowledge exchange.

13. Recommendations that can boost Telangana tourism particularly Hyderabad

- Diversify Tourism Offerings
- Develop Infrastructure
- Promote Hidden Gems
- Invest in Marketing
- Cultural Festivals and Events
- Adventure and Outdoor Activities
- Heritage Preservation