

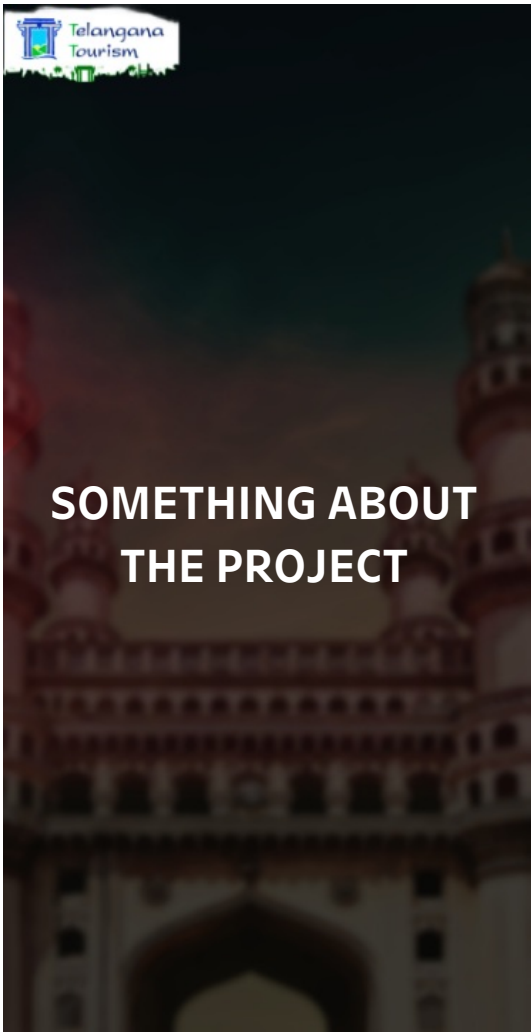
INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

TITLE CARD	PROJECT BREIF	INSIGHT SUMMARY	TOP 10 DISTRICTS WITH HIGHEST NUMBER OF DOMESTIC VISITORS	TOP & BOTTOM 3 DISTRICTS WITH ..
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INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

TITLE CARD	PROJECT BREIF	INSIGHT SUMMARY	TOP 10 DISTRICTS WITH HIGHEST NUMBER OF DOMESTIC VISITORS	TOP & BOTTOM 3 DISTRICTS WITH ..
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OBJECTIVE

Analyze data, conduct research, and provide recommendations to the Telangana government for improving administrative operations and generating more revenue based on data-driven insights.

APPROACH

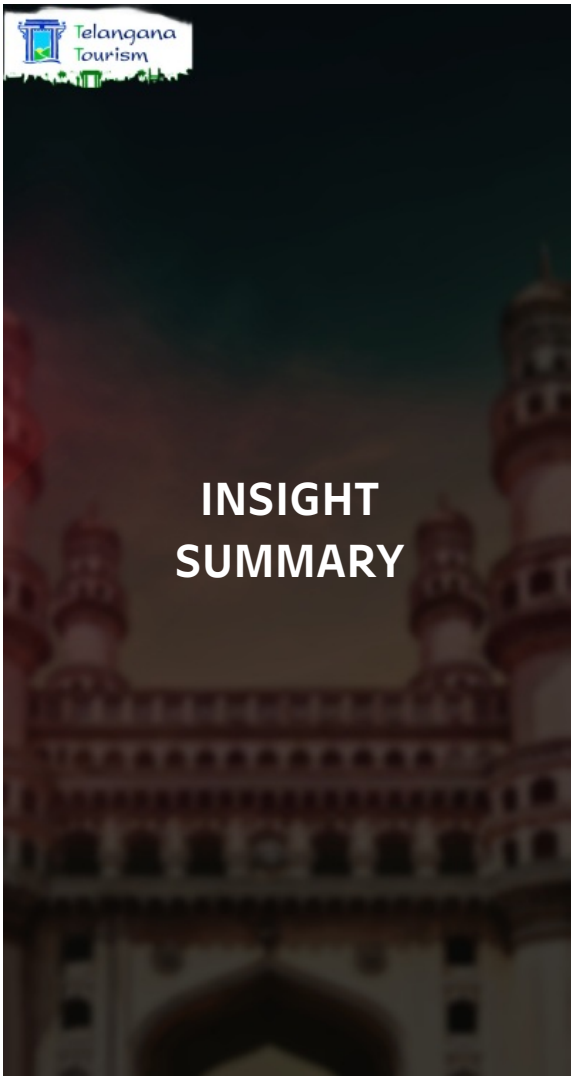
Focus on increasing visitor numbers in Telangana, specifically Hyderabad, and provide informed recommendations to guide decision-making.

TOOLS UTILISED

RStudio for data file binding and cleaning, MS Excel for obtaining population data, and Tableau for identifying insights and creating the report. These tools enable a comprehensive analysis and valuable recommendations for the Telangana government.

INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

TITLE CARD	PROJECT BREIF	INSIGHT SUMMARY	TOP 10 DISTRICTS WITH HIGHEST NUMBER OF DOMESTIC VISITORS	TOP & BOTTOM 3 DISTRICTS WITH HIGHEST CAGR
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1. Hyderabad has the highest number of domestic visitors, followed by Rajanna Sircilla and Warangal (Urban).
2. Hyderabad, Rajanna Sircilla, and Warangal (Urban) have the highest Compound Annual Growth Rate (CAGR).
3. Peak season months for Hyderabad are June, December, and October, while February, March, and September are the low season months.
4. Adilabad, Nizamabad, and Mahbubnagar have a high domestic to foreign tourist ratio.
5. Hyderabad, Jayashankar Bhoopalpally, Yadadri Bhongir, Warangal (Urban), and Rajanna Sircilla have a high population to tourist footfall ratio.
6. Based on the growth rate from previous years, Hyderabad should have 591,726,907 overall visitors, with 513,716,211 domestic visitors and 1,361,753 foreign visitors.
7. According to the average spend of these visitors, the revenue should be around 2,878,444,886,193 rupees, with 2,876,810,782,923 rupees coming from domestic visitors and 1,634,103,270 rupees coming from foreign visitors.

INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

PROJECT BRIEF	INSIGHT SUMMARY	TOP 10 DISTRICTS WITH HIGHEST NUMBER OF DOMESTIC VISITORS	TOP & BOTTOM 3 DISTRICTS WITH HIGHEST CAGR	A DEEP DIVE INTO CAGR
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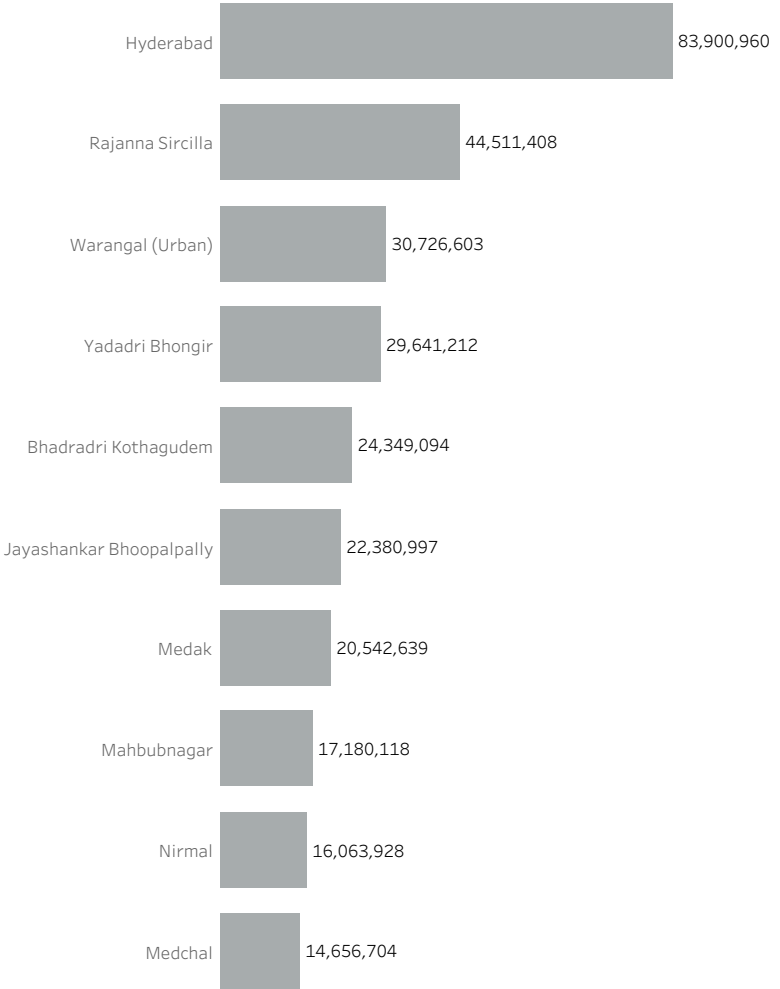
HYDERABAD IS A GO-TO DESTINATION FOR DOMESTIC VISITORS.

Hyderabad was the most preferred destination for domestic visitors across India from 2016 to 2019, with 83,900,960 visitors. It was followed by Rajanna Sircilla (44,511,408) and Warangal (Urban), which ranked second and third respectively, among the top 10 districts with the highest number of domestic visitors.

Hyderabad is well-known for its many tourist attractions, such as Charminar, Hussain Sagar, Golconda Fort, and Ramoji Film City. Additionally, visitors to Hyderabad can enjoy affordable food and accommodation options.

One of the most important things to note is that people in Hyderabad are familiar with Hindi, which makes visitors from the northern part of India feel comfortable.

Top 10 Districts with Highest Number of Domestic Visitors



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

INSIGHT SUMMARY	TOP 10 DISTRICTS WITH HIGHEST NUMBER OF DOMESTIC VISITORS	TOP & BOTTOM 3 DISTRICTS WITH HIGHEST CAGR	A DEEP DIVE INTO CAGR	PEAK AND LOW SEASON MONTHS FOR VISITORS IN H...
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TOP PERFORMING DISTRICTS FROM 2016-2019

Hyderabad: The capital city of Telangana known for its cultural heritage, iconic landmarks, and IT industries.

Rajanna Sircilla: Known for its handloom and power loom industries, contributing to its economic growth and tourism.

Warangal (Urban): A major industrial and educational hub in the northern part of Telangana, attracting visitors worldwide.

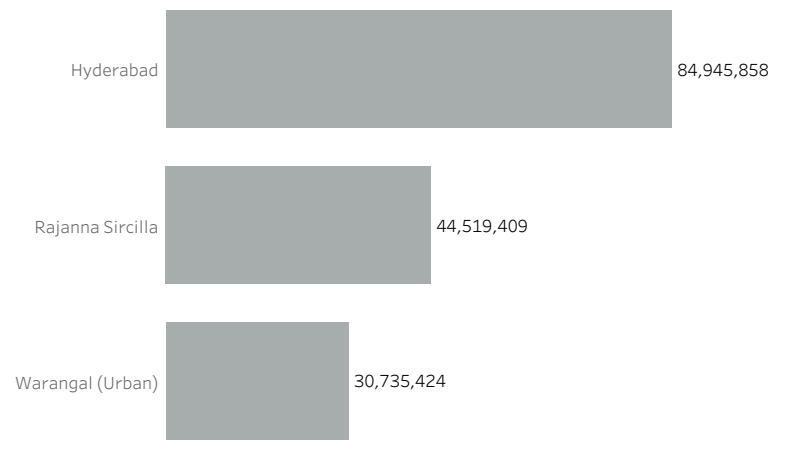
BOTTOM PERFORMING DISTRICTS FROM 2016-2019

Peddapalli: Primarily an agricultural district with limited tourism prospects.

Kamareddy: Rich in history and cultural heritage, but struggling to attract visitors.

Nizamabad: A major agricultural district lacking tourism infrastructure despite its potential.

Top 3 Districts with Highest CAGR Overall




Bottom 3 Districts with Highest CAGR Overall



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

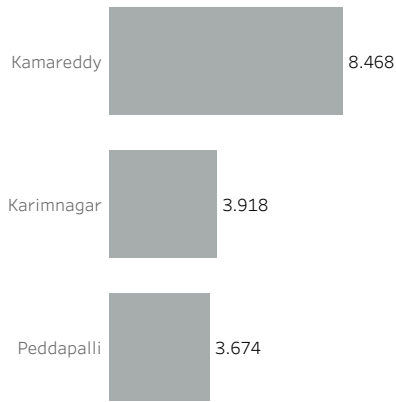
TOP 10 DISTRICTS WITH HIGHEST NUMBER OF DO..	TOP & BOTTOM 3 DISTRICTS WITH HIGHEST CAGR	A DEEP DIVE INTO CAGR	PEAK AND LOW SEASON MONTHS FOR VISITORS IN HYDERABAD	DOMESTIC TO FOREIGN TOURIST RATIO
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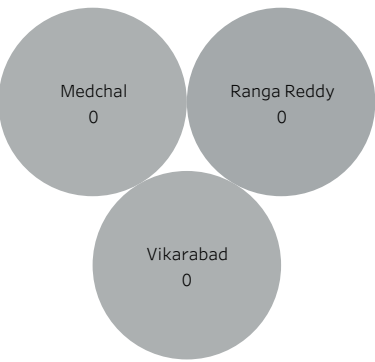
A DEEP DIVE INTO THE COMPOUND ANNUAL GROWTH RATE (CAGR)

1. Kamareddy, Karimnagar, and Peddapalli in Telangana witnessed the highest CAGR of domestic visitors from 2016-2019, showcasing their growing tourism activities and cultural/historical significance.
2. Medchal, Rangareddy, and Vikarabad in Telangana had the lowest CAGR of domestic visitors from 2016-2019, despite being home to tourist attractions.
3. Nagarkurnool, Jogulamba Gadwal, and Warangal (Urban) were the top three districts in Telangana with the highest CAGR of foreign visitors from 2016-2019, due to their promotion of unique cultural and natural resources.
4. Medchal, Rangareddy, and Vikarabad had the lowest CAGR of foreign visitors from 2016-2019 among Telangana districts, despite their potential tourist destinations.

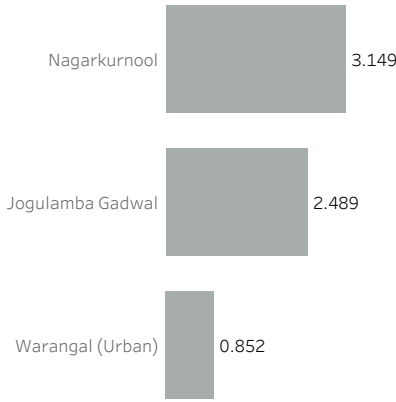
Top 3 Districts with Highest CAGR for Domestic Visitors



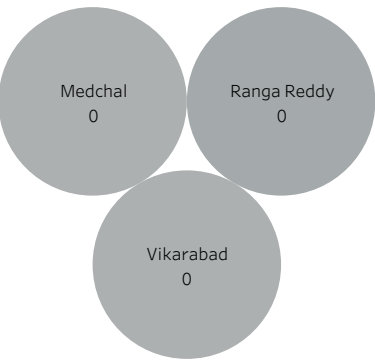
Bottom 3 Districts with Highest CAGR for Domestic Visitors



Top 3 Districts with Highest CAGR for Foreign Visitors



Bottom 3 Districts with Highest CAGR for Foreign Visitors



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

TOP & BOTTOM 3 DISTRICTS WITH HIGHER...	A DEEP DIVE INTO CAGR	PEAK AND LOW SEASON MONTHS FOR VISITORS IN HYDERABAD	DOMESTIC TO FOREIGN TOURIST RATIO	POPULATION TO TOURIST FOOTFALL RATIO IN 2019
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PEAK SEASON MONTHS FOR DOMESTIC VISITORS IN HYDERABAD

June, December, and October.

These months coincide with cultural and religious festivals, including Bathukamma in October and winter festivities in December. June is popular due to school holidays.

PEAK SEASON MONTHS FOR FOREIGN VISITORS IN HYDERABAD

December, January, and February.

The pleasant winter weather attracts tourists to famous attractions like Charminar and Salar Jung Museum.

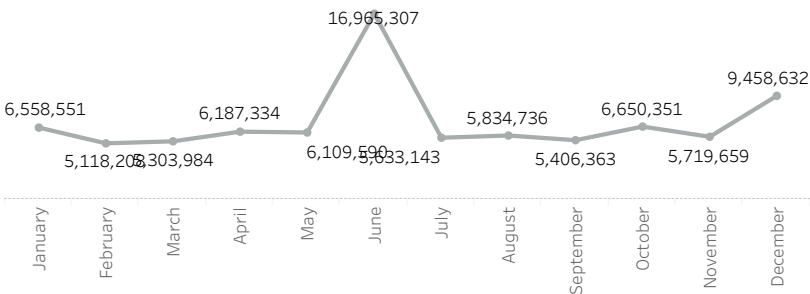
LOW SEASON MONTHS FOR DOMESTIC VISITORS

February, March, and September.

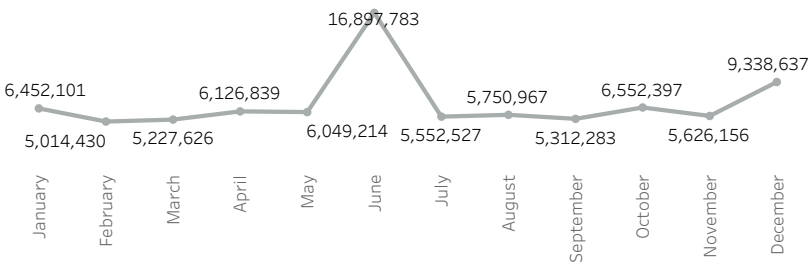
LOW SEASON MONTHS FOR FOREIGN VISITORS

April, May, and June due to the scorching heat. However, the Deccan Festival in April and May showcases Hyderabad’s culture and heritage.

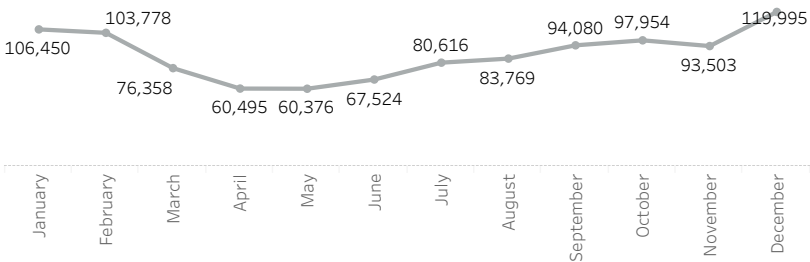
Peak and Low Season Months for All Visitors



Peak and Low Season Months for Domestic Visitors




Peak and Low Season Months for Foreign Visitors



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

A DEEP DIVE INTO CAGR	PEAK AND LOW SEASON MONTHS FOR VISITORS IN HYDERABAD	DOMESTIC TO FOREIGN TOURIST RATIO	POPULATION TO TOURIST FOOTFALL RATIO IN 2019	PROJECTED VISITORS IN YEAR 2025
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DISTRICTS WITH DOMESTIC TO FOREIGN TOURIST RATIO

In Telangana, Adilabad, Nizamabad, and Mahbubnagar have the highest domestic to foreign tourist ratio.

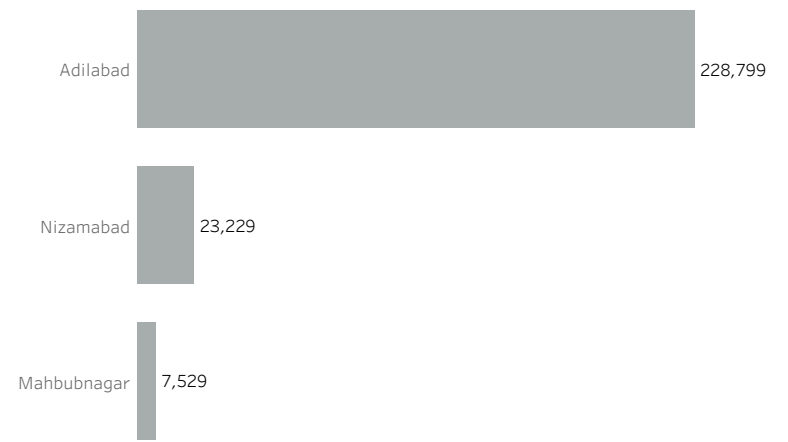
They offer attractions like picturesque landscapes, waterfalls, wildlife sanctuaries, historical landmarks, ancient temples, and palaces.

Karimnagar, Khammam, and Medak have the lowest domestic to foreign tourist ratio, implying no foreign tourists were recorded.

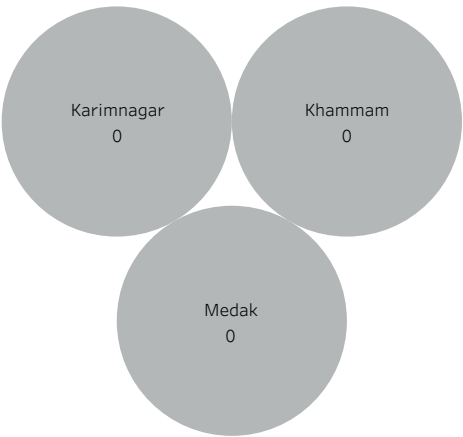
These districts feature beautiful parks, gardens, the historic Khammam Fort, natural attractions, and an economy focused on agriculture and related industries.

Despite the lack of foreign tourists, they still receive a considerable number of domestic visitors.

Top 3 Districts with High Domestic to Foreign Tourist Ratio




Bottom 3 Districts with High Domestic to Foreign Tourist Ratio



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

PEAK AND LOW SEASON MONTHS FOR VISITORS I..	DOMESTIC TO FOREIGN TOURIST RATIO	POPULATION TO TOURIST FOOTFALL RATIO IN 2019	PROJECTED VISITORS IN YEAR 2025	PROJECTED REVENUE IN YEAR 2025
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TOP 5 DISTRICTS

Rajanna Sircilla: Significant economic growth and tourist activities.

Hyderabad: Capital city known for cultural heritage, landmarks, and IT industries.

Yadadri Bhongir: Popular religious destination with a famous temple.

Warangal (Urban): Economic growth and tourist activities.

Jayashankar Bhoopalpally: Scenic beauty and wildlife sanctuary.

BOTTOM 5 DISTRICTS

Mahabubabad: Historical significance but low tourist promotion.

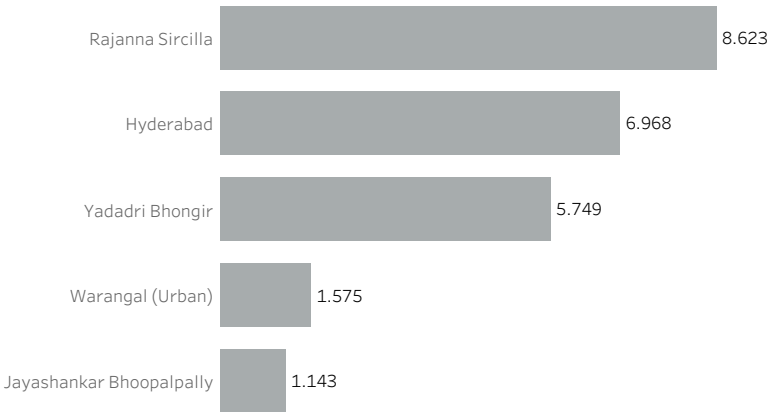
Nizamabad: Rich history and cultural heritage but lacks major attractions and promotion.

Komaram Bheem Asifabad: Forest cover and tribal communities, but lacks tourism infrastructure.

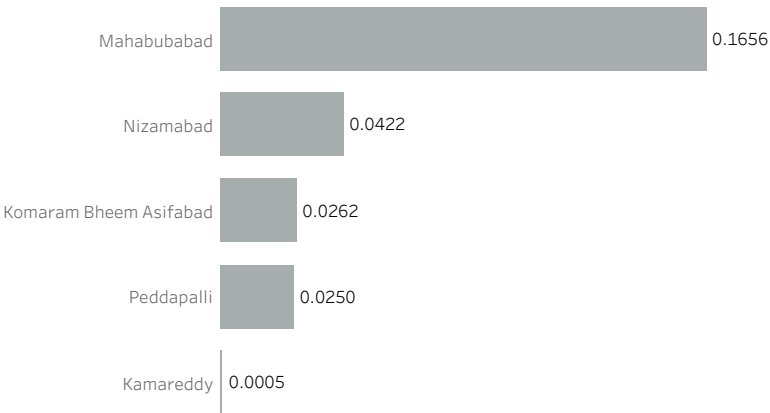
Peddapalli: Predominantly agricultural with low tourist footfall.

Kamareddy: Rich history and heritage but lacks significant attractions and promotion.

Top 5 Districts with High Population to Tourist Footfall Ratio



Bottom 5 Districts with High Population to Tourist Footfall Ratio



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

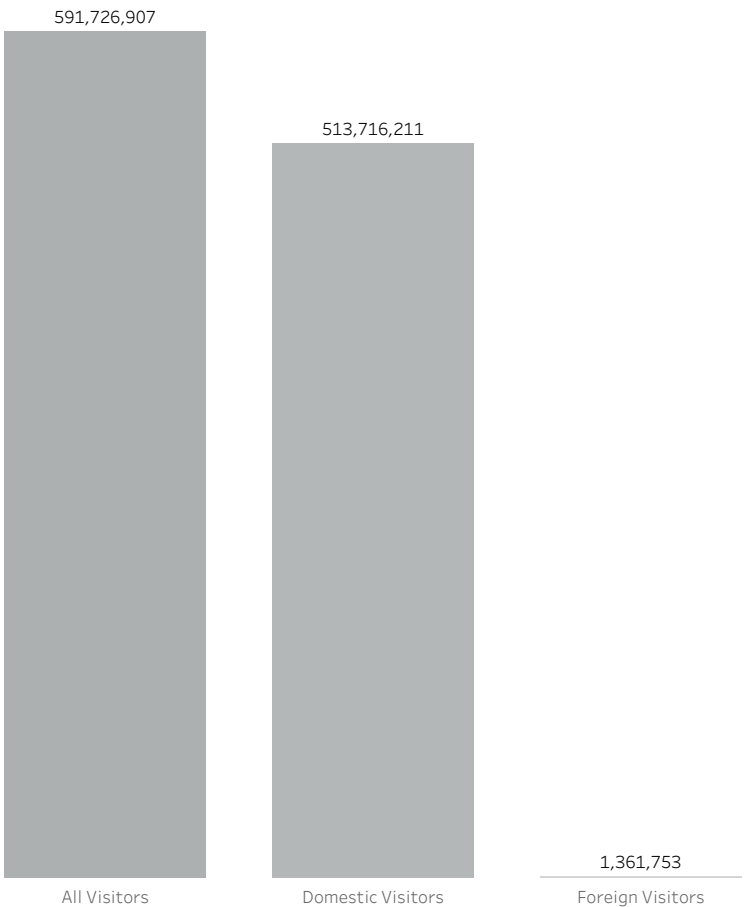
DOMESTIC TO FOREIGN TOURIST RATIO	POPULATION TO TOURIST FOOTFALL RATIO IN 2019	PROJECTED VISITORS IN YEAR 2025	PROJECTED REVENUE IN YEAR 2025	DISTRICTS WITH HIGHEST POTENTIAL
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HYDERABAD IN 2025

- Hyderabad is projected to receive a total of 591,726,907 visitors in 2025.
- This includes 513,716,211 domestic visitors and 1,361,753 foreign visitors.
- Hyderabad is known for its rich history, culture, and IT industry.
- Popular landmarks in Hyderabad include the Charminar, Golconda Fort, and Hussain Sagar Lake.
- The city attracts domestic visitors who come to explore its culture, cuisine, and hospitality.
- Hyderabad is a favorite destination for business travelers due to its IT and technology industry.
- Foreign tourists are attracted to Hyderabad for its cultural heritage, historical monuments, and traditional bazaars.
- The city is also known for medical tourism, offering advanced healthcare facilities.
- Hyderabad’s thriving industries and rich history contribute to its appeal as a tourist hub.

Projected Number of Domestic & Foreign Visitors for Hyderabad in 2025



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

POPULATION TO TOURIST FOOTFALL RATIO IN 2019	PROJECTED VISITORS IN YEAR 2025	PROJECTED REVENUE IN YEAR 2025	DISTRICTS WITH HIGHEST POTENTIAL	CULTURAL/CORPORATE EVENTS TO BOOST TOURISM
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PROJECTED REVENUE FOR HYDERABAD IN 2025

Based on the growth rate from previous years, Hyderabad is expected to receive a total of 591726907 visitors, out of which 513716211 are domestic visitors and 1361753 are foreign visitors.

These numbers indicate a steady increase in tourism for the city, making it a top destination for both local and international travelers.

The expected revenue generated from these visitors is around ₹ 2878444886193, with ₹ 2876810782923 coming from domestic visitors and ₹ 1634103270 coming from foreign visitors.

This is a significant contribution to Hyderabad’s economy, which is largely driven by its tourism industry.

The city has a lot to offer to its visitors, from historical monuments and cultural attractions to its famous biryani and IT industries.


With its growing popularity as a tourist destination, Hyderabad is expected to continue to attract visitors from all over the world in the coming years.

Projected Revenue for Hyderabad in 2025



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

PROJECTED VISITORS IN YEAR 2025	PROJECTED REVENUE IN YEAR 2025	DISTRICTS WITH HIGHEST POTENTIAL	CULTURAL/CORPORATE EVENTS TO BOOST TOURISM	CAN HYDERABAD EMULATE DUBAI MODEL?
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DISTRICTS WITH HIGHEST POTENTIAL

Hyderabad, Rajanna Sircilla, and Warangal (Urban) are the top three districts in Telangana with the highest Compound Annual Growth Rate (CAGR).

Kamareddy, Karimnagar, and Peddapalli have shown growth in domestic visitors.

Nagarkurnool, Jogulamba Gadwal, and Warangal (Urban) have shown growth in foreign visitors.

Adilabad has the highest domestic to foreign tourist ratio.

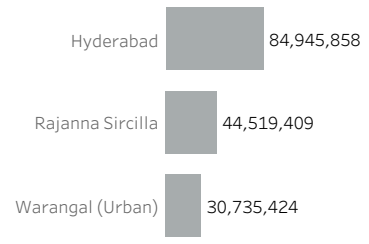
Rajanna Sircilla and Warangal (Urban) have a high population to tourist footfall ratio.

Peddapalli is growing in domestic visitors but lacks foreign visitors.

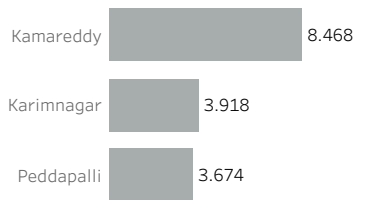
Rajanna Sircilla, Peddapalli and Warangal (Urban) have potential for tourism growth.

Telangana government should improve infrastructure, promote local attractions, and enhance tourism-related services in these districts. Increasing tourism can boost revenue and overall economic growth of the state.

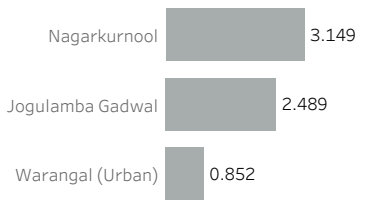
Top 3 Districts with Highest CAGR Overall



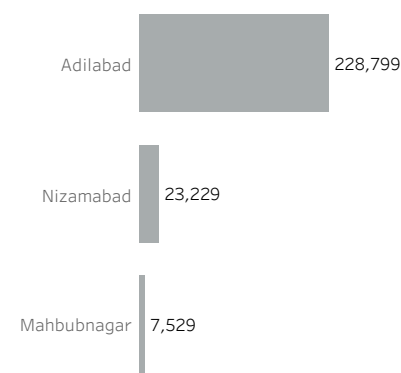
Top 3 Districts with Highest CAGR for Domestic Visitors



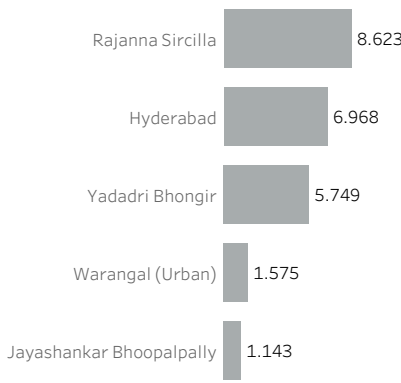
Top 3 Districts with Highest CAGR for Foreign Visitors



Top 3 Districts with High Domestic to Foreign Tourist Ratio

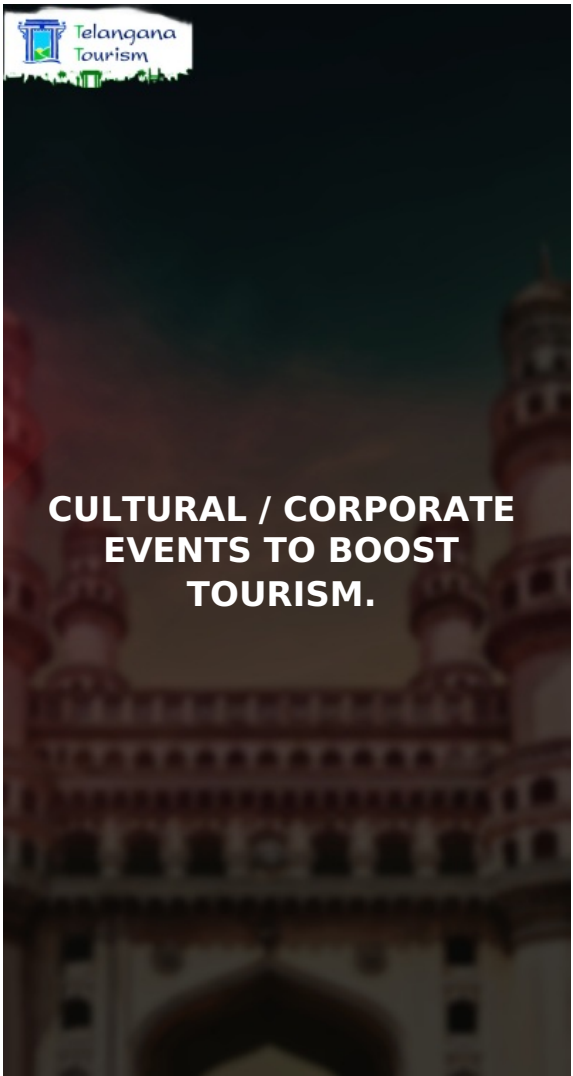


Top 5 Districts with High Population to Tourist Footfall Ratio



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

PROJECTED REVENUE IN YEAR 2025	DISTRICTS WITH HIGHEST POTENTIAL	CULTURAL/CORPORATE EVENTS TO BOOST TOURISM	CAN HYDERABAD EMULATE DUBAI MODEL?	CRIME AND CLEANLINESS SCENARIO IN HYDERABAD
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HYDERABAD

Food festivals, cultural fairs, and exhibitions showcasing the city’s history and heritage.

Ideal months: June, December, and October.

RAJANNA SIRCILLA

Handicraft and textile fairs to promote local industries.
Cultural events highlighting customs and traditions.

Ideal months: October, December, and January.

WARANGAL (URBAN)

Corporate events like seminars, conferences, and trade fairs to promote industries and educational institutions.
Cultural events showcasing the district’s heritage.

Ideal months: February, March, and October.

PEDDAPALLI

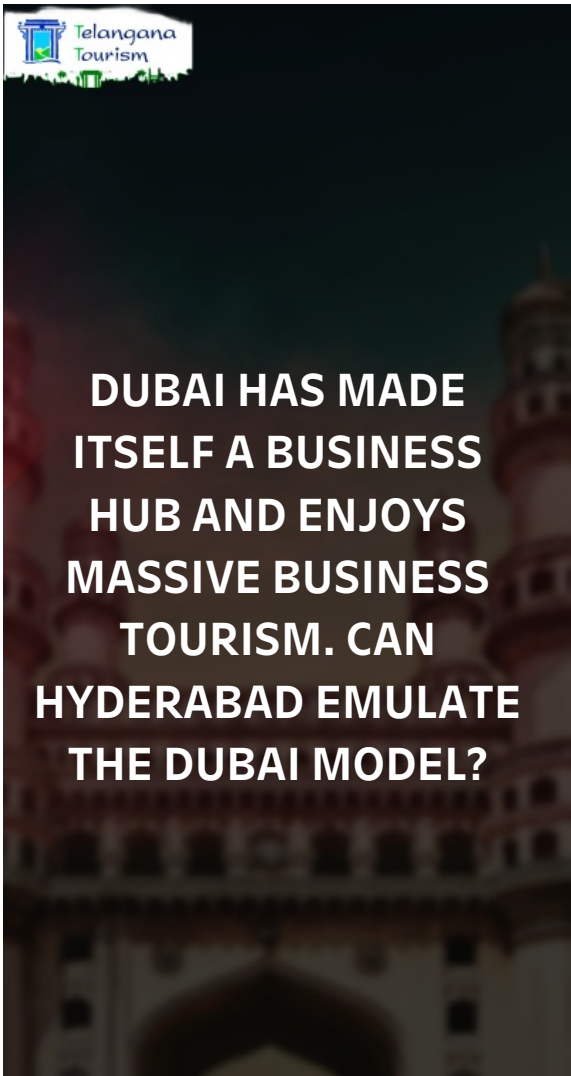
Agricultural and horticultural exhibitions showcasing the district’s produce.
Cultural events featuring folk dances and music festivals.

Ideal months: June, July, and August.

These events aim to attract tourists, generate income, and promote tourism in Telangana.

INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

DISTRICTS WITH HIGHEST POTENTIAL	CULTURAL/CORPORATE EVENTS TO BOOST TOURISM	CAN HYDERABAD EMULATE DUBAI MODEL?	CRIME AND CLEANLINESS SCENARIO IN HYDERABAD	RECOMMENDATIONS TO BOOST TOURISM IN HYDER..
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Dubai’s success as a business hub and tourist destination offers insights for Hyderabad, though complete replication may be challenging. Key factors to consider include:

Strategic Location: Dubai’s advantageous position at the crossroads of Europe, Asia, and Africa can inspire Hyderabad to leverage its proximity to major Indian cities and international airports.

Infrastructure Development: Dubai’s heavy investment in airport, road, and public transportation infrastructure sets an example for Hyderabad to enhance connectivity within the city.


Business-Friendly Environment: Dubai’s favorable tax policies, regulations, and incentives have attracted businesses. Hyderabad should simplify business registration processes and offer incentives to create a similar environment.

World-Class Facilities: Dubai’s focus on developing top-notch facilities for conferences and events has made it a popular business tourism destination. Hyderabad can follow suit by constructing convention centers, exhibition halls, and conference venues.

In conclusion, while Hyderabad may not be able to completely replicate the Dubai model, it can draw insights from Dubai’s success in areas such as infrastructure development, creating a business-friendly environment, and developing world-class facilities for hosting conferences and events. By focusing on these areas, Hyderabad can position itself as a leading business hub in India and attract more business tourists to the city.

INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

DISTRICTS WITH HIGHEST POTENTI..	CULTURAL/CORPORATE EVENTS TO BOOST TOURISM	CAN HYDERABAD EMULATE DUBAI MODEL?	CRIME AND CLEANLINESS SCENARIO IN HYDERABAD	RECOMMENDATIONS TO BOOST TOURISM IN HYDERABAD
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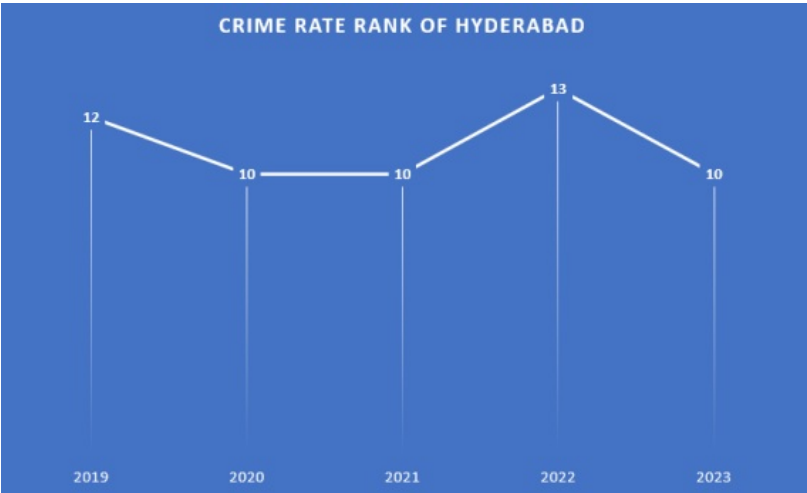
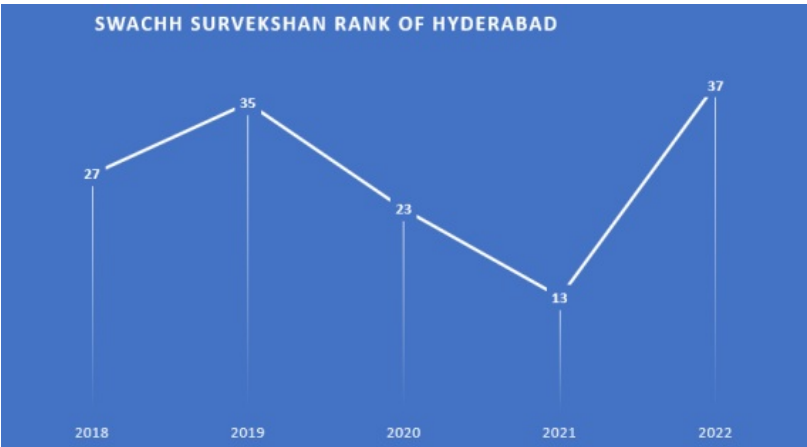
CRIME AND CLEANLINESS CONDITIONS OF HYDERABAD

Hyderabad’s crime rate has fluctuated over the years, ranking 28th in 2018, 35th in 2019, improving to 23rd in 2020, and reaching 13th in 2021 before dropping to 37th in 2022. Currently, it is ranked 10th.

In terms of cleanliness, Hyderabad ranked 28th in 2018, improved to 35th in 2019, reached 23rd in 2020, and climbed to 13th in 2021. However, in 2022, it dropped to 37th place.

To promote tourism, the government should prioritize enhancing safety and cleanliness. This may involve increasing police presence, installing more surveillance cameras, implementing stricter laws, and penalties.

Public campaigns can educate citizens on the importance of cleanliness and encourage their involvement. Investing in waste management and recycling programs would also contribute to improving cleanliness.



INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

DISTRICTS WITH HIGHEST POTENTI..	CULTURAL/CORPORATE EVENTS TO BOOST TOURISM	CAN HYDERABAD EMULATE DUBAI MODEL?	CRIME AND CLEANLINESS SCENARIO IN HYDERABAD	RECOMMENDATIONS TO BOOST TOURISM IN HYDERABAD
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Diversify tourism offerings:

Hyderabad should not rely solely on its historical landmarks and cultural events to attract visitors. The government should promote other aspects of the city such as its cuisine, nightlife, and shopping to appeal to a wider range of tourists.

Enhance safety and security measures:

Despite the relatively low crime rate, it is still important to prioritize safety and security for tourists. The government should increase police presence and surveillance in high-traffic tourist areas.

Promote eco-tourism:

Telangana has a rich biodiversity, and the government should capitalize on it by promoting eco-tourism. This can include developing national parks and wildlife sanctuaries, and promoting sustainable tourism practices.

Increase awareness of hygiene and cleanliness:

While Hyderabad has improved in the Swachh Survekshan rankings, it still has room for improvement. The government should promote cleanliness and hygiene among locals and tourists alike to maintain a good reputation and attract more visitors.

Improve infrastructure:

The government should invest in improving infrastructure such as roads, public transportation, and accommodations to enhance the overall visitor experience. This will make it easier for tourists to navigate the city and access its attractions.