**Telangana** is a state in India situated on the south-central stretch of the Indian peninsula on the high Deccan Plateau· It is the **eleventh largest state** in India.

On 2 June 2014, the area was separated from the northwestern part of Andhra Pradesh as the newly formed state of Telangana, with **Hyderabad** as its capital.

Its other major cities include **Warangal, Nizamabad, Khammam, Karimnagar .**

The terrain of Telangana consists mostly of the Deccan Plateau with dense forests . As of 2019, the state of Telangana is divided into 33 districts.

It is good in Agriculture ,Industries, Tourism, Waterfalls. As well as in case of Architecture, Religious destinations, Cuisine, Visual arts, Sports and Education it has tremendous attractions for national and international visitors.
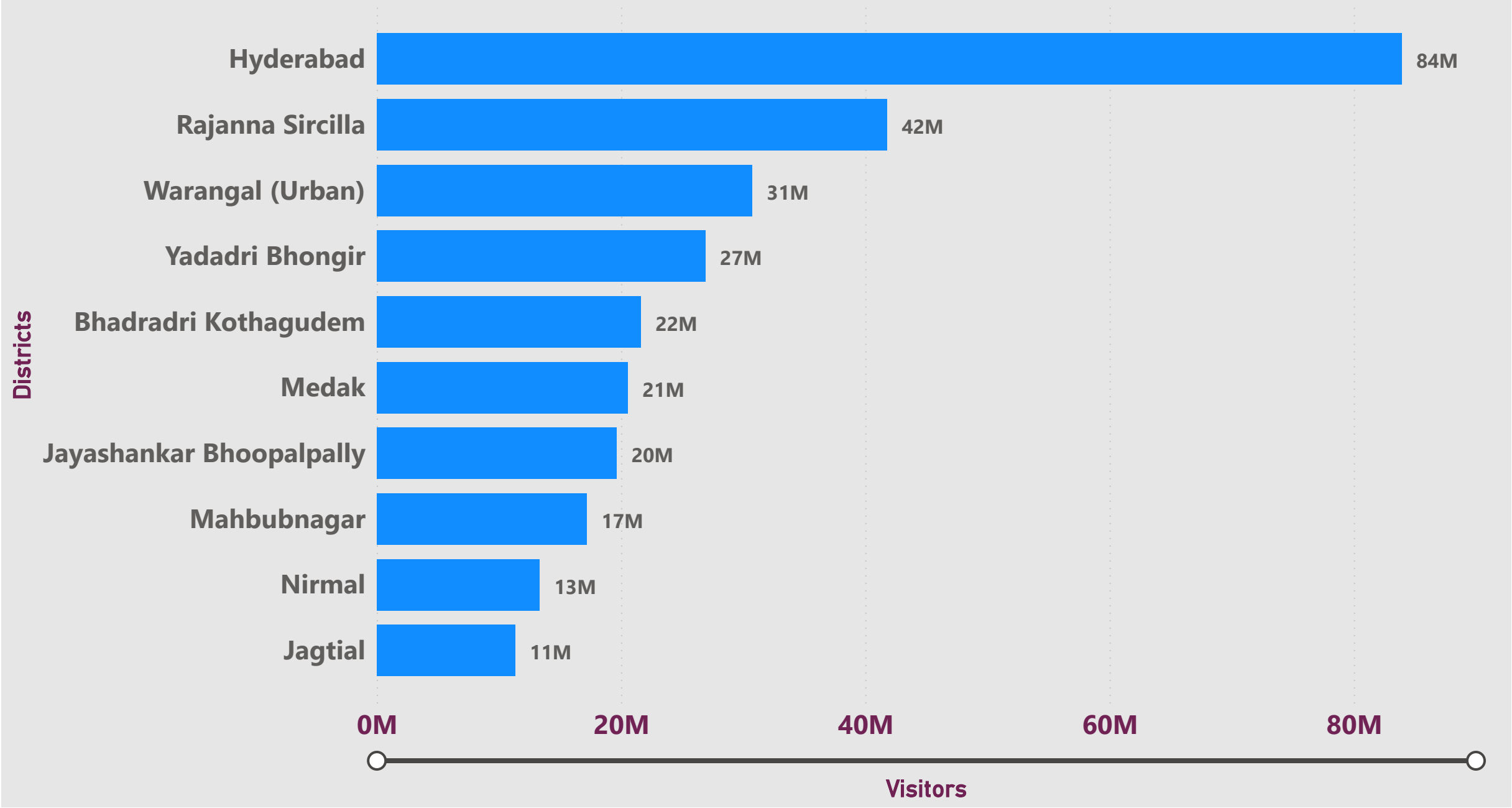
**2016-2019**



| 357M | 356M | 1M |
|------|------|-----|
| Total visitors | Domestic visitors | Foreign visitors |

# Top10 Districts With Highest Number Of Domestic Visitors

| District | Visitors |
|---|---|
| Hyderabad | 84M |
| Rajanna Sircilla | 42M |
| Warangal (Urban) | 31M |
| Yadadri Bhongir | 27M |
| Bhadradri Kothagudem | 22M |
| Medak | 21M |
| Jayashankar Bhoopalpally | 20M |
| Mahbubnagar | 17M |
| Nirmal | 13M |
| Jagtial | 11M |

Districts

0M   20M   40M   60M   80M

Visitors
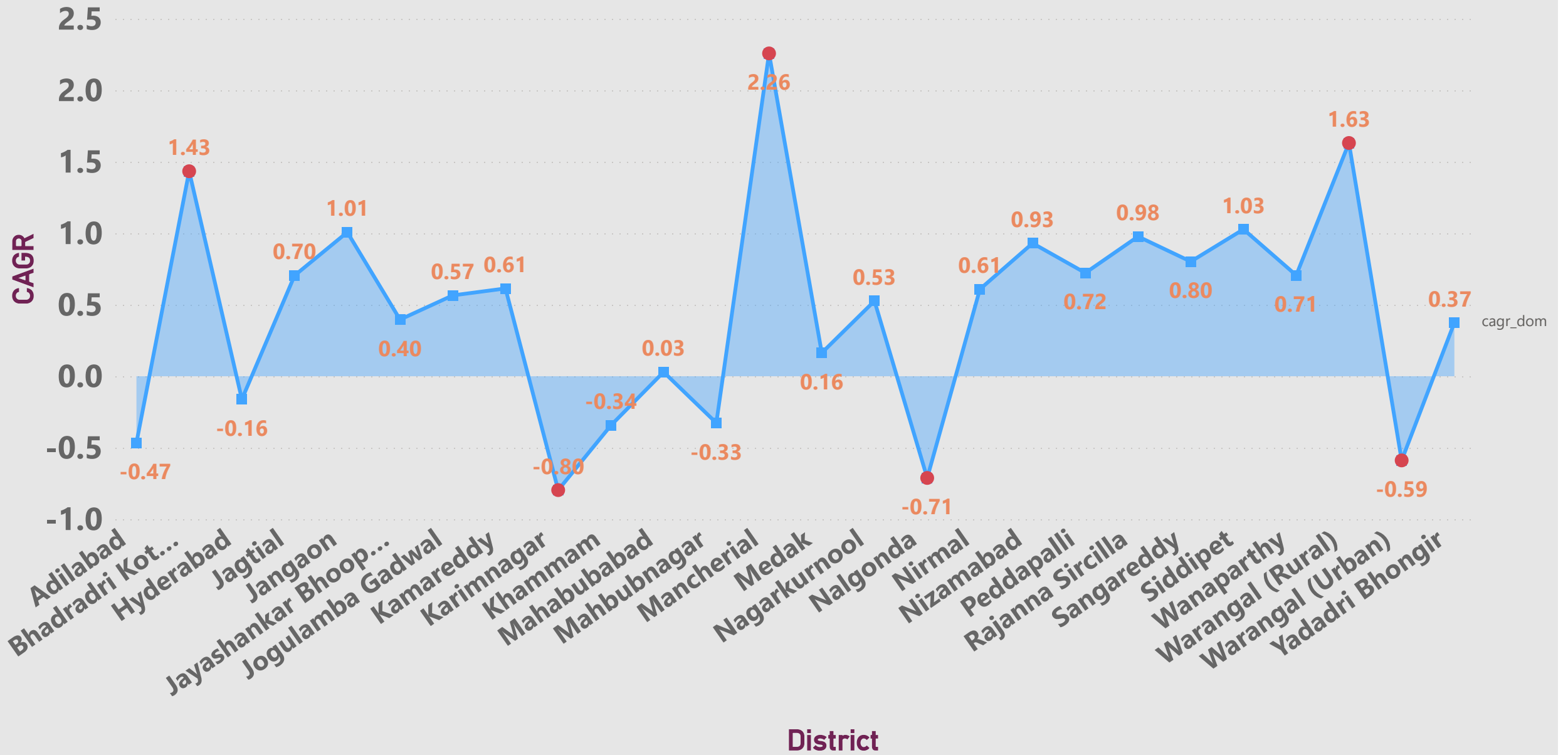
**1. List down the top 10 district with highest number of domestic visitors overall? (2016-2019)**

**Top Districts with Highest Number of Domestic Visitors:**

1.Hyderabad (84M)

2.Rajanna Sircilla (42M)

3.Warangal (Urban) (31M)

# Compounded Annual Growth Rate



A line/area chart titled "Compounded Annual Growth Rate" with y-axis labeled "CAGR" (range approximately -1.0 to 2.5) and x-axis labeled "District". Series labeled cagr_dom.

| District | CAGR |
|---|---|
| Adilabad | -0.47 |
| Bhadradri Kot... | 1.43 |
| Hyderabad | -0.16 |
| Jagtial | 0.70 |
| Jangaon | 1.01 |
| Jayashankar Bhoop... | 0.40 |
| Jogulamba Gadwal | 0.57 |
| Kamareddy | 0.61 |
| Karimnagar | -0.80 |
| Khammam | -0.34 |
| Mahabubabad | 0.03 |
| Mahbubnagar | -0.33 |
| Mancherial | 2.26 |
| Medak | 0.16 |
| Nagarkurnool | 0.53 |
| Nalgonda | -0.71 |
| Nirmal | 0.61 |
| Nizamabad | 0.93 |
| Peddapalli | 0.72 |
| Rajanna Sircilla | 0.98 |
| Sangareddy | 0.80 |
| Siddipet | 1.03 |
| Wanaparthy | 0.71 |
| Warangal (Rural) | 1.63 |
| Warangal (Urban) | -0.59 |
| Yadadri Bhongir | 0.37 |

## 2.Top3 Districts with highest number of CAGR of visitors between(2016-2019) are:
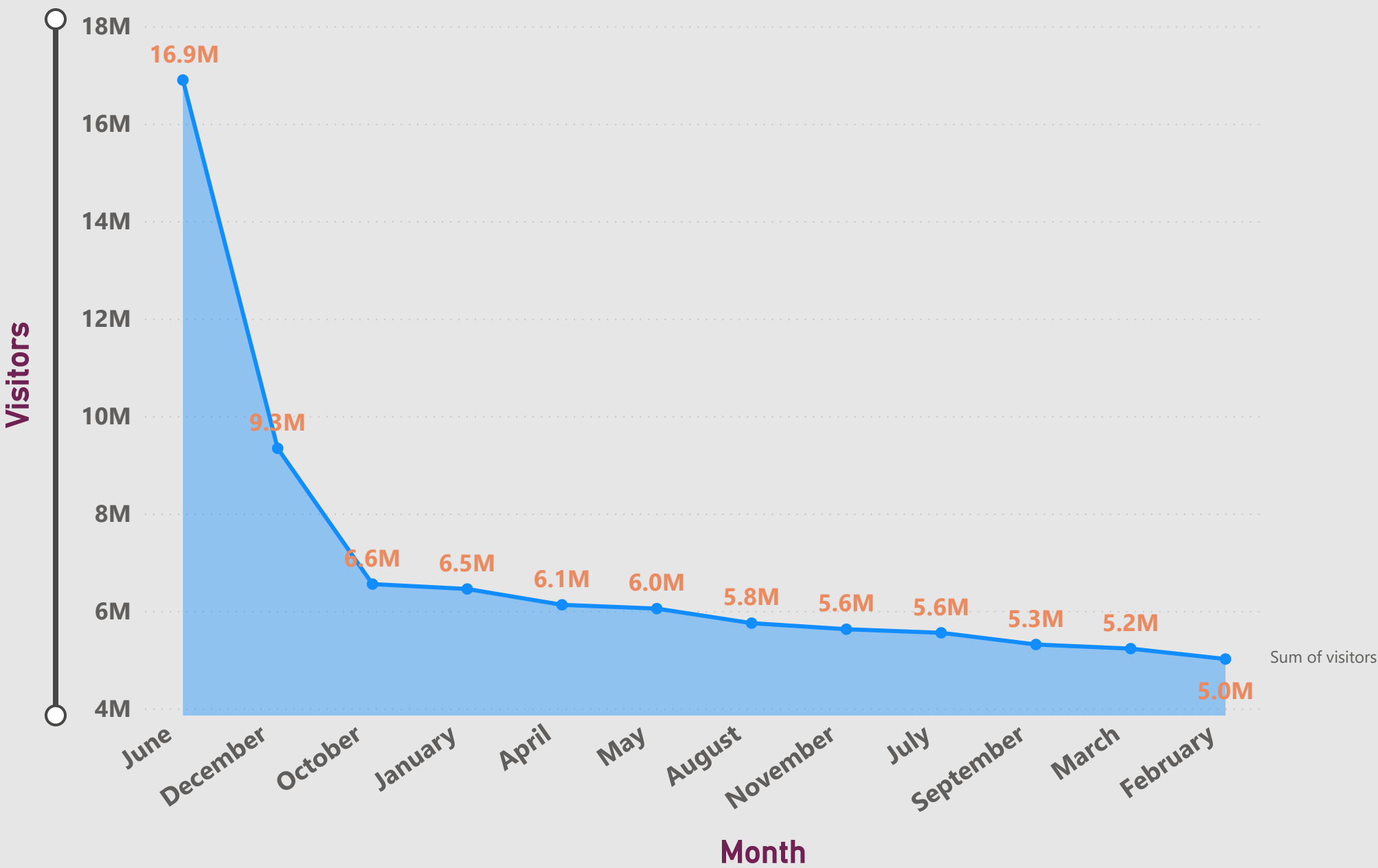
1.Mancherial
2.Warangal (Rural)
3.Bhadradri Kothagudem

## 3.Bottom3 Districts with lowest number of CAGR of visitors between(2016-2019) are:

1.Karimnagar
2.Nalgonda
3.Warangal (Urban)

## Visitors in Peak and Low Seasons Month

District

Hyderabad

**Visitors**

- June: 16.9M
- December: 9.3M
- October: 6.6M
- January: 6.5M
- April: 6.1M
- May: 6.0M
- August: 5.8M
- November: 5.6M
- July: 5.6M
- September: 5.3M
- March: 5.2M
- February: 5.0M

Sum of visitors

**Month**

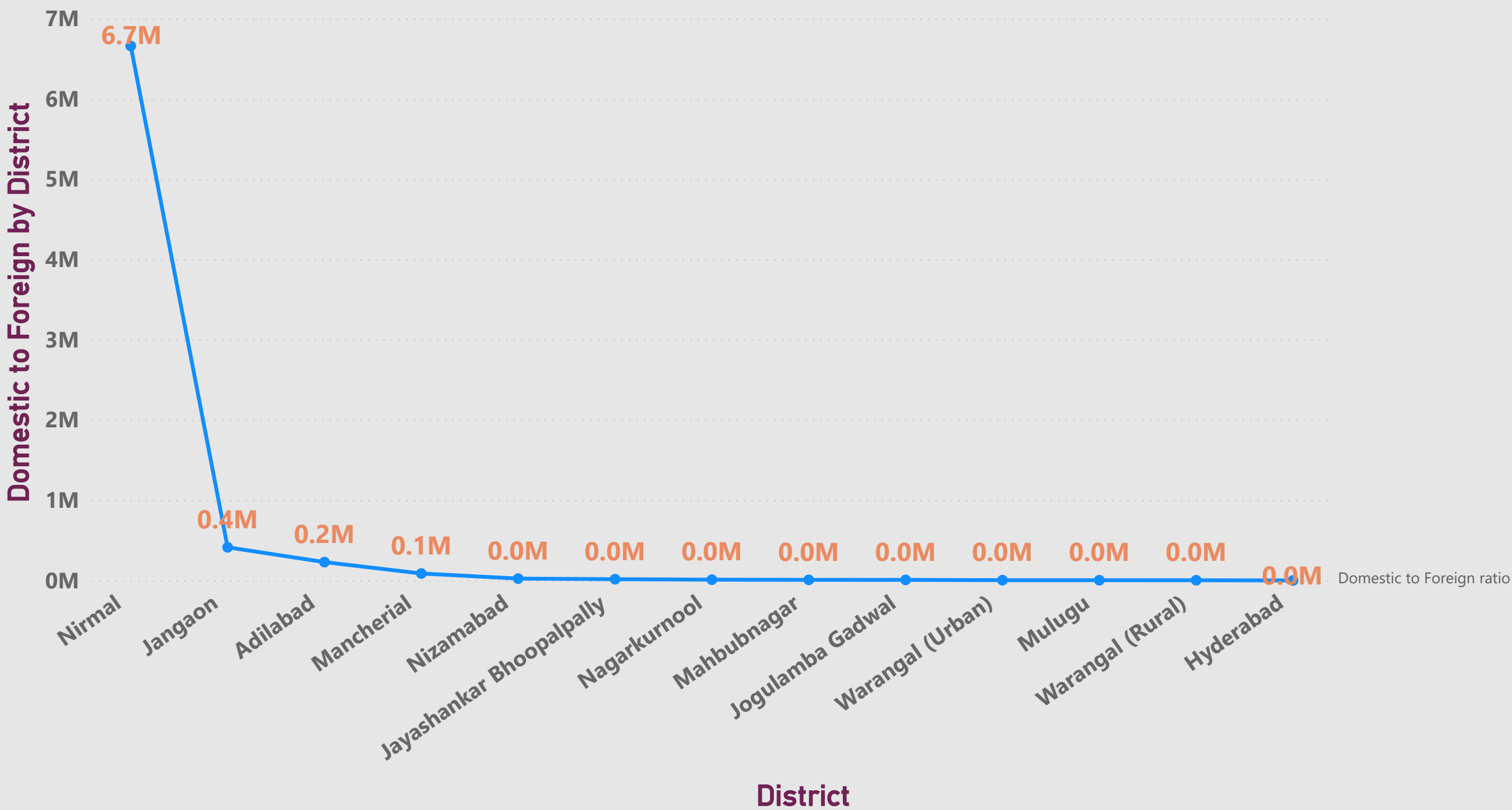**4.What are the peak and low season months for Hyderabad based on data from 2016- 2019 for Hyderabad district ?**

**Hyderabad has most visitors in the month of:**
1. June
2. December
3. October

**Hyderabad has least visitors in the month of:**
1.September
2.March
3.February

# Domestic to Foreign Tourist Ratio by District



**Domestic to Foreign by District**

7M
6M
5M
4M
3M
2M
1M
0M

6.7M
0.4M
0.2M
0.1M
0.0M   0.0M   0.0M   0.0M   0.0M   0.0M   0.0M   0.0M   0.0M

Domestic to Foreign ratio

Nirmal
Jangaon
Adilabad
Mancherial
Nizamabad
Jayashankar Bhoopalpally
Nagarkurnool
Mahbubnagar
Jogulamba Gadwal
Warangal (Urban)
Mulugu
Warangal (Rural)
Hyderabad

**District**

**5. Show the top 3 and bottom 3 district with high domestic to foreign tourist ratio.**

**Top 3 Domestic to Foreign Tourist Ratio by District :**

1. Nirmal
2. Jangaon
3. Adilabad

**Bottom 3 Domestic to Foreign Tourist Ratio by District :**

1. Hyderabad
2. Warangal(Rural)
3. Mulugu

# Population To Tourist Footfall Ratio

**Year**

2019

**Districts**

| District | Value |
|---|---|
| WARANGAL (Urban) | 28 |
| Jayashankar Bhoopalpally | 28 |
| HYDERABAD | 21 |
| Mahbubnagar | 12 |
| Jogulamba Gadwal | 11 |
| ADILABAD | 10 |
| NAGARKURNOOL | 9 |
| Mulugu | 6 |
| MANCHERIAL | 1 |
| NIZAMABAD | 0 |

**Population divided by Domestic plus Forgein**
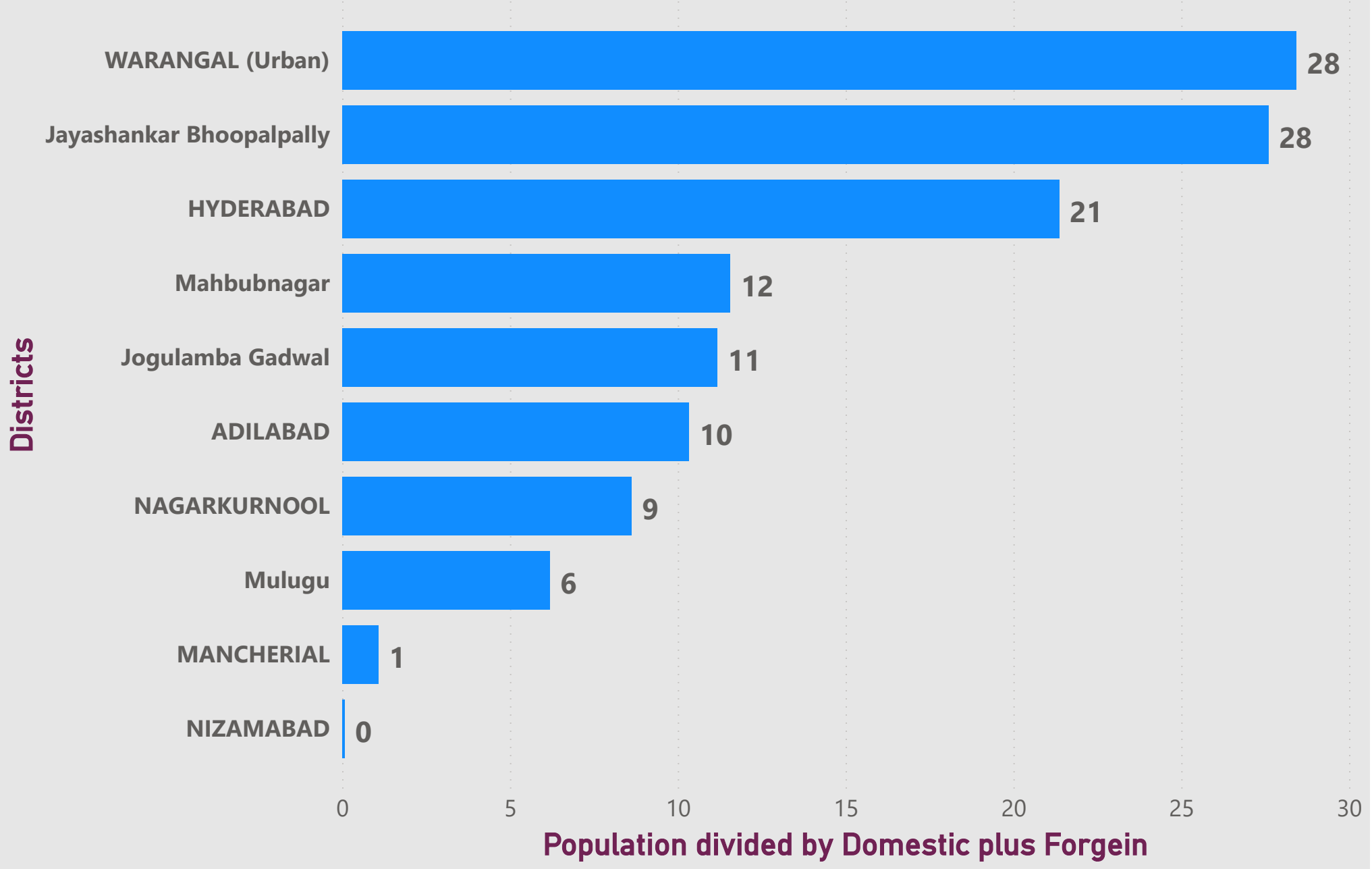
# 6. List the top and bottom 5 district based on "population to tourist footfall ratio" in 2019.

## Top 5 Districts based on Population To Tourist Footfall Ratio:

1. Warangal(Urban)
2. Jayashankar Bhoopalpally
3. Hyderabad
4. Mahbubnagar
5. Jogulamba Gadwal

## Bottom 5 Districts based on Population To Tourist Footfall Ratio:

1. Nizamabad
2. Mancherial
3. Mulugu
4. Nagarkurnool
5. Adilabad

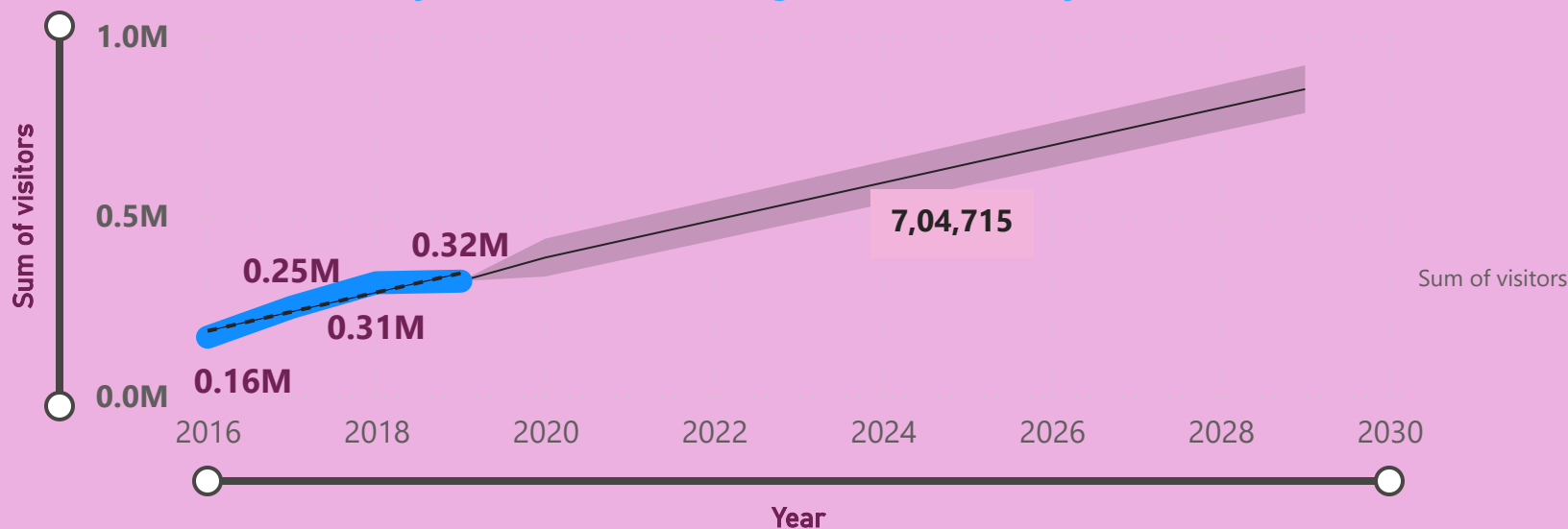# Hyderabad Domestic Visitors by 2025

Sum of Visitors

23M
27M
20M
14M

5,14,833

Sum of Visitors

2016 2018 2020 2022 2024 2026 2028 2030

year

# Hyderabad Foreign Visitors by 2025

Sum of visitors

0.16M
0.25M
0.31M
0.32M

7,04,715

Sum of visitors

2016 2018 2020 2022 2024 2026 2028 2030

Year
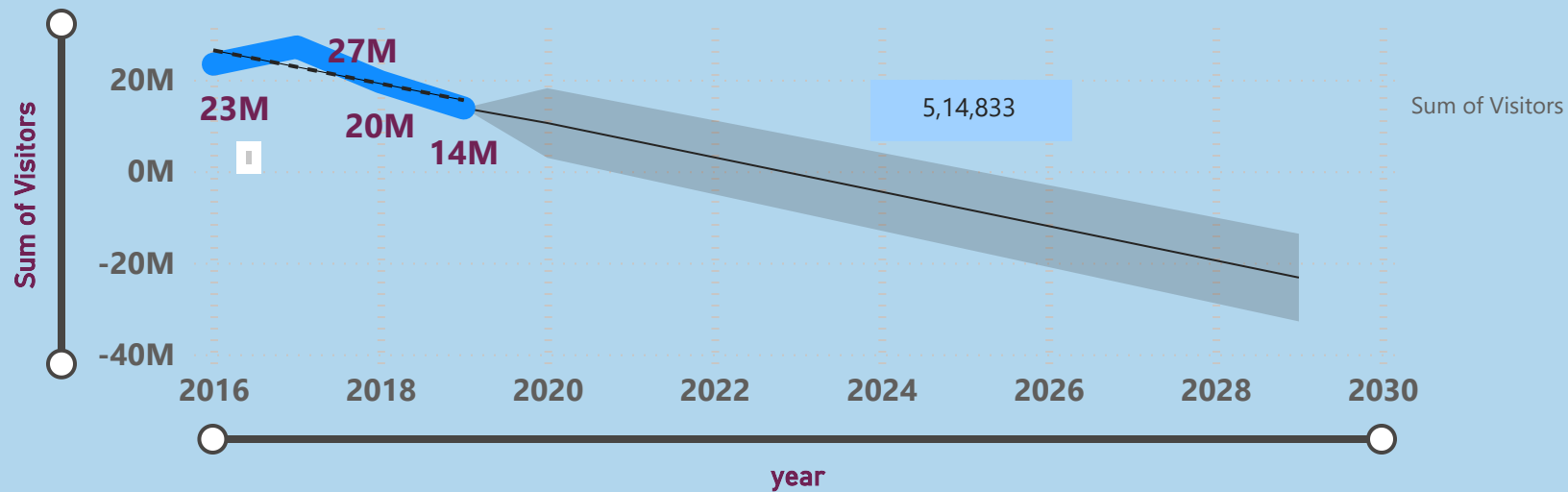
## Domestic Visitors Revenue by 2025

### 618M

Domestic Projected Revenue 2025

## Hyderabad Total Visitors Revenue by 2025

### 456.42M

Hyderabad Forgein plus Domestic Visitors 2025

## Forgeign Visitors Revenue by 2025

### 4bn

Foreign Projected Revenue 2025

### 7. What will be the projected number of domestic tourist in Hyderabad in 2025 based on growth rate from previous year ?

Projected Number Of Domestic Visitors by 2025 By Using Forecast in Power BI is **5,14,833**. Revenue Generated By Domestic Visitors By 2025 is **618 Million.**

There could be many possible reasons for the decline in domestic visitors in Hyderabad between 2016 and 2019. Some possible explanations include:

1. **Economic factors**: The Indian economy was facing some challenges during this period, which may have affected people's willingness and ability to travel. Factors such as rising inflation, job losses, etc. could have dissuaded people from undertaking leisure trips.

2. **Political instability**: Hyderabad has witnessed political unrest and violence at various points, which may have created an unfavorable atmosphere for tourists. For instance, incidents such as the agitation for a separate Telangana state and a few communal disturbances may have deterred visitors.

3. **Lack of promotion**: Hyderabad's tourism potential may not have been adequately promoted during this period, which may have prevented many potential visitors from being aware of the city's offerings.

4. **Seasonal fluctuations**: Domestic tourism can be seasonal, and the months between 2016 to 2019 may not have been ideal for travel in Hyderabad. For instance, the city experiences hot and humid summers, which may not be suitable for many travelers.

5. **Competition:** Other popular tourist destinations may have emerged during this time, luring visitors away from

**8.Projected Number Of Foreign Visitors by 2025** By Using Forecast in Power BI is **7,04,715**. Revenue Generated By Foreign Visitors By 2025 is **4 Billion.**

There are several reasons for the rise in foreign visitors to Hyderabad, India, from 2016 to 2019. Some of the reasons are:

1. **Improved Connectivity**: Hyderabad has seen significant improvement in air connectivity with the city being served by a number of airlines from across the world. This has made it easier for foreign visitors to travel to Hyderabad.

2. **Business Opportunities**: Hyderabad is fast emerging as a hub for IT and pharmaceutical companies, which has led to an increase in business travelers to the city.

3. **Tourism**: Hyderabad is home to several historical monuments, including the Charminar, Golconda Fort, and the Qutb Shahi Tombs, which have attracted a large number of foreign tourists.

4. **Hospitality**: Hyderabad is known for its hospitality and friendly people, which has helped in creating a positive image of the city among foreign visitors.

5. **Infrastructure**: The city has seen significant infrastructural development in the last few years, with new hotels, shopping malls, and entertainment centers being constructed, which has made it more attractive to foreign visitors.

Overall, Hyderabad's emergence as a global hub for business and tourism has led to a rise in foreign visitors to the city from 2016 to 2019.

Projected Number Of Foreign and Domestic Visitors by 2025 By Using Forecast is **1,219,548**. Revenue Generated By Foreign Visitors By 2025 is **456.42 Million.**

## District with highest Potential:

**9**. **Which district has the highest potential for tourism growth and what actions government can take?**

**1**. **Hyderabad**: Known for its rich history, culture, and food, Hyderabad is a major hub for tourists from all over the world.

**2**. **Warangal**: Famous for its beautiful temples, lakes, and ancient fortresses, Warangal is a popular destination for history buffs and nature lovers.

**3**. **Karimnagar**: This district is home to various waterfalls, ancient temples, and wildlife sanctuaries, providing an opportunity to connect with nature.

**4**. **Adilabad**: Known for its lush forests, waterfalls, and tribal culture, Adilabad is a great option for those looking for a unique experience.

**5. Nizamabad**: This district features an array of historical monuments, landmarks, and cultural significance destinations.

These districts have great potential for domestic tourism growth in Telangana due to their historical significance, cultural uniqueness, natural beauty and interesting landmarks.

## 10. Culture/ corporate events to boost tourism.
## What kind of event the government should conduct? Which month? Which district?

The government can organize several cultural and corporate events to boost tourism in Telangana throughout the year. Here are some examples of events that can be organized:

**Telangana International Film Festival**: The government can organize a film festival showcasing Telangana's rich cultural heritage and history to attract filmmakers, actors, and movie enthusiasts from around the world. This event can be organized in Hyderabad in the month of September.

**Telangana Cuisine Festival:** The government can organize a food festival showcasing Telangana's traditional cuisine to promote the state's food culture. This event can be organized in Warangal in the month of December.

**Business and Investment Summit**: The government can organize an investment summit to promote Telangana as a business-friendly destination and attract investors from around the world. This event can be organized in Hyderabad in the month of January.

**Telangana Handloom and Handicrafts Fair:** The government can organize a fair to promote Telangana's traditional handloom and handicrafts industry. This event can be organized in Nalgonda in the month of August.

**Telangana Festivals Celebration:** The government can organize a cultural festival showcasing Telangana's traditional festivals, such as Bathukamma, Bonalu, and Sammakka Saralamma Jatara, to promote the state's rich history and culture. This event can be organized in Karimnagar in the month of October.

These events can be organized in different districts throughout the year to promote the state's tourism industry and boost economic growth. Additionally, the specific districts and months can be adjusted based on factors such as weather, availability of venues, and local cultural events to maximize the impact and success of these events.

## 11. Can Hyderabad emulate the Dubai model to become a business hub?

It is possible for Hyderabad to emulate the Dubai model and become a business hub with the right strategies and initiatives. Dubai has established itself as a global business hub due to its strategic location, **business-friendly policies**, **world-class infrastructure, and ease of doing business.**

Hyderabad has several advantages such as a competitive cost of living, a large pool of skilled professionals, a strategic location that connects different parts of the country, and robust IT infrastructure. However, there is a need for some measures and reforms to be taken in order to make the city more conducive for businesses.

Some of these measures could include a more business-friendly regulatory environment, improving the city's infrastructure and transportation systems, streamlining the process for obtaining permits and approvals, and providing incentives for investment. If Hyderabad can successfully adopt these policies and attract more businesses, it has the potential to become a major business hub just like Dubai.

# 12.Provide all other recommendations that can boost the Telanagana tourism particularly Hyderabad.

**1.Heritage Walks**: The government can organize heritage walks in Hyderabad to promote the city's rich cultural and historical heritage. These heritage walks can be conducted in popular tourist destinations such as Charminar, Golconda Fort, and Chowmahalla Palace.

**2.Adventure Sports**: Telangana has a lot of opportunities for adventure sports such as trekking, hiking, rock climbing, and paragliding. The government can promote adventure sports in Hyderabad to attract adventure enthusiasts.

**3.Nightlife**: Telangana government can promote Hyderabad's nightlife by allowing bars and restaurants to remain open past midnight, as well as organizing nightlife events such as music festivals and night markets.

**4.Medical Tourism**: Hyderabad has become a hub for medical tourism in India due to its world-class medical facilities and affordable medical services. The government can promote medical tourism by partnering with private hospitals and offering specialized medical packages for foreign tourists.

**5.Sustainable Tourism**: The government can promote sustainable tourism i.e. eco-tourism and cultural tourism by educating tourists on preserving the environment and the local culture. The government can also create eco-tourism circuits to attract nature lovers and adventure enthusiasts.

**6.Digital Marketing**: The government can promote Telangana tourism through digital marketing by creating social media campaigns, a tourism website, and working with influencers to showcase the state's tourist attractions.

**7.Film Tourism**: The government can promote Hyderabad's Film City by promoting it as a tourist destination and organizing tours of movie sets and studios.

These are a few recommendations that can boost tourism in Telangana, particularly Hyderabad. By promoting tourism and making the state more attractive to visitors, Telangana can further contribute to the state's economic growth and development.