Telangana Tourism Analysis

Vardhini Vidyadhar

Total Domestic Visitors by District

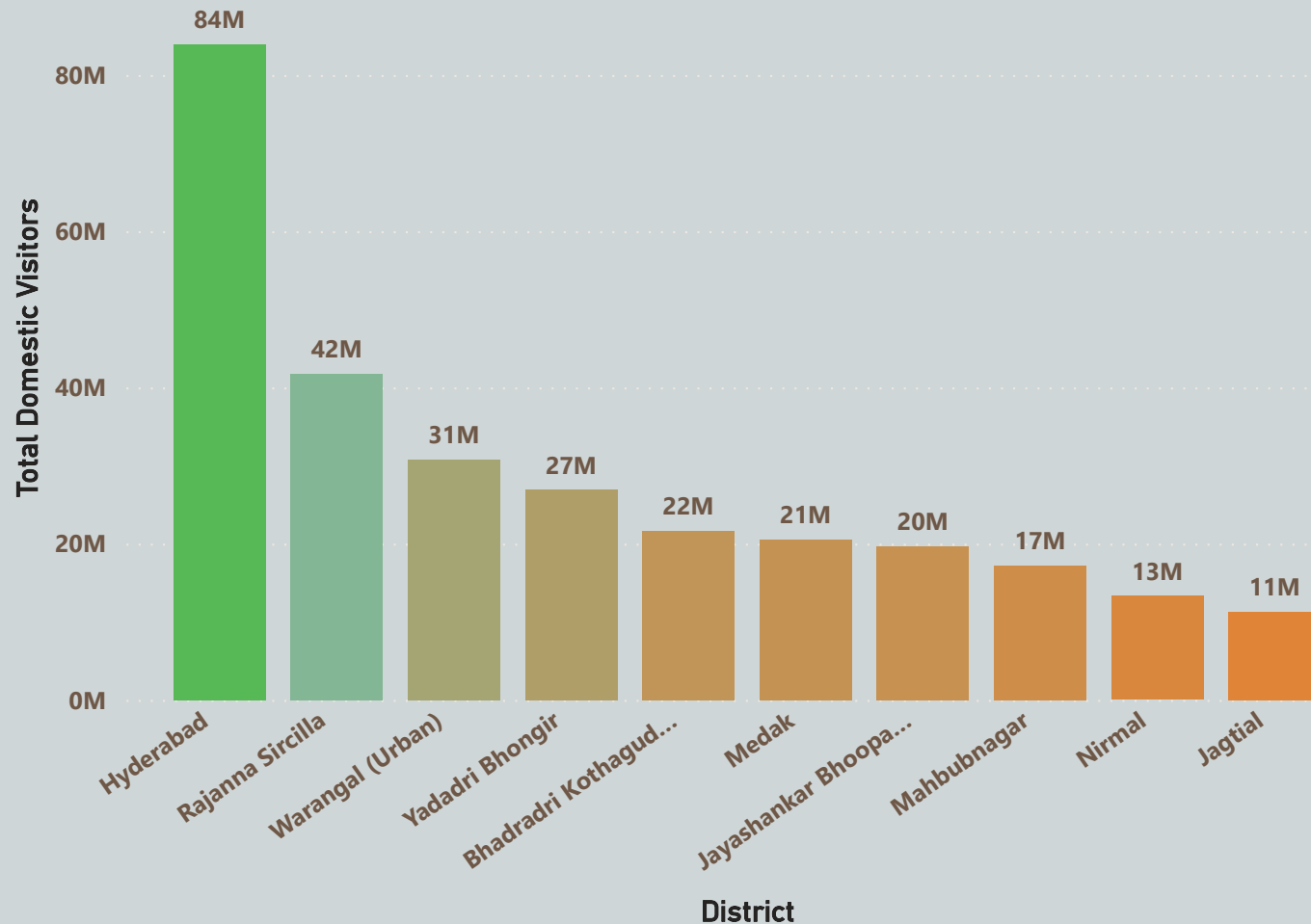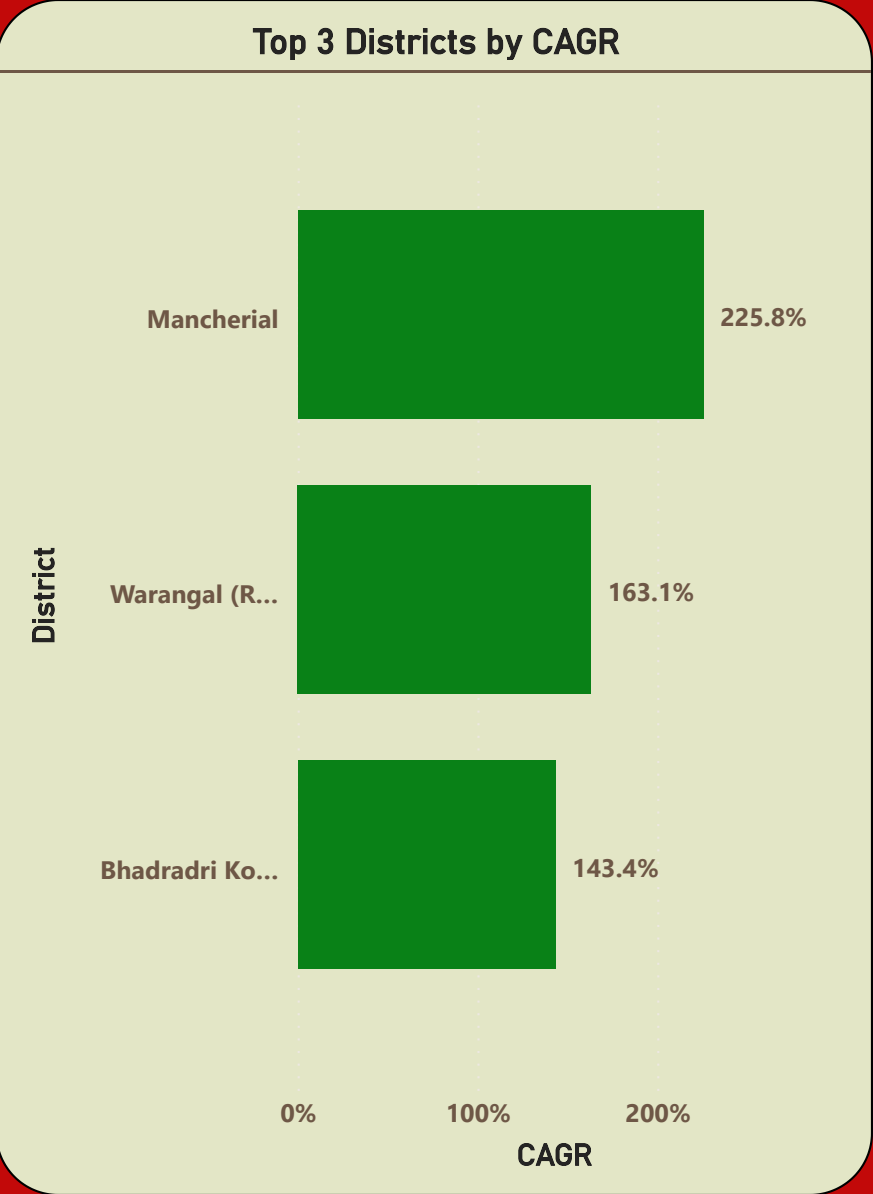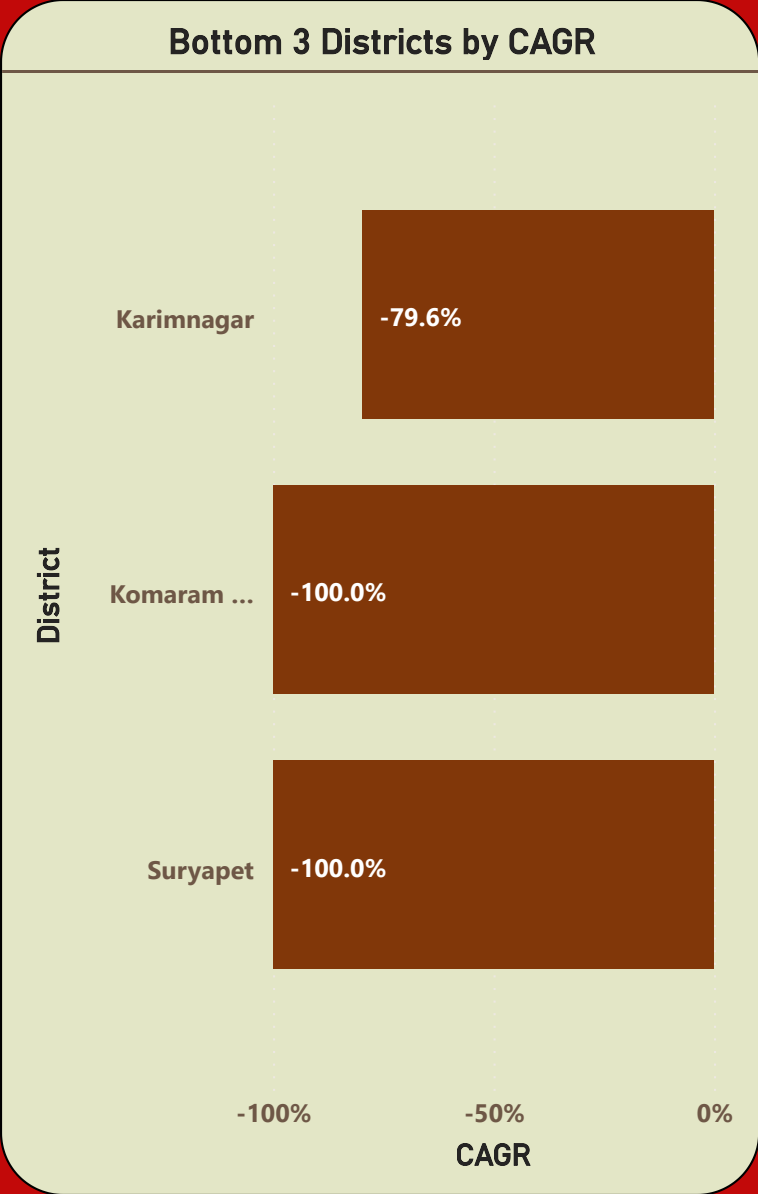| Total Domestic Visitors	Total Foreign Visitors	Highest Visited District
356M	**1M**	**Hyderabad**

Total Visitors 11.3M ▬▬▬ 83.9M
47.6M

Top 10 Districts (2016-2019) by Domestic Visitors:

- **Hyderabad is the highest visited district by the visitors with a total of 84M , followed by Rajanna Sircilla at 42M visitors and Warangal(Urban) at 31M visitors.**

Start Year	End Year	Start Year Value	End Year Value	CAGR
2016	**2019**	**95M**	**83M**	**-4.4%**

Bottom 3 Districts by CAGR

District

Karimnagar — -79.6%

Komaram ... — -100.0%

Suryapet — -100.0%

-100%   -50%   0%

CAGR

Top 3 Districts by CAGR

District

Mancherial — 225.8%

Warangal (R... — 163.1%
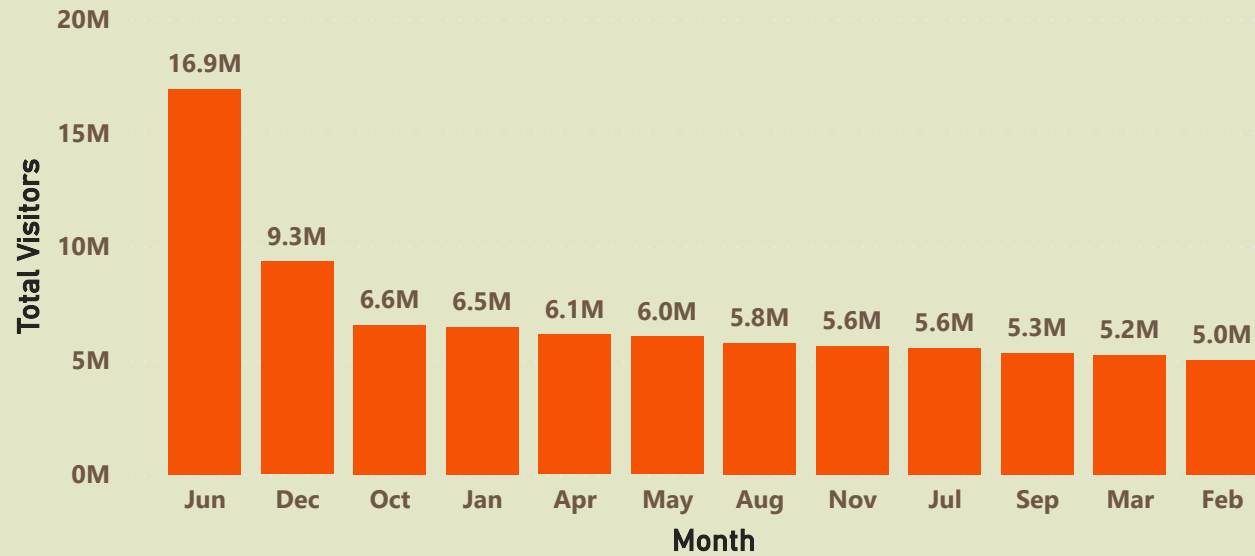
Bhadradri Ko... — 143.4%

0%   100%   200%

CAGR

Top and Bottom 3 Districts (2016-2019) based on CAGR:

· The compounded annual growth rate (CAGR) is one of the most accurate ways to calculate and determine returns for anything that can rise or fall in value over time.

· It is essentially a number that describes the rate at which an investment would have grown if it had grown at the same rate every year and the profits were reinvested at the end of each year.

· A negative CAGR shows that **an investment has decreased over a given period of time rather than increased.**

· **Top 3 districts by CAGR are Mancherial, Warangal(Rural),Bhadradri Kothagudem.**

· **Bottom 3 districts by CAGR are Karimnagar, Komaran Bheem Asifabad,Suryapet.**

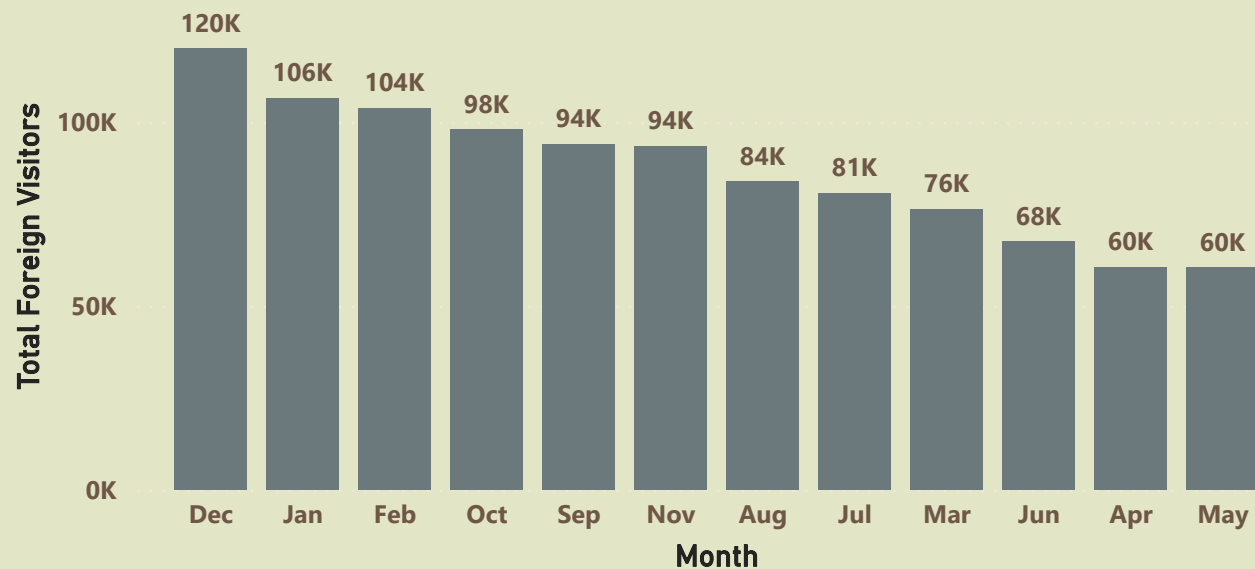# Peak and Low Domestic Visitors by Month in Hyderabad

district ● Hyderabad

Month	Total Visitors
Jun	16.9M
Dec	9.3M
Oct	6.6M
Jan	6.5M
Apr	6.1M
May	6.0M
Aug	5.8M
Nov	5.6M
Jul	5.6M
Sep	5.3M
Mar	5.2M
Feb	5.0M

# Peak and Low season Months in Hyderabad District (2016-2019):

• June is the peak and February is the low season months for the domestic visitors in Hyderabad district.

• December is the peak and May is the low season months for the foreign visitors in Hyderabad district.

Peak and Low Foreign Visitors by Month in Hyderabad

Month	Total Foreign Visitors
Dec	120K
Jan	106K
Feb	104K
Oct	98K
Sep	94K
Nov	94K
Aug	84K
Jul	81K
Mar	76K
Jun	68K
Apr	60K
May	60K

Domestic and Foreign Visitors by Date in Hyderabad

● Total Visitors ● Total_For_Visitors
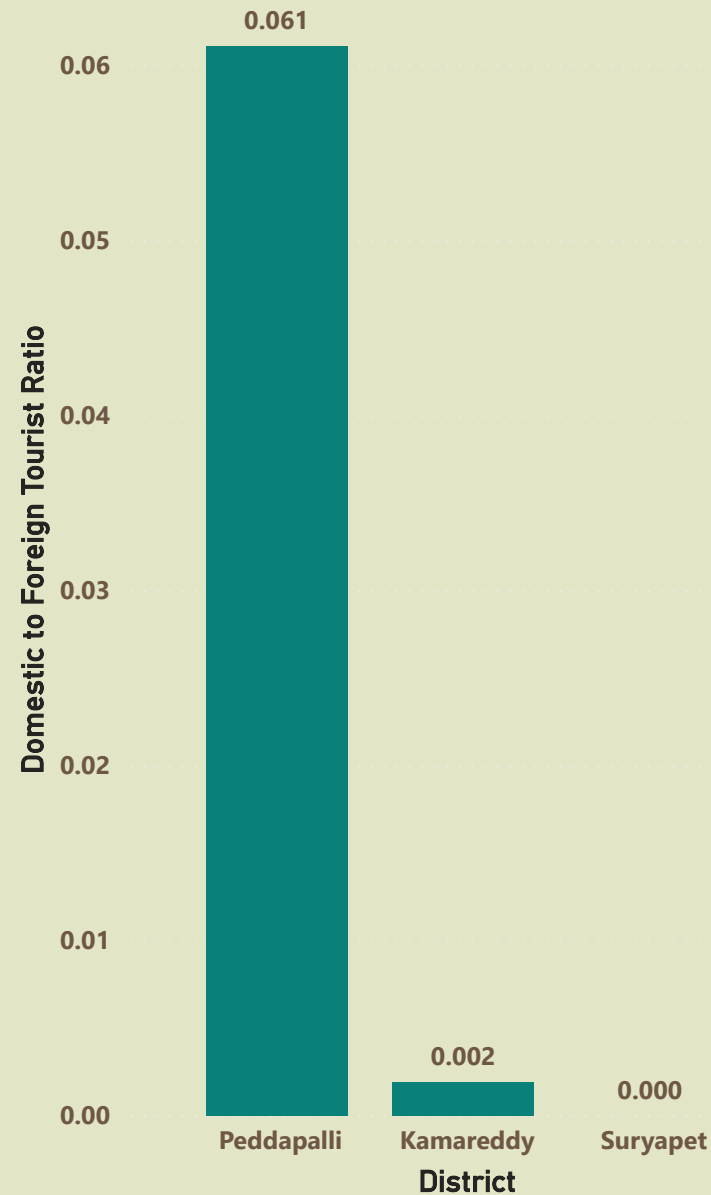
Total_For_Visitors: 30K, 16K, 0.8M, 13K, 39K, 34K
Total Visitors: 1.1M, 12.0M, 4.9M, 1.3M
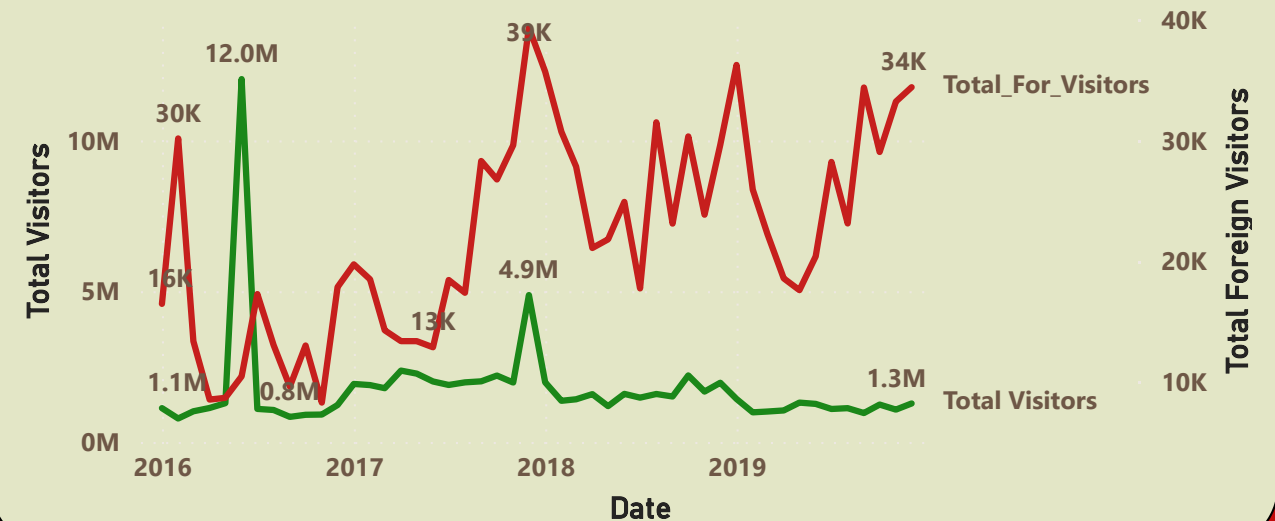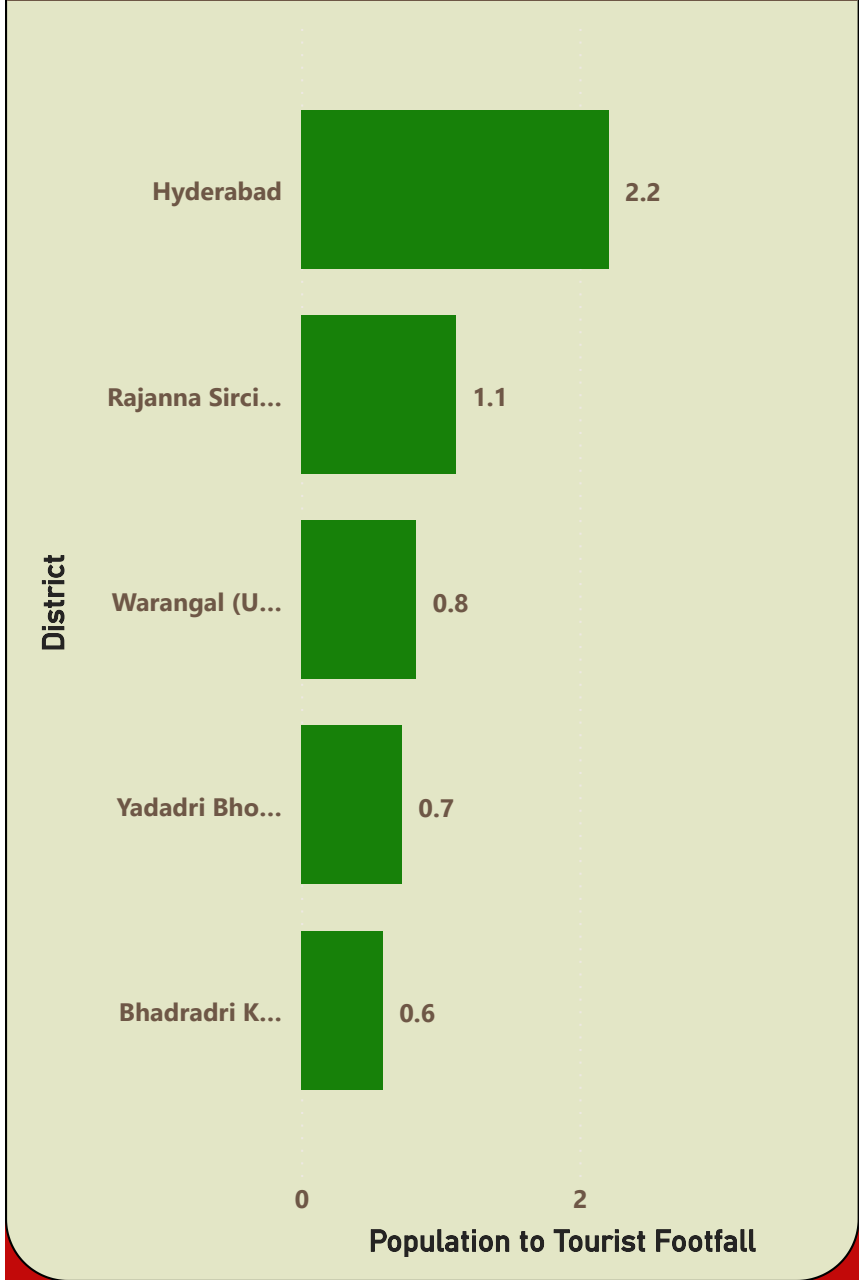
Top 3 Districts by Domestic to Foreign Tourist Ratio
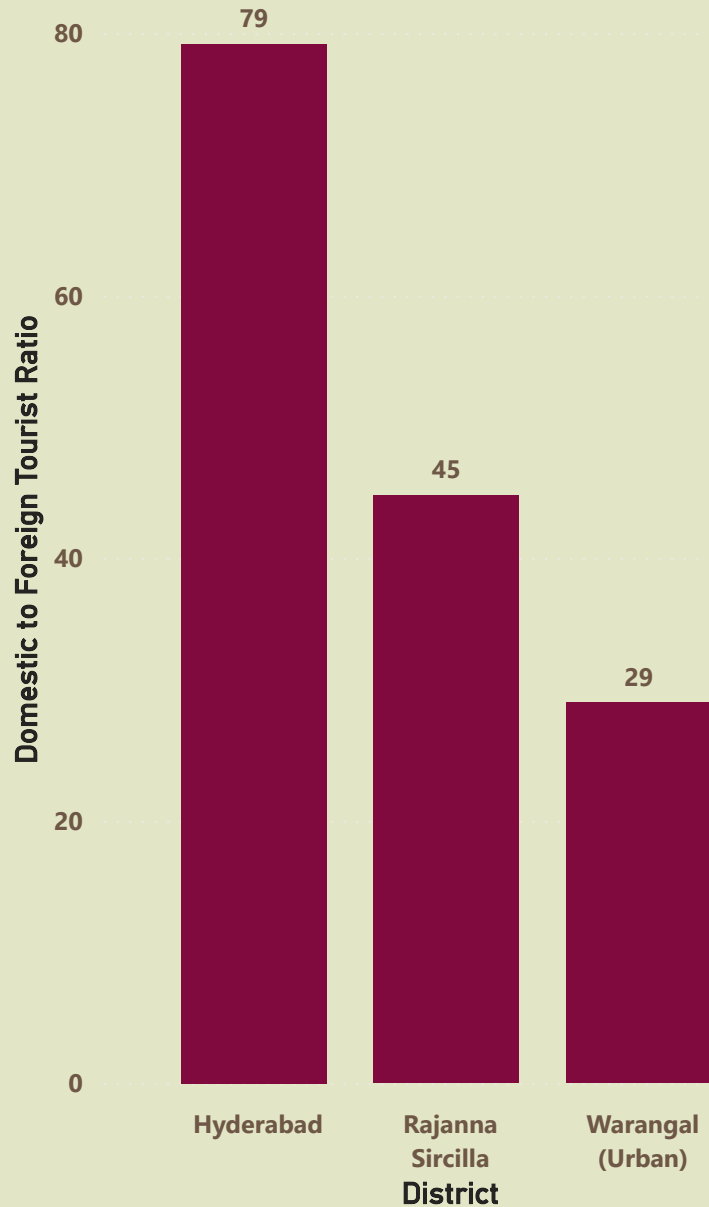
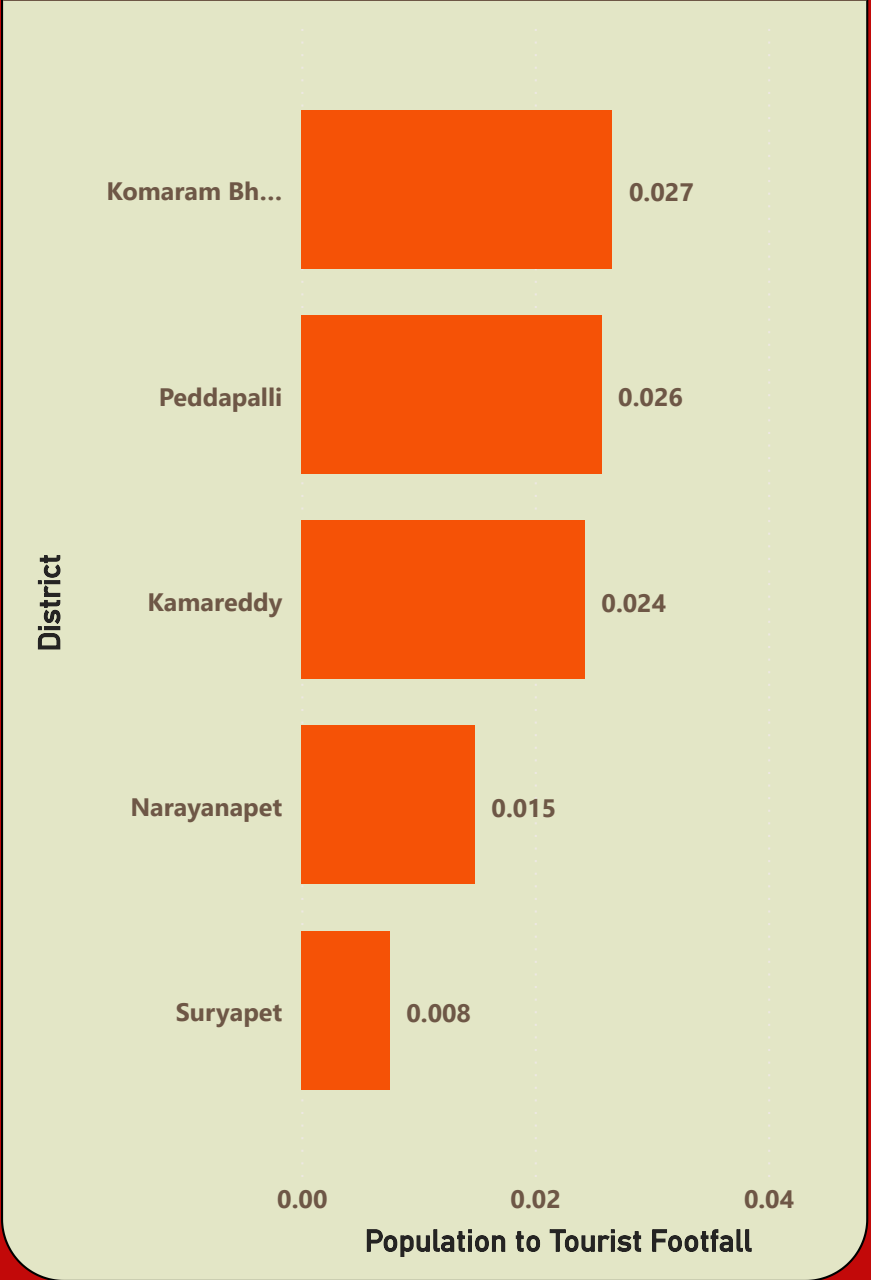**Bottom 3 Districts by Domestic to Foreign Tourist Ratio**

Top and Bottom 3 districts based on Domestic to Foreign Tourist Ratio:

1. **Hyderabad, Rajanna Sircilla and Warangal(Urban) are the top 3 districts based on domestic to foreign tourist ratio.**

1. **Peddapalli, Kamareddy and Suryapet are the bottom 3 districts based on domestic to foreign tourist ratio.**

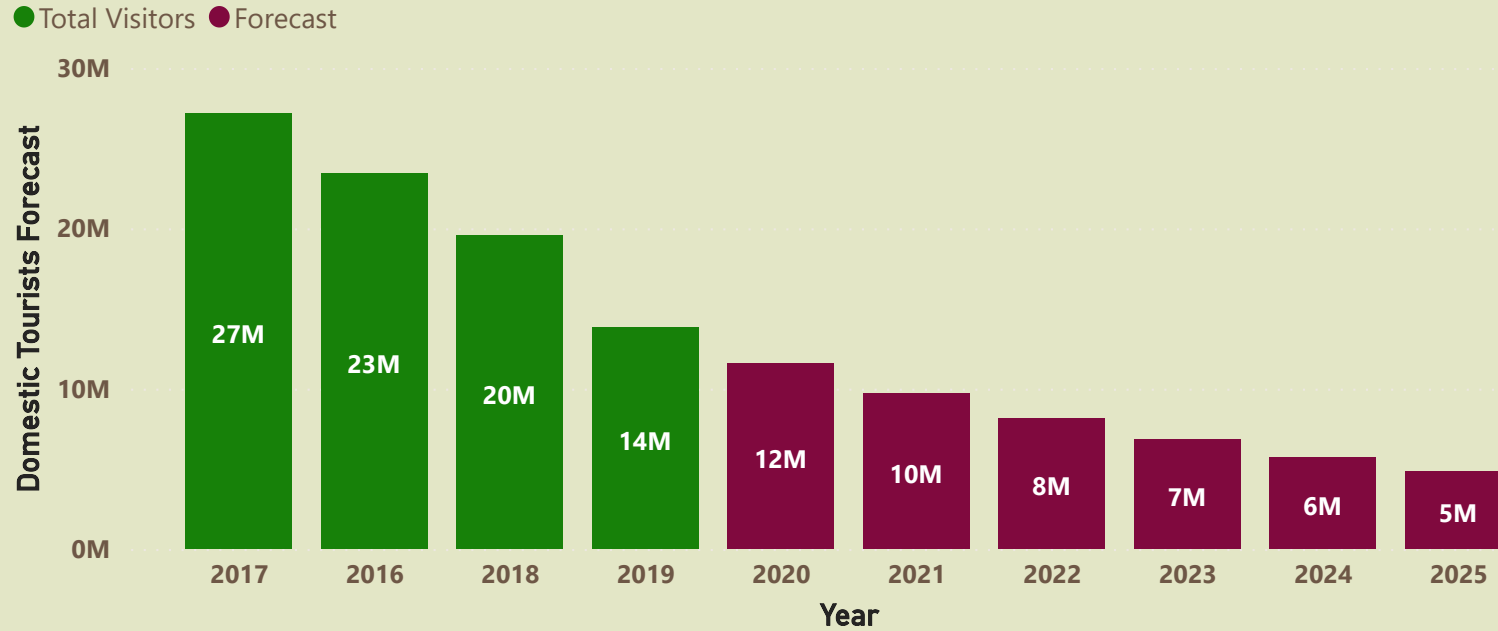## Top 5 Districts by Population to Tourist Footfall Ratio

District	Population to Tourist Footfall
Hyderabad	2.2
Rajanna Sirci...	1.1
Warangal (U...	0.8
Yadadri Bho...	0.7
Bhadradri K...	0.6

Bottom 5 Districts by Population to Tourist Footfall ratio

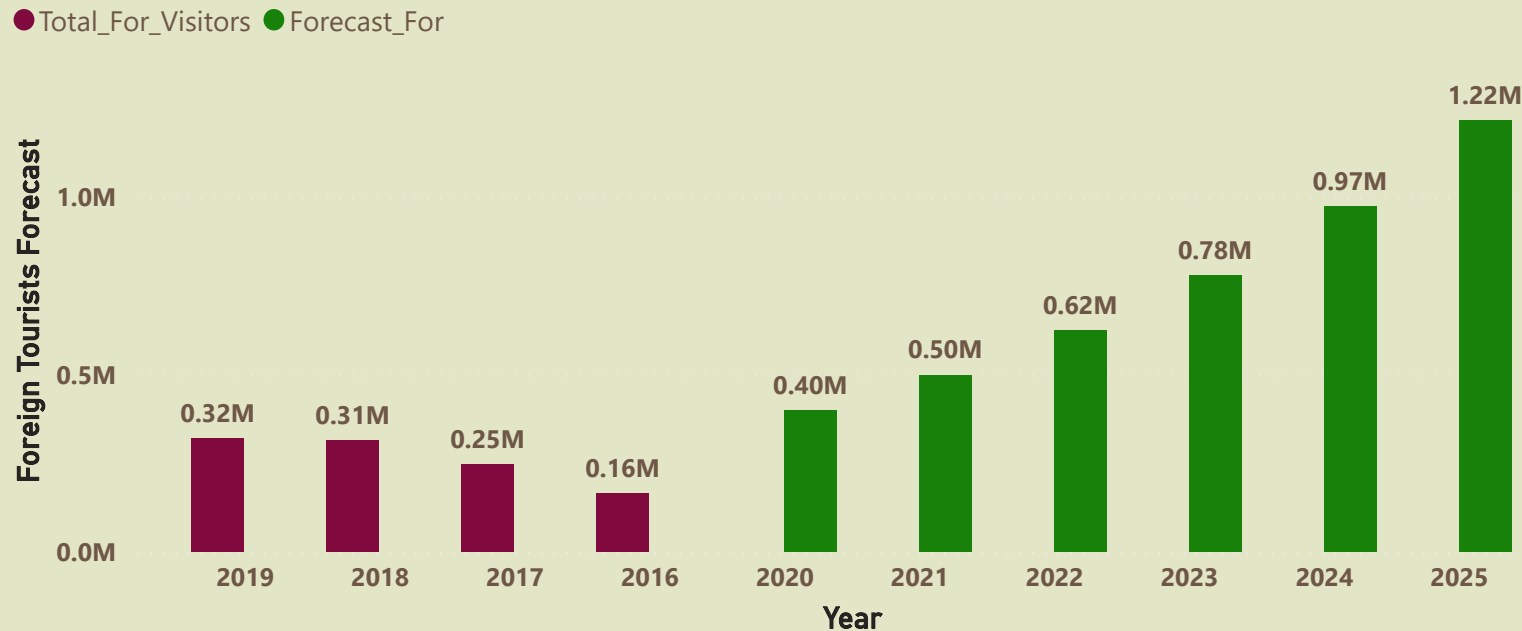| District	Population to Tourist Footfall
Komaram Bh...	0.027
Peddapalli	0.026
Kamareddy	0.024
Narayanapet	0.015
Suryapet	0.008

Top and Bottom 5 Districts based on Population to Tourist Footfall Ratio:

- Number of visitors (tourists and same day visitors) divided by the number of local residents in tourist destinations.

1. Hyderabad, Rajanna Sircilla, Warangal(Urban),Yadadri Bhogir,Bhadradri Kothagudem are top 5 districts based on population to tourist footfall ratio.

1. Komaram Bheem Asifabad, Peddapalli, Narayanpet, Suryapet are bottom 5 districts based on Population to Tourist footfall ratio.

Projected Domestic and Foreign Tourist Forecast for Hyderabad in 2025:

1. The domestic forecast shows a decline for the Hyderabad district in the year 2025.

1. The foreign tourist forecast shows a increase for the Hyderabad in the year 2025.

Projected Domestic Visitors Forecast for 2025

- Total Visitors
- Forecast

Year	Domestic Tourists Forecast
2017	27M
2016	23M
2018	20M
2019	14M
2020	12M
2021	10M
2022	8M
2023	7M
2024	6M
2025	5M

Projected Foreign Visitors Forecast for 2025

- Total_For_Visitors
- Forecast_For

Year	Foreign Tourists Forecast
2019	0.32M
2018	0.31M
2017	0.25M
2016	0.16M
2020	0.40M
2021	0.50M
2022	0.62M
2023	0.78M
2024	0.97M
2025	1.22M

Districts with Highest Potential: Which Districts has the highest Potential for Tourism growth and what actions can the government take?

1. **Based on the data the districts Hyderabad (84M), Rajanna Sircilla(42M), Warangal(31M),Yadadri Bhongir(27M) and Bhadradri Kothegudem(22M) are the tourist places with highest potential.**

- **Most important actions to be considered are safety, hygiene, cleanliness surrounding the tourist spots, forts, temples. Road Connectivity,Restrooms and drinking water facility.**

- **Visitor centers with information in main languages, staff to guide the tourists and route maps with description about the city and details regarding the city travel(Ex: Bus routes, Metro routes).**

- **Suggestion to the tourists especially Foreign tourists regarding local cuisines, restaurant, places to stay etc.**

1.
2. **Hyderabad is a mixture of culture, heritage, history and also rapidly growing corporate sector both of which can contribute to the tourism growth. In addition to this the districts Rajanna Sircilla, Yadadri Bhongir, Bhadradri Kothegudem and Warangal have ancient temples, forts and national parks which promoted properly can boost the tourism.**

- **In addition to International airport in Hyderabad, there are 2 more domestic airport one at Warangal and Begumpet Airport. Good deals and promotion on flight, railway and bus tickets especially during cultural and corporate event will attract more tourists.(Ex. Lumbini Festival, Deccan festival, Bhatukamma etc.)**

- **Cultural event ads, Social media campaign and promotions through celebrity/influential figures for wider reach.**

Cultural / Corporate Events to boost tourism: Which kind of events? Which Month(s)? Which Districts?

Cultural events can defnitely boost the tourism. Events that are native to the district, events to promote heritage and history, handicraft event, Telangana Cuisine event, cultural events at the ancient temples and forts to attract more tourists, Laser show event, Drones show, Lighting show.

Corporate events like science forum, promoting new inventions, talks with influential figures/achievers and so.

December, January, February, June, October. Christmas and new year events during the Dec and Jan. February to celebrate Deccan festival, Eid in June and Bhatukamma in October in Hyderabad district.

Other districts like Rajanna Sircilla(42M), Warangal(31M),Yadadri Bhongir(27M) and Bhadradri Kothegudem(22M) can come up with cultural events that represent their roots and holds special significance with respect to the temple diety and also to explore the ancient architecture and understand the significance.

Special buses, railways during the events would also contribute towards the tourism boost.

Dubai has made itself into a business hub and enjoys massive business tourism. Can Hyderabad emulate the dubai model?

Hyderabad can definitely emulate Dubai. Hyderabad is among the global centres of IT in the world with the evolution of IT Hub commonly called Cyberabad. The area was primarily created for the promotion of IT Infrastructure in the city with several IT zones.

The Major US-based IT firms like Google, Microsoft, Samsung, Motorola, Oracle, Yahoo, HP, Amazon.com, Texas Instruments, GE, Qualcomm, Facebook and many more are in Hyderabad. Microsoft's largest R&D campus outside the US is in Hyderabad. Also, the major IT services firms of India like TCS, Wipro, HCL, Tech Mahindra, Cognizant have development centres in the city.

The growing number of top education institutes in the city with most diversified talent pool across different verticals and also ensuring that every talent is well versed with advancement in new technologies and innovation in all verticals.

Widespread investments from both government and foreign investors helped Start-ups to grow and stay in this competitive market.

Real Estate activities have been at increase in all these IT locations. The government's interest in infrastructural and human resources attracts investments, helping these areas to become hot locations for occupiers and builders.

The city also adds value to IT hub with business tourism that has been ever increasing .

Provide all the recommendations to boost Telangana Tourism:

Importance to basic necessities like safety, cleanliness, restrooms, drinking water, road connectivity.

Visitor centers to guide tourists with all the necessary information.

Cultural/Corporate Events during the month of December, January, February, June and October.

Tour packages around the city and also to the cities near by like Warangal, Bhadradri Kothagudem, Rajanna Sircilla which are about 2-3 hours from Hyderabad.

Advertisements, social media campaigns and also celebrity promotions.

Packages and deals on travel, stay and sightseeing.

Vacation rental homes including food and travel accomodations.

Suggestions/Guided Map to tourists regarding local cuisines, stays, places to visit, Travel routes, bus and metro travel routes.