

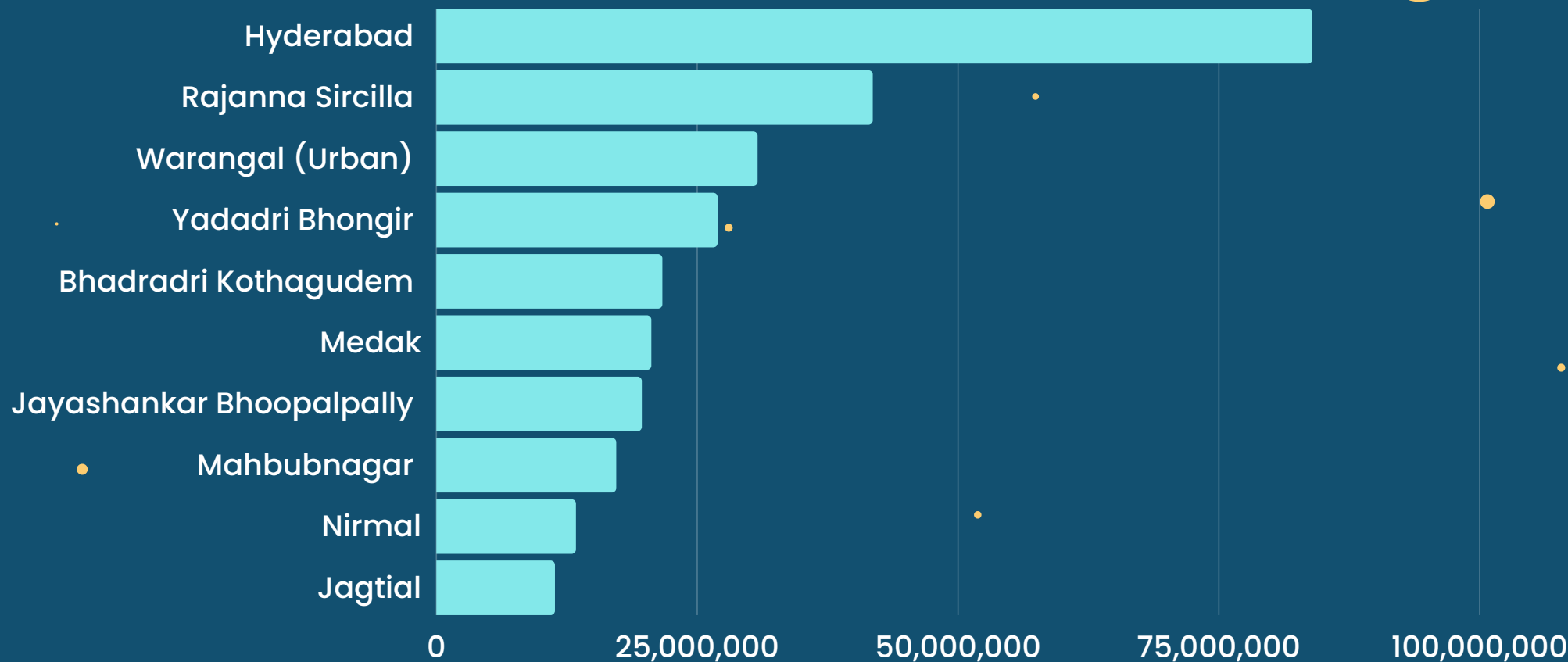
Provide Insights For Telangana Govt Tourism Department



QUERY: 1

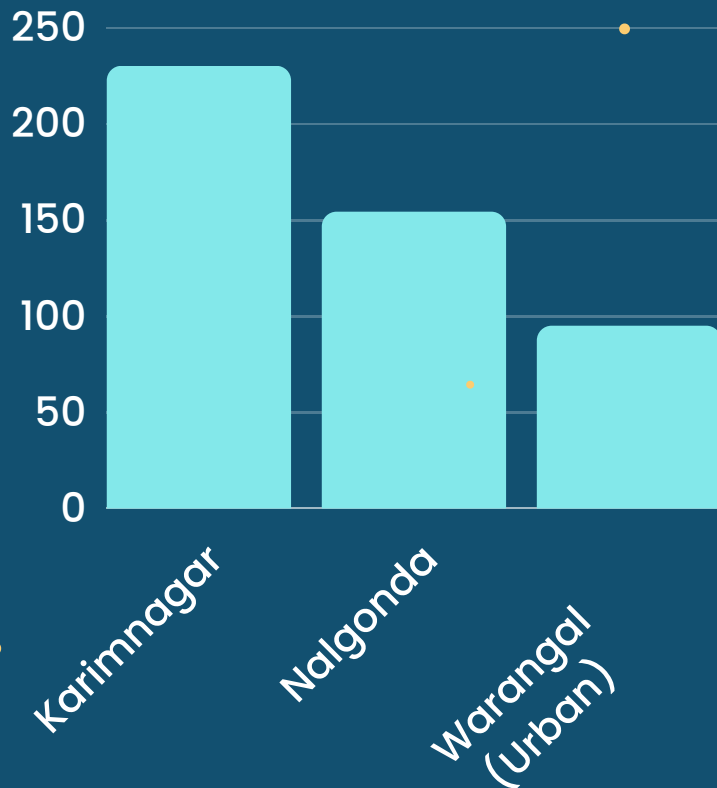
List down the top 10 districts that have highest number of domestic visitors overall.
(2016-2019) ?

(Insight: Get an overview of districts that are doing well)



QUERY:2

List down the top 3 District based compound annual growth rate (CAGR) of visitors between (2016–2019)?
(Insight: District that are declining)



Formula applied:

CAGR Formula = $(V\text{-final}/V\text{-begin})^{(1/t)}$

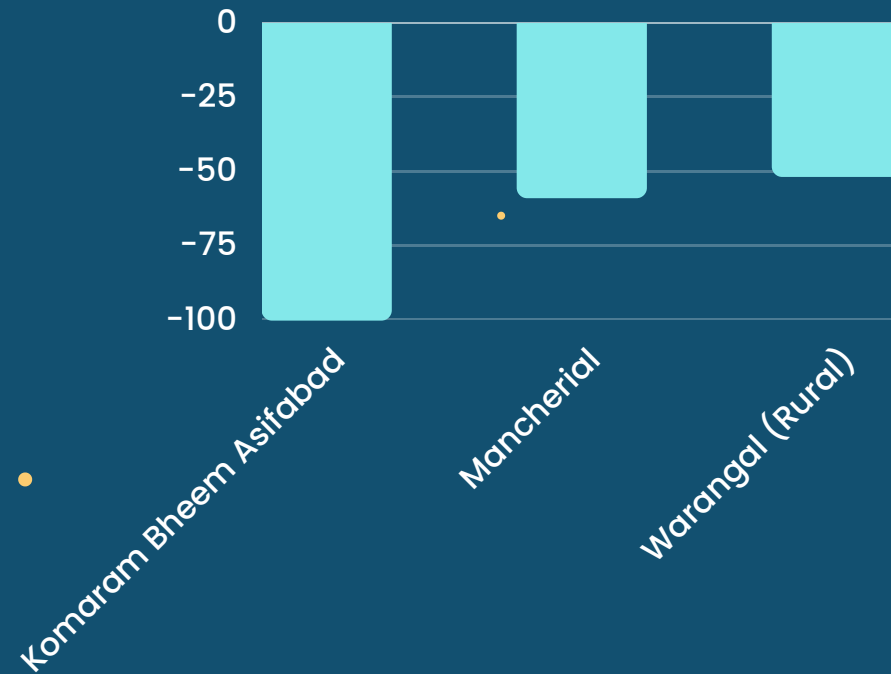
V-final = Final Value

V-begin = Beginning Value

t = Time

Query: 3

List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016-2019)?
(Insight: Districts that are declining)



Query: 4

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

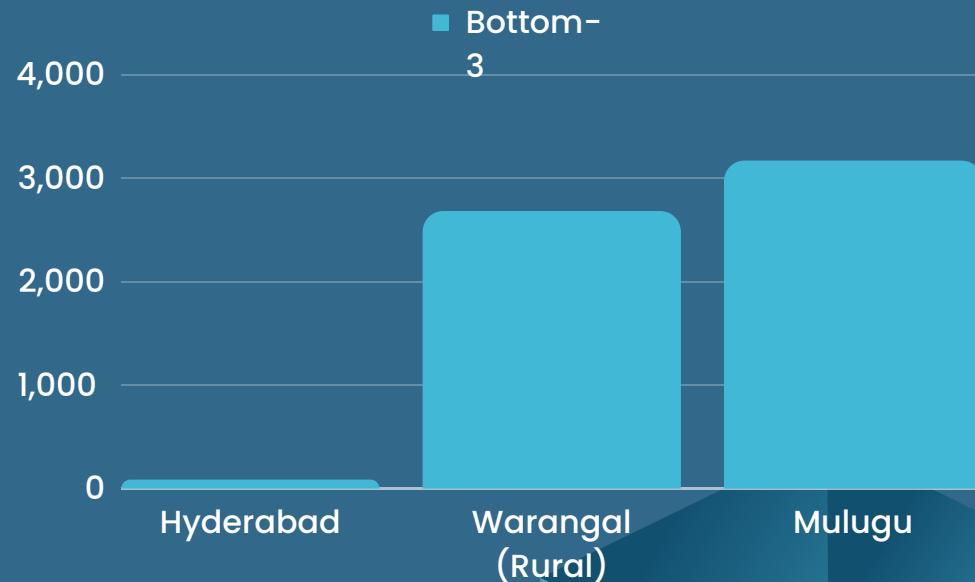
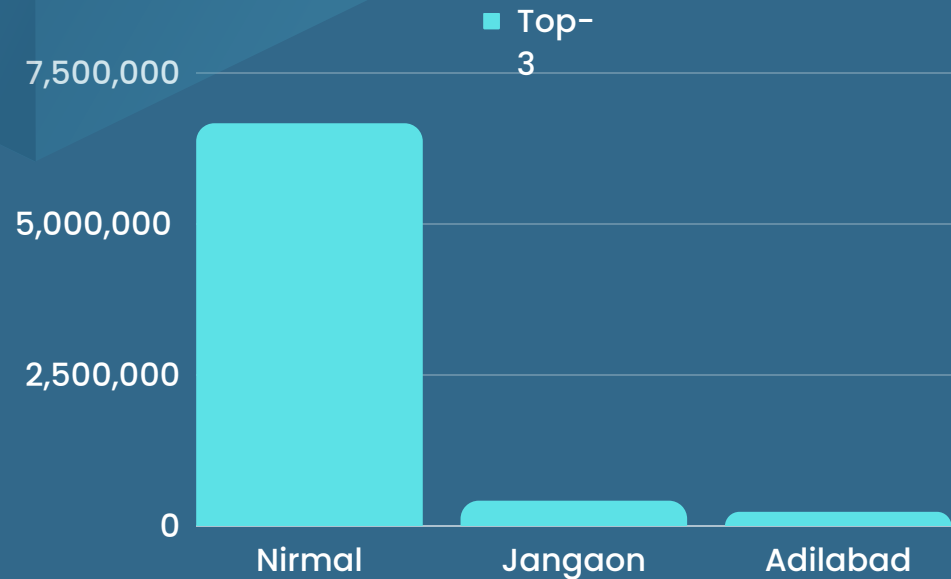
(Insight: Government can plan well for the peak seasons and low season by introducing new events)



- Low Session Month is February: 639776 Visitors.
- Peak Session Month is June: 662998 Visitors.

Query: 5

Show the Top & Bottom 3 districts with high domestic to foreign tourist ratio?
(Insight: Government can learn from top districts which can improve the foreign visitors as foreign visitors will bring more revenue)



Query: 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)

The population to tourist footfall ratio is a measure of the number of tourists visiting a particular location in relation to the local population. It can be calculated by dividing the number of tourists by the local population. Here we don't know Local population so, we will take tourists by the local population which is Domestic Visitors.

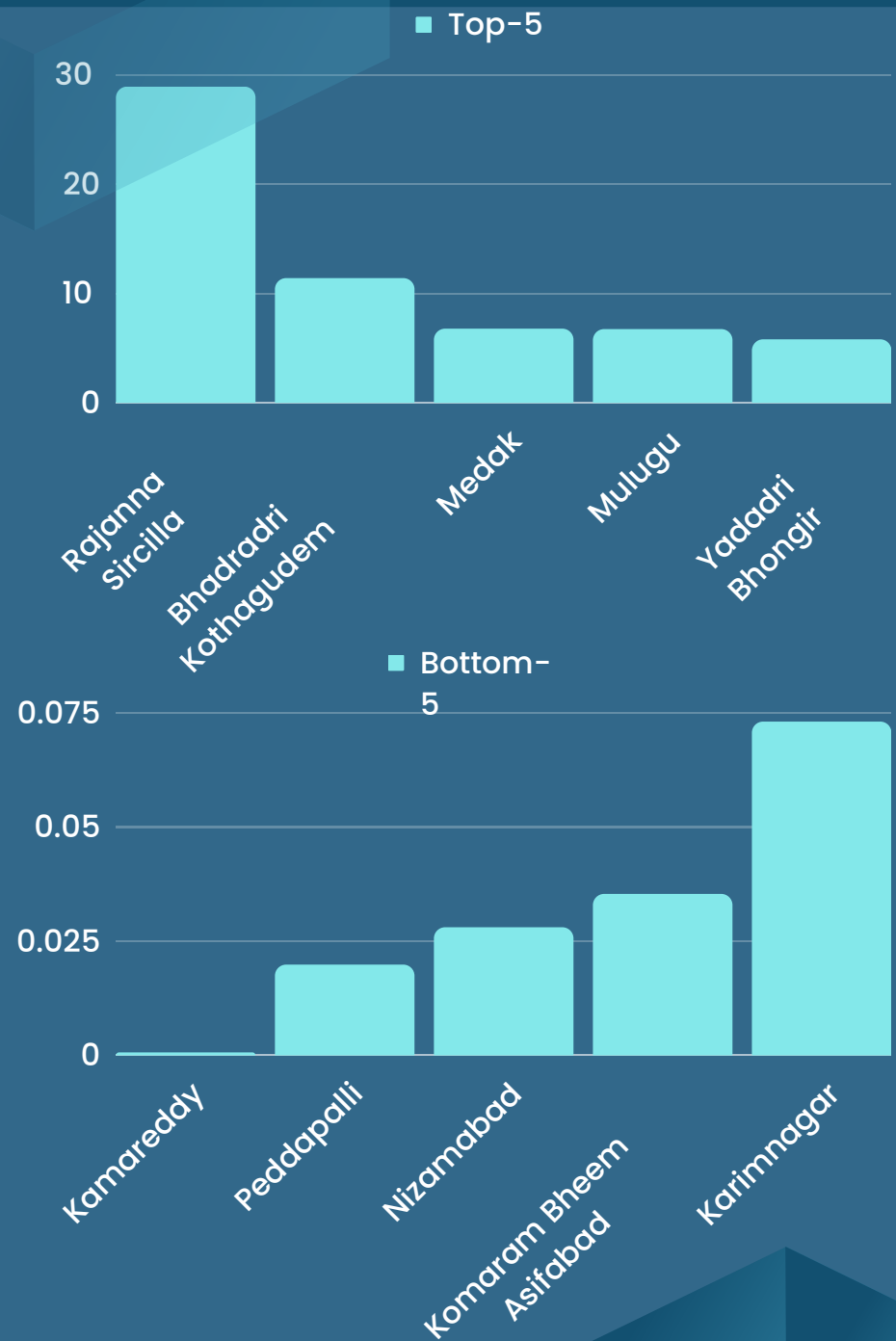
Query: 6 Contd..

*Total visitor= Domestic Visitors in 2019 +
foreign in 2019*

*Total Residents population=Domestic Visitors
in 2019*

Applied Formula:

*Ratio= Total Visitors/ Total Residents
Population in the given year*



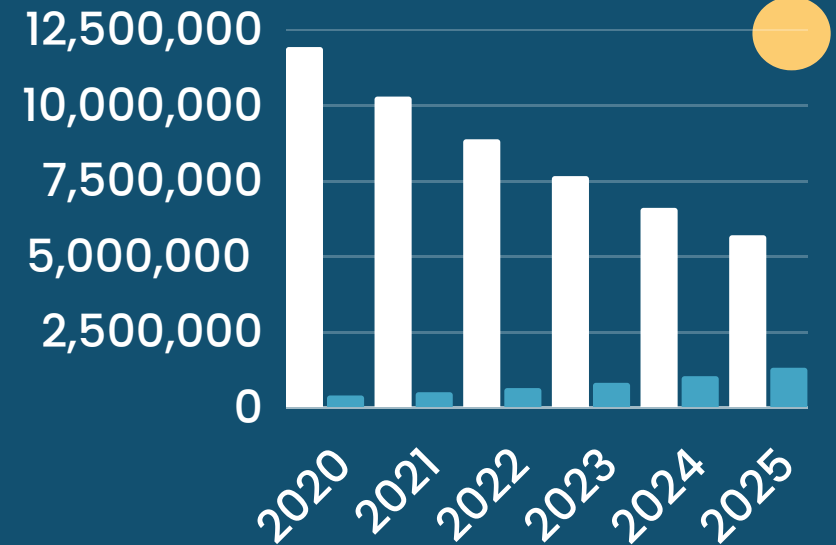
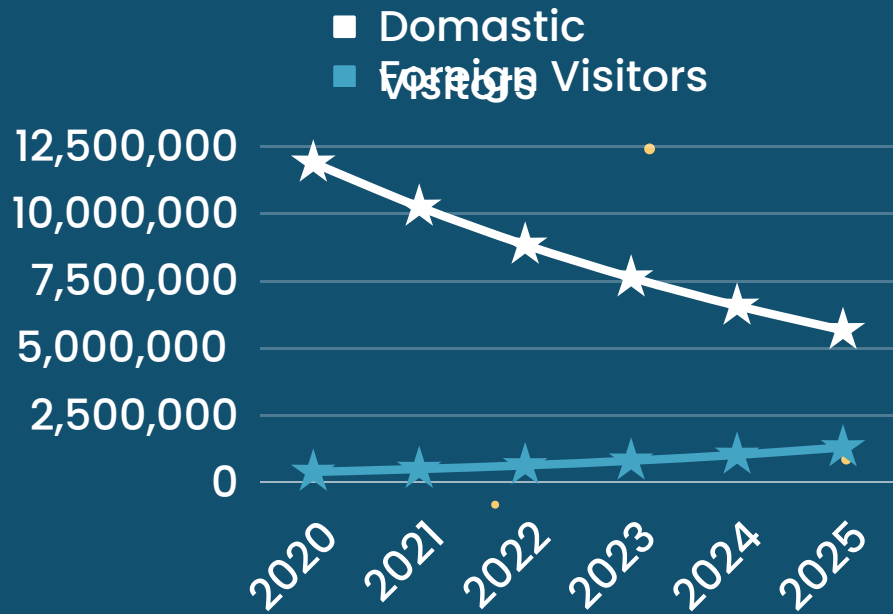
Query: 7

- 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)

Applied Formula:

$$\text{Growth Rate} = ((\text{Current Year Visitors} - \text{Previous Year Visitors}) / \text{Previous Year Visitors}) * 100$$

Query: 7 Contd...



Expected Visitors in Hyderabad in 2025:

Domastic:5674188

Foreign:1315245

Query: 8

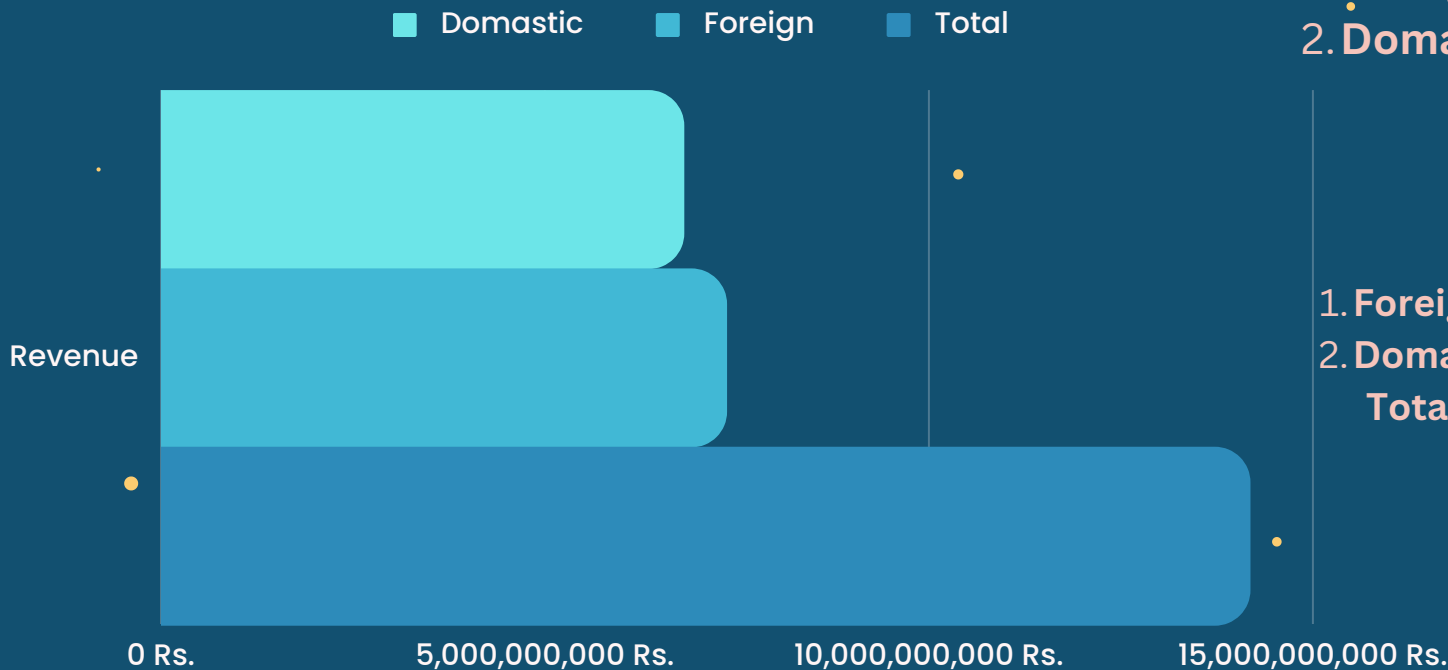
- Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist (Approximate Data)

Information Given

- Foreign Tourist: 5600.00 Rs
- Domestic Tourist: 1200.00 Rs

Revenue Generated:

- Foreign Tourist: 7365372000 Rs
- Domestic Tourist: 6809025600 Rs
- Total Revenue: 14174397600 Rs.



Query: 9

Which districts has the highest potential for tourism growth and what actions government can take?

Districts with high tourism potential in Telangana and suggested actions the government can take

- **Warangal:** Restore historical sites, develop themed tourism circuits, promote rural and village tourism, and organize cultural festivals.
- **Adilabad:** Develop nature tourism, create eco-tourism opportunities, improve tourism infrastructure, and conduct promotional campaigns.
- **Karimnagar:** Develop thematic tourism around historical sites, promote religious tourism, organize cultural events, and enhance transportation infrastructure.
- **Nizamabad:** Restore and promote iconic sites, develop heritage walks and guided tours, encourage rural and agritourism, and organize cultural events.

Query: 10

Cultural/Corporate Events to boost tourism:

1. What kind of events the government can conduct?
2. Which month(s)?
3. Which districts?

1. What kind of events the government can conduct?

- *Cultural Events: Telangana Cultural Festival, Bathukamma Festival, and Bonalu Festival.*
- *Corporate Events: Telangana IT Summit, Telangana Investment Summit, and Telangana Start-up Expo.*

Query: 10 Contd...

Cultural/Corporate Events to boost tourism:

1. What kind of events the government can conduct?
2. Which month(s)?
3. Which districts?

2. Which month(s)?

- *Telangana Cultural Festival: January/February.*
- *Bathukamma Festival: September/October.*
- *Bonalu Festival: July/August.*
- *Telangana IT Summit: March/April.*
- *Telangana Investment Summit: November.*
- *Telangana Start-up Expo: June/July.*

Query: 10 Contd...

Cultural/Corporate Events to boost tourism:

- 1. What kind of events the government can conduct?**
- 2. Which month(s)?**
- 3. Which districts?**

The selection of districts for cultural events is based on their historical significance and cultural heritage, while corporate events are primarily focused in Hyderabad, the major business and technology hub. However, considering rotating events in different districts can help promote tourism and economic development throughout Telangana.

It is essential for the government to conduct feasibility studies, engage with local communities and stakeholders, and consider cultural calendars, tourism seasonality, and infrastructure capabilities of each district for successful event planning.

Query: 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.

Dubai's transformation into a business hub and its success in attracting massive business tourism can serve as an inspiration for Hyderabad. While it may not be feasible for Hyderabad to exactly replicate the Dubai model due to differing contexts and resources, there are insights and strategies that can be drawn from Dubai's experience.

Query: 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.

Here are some key insights based on research:

- 1. Infrastructure Development*
- 2. Favorable Business Environment*
- 3. Strategic Location and Connectivity*
- 4. Industry Specialization*
- 5. Business Events and Exhibitions*
- 6. Marketing and Promotion*
- 7. Collaboration and Partnerships*

Query: 11 Contd...

Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model? Provide insights based on your research.

It is crucial for Hyderabad to adapt these insights to its specific context and leverage its own strengths and resources. Strategic planning, collaboration with relevant stakeholders, continuous improvement of infrastructure, and business-friendly policies are key factors in emulating Dubai's success to position Hyderabad as a thriving business and tourism hub.

Query: 12

Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.

The recommendations to boost tourism in Telangana, particularly Hyderabad:

- 1. Enhance Heritage Preservation: Restore and preserve historical monuments and develop heritage walks.*
- 2. Promote Medical Tourism: Collaborate with hospitals and highlight advanced medical facilities.*
- 3. Develop Theme-based Tourism: Create tourism circuits and showcase cultural traditions and art forms.*
- 4. Expand MICE Tourism: Improve convention centers and offer incentives for conferences and events.*

Query: 12 Contd..

Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.

The recommendations to boost tourism in Telangana, particularly Hyderabad:

- 5. Strengthen Digital and Online Presence: Develop an informative website and leverage social media platforms.*
- 6. Promote Culinary Tourism: Highlight local cuisine, organize food festivals, and offer food tours.*
- 7. Improve Signage and Tourist Facilities: Install clear signage and enhance public amenities.*

Query: 12 Contd..

Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.

The recommendations to boost tourism in Telangana, particularly Hyderabad:

8. Collaborate with Travel Agencies: Partner with agencies to promote Hyderabad and offer attractive tour packages.

Implementing these recommendations can enhance the tourism experience in Telangana and contribute to its overall growth.

*Thank
You*