



Government of Kerala



KERALA TOURISM STATISTICS 2018

RESEARCH AND STATISTICS DIVISION
DEPARTMENT *of* TOURISM



GOVERNMENT OF KERALA
DEPARTMENT OF TOURISM



Government of Kerala

KERALA TOURISM
STATISTICS 2018



Prepared by
RESEARCH & STATISTICS DIVISION
DEPARTMENT OF TOURISM

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MESSAGE

Kerala, the green gateway of India, has today found a niche for herself in the international tourism map, from the point of view of tourist inflow as well as investments in tourism related sectors. Thoughtful planning on the basis of sound data is what is needed for a promising growth in tourism.

Planned and sustained development of a destination requires demand data that is as accurate as possible. Needless to say, all activities related to tourism marketing and infrastructure development have used this demand data as the base.

I hope that this book 'Kerala Tourism Statistics 2018', prepared by the Research and Statistics division of the Department of Tourism will help all those who pursue their studies in tourism and those who work with the tourism industry.



Kadakampally Surendran



MESSAGE

Kerala with its beautiful beaches, serene backwaters, cool mountains and forests, has always enamoured the traveller. The rich culture and heritage is an added attraction to anyone visiting Kerala. Beyond the natural beauty, Kerala offers visitors memorable experiences through the sustainable initiative of Responsible Tourism which provides the community with economic, social and environmental benefits. Kerala Tourism attracting international and domestic tourists plays a significant role in the economy of the State by contributing to 10% of the GDP and providing employment to 1.5 million people in the State. With its potential in creating employment and enhancing production and productivity, Kerala Tourism contributes to the development of the State.

Kerala Tourism frames its policy based on the statistics of the tourist arrival data. The number of arrivals, both foreign and domestic and the analysis, country wise and destination wise enable the department to plan infrastructure development and marketing activities. The book 'Kerala Tourism Statistics 2018' would provide useful data for the tourism stakeholders to formulate strategies for their business. The book would also throw light on the impact of the Floods of 2018 on the tourism sector and how Kerala Tourism found its way back to the world tourism map.

The Research and Statistics division of the Department of Tourism has done commendable work in bringing out the Statistics Book. My appreciation and wishes.

A handwritten signature in black ink, reading 'Rani George'.

Rani George IAS

Secretary, Tourism



FOREWORD

Kerala is showing an increasing trend in foreign tourist arrivals during the last few years. According to the statistics for calendar year 2018, 0.42% growth in foreign tourist arrivals and 6.35% growth in domestic tourist arrivals was registered inspite of the great flood of 2018. We could back the negative trend of tourist arrivals growth in just 4 months with sustained innovative tourism promotion activities post-floods. During 2018, the foreign exchange earnings from tourism in the State was ₹8764.46 crores, which shows an increase of 4.44% over the last year. The total revenue Kerala generated from tourism in the year 2018 is worked out as ₹36258.01 crores.

During the last year, Department of Tourism has concentrated on the development of basic infrastructure, conservation of nature and heritage, new tourism products and ensuring its quality, focused promotion in targeted markets both domestic and international, and the effective use of Information Technology. The Government has acted as a facilitator and catalyst in encouraging private sector investment for the development of tourism infrastructure.

The book titled 'Kerala Tourism Statistics 2018', prepared by the Research and Statistics division of the Department of Tourism, covers data pertaining to domestic and foreign tourist inflow, major generating markets, trends in tourist arrival and earnings from tourism. It also gives an exhaustive analysis of the data with adequate tables and graphs. My sincere appreciation to the staff who toil to bring out such a valuable publication every year.

A handwritten signature in black ink, appearing to read 'P. Bala Kiran', with a long, sweeping horizontal line extending to the right.

P. Bala Kiran IAS
Director, Department of Tourism

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SOURCE OF DATA

The statistics in this book are compiled on the basis of monthly data collected by the Department of Tourism from accommodation units all over Kerala, India Tourism Statistics and also from various studies conducted by the Department.



CHAPTER 1 KERALA AT A GLANCE

1.1 KERALA AT A GLANCE

Kerala, the greenest state, is on the southernmost tip of India. Blessed with excellent tropical weather and networked by 44 rivers, 34 lakes, canals, ponds, and paddy fields, Kerala is popularly known as 'Gods Own Country' in the tourism circles. This lush green strip of land lying between the Arabian Sea and the steep Western Ghats has an area of about 38,863 sq.km. and is inhabited by about 33.39 million people as per Census 2011. Kerala has always been leading among the states in different human development indicators like highest literacy, life expectancy, and lowest child mortality. Some of the basic facts about Kerala are summarised below:

POPULATION PARAMETERS

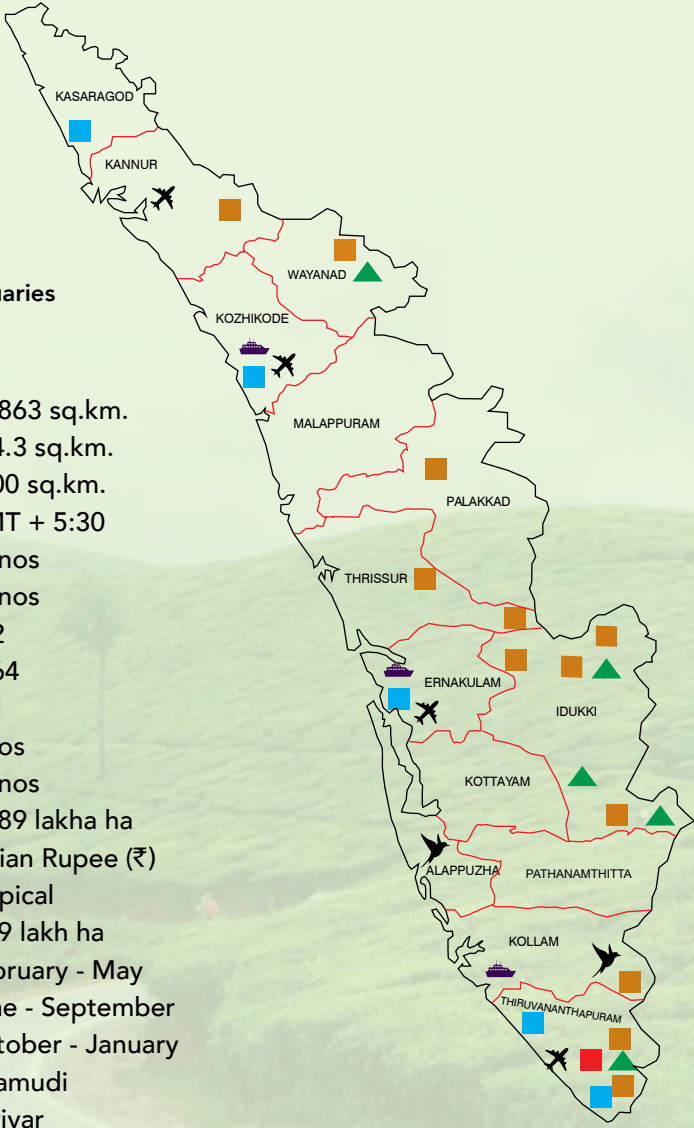
Total Population (Census 2011)	: 33.41 million
Male Population	: 16.03 million
Female Population	: 17.38 million
Density of Population	: 860 per sq.km.
Share of Kerala in the Total Population	: 2.76%
Sex Ratio	: 1084 women for 1000 men
Literacy Rate	: 94%
Male Literacy Rate	: 96%
Female Literacy Rate	: 92%
Regional Language	: Malayalam

1.2 GEOGRAPHICAL FEATURES

Location: The State lies between 8° 18' and 12° 48' North latitude, and between 74° 52' and 77° 48' longitude.

- Capital City
- Airports
- Major Hill Stations
- Bird Sanctuary
- Major Beaches
- Major Wildlife Sanctuaries
- Seaports

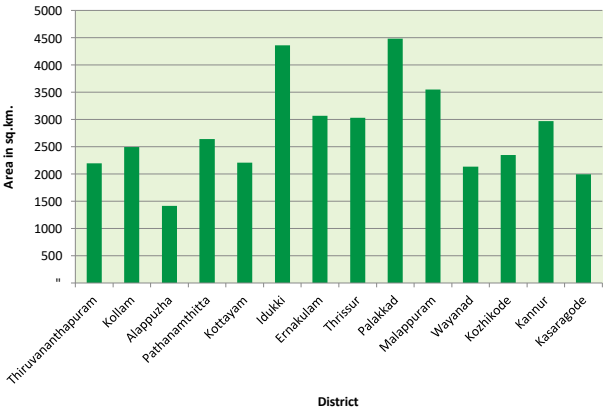
Area : 38.863 sq.km.
Water Bodies : 954.3 sq.km.
Forest Area : 9400 sq.km.
Time : GMT + 5:30
Districts : 14 nos
Taluks : 75 nos
CD Blocks : 152
Villages : 1664
Panchayats : 941
Corporations : 6 nos
Municipalities : 87 nos
Cultivated Area : 20.89 lakha ha
Currency : Indian Rupee (₹)
Climate : Tropical
Wetlands : 0.39 lakh ha
Summer : February - May
Monsoon : June - September
Winter : October - January
Highest Peak : Anamudi
Longest River : Periyar



1.3 AREA & POPULATION OF KERALA (As per Census 2011)

Table 1.3: District-wise Population, Density and Sex Ratio
District-wise Area & Population (Census 2011)

District	1991			2001			2011		
	Population	Sex Ratio	Density	Population	Sex Ratio	Density	Population	Sex Ratio	Density
Thiruvananthapuram	2946650	1036	1344	3234356	1060	1476	3301427	1087	1508
Kollam	2407566	1035	967	2585208	1069	1038	2635375	1113	1061
Pathanamthitta	1188332	1062	451	1234016	1094	468	1197412	1132	452
Alappuzha	2001217	1051	1415	2109160	1079	1492	2127789	1100	1504
Kottayam	1828271	1003	828	1953646	1025	885	1974551	1039	895
Idukki	1078066	975	242	1129221	993	259	1108974	1006	255
Ernakulam	2817236	1000	926	3105798	1019	1012	3282388	1027	1072
Thrissur	2737311	1085	903	2974232	1092	981	3121200	1108	1031
Palakkad	2382235	1061	532	2617482	1066	584	2809934	1067	627
Malappuram	3096330	1053	872	3625471	1066	1021	4112920	1098	1157
Kozhikode	2619941	1027	1118	2879131	1057	1228	3086293	1098	1316
Wayanad	672128	966	315	780619	995	366	817420	1035	384
Kannur	2251727	1049	759	2408956	1090	812	2523003	1136	852
Kasaragod	1071508	1026	538	1204078	1047	604	1307375	1080	657
Kerala	29098518	1036	749	31841374	1058	820	33406061	1084	860



1.4 KERALA TOURIST STATISTICS 2018 - A NUTSHELL

Kerala is a leader in India when it comes to destination management, tourism promotion as well as tourist arrivals. The statistics are as shown below:

FOREIGN TOURISTS

No. of Foreign Tourists in 2018	- 1096407
No. of Foreign Tourists in 2017	- 1091870
% Variation over Previous Year	- 0.42%
Foreign Exchange Earnings 2018	- ₹ 8764.46 crores
Foreign Exchange Earnings 2017	- ₹ 8392.11 crores
% Variation over Previous Year	- 4.44%

DOMESTIC TOURISTS

No. of Domestic Tourists in 2018	- 15604661
No. of Domestic Tourists in 2017	- 14673520
% Variation over Previous Year	- 6.35%
Total Revenue Generated in 2018 (Direct and Indirect)	- ₹36258.01 crores
Total Revenue Generated in 2017 (Direct and Indirect)	- ₹33383.68 crores
% Variation over Previous Year	- 8.61%

APPROVED HOTELS (as on January 2019)

i) No. of Classified Hotels	: 497*
ii) No. of Rooms	: 13906*

*Source – India Tourism official website, India Tourism Statistics 2017



CHAPTER 2 KERALA TOURISM

2.1 KERALA TOURISM

Kerala Tourism is having a global presence and with its clear strategy for growth and sheer marketing activities, it has gained a lot of tourists from all over the world, especially from the UK, USA, France and Australia. Kerala Tourism is to position itself as a global destination for tourism, based on the advantage of the local resources, thereby attracting investment and resulting in sustainable development for the people of Kerala. An equable climate, a long shoreline with serene beaches, tranquil stretches of emerald backwaters, lush green hill stations and exotic wildlife, waterfalls, sprawling plantations and paddy fields, Ayurvedic health holidays, enchanting art forms, magical festivals, historic and cultural monuments, and exotic cuisines, make Kerala a unique experience.

Kerala has been well-known for its practice of Ayurveda for hundreds of years. Ayurveda is the traditional health science of India. The word 'Ayurveda' means 'Science of Life' which explains the knowledge of various guidelines to be followed to keep one healthy. In Kerala, Ayurveda is not just a healthcare system, but part and parcel of every aspect of life. In fact, it is a lifestyle in Kerala so to speak. Travellers from the western world have been coming here for spiritual and physical awakening ever since the Beatles made their sojourn to India in the mid 1960s. Ayurveda is popular in the UK, France, Spain, Italy, Germany and few Gulf countries like Saudi Arabia and UAE. However, the largest number of tourists coming to India for Ayurveda is from Germany. The growth rate of tourists flocking for Ayurveda is increasing every year at a rate of around 20-25 per cent. The backwaters of Kerala are a unique feature of the State and is found nowhere else in the world. Backwaters are a network of lakes, canals, and estuaries and deltas of 44 rivers that drain into the Arabian sea. The backwaters of Kerala are a self supporting eco-system teeming with aquatic life. The canals connect the villages together and are still used for local transport. Kerala's backwaters offer a spectacular opportunity to see the State and can be easily traversed by boat. Houseboat rentals are very popular with honeymooners!

2.2 MAJOR MARKETING ACTIVITIES

- Print, Airport & TV Campaign in the Middle East Market
- Print, Digital, Outdoor Campaign in South East Asian Markets
- Digital Campaign in the US Market
- Biennale Promotion Campaign in the Europe Market
- Print, TV, Digital, Outdoor campaigns in the Europe Market, Paris Theatre Advt.
- Campaign, London Outdoor Displays, London Bus Branding Campaign
- 6th edition of Kerala Blog Express
- Biennale Promotion Campaign in National Markets
- Off-season Promotion Campaign in National Markets
- Print, TV, Outdoor, Digital Campaign in National Markets
- Houseboat Installation & Virtual Reality in Delhi & Mumbai Airports



Golden City Gate Award at ITB Berlin



Human by Nature Campaign Launch at New Delhi



Kerala Activity Zone at Delhi Airport



Kerala Tourism Display at Times Square, New York



Kerala Display at Delhi Airport



Kerala Tourism Minister at FITUR, Madrid



Tourism Minister and Secretary Receiving Responsible Tourism Award at WTM London



Kerala Display at Los Angeles Airport

CULTURAL INITIATIVES

1. **Nishagandhi Dance Festival 2018**
Nishagandhi Dance Festival was conducted successfully from 20-1-2018 to 26-1-2018 at Nishagandhi Auditorium, Kanakakkunnu Palace.
2. **Utsavam 2018**
UTSAVAM 2018 was conducted at various districts' key areas from 6th January 2018 to 12th January 2018 through DTPCs.
3. **Nishagandhi Moonson Music Festival 2018**
"Nishagandhi Music Festival 2018" was conducted from 14th July to 18th July, 2018 at the Nishagandhi Auditorium, Thiruvananthapuram.

PROMOTION AND PUBLICITY

The Department of Tourism has undertaken various innovative initiatives in the areas of promotion and publicity. Spice route for tourism marketing, Department of Tourism has proposed to activate the spice route destinations in Europe, Middle East and Far East connecting Muziris. The result is evident in the very high growth rate of tourist arrivals in Kerala. The major initiatives in these promotions include conducting fairs and festivals, participating in major tourism marts, advertising in print and electronic media, etc. The following are some of the international and national festivals, road shows and fairs in which Kerala's Department of Tourism has participated in the year 2018-19.

International Trade Fairs 2018-19

Trade Fairs	Country	Date of Event
• PATA Travel Mart	Malaysia	12-14 Sep, 2018
• OTDYKH, Moscow	Russia	11-13 Sep, 2018
• JATA Travel Mart, Tokyo	Japan	20-23 Sep, 2018
• ITB Asia	Singapore	17-19 Oct, 2018
• CITM, Shanghai	China	16-18 Nov, 2018
• WTM London	United Kingdom	5-7 Nov, 2018
• Vakantiebeurs, Utrecht	Netherlands	9-13 Jan, 2019
• FITUR Madrid	Spain	23-27 Jan, 2019
• IMTM, Tel Aviv	Israel	12-13 Feb, 2019
• BIT Milan	Italy	10-12 Feb, 2019
• ITB Berlin	Germany	6-10 Mar, 2019
• SMT Paris	France	14-17 Mar, 2019

International Road Shows

City	Event Date
• Kuala Lumpur	6 September, 2018
• St. Petersburg	17 September, 2018
• Stockholm	19 September, 2018
• Osaka	17 September, 2018
• Tokyo	18 September, 2018
• Riyadh	7 October, 2018
• Dammam	9 October, 2018
• Manama	10 October, 2018
• Auckland	22 October, 2018
• Sydney	24 October, 2018
• Melbourne	25 October, 2018
• Munich	13 November, 2018
• Frankfurt/Berlin	15 November, 2018
• Guangzhou	14 November, 2018
• Beijing	20 November, 2018
• Vienna	29 January, 2019
• Rome	31 January, 2019
• Zurich	5 February, 2019
• Prague	7 February, 2019
• New York	5 February, 2019
• Chicago	7 February, 2019
• Houston	12 February, 2019
• Los Angeles	13 February, 2019
• Paris	12 March, 2019
• London	13 March, 2019
• Dublin	14 March, 2019

National Partnership Meets 2018-19 Phase I

City	Event Date
• Bhubaneswar	10 July, 2018
• Vijayawada	12 July, 2018
• Ahmedabad	31 July, 2018
• Vadodara	01 August, 2018
• Surat	03 August, 2018
• Lucknow	14 August, 2018
• Indore	17 August, 2018
• Nagpur	03 October, 2018
• Pune	19 October, 2018

- Mumbai 12 October, 2018

National Partnership Meets 2018-19 Phase II

City	Event Date
• Ludhiana	22 January, 2019
• Chandigarh	24 January, 2019
• New Delhi	29 January, 2019
• Jaipur	01 February, 2019
• Bengaluru	12 February, 2019
• Hyderabad	14 February, 2019
• Kolkata	19 February, 2019
• Visakhapatnam	22 February, 2019
• Chennai	26 February, 2019
• Madurai	28 February, 2019

National Trade Fairs

Event Name	Event Date
• ABP, Kolkata	15 - 17 Jun, 2018
• TTF, Kolkata	06 - 08 July, 2018
• IITM, Bengaluru	27 - 29 July, 2018
• IITM, Chennai	03 - 05 Aug, 2018
• TTF, Ahmedabad	07 - 09 Sep, 2018
• TTF, Mumbai	05 - 07 Oct, 2018
• HOLIDAY EXPO, Visakhapatnam	26 - 28, Oct., 2018
• ITM, Amritsar	23 - 25 Nov, 2018
• IITM, Hyderabad	23 - 25 Nov, 2018
• TTB, Shillong	28 - 30 Nov, 2018
• IITM, Pune	30 Nov - 02 Dec, 2018
• IITT, Mumbai	10 - 12 Jan, 2019
• SATTE, Delhi	16 - 18 Jan, 2019
• ITE, Nagpur	01 - 03 Feb, 2019
• TOURISM SHELTER, Patna	08 - 10 Feb, 2019
• TTF, Chennai	08 - 10 Feb, 2019
• TTF, Bengaluru	15 - 17 Feb, 2019
• ITM, Goa	01 - 03 Mar, 2019
• ITE, Bhubaneswar	15 - 17 Mar, 2019
• GITB, Jaipur	28 - 30 Apr, 2019 (TBC)

2.3 SUPPORTING ORGANISATIONS

District Tourism Promotion Councils (DTPCs)

District Tourism Promotion Councils in all the fourteen districts of Kerala provide assistance to travellers. DTPC is an ideal source of specific local information like the easiest route to a destination, exact date of a festival or the speciality of a destination or an event in the district. A majority of the DTPCs organise conducted tours. The District Tourism Promotion Councils have undertaken the responsibility of creating and marketing local tourism products and opportunities. They are constantly improving the quality standards of these tourism products and services through surveys and other data collection means. The DTPCs also monitor and supervise the levels of sanitation in tourist destinations. Other related activities of the DTPCs are the creation of awareness of the facilities and services in their specific area, development of tourism clubs, dissemination of tourism specific information, homestay scheme and development of basic local infrastructure.

Kerala Tourism Development Corporation (KTDC)

The Kerala Tourism Development Corporation (KTDC) is a public sector undertaking that conducts and regulates the tourism activities in the state of Kerala. The KTDC is headquartered at Thiruvananthapuram and has offices across all the districts of Kerala. The agency also operates hotels, resorts, and tourist rest houses at key locations in the State. Its slogan is 'Official host to God's Own Country'. It is one of the most profitable ventures of the Kerala Government.

Kerala Tourism Infrastructure Limited (KTIL)

Tourist Resort (Kerala) Ltd. is the agency meant for joint venture projects. Presently there are 4 hotels at Varkala, Kumarakom, Thekkady and Ernakulam sharing with the TAJ Group. It also oversees the Land Bank Scheme. Investment development at tourism sector, conducting investors meet, and formation of consultancy cell for tourism development are other major achievements.

Kerala Institute of Tourism and Travel Studies (KITTS)

KITTS is an autonomous institute under the Department of Tourism, Government of Kerala catering to the needs of the global tourism industry. Kerala Institute of Tourism and Travel Studies is a pioneer organisation offering quality education and training in the State. These institutions are actively involved in the recruitment and placement of quality staff at tourism sites throughout Kerala. All aspects of Human Resource Development for the tourism and hospitality sectors are impacted by KITTS

and FCIs by establishing and monitoring the quality regulations of the Tourism and Travel Training Institute.

The following are the training programmes conducted by KITTS for human resource development in tourism, product development and marketing:

1. Quality Improvement Programme for Deputy Directors
2. Quality Improvement Programme for Tourist Information Officers
3. Training Programme for Emigration Officers
4. Training Programme for Tourism Police
5. Lifeguard Training
6. Finishing School Programme for Vocational Higher Secondary School Students
7. Capacity Building for Service Providers in Tourism
8. Orientation Programme in Hotel Operations
9. Skill Development Programme for Unemployed Youth
10. Orientation Programme in Hospitality
11. Muziris Local Level Guide Training Programme

Bekal Resort Development Corporation (BRDC)

Bekal has been identified as one of the beach destinations with the most potential in South Asia. Government of India declared Bekal as a Special Tourism Area in 1992. In order to develop Bekal as a beach destination, Government of Kerala formed the Bekal Resorts Development Corporation in 1995. The idea was to develop Bekal as an international destination.

BRDC focuses on planned, environment-friendly and ecologically viable methods of development. The company concentrates on setting up comprehensive tourism infrastructure and at the same time ensuring that the development is beneficial to the local community.

Muziris Heritage Projects Ltd.

Muziris welcome to the cape of trade culture, left behind by its ancestors from around the world, to the waves of Azhikode where Christianity first entered India, to the Cheraman mosque, which gave out the first Muslim call for prayers, to the Bharani festival at the Kodungallur Bhagavathy temple, to the original culture of the Jewish synagogue, to the village where handlooms spin things of heritage, to the Palium Palace and to the old waterways that led one to Muziris.

The Muziris Heritage Project utilises at a global level the possibilities of a region, which lost its glory centuries ago. Muziris is an ancient port town in Kerala that still holds beauty, that is filled with history and culture. And through the project, we get ready to travel back in time. What this old port town dishes out to us along with

history and culture, are the remnants of its past glory, still observable in features like place-names, architecture, diet, etc.

The Government of Kerala has initiated the Muziris Heritage Project to reinstate the historical and cultural significance of the legendary port of Muziris. The region is dotted with numerous monuments of a bygone era that conjure up a vast and vivid past. The entire project is designed to involve and integrate the local community in all intended developmental initiatives.

Kerala Adventure Tourism Promotion Society (KATPS)

For the promotion of adventure tourism in Kerala, Government of Kerala formed an Adventure Tourism Promotion Society. Paragliding at Wagamon in Idukki and Parasailing at Payyambalam beach in Kannur are two well-established adventure activities of international standards in Kerala.

Ecotourism

Ecotourism is a new concept in tourism. It is the purposeful travel to natural areas to understand the cultural and natural history of environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make conservation of natural resources beneficial to local people. Ecotourism is a growing area in the tourist-friendly state of Kerala. It has taken off in a big way because Kerala has many destinations known for their natural beauty and exquisite landscape. As Kerala is one of the greenest destinations in India, the State is a perfect hub for promoting ecotourism in a big way.

To explore the ecotourism possibilities in Kerala, a host of products have been developed in the State that also ensure local community involvement in tourism initiatives leading to employment and income generation.

Responsible Tourism

Responsible Tourism (RT) is an alternative approach evolved against the negative impacts of 'Mass Tourism'. Though the concept of responsible tourism was there since the end of 1990s, it was in the Cape Town Declaration of 2002, a definition for Responsible Tourism was declared and a detailed picture of responsible tourism was drawn. Responsible Tourism (RT) is mainly conceived with three kinds of responsibilities which are termed as the 'triple bottomline'- economic responsibility, social responsibility and environmental responsibility.

Responsible Tourism in Kerala

Responsible Tourism Initiative was launched in Kerala by 2008 on an experimental basis. Four destinations - Kumarakom, Kovalam, Thekkady and Vythiri - were selected in the first phase for RT Initiative. The second phase of RT Initiative started in 2011 by extending the RT activities to three more destinations - Bekal, Kumbalangi and Ambalavayal.

The Government decided to apply learning's from the pilot phases, since 2008, to the whole State and to use Responsible Tourism as a tool for poverty alleviation, strengthening women's welfare, conservation of local and heritage art, craft, traditional livelihood activities and local development by assuring local community involvement in tourism activities. The Tourism Policy 2017 of the State is also based on the RT principles and it is imperative for the Department to mainstream the RT activities by taking the principle of RT to the whole spectrum of tourism activities and encouraging the tourism service providers to adopt the RT principles in their business. Responsible Tourism Mission (RT Mission) is formed to lead the RT activities in the state.

Responsible Tourism Mission

RT Mission is an independent wing functioning in the Department of Tourism under the direct control of Director, Dept. of Tourism. RT Mission will lead and implement the existing Responsible Tourism Programmes and the future RT activities & initiatives taken up by the Tourism Department and Govt. of Kerala. RT Mission is engaged in tourism resource mapping, publishing the Tourism Resource Directory, trainings to start RT Units of various products directly or indirectly linked with tourism, promotion of various experiential tour packages, supervision and coordination of waste management in selected destinations, RT Network for products sale, RT Art & Cultural Forum, RT HR Directory, etc. All the activities of RT Mission are directly linked with local community members and the income generated from the activities is being distributed among them to ensure the economic well-being of the community.

2.4 MAJOR PROJECTS

Spice Route Project

The Spice Route Project is aimed at sharing the heritage among the 31 countries along the ancient route. The initiative is expected to bring in a substantial number of foreign tourists to Kerala to trace the historic journey. The centerpiece of the project is Kochi - Kodungallur belt in central Kerala. This belt was where the ancient spice port Muziris was located and where merchants from West Asia and Mediterranean region came by sea and land.

The project was aimed at re-establishing Kerala's maritime ties with the countries on the Spice Route and also promoting tourism and cultural revival, historical and archaeological exchanges between these nations.

Alappuzha Heritage Project

This project is proposed to be implemented in the pattern of Muziris Heritage project. Conservation of heritage monuments, renovation and maintenance of canals, cleaning of estuaries like Muthalapozhi, Thumpolapozhi, establishing a coir museum, heritage museum, etc. comes under this project.

Thalassery Heritage Tourism Project

The new heritage project will transform the small town of Thalassery in Kannur into the State's unique heritage site after Muziris. Conservation and reuse of old Moidupalam Bridge, conservation of an old fire tank, development of performance centre and heritage street at Thazhe Angadi, Thalassery Pier Road, etc. comes under this project.

Muziris Heritage Tourism Project

Muziris Heritage Project is a prestigious Central and State Government aided project under the Department of Tourism, Government of Kerala. The objective of this project is to conserve the historic monuments situated in and around Kodungallur and North Kerala. The important monuments in the area are Palium Palace & Nalukettu, Paravur & Chendamangalam Synagogue, Vypin Kotta Seminari, Holy Cross Church, Kottappuram Kotta, etc. At present foreign/Indian tourists are visiting these monuments regularly and it is expected that as and when the conservation & museum work is completed, there will be a tremendous flow of tourists to these monuments.

The multi-disciplinary mega project includes development and maintenance of museums, conservation of heritage buildings and streets, development of roads and jetties, renovation of canals in the Muziris area, development of infrastructure facilities such as water supply and electricity, construction of toilet block, Tourist Interpretation Centre, Activity Centre, etc. Shri. Benny Kuriakose is the Conservation Consultant for this project.

2.5 AWARDS FOR KERALA TOURISM

In recent years, Kerala Tourism has received several awards and citations for their activities. These awards are the direct result of the concerted efforts of both the public and the private sectors working together to take Kerala's tourism industry to a world-class level.

RECENT ACCLAIMS AND AWARDS

INTERNATIONAL AWARDS

1. INTERNATIONAL TRAVEL AND TOURISM GOLD AWARD FOR BEST IN RESPONSIBLE TOURISM - KERALA TOURISM, 2018
2. WTM RESPONSIBLE TOURISM GOLD AWARD - BEST FOR MANAGING SUCCESS - KUMARAKOM, 2018
3. TRAVEL AND LEISURE AWARD FOR BEST HONEYMOON DESTINATION IN INDIA-KERALA, 2018
4. PATA GOLD AWARDS FOR TRAVEL ADVERTISEMENT PRINT MEDIA - YALLA KERALA, MIDDLE EAST CAMPAIGN, 2018
5. PATA GOLD AWARDS FOR TRAVEL POSTER - LIVE INSPIRED - BIENNALE POSTER, 2018
6. INDIAN RESPONSIBLE TOURISM OUTSTANDING ACHIEVEMENT AWARD IN 2018
7. SOCIAL SAMOSA AWARD, 2018
8. BEST FACEBOOK PAGE AWARD, 2018
9. DAS GOLDENE STADTTOR AWARD FOR BIENNALE PRINT CAMPAIGN 2018
10. DAS GOLDENE STADTTOR AWARD FOR BIENNALE POSTER CAMPAIGN 2018
11. LONELY PLANET TRAVEL AWARDS FOR BEST DESTINATION FOR FAMILIES 2018

NATIONAL AWARDS

1. BEST STATE / UT COMPREHENSIVE DEVELOPMENT OF TOURISM (REST OF INDIA) - SECOND PRIZE - KERALA - 2016-17
2. BEST TOURISM FILM - LIVE INSPIRED - 2016-17
3. BEST TOURISM PROMOTION PUBLICITY MATERIAL - EXCELLENCE IN PUBLISHING FOREIGN LANGUAGE - BOAT RACE BROCHURE - GERMAN - 2016-17
4. BEST RESPONSIBLE TOURISM PROJECT / INITIATIVE - RESPONSIBLE TOURISM WAYANAD - 2016-17

2.6 INFORMATION TECHNOLOGY INITIATIVES 2018-19

In this internet era, information is sought through 'online search'. Most of such searches happen through the Google search engine. YouTube comes immediately after it. Today, the primary step tourist enthusiasts would take before coming to Kerala is to search using keywords 'Kerala' or 'Kerala Tourism' in search engines for the desired information.

It's interesting to note that the Kerala Tourism website ranks second in search results if we search for 'Kerala'. Wikipedia comes in the first place. Kerala Tourism website appears in the first position when keywords such as 'Kerala Tourism' or 'Kerala Travel' are searched.

The continuous updation of information to the website and its enhancements to match the technological upgradation helped Kerala Tourism to maintain its top position in online searches even during the hardest times which included witnessing the worst ever flood in centuries, the deadly avian flu, swine flu and H1N1, and the continuous harthals that spread like wildfire.

The successfully implemented major ICT projects and their results till date are as given below:

1. Website Maintenance

This project aimed at revamping first 1000 pages which are most commonly accessed (pages that have got maximum views) and making it responsive such that it gives optimal viewing experience when accessed through other devices like mobile, tablet, etc.

On analysing the website traffic, it can be inferred that Kerala Tourism website stands in the topmost position passing the India Tourism websites, other state tourism websites and even some of the world tourism websites. It is a fact that all of them spend a good amount of money for their online presence.

There are trustworthy analytical portals that rank different websites. www.similarweb.com is one such portal which provides exact ranking of websites. As a result of successful campaigns to promote Kerala Tourism, the website received 41 lakh sessions/visits in the financial year 2017-18 which in turn hiked to 10,252,887 in the year 2018-19.

2. The Kerala Tourism YouTube Channel

As part of Kerala Tourism ICT projects (eg: Neelakurinji, Responsible Tourism, Clint Painting Competition, Malabar E-Brochure, Padayani Calendar), videos have been produced and uploaded to the brand channel. At present, the YouTube channel has more than 38,869,088 (more than 3Cr) viewership and over 1 lakh subscriptions.

3. International Children's Painting Competition 2018 in memory of Clint

This international painting competition has been one of the largest ever campaigns in the previous three years. This project aimed to bring around 15,000 paintings (4000 from abroad and 5000 from different parts of the country except Kerala) from among 75 countries and spread awareness about the tourist destinations in Kerala to 50 lakh people around the world. The competition was able to garner 38,975 registrations from over 133 countries. There were more than 6000 registrations from abroad and more than 26,000 registrations from around the country excluding Kerala. More than 15 lakh visits came to the webpage of www.keralatourism.org/clint which means that Kerala Tourism has been able to reach out to more than 1.5 Cr people.

4. Kerala Tourism Microsites

As part of the Kerala Tourism ICT initiatives, microsites were developed and integrated to the Kerala Tourism website. The microsites will be based on a particular theme like Christianity, Padayani, Neelakurinji, etc.

- Microsite for promoting Neelakurinji season in 2018**
This project was aimed at promoting Neelakurinji 2018. As part of the campaign, 6,68,752 visits came to the website. In spite of the flood havoc in the State, the campaign helped to bring about higher website visits.
- Microsite for promoting Christianity**
In order to attract global attention to Kerala, the history of Christianity in Kerala was chosen as a major theme and a microsite of international standards was developed for promoting the same. Many short movies and high resolution images have been updated to the site to make it more colourful and interesting. Last year, the microsite received 4,46,136 users.
- Microsite for promoting Responsible Tourism Mission**
To promote and create awareness about Responsible Tourism, a microsite was developed and integrated to the Kerala Tourism website. Short movies were produced for promotional purposes and the same helped to receive national and international acclaim. Various digital platforms were also created for the purpose of involving the locals to the mission and helping them partake in the RT activities.

5. Post Flood Campaign

An analysis of traffic to www.keralatourism.org with Google Analytics tool showed that in the last 12 months, website www.keralatourism.org received 4.4 million visits from more than 15,000 cities around the world situated in more than 200 countries. However, because of the unexpected

flood, Kerala's tourism sector started moving towards an alarming situation and hence it was necessary to work out campaigns to meet the challenge. We recommended a campaign to bring 6,00,000 visits to www.keralatourism.org from 20 cities within India and 4,00,000 visits from 20 cities outside India in 3-4 months. The same was successfully implemented and able to garner even more than what was proposed.

6. Accommodation Units

In this project, the idea was to create a list of 1500 accommodation units so as to make it easy for travellers to find an accommodation at a place according to his own choices. An independent webpage for each of the major properties and tour operators in the State was created. The page had the name and address of the accommodation units, websites, emails, mobile numbers, geocodes and location and a photograph or video of the property. At present, 1575 units have been listed and their details can be accessed online through the official website of Kerala Tourism. More than 11,500 images of the units have been published.

7. Video Sequencing - The Contest

The contest was a month long programme and a total of 30 videos of duration 2 minutes each were created. Each video was then divided into 6 portions of 20 seconds each or 12 portions of 10 seconds each and uploaded to the site. These divided portions were in jumbled form. The contestant had to login to the contest page where he/she had rearrange the jumbled portions of the video into a single continuous sequence which accurately matches with that of the original video and drag those portions into a track provided at the end of the page. Lucky winners from successful contestants were given prizes on a daily basis. Five mega winners were selected from the total successful candidates at the end of the contest. People from all over the world participated in this contest by just registering their details with the site. A login was given to the registered contestants through which they were able to take part in the challenge.

8. Geotagged mobile camera photographs for QR Code

The working in a nutshell: Kerala Tourism sets a mechanism to upload photos directly from mobiles. Photographs, preferably geotagged ones can be uploaded via mobile. The photos will be verified by Kerala Tourism before publishing. Travellers can reach the website of Kerala Tourism by scanning the QR code or directly typing the URL. By sharing location information, they can get photographs of places, properties or events within a given perimeter of their geo location. The photos can also be shared on social media. To begin with, the IT consultant will upload 1200 geotagged photos from all over the

State.

Benefits:

- i. Travellers will get specific visual information which is free of language barriers.
- ii. Since photos can be uploaded only through smartphones, chances of abuse or copyright violation will be minimal.
- iii. Kerala Tourism gets a system to collect massive content through traveller's participation in a cost effective manner.
- iv. This platform will help in better use of social media, better traffic and ranking for Kerala Tourism website.
- v. This will make finding locations very easy for those with smartphones capable of reading QR codes.

9. E-Catalogue of Kerala Tourism Videos

The major works that were involved in the revamping process are as follows:

- i. Identifying 15-20 categories for grouping the videos

There were 3300 videos and a scientific grouping of the videos made the number of videos in a group to somewhere between 100-200 on an average.

- ii. Grouping the videos into various categories.

Each video was forwarded to all relevant groups. Many of the videos came under more than one group. For example Thrissur Pooram will come under temple festivals, elephant pageantry and Thrissur.

- iii. Around 1500 videos available at the website were geotagged by adding the latitude and longitude of the location.

This demanded extensive fieldwork. After the preparation of a list of videos to be geotagged, a team should travel across Kerala with GPS, collect the geocode and enrich the video with this geocode.

- iv. Heading or interesting titles for the video

Because of heavy upload of content by innumerable users to YouTube, it is very difficult to get a video noticed by the world without advertising or promotion. As a basic step to catch the attention of audiences, all the titles of the videos were rewritten.

Relevant tags should be given to all videos. It is enough to add 3 tags each to a video, wherever possible.

v. Subject line

Each video was given a subject line which specified the content of the video. These subject lines were useful in developing an e-catalogue of the videos.

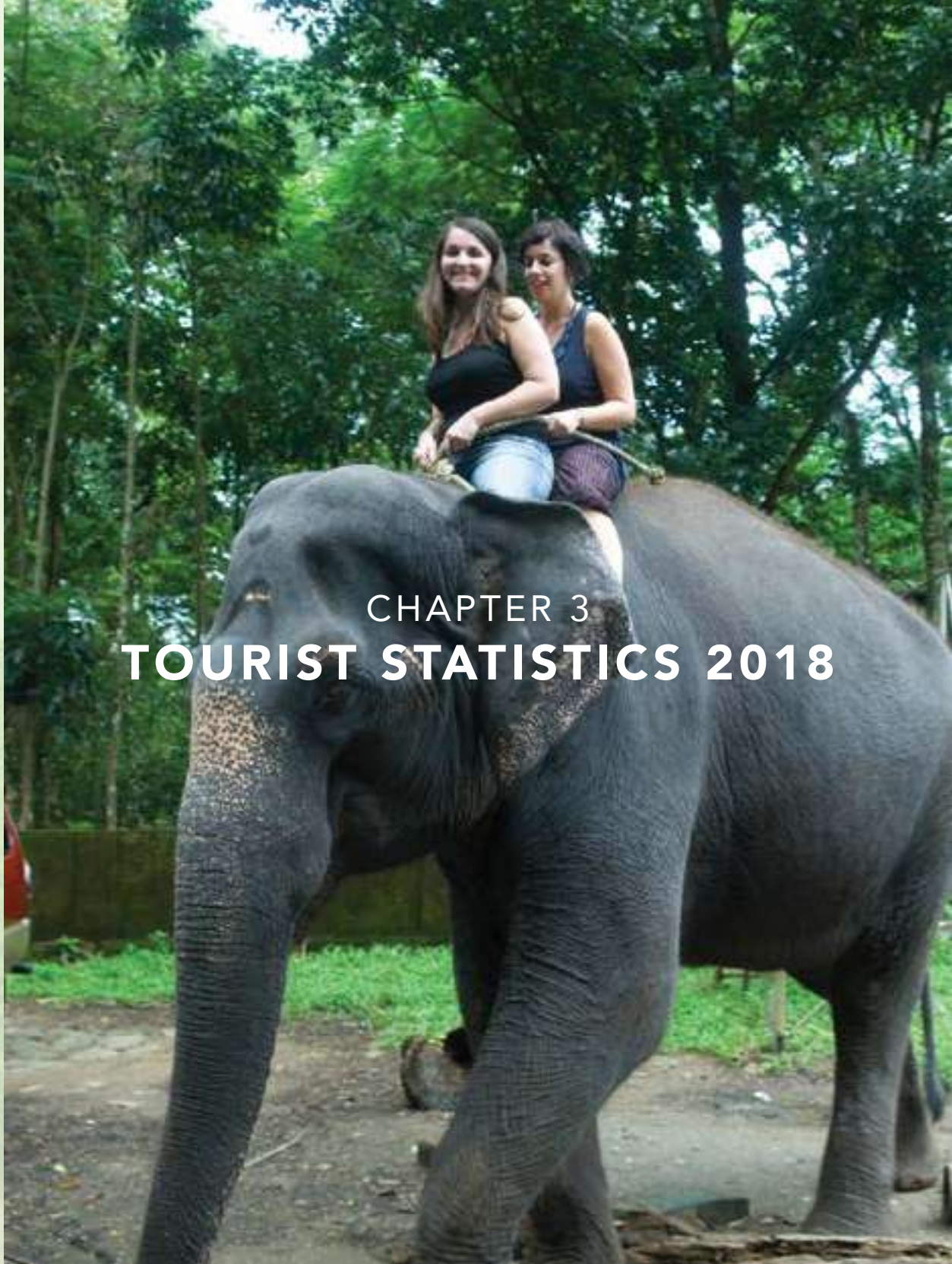
vi. Preparing an e-catalogue for all the 3300 videos with links

An e-catalogue of Kerala Tourism videos in the format of an e-book was prepared and published on the website www.keralatourism.org, enabling prospective travellers to download the catalogue or share via e-mail.

Summary

Among the ICT project initiatives mentioned above, all the projects except promotional campaigns are long-term projects and useful for future tourism ICT initiatives. As per Google Analytics, there are now 10,252,887 sessions/visits to the Kerala Tourism website.

Apart from this, the Kerala Tourism YouTube views scored more than 2 Cr. viewership. Earlier, promotional activities were confined to newspapers and magazines but since the advent of digital era, technology has literally changed us such that our life is now decided by smartphones! Hence, strong digital campaigns must be implemented thoroughly to maintain our online presence. When a tourist searches for Ayurveda or holiday packages, he should first get the Kerala packages and related results instead of search result landing on some packages elsewhere, following which he may end up choosing places other than Kerala. Therefore, it is of great importance to ensure that 24 hour online visibility of Kerala should appear on the top results for any search related to Kerala. A crucial analysis of the ICT projects and promotional tools carried out by other state tourism agencies will greatly help Kerala Tourism in effective planning and implementation of new and creative digital platforms and campaigns to bring tourists to Kerala.

A photograph of two women riding an elephant in a lush green forest. The woman in the front is wearing a black top and blue jeans, and the woman behind her is wearing a dark top and a patterned skirt. The elephant is walking on a dirt path. The text 'CHAPTER 3' and 'TOURIST STATISTICS 2018' is overlaid on the right side of the image.

CHAPTER 3 TOURIST STATISTICS 2018

3.1 TOURIST STATISTICS 2018 - HIGHLIGHTS

- Foreign Tourist Arrivals to Kerala during the year 2018 is **1096407** showing an increase of **0.42%** over the previous year.
- Domestic Tourist arrival to Kerala during the year 2018 is **15604661** showing an increase of **6.35%** over the previous year.
- Foreign Exchange earnings for the year 2018 is **₹8764.46** Crores which recorded a growth of **4.44%** over the previous year.
- Total Revenue (direct & indirect) from Tourism during 2018 is **₹36258.01** Crores, showing an increase of **8.61%** over the last year's figure.
- Considering the district-wise Foreign Tourist Arrivals, **Kasaragod** district shows the highest variation of **269.69%** over 2017.
- Considering the district-wise Domestic Tourist Arrivals, **Alappuzha** district shows the highest variation of **18.00%** over 2017.
- Considering the district-wise Foreign Tourist Arrivals, **Ernakulam** district shows the highest footfall of **488175**.
- Considering the district-wise Domestic Tourist Arrivals, **Ernakulam** district shows the highest footfall of **3446889**.
- The second position in foreign footfall is **Thiruvananthapuram** district and third is **Alappuzha** district.
- The second position in domestic footfall is **Thiruvananthapuram** and the third is Thrissur (Guruvayur) district.
- Considering the destination-wise Foreign Tourist Arrivals, **Kochi** city shows the highest footfall of **236870**.
- Considering the destination-wise Domestic Tourist Arrivals, **Kochi** city shows the highest footfall of **2510623**.

3.2 Month-wise Foreign and Domestic Tourist Arrivals during 2018

TABLE 3.2

Sl. No.	Month	Foreign	Domestic
1	January	167980	1422483
2	February	152003	1226778
3	March	120711	1228451
4	April	85493	1470552
5	May	45427	1594332
6	June	36746	1084238
7	July	68868	1176994
8	August	60121	995577
9	September	44769	1119445
10	October	73263	1281028
11	November	99271	1364805
12	December	141755	1639978
TOTAL		1096407	15604661

3.3 District-wise Foreign & Domestic Tourist Arrivals during 2018

- Ernakulam district recorded the maximum Foreign Tourist Arrivals.
- Pathanamthitta district recorded the least number.
- Kasaragod district recorded the maximum increase in the percentage of Foreign Tourist Arrivals (269.69%) over the previous year.
- In Domestic Tourist Arrivals, Ernakulam district recorded the maximum footfall followed by Thiruvananthapuram which holds the second position and Thrissur district in the third position.

TABLE 3.3

Sl.No	District	Foreign			Domestic		
		2018	2017	% variation over 2017	2018	2017	% variation over 2017
1	THIRUVANANTHAPURAM	342761	420719	-18.53	2712387	2505333	8.26
2	KOLLAM	9086	6227	45.91	400222	381829	4.82
3	PATHANAMTHITTA	1953	2003	-2.5	192813	164494	17.22
4	ALAPPUZHA	95522	75037	27.3	511490	433456	18.00
5	KOTTAYAM	43287	32350	33.81	524821	468593	12.00
6	IDUKKI	44833	42285	6.03	1257403	1090086	15.35
7	ERNAKULAM	488175	453973	7.53	3446889	3285088	4.93
8	THRISSUR	11333	10775	5.18	2497278	2642546	-5.50
9	PALAKKAD	1967	1711	14.96	509883	474180	7.53
10	MALAPPURAM	17610	18451	-4.56	565914	520832	8.66
11	KOZHIKODE	18388	13106	40.3	1052783	932345	12.92
12	WAYANAD	11607	8995	29.04	888141	815624	8.89
13	KANNUR	5763	5123	12.49	768038	695655	10.41
14	KASARAGOD	4122	1115	269.69	276599	263459	4.99
KERALA		1096407	1091870	0.42	15604661	14673520	6.35

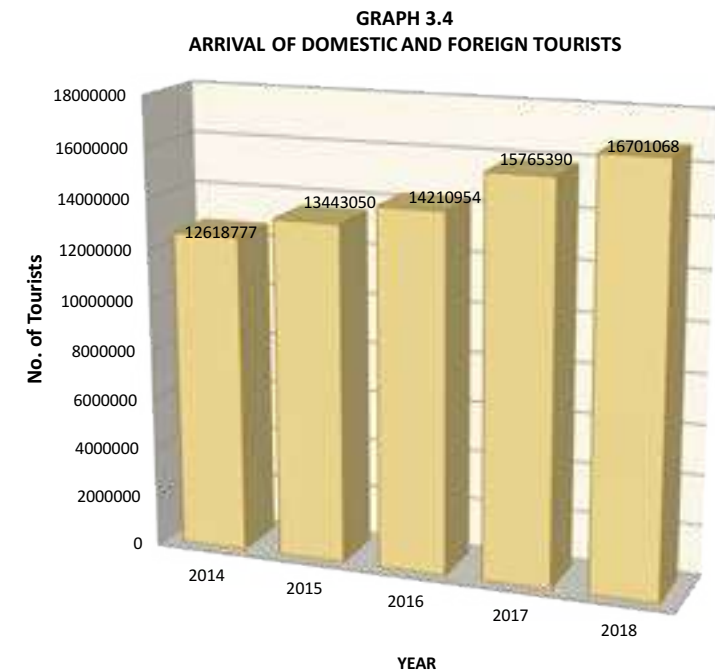
3.4 TOTAL NUMBER OF TOURISTS

The following table gives the data on Foreign and Domestic Tourist Arrivals over the years. From 2014 onwards, it can be seen that there is a steady increase in Tourist Arrivals.

Graph - 3.4 A shows the increasing tourist inflow trend in Kerala from 2014 to 2018.

TABLE 3.4
TOURIST ARRIVALS 2014 - 2018

Tourist Arrivals	2014	2015	2016	2017	2018
Tourists (Foreign & Domestic)	12618777	13443050	14210954	15765390	16701068
Percentage variation over previous year	7.71	6.73	5.71	10.94	5.94



3.5 TOURIST ARRIVALS 2007 – 2018

Tourist arrival in Kerala for the last 12 years is given in Table 3.5

TABLE 3.5

Year	No. of Domestic Tourist Visits	% Increase	No. of Foreign Tourist Visits	% Increase	Total no. of tourists	% Increase
2007	6642941	5.92	515808	20.37	7158749	6.84
2008	7591250	14.28	598929	16.11	8190179	14.41
2009	7913537	4.25	557258	-6.96	8470795	3.43
2010	8595075	8.61	659265	18.31	9254340	9.25
2011	9381455	9.15	732985	11.18	10114440	9.29
2012	10076854	7.41	793696	8.28	10870550	7.48
2013	10857811	7.75	858143	8.12	11715954	7.78
2014	11695411	7.71	923366	7.60	12618777	7.71
2015	12465571	6.59	977479	5.86	13443050	6.53
2016	13172535	5.67	1038419	6.23	14210954	5.71
2017	14673520	11.39	1091870	5.15	15765390	10.94
2018	15604661	6.35	1096407	0.42	16701068	5.94

GRAPH 3.5

Year-wise Domestic and Foreign Tourist visits for the last 12 years

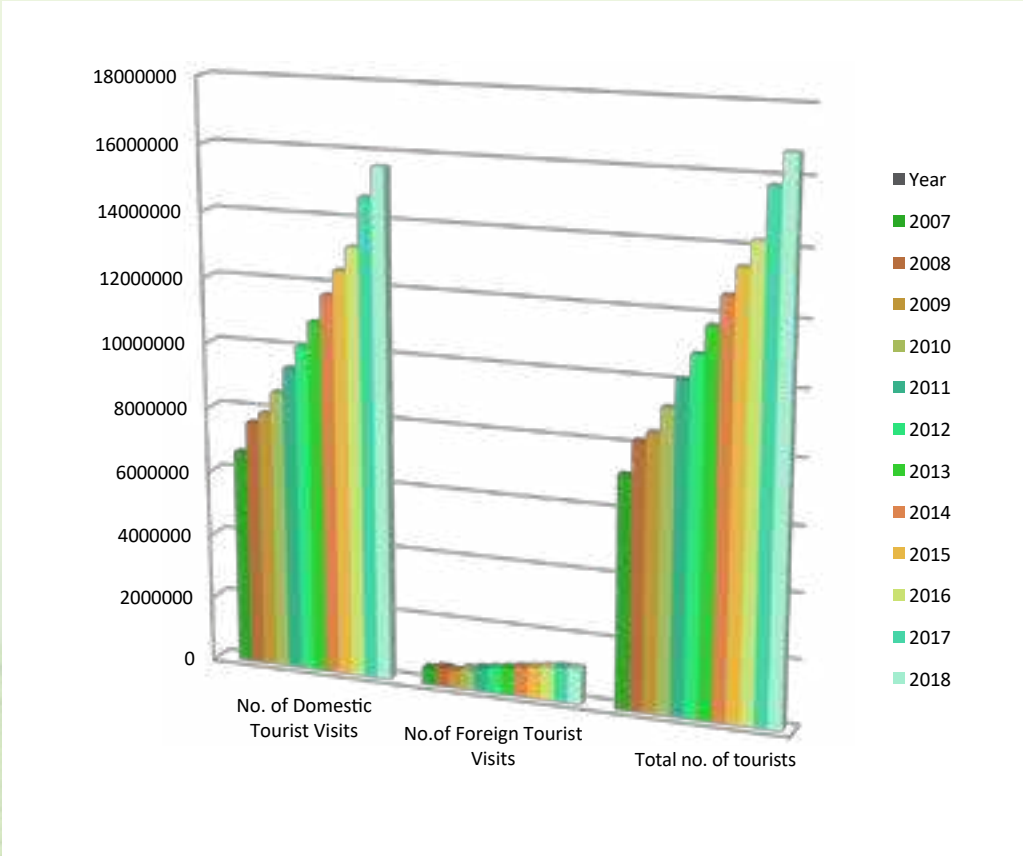


TABLE 3.6
FINANCIAL YEAR-WISE TOURIST ARRIVALS TO KERALA

Fin. year	Foreign Tourists	% variation	Domestic Tourists	% variation
2005-2006	382986	12.77	6045363	1.85
2006-2007	468658	22.37	6387724	5.66
2007-2008	554921	18.41	6879885	7.70
2008-2009	570945	2.89	7712249	12.10
2009-2010	586638	2.75	8003915	3.78
2010-2011	679636	15.85	8711344	8.84
2011-2012	762058	12.13	9512537	9.20
2012-2013	823601	8.08	10269805	7.96
2013-2014	883353	7.25	11078690	7.88
2014-2015	946665	7.17	11889260	7.32
2015-2016	998706	5.50	12630483	6.23
2016-2017	1046738	4.81	13399240	6.09
2017-2018	1139526	8.86	15280718	14.04
2018-2019	1078182	5.38	15917417	4.17

3.7 TIME OF VISIT

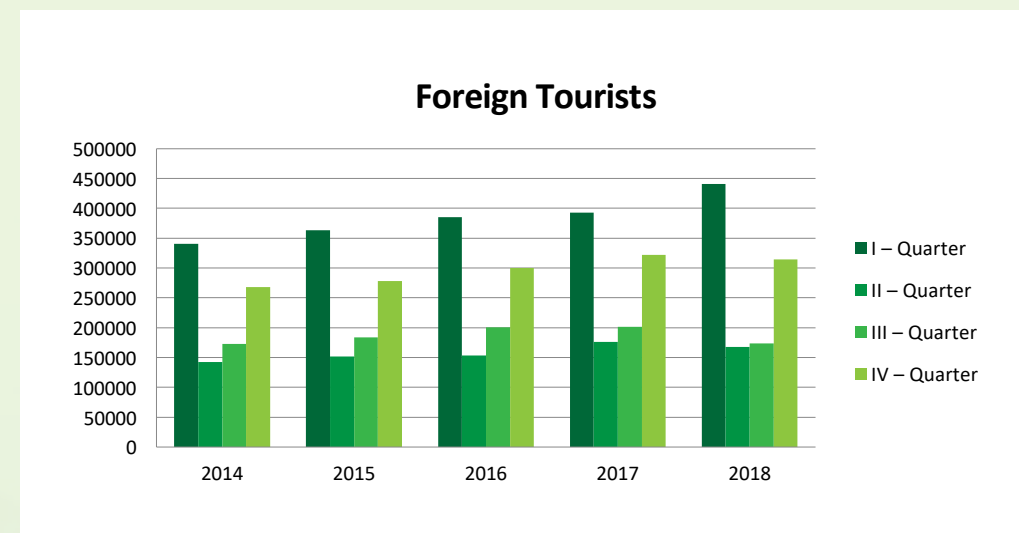
3.7 A Foreign Tourists

Kerala Tourism is aiming to change Kerala into a 365 days tourist destination. During 2018, the maximum number of foreign tourists arrived in January followed by February. The maximum number of foreign tourists arrived during the 1st quarter of the year 2018, constituting 40.19% with 440694 tourists, followed by 4th quarter constituting 28.67% with 314289 tourists, the 3rd quarter constituting 15.85% with 173758 tourists, and the 2nd quarter constituting 15.29% with 167666 tourists.

TABLE 3.7 A - FOREIGN TOURISTS
QUARTERLY COMPARISON – 2014, 2015, 2016, 2017 & 2018

NUMBER OF TOURISTS					
FOREIGN	2014	2015	2016	2017	2018
I – Quarter	340193	363492	384719	393038	440694
II – Quarter	142641	151774	153461	175746	167666
III – Quarter	172731	184005	200335	200988	173758
IV – Quarter	267801	278208	299904	322098	314289
Total	923366	977479	1038419	1091870	1096407

GRAPH 3.7 A



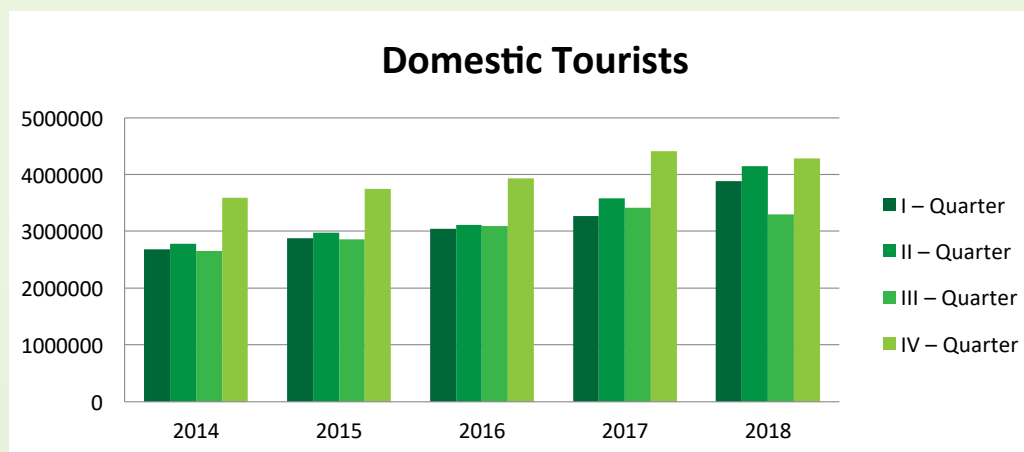
3.7 B Domestic Tourists

During 2018, the maximum number of domestic tourists arrived during the 4th quarter constituting 27.46% with 4285811 tourists followed by 2nd quarter constituting 26.59 % with 4149122 tourists, the 1st quarter constituting 24.85% with 3877712 tourists and the 3rd quarter constituting 21.10% with 3292016 tourists. Quarterly breakup of the last five years figures is given in the following table 3.7 B

TABLE 3.7 B - DOMESTIC TOURISTS
QUARTERLY COMPARISON – 2014, 2015, 2016, 2017 & 2018

NUMBER OF TOURISTS					
DOMESTIC	2014	2015	2016	2017	2018
I – Quarter	2685048	2878897	3043809	3270514	3877712
II – Quarter	2776042	2976682	3110808	3578943	4149122
III – Quarter	2647557	2861813	3086508	3410654	3292016
IV – Quarter	3586764	3748179	3931410	4413409	4285811
Total	11695411	12465571	13172535	14673520	15604661

GRAPH 3.7 B



3.8 MONTH-WISE DETAILS OF FOREIGN AND DOMESTIC TOURISTS

Month-wise details of both Foreign and Domestic Tourists and their proportion to total is given in Table 3.8

TABLE 3.8

Sl.No.	Month	No. of Tourists		Proportion to total	
		Foreign	Domestic	Foreign	Domestic
1	January	167980	1422483	15.32	9.12
2	February	152003	1226778	13.86	7.86
3	March	120711	1228451	11.01	7.87
4	April	85493	1470552	7.8	9.42
5	May	45427	1594332	4.14	10.22
6	June	36746	1084238	3.35	6.95
7	July	68868	1176994	6.28	7.54
8	August	60121	995577	5.48	6.38
9	September	44769	1119445	4.08	7.17
10	October	73263	1281028	6.68	8.21
11	November	99271	1364805	9.05	8.75
12	December	141755	1639978	12.93	10.51
	Total	1096407	15604661	100.00	100.00

TABLE 3.9

FOREIGN & DOMESTIC TOURIST ARRIVALS TO KERALA FOR THE LAST 10 YEARS

YEAR	FOREIGN		DOMESTIC	
	No. of Tourists	% of Increase	No. of Tourists	% of Increase
2009	557258	-6.96	7913537	4.25
2010	659265	18.31	8595075	8.61
2011	732985	11.18	9381455	9.15
2012	793696	8.28	10076854	7.41
2013	858143	8.12	10857811	7.75
2014	923366	7.60	11695411	7.71
2015	977479	5.86	12465571	6.59
2016	1038419	6.23	13172535	5.67
2017	1091870	5.15	14673520	11.39
2018	1096407	0.42	15604661	6.35

3.10 EARNINGS FROM TOURISM IN KERALA

Foreign exchange earnings from tourism have shown a steady growth over the years. In 2018, Kerala has earned ₹ 8764.46 crores as foreign exchange earnings from tourism against ₹ 8392.11 crores in the year 2017 showing a growth of 4.44%. Table 3.10 and Graph 3.10 shows the estimates of earnings from foreign tourists in the last five years.

TABLE 3.10
EARNINGS FROM TOURISM 2014-2018 (₹ In Crores)

Year	Foreign Exchange Earnings	% of Increase	Earnings from Domestic Tourists	Total revenue generated from Tourism (Direct & Indirect)	% of Increase
2014	6398.93	15.07	12981.91	24885.44	12.11
2015	6949.88	8.61	13836.78	26689.63	7.25
2016	7749.51	11.51	15348.64	29658.56	11.12
2017	8392.11	8.29	17608.22	33383.68	12.56
2018	8764.46	4.44	19474.62	36258.01	8.61

GRAPH 3.10
EARNINGS FROM TOURISM 2014-2018

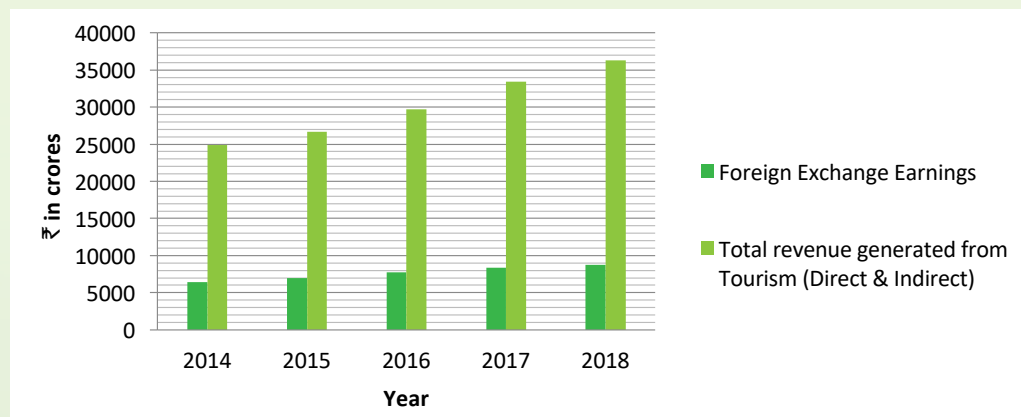


TABLE 3.11
FOREIGN EXCHANGE EARNINGS FROM TOURISM
FOR LAST 12 YEARS (₹ In Crores)

Year	Earnings	% of variation over previous year
2007	2640.94	32.82
2008	3066.52	16.11
2009	2853.16	-6.96
2010	3797.37	33.09
2011	4221.99	11.18
2012	4571.69	8.28
2013	5560.77	21.63
2014	6398.93	15.07
2015	6949.88	8.61
2016	7749.51	11.51
2017	8392.11	8.29
2018	8764.46	4.44

GRAPH 3.11

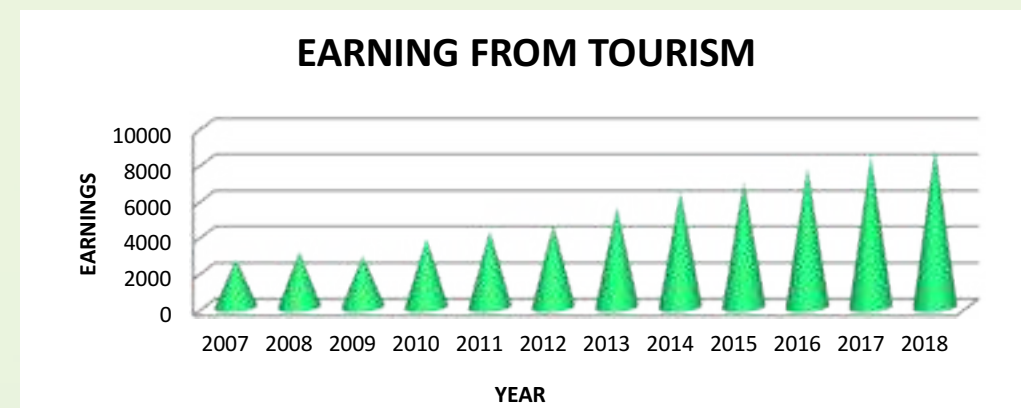


TABLE 3.12
DISTRICT-WISE FOREIGN EXCHANGE EARNINGS FROM
TOURISM - 2017 & 2018 (₹ In Crores)

Sl.No.	District	Foreign Exchange Earnings	
		2017	2018
1	ALAPPUZHA	576.73	763.58
2	ERNAKULAM	3489.24	3902.37
3	IDUKKI	325	358.39
4	KANNUR	39.38	46.07
5	KASARAGOD	8.57	32.95
6	KOLLAM	47.86	72.63
7	KOTTAYAM	248.64	346.03
8	KOZHIKODE	100.73	146.99
9	MALAPPURAM	141.81	140.77
10	PALAKKAD	13.15	15.72
11	PATHANAMTHITTA	15.4	15.61
12	THIRUVANANTHAPURAM	3233.65	2739.97
13	THRISSUR	82.82	90.59
14	WAYANAD	69.14	92.79
Total		8392.11	8764.46

GRAPH 3.12

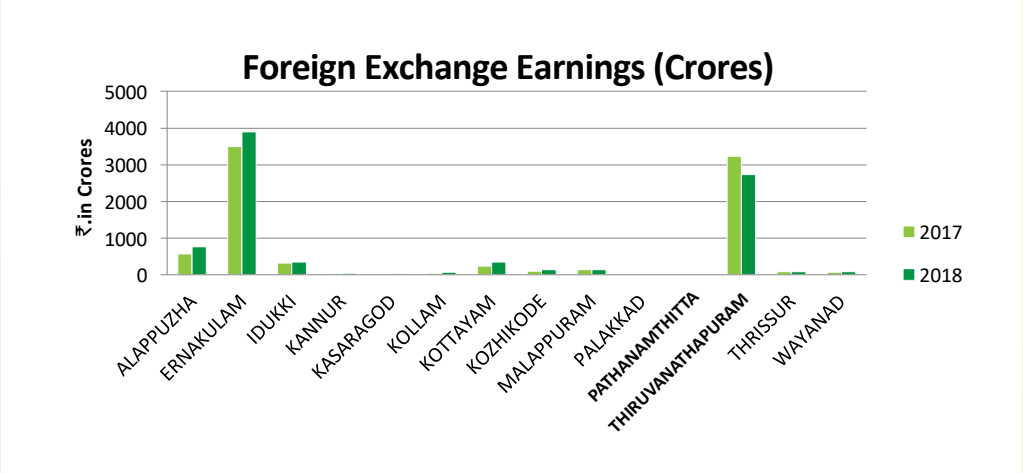
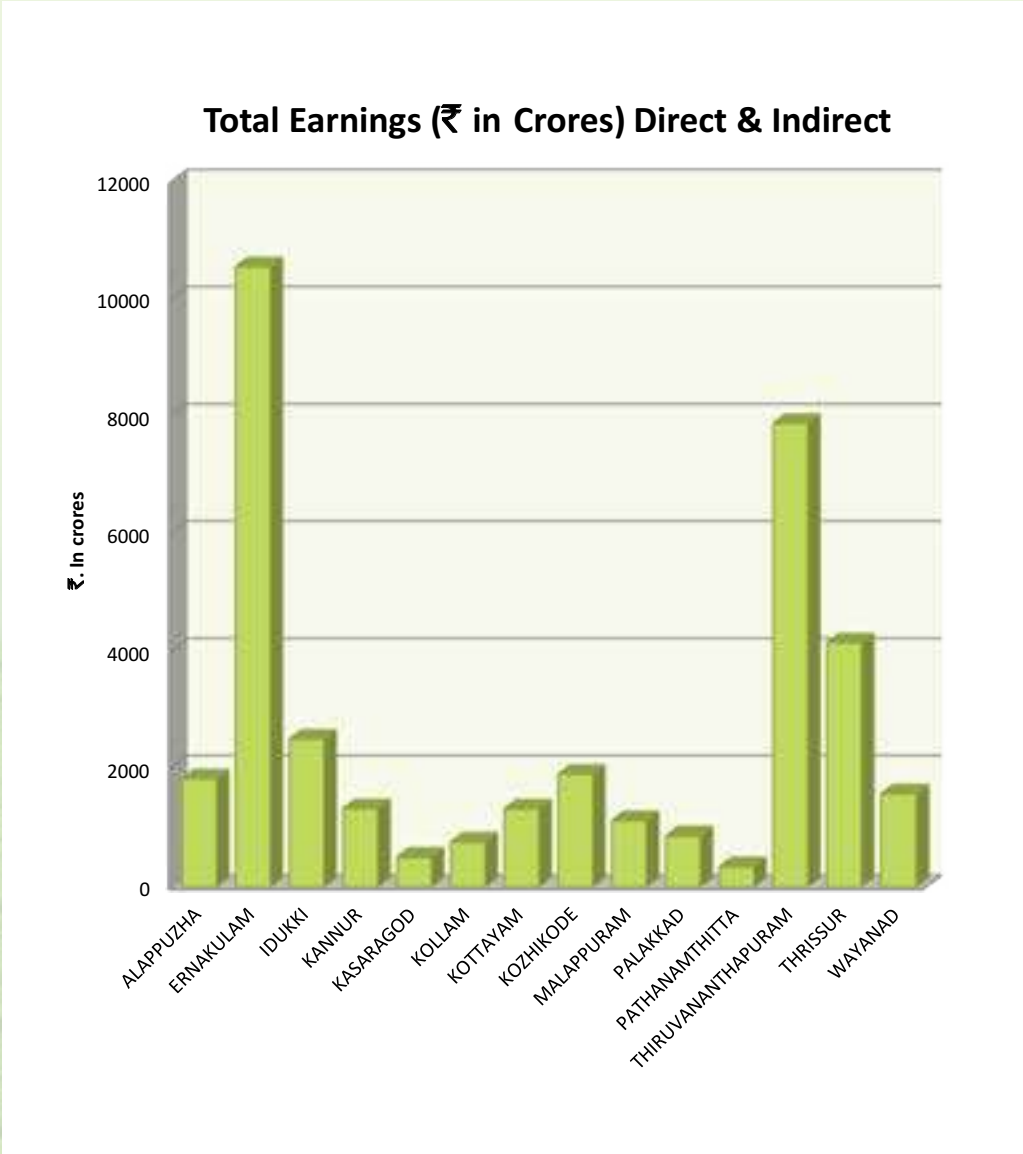


TABLE 3.13
DISTRICT-WISE TOTAL EARNINGS FROM TOURISM - 2018

Sl. No.	Districts	Earnings (Crores) - Direct & Indirect
1	ALAPPUZHA	1800.02
2	ERNAKULAM	10533.78
3	IDUKKI	2475.01
4	KANNUR	1289.85
5	KASARAGOD	485.53
6	KOLLAM	734.57
7	KOTTAYAM	1285.26
8	KOZHIKODE	1875.69
9	MALAPPURAM	1087.56
10	PALAKKAD	837.21
11	PATHANAMTHITTA	329
12	THIRUVANANTHAPURAM	7864.32
13	THRISSUR	4117.93
14	WAYANAD	1542.28
Total		36258.01

GRAPH 3.13



CHAPTER 4

FOREIGN TOURISTS

4. FOREIGN TOURISTS

4.1 Year-wise Foreign Tourist Arrivals (2014-2018)

Foreign Tourist Arrivals to Kerala during 2018 crossed 10.96 lakhs, witnessing an increase of 0.42% over the previous year. It is observed that there is a consistent growth in Foreign Tourist Arrivals in Kerala. Table - 4.1 given below indicates the arrival of Foreign Tourists to Kerala during the last five years and percentage of variation over the previous year.

TABLE 4.1

FOREIGN TOURIST ARRIVALS 2014-2018					
Year	2014	2015	2016	2017	2018
Foreign Tourist Arrivals	923366	977479	1038419	1091870	1096407
Percentage variation over previous year	7.6	5.86	6.23	5.15	0.42

Graph 4.1 shows the growth of foreign tourists from 2014 to 2018



4.2 MONTH-WISE DETAILS OF FOREIGN TOURISTS (2012-2018)

Table 4.2 shows month-wise arrival of foreign tourists from 2012 to 2018. It is seen that in 2018 the month of January marked the highest and June marked the lowest tourist inflow as earlier. In 2017 the maximum and minimum tourist arrival was observed during the same month as in 2018. A month-by-month analysis of international tourist arrivals during 2012-2018 is depicted in the Table 4.2

TABLE 4.2

MONTH WISE ARRIVAL DETAILS OF FOREIGN TOURISTS									
Sl. No	Month	2012	2013	2014	2015	2016	2017	2018	% of variation over previous year
1	January	106314	113627	119865	130463	136539	150808	167980	11.39
2	February	103220	115403	127153	132873	141143	135089	152003	12.52
3	March	75544	85953	93175	100156	107037	107141	120711	12.67
4	April	61335	66371	72441	76734	78099	82633	85493	3.46
5	May	30470	32600	36302	39583	37994	49073	45427	-7.43
6	June	28280	29758	33898	35457	37368	44040	36746	-16.56
7	July	42977	45786	48577	51722	56666	72552	68868	-5.08
8	August	59904	64518	69909	74710	81070	73736	60121	-18.46
9	September	47440	51032	54245	57573	62599	54700	44769	-18.16
10	October	63690	67702	71598	76119	82551	79957	73263	-8.37
11	November	78833	83484	87720	89883	96155	107028	99271	-7.25
12	December	95689	101909	108483	112206	121198	135113	141755	4.92
	Total	7,93,696	8,58,143	9,23,366	9,77,479	10,38,419	10,91,870	10,96,407	0.42

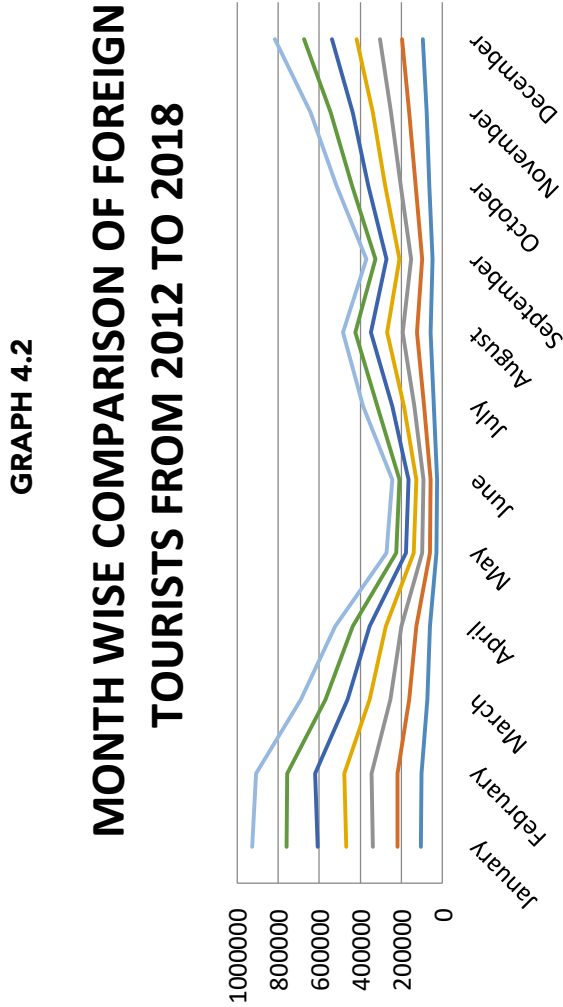


TABLE 4.3
REGION WISE ARRIVAL OF FOREIGN TOURISTS TO KERALA (2010-2018)

Sl. No.	DISTRICT	2010	2011	2012	2013	2014	2015	2016	2017	2018	Proportion to Total
South Kerala											
1	TVM	204049	224387	242739	268444	289612	310223	383608	420719	342761	31.26
2	KLM	8211	9317	9976	11403	12467	14100	8520	6227	9086	0.83
3	PTA	829	964	1253	1255	1379	1667	1620	2003	1953	0.18
4	ALP	41977	46019	50760	55364	60337	63838	78049	75037	95522	8.71
	Total	255066	280687	304728	336466	363795	389828	471797	503986	449322	40.98
Central Kerala											
5	KTM	32561	37573	40926	40932	44366	49976	49513	32350	43287	3.95
6	IDKI	48295	55778	62387	68880	77905	83894	50366	42285	44833	4.09
7	EKM	277675	308674	330390	352314	372997	383643	407653	453973	488175	44.52
8	THR	4326	5011	5946	6459	7391	7874	10133	10775	11333	1.03
	Total	362857	407036	439649	468585	502659	525387	517665	539383	587628	53.6
North Kerala (Malabar)											
9	PKD	1270	1331	1557	1874	2093	2232	2385	1711	1967	0.18
10	MLPM	16915	18394	19417	20569	21613	23409	19769	18451	17610	1.61
11	KKD	9017	9892	10476	10489	11313	12251	12649	13106	18388	1.68
12	WYND	6575	7567	9541	10844	11795	12377	7067	8995	11607	1.06
13	KNR	5886	6038	6257	6972	7563	9022	5264	5123	5763	0.53
14	KSD	1679	2040	2071	2344	2535	2973	1823	1115	4122	0.38
	Total	41342	45262	49319	53092	56912	62264	48957	48501	59457	5.42
	Grand Total (Kerala)	659265	732985	793696	858143	923366	977479	1038419	1091870	1096407	100

Chart 4.3 Region-wise Foreign Tourist Visits to Kerala in 2018

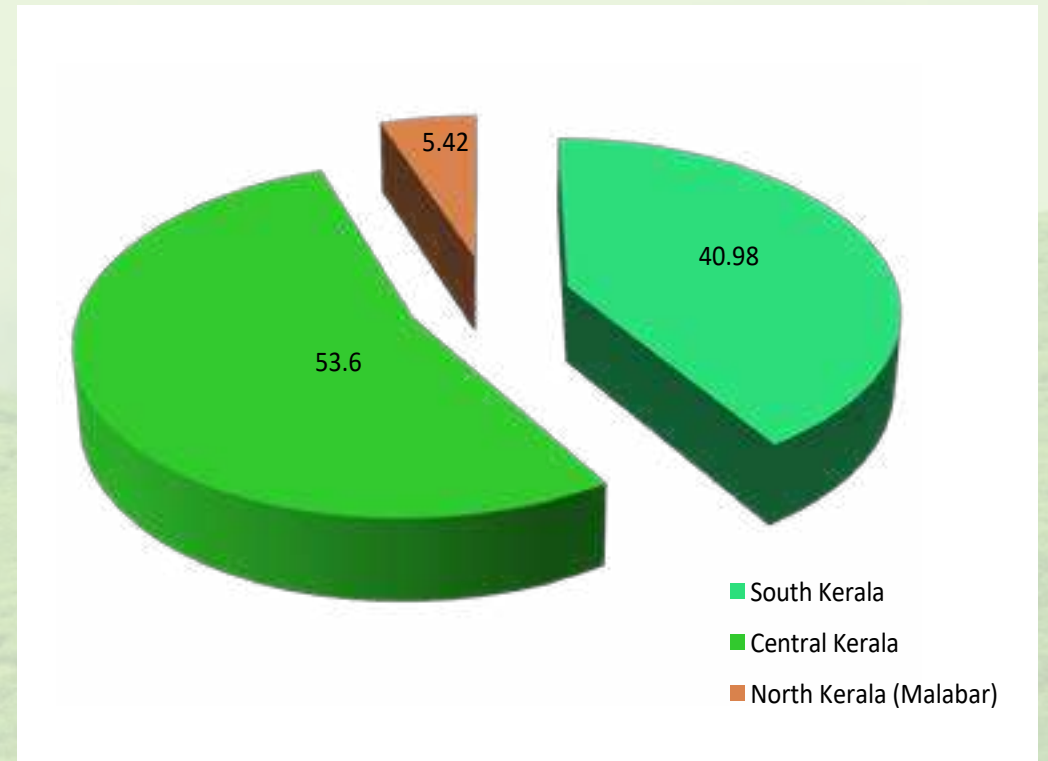


TABLE 4.4
MONTH-WISE STATISTICS OF FOREIGN TOURISTS 2018

Sl.No.	DISTRICT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
1	ALAPPUZHA	20509	17821	12645	6428	2693	674	3131	2736	1298	4603	9259	13725	95522
2	ERNAKULAM	70838	65787	55898	34103	20149	18244	35973	26019	20976	35625	44479	60084	488175
3	IDUKKI	5323	5537	4230	4086	2257	1921	3180	3146	2307	2744	4797	5305	44833
4	KANNUR	1106	1040	619	215	66	83	140	193	100	285	686	1230	5763
5	KASARAGOD	584	528	854	236	67	50	197	54	63	207	570	712	4122
6	KOLLAM	1426	1425	961	623	307	273	499	657	244	413	966	1292	9086
7	KOTTAYAM	5697	6182	4085	2547	1472	1259	2653	1896	877	3350	5040	8229	43287
8	KOZHIKODE	1915	1517	1115	1901	897	281	1719	1472	1323	1653	3013	1582	18388
9	MALAPPURAM	1947	2040	1650	1609	580	748	2378	1765	789	1240	1276	1588	17610
10	PALAKKAD	310	330	229	105	99	89	151	64	87	116	189	198	1967
11	PATHANAMTHITTA	329	178	190	178	157	99	121	122	71	84	192	232	1953
12	THIRUVANANTHAPURAM	54091	46386	36070	31925	15723	12350	16819	20708	15659	21406	26464	45160	342761
13	THRISSUR	1707	1087	825	878	574	488	1240	803	641	863	1157	1070	11333
14	WAYANAD	2198	2145	1340	659	386	187	667	486	334	674	1183	1348	11607
	TOTAL	167980	152003	120711	85493	45427	36746	68868	60121	44769	73263	99271	141755	1096407

4.5 QUARTERLY COMPARISON OF FOREIGN TOURIST ARRIVALS

Quarterly comparison of Foreign Tourist Arrivals shows that Quarter I received the highest Foreign Tourist Arrivals while Quarter IV comes second in the Tourist Arrivals. Details are give in Table 4.5

TABLE 4.5

Foreign	2014	2015	2016	2017	2018
I – Quarter	340193	363492	384719	393038	440694
II – Quarter	142641	151774	153461	175746	167666
III – Quarter	172731	184005	200335	200988	173758
IV – Quarter	267801	278208	299904	322098	314289
Total	923366	977479	1038419	1091870	1096407

CHART 4.5
ARRIVALS IN 2018



4.6 TOURIST ARRIVALS - DISTRICT-WISE FOREIGN

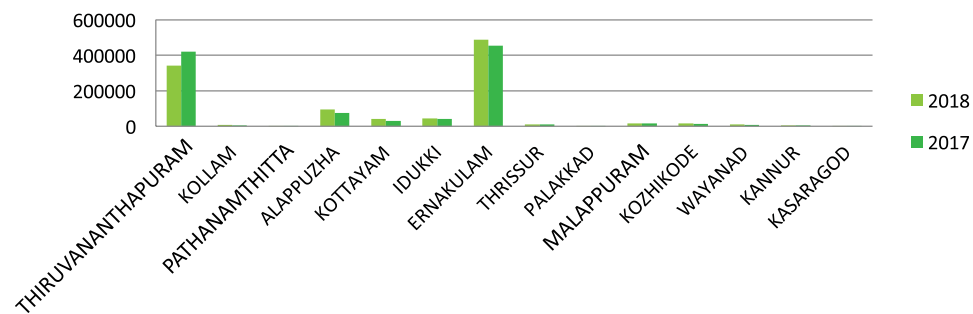
As of 2017, Ernakulam is the leading district on the basis of foreign tourist arrivals to Kerala with a contribution of 41.58%. The leading district of Ernakulam and second standing district Thiruvananthapuram contribute 80.11% of the total Tourist Arrivals to Kerala. Other leading districts are Idukki, Alappuzha and Kottayam. Tourist arrivals to these five districts constitute 93.81% of the total arrivals to Kerala.

TABLE 4.6

Sl. No.	District	No. of Tourists					Proportion to the total in 2018
		2014	2015	2016	2017	2018	
1	Thiruvananthapuram	289612	310223	383608	420719	342761	31.26
2	Kollam	12467	14100	8520	6227	9086	0.83
3	Pathanamthitta	1379	1667	1620	2003	1953	0.18
4	Alappuzha	60337	63838	78049	75037	95522	8.71
5	Kottayam	44366	49976	49513	32350	43287	3.95
6	Idukki	77905	83894	50366	42285	44833	4.09
7	Ernakulam	372997	383643	407653	453973	488175	44.52
8	Thrissur	7391	7874	10133	10775	11333	1.03
9	Palakkad	2093	2232	2385	1711	1967	0.18
10	Malappuram	21613	23409	19769	18451	17610	1.61
11	Kozhikode	11313	12251	12649	13106	18388	1.68
12	Wayanad	11795	12377	7067	8995	11607	1.06
13	Kannur	7563	9022	5264	5123	5763	0.53
14	Kasaragod	2535	2973	1823	1115	4122	0.38
	Total Kerala	923366	977479	1038419	1091870	1096407	100

GRAPH 4.6

Foreign Tourist Arrival - District-wise 2017 & 2018

TABLE 4.7
District Wise - Nationality Wise Statistics of Foreign Tourist Footfall

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Afghanistan	11	383	18	0	0	0	29	41	20	13	0	108	7	2	632
Akrotiri	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Albania	0	91	0	0	0	0	14	4	0	0	0	176	0	0	285
Algeria	23	186	5	0	0	0	7	16	7	0	0	96	3	1	344
American Samoa	2	21	12	3	0	0	0	0	0	0	0	10	0	0	48
Andorra	0	36	0	0	0	0	0	0	0	0	0	90	0	0	126
Angola	0	12	0	0	0	0	0	0	1	0	0	10	0	0	23
Anguilla	0	0	0	0	0	1	6	10	0	0	0	0	0	0	17
Antarctica	3	19	0	0	0	0	0	0	0	0	0	0	0	0	22
Antigua and Barbuda	0	5	0	0	0	0	0	0	0	0	0	0	0	0	5
Argentina	314	1178	124	1	0	2	87	10	8	0	1	779	9	30	2543
Armenia	13	52	2	0	0	0	2	0	1	0	0	20	1	4	95
Ascension Island	19	30	0	0	0	0	0	0	0	0	0	0	0	0	49
Australia	3424	19718	1494	145	155	332	1826	280	242	43	59	10271	155	473	38617
Austria	659	1963	229	73	10	36	209	37	50	4	7	2430	260	96	6063
Azerbaijan	9	50	0	0	0	0	2	0	3	0	0	130	0	2	196
Bahamas	0	114	0	0	2	0	1	0	0	0	0	0	0	0	117

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Bahrain	223	3043	58	14	0	5	146	133	159	4	4	2823	72	24	6708
Bangladesh	69	2441	87	5	2	8	26	29	189	2	0	1660	32	21	4571
Barbados	21	3	0	2	0	0	3	1	0	0	0	16	0	0	46
Belarus	47	268	3	0	0	1	0	18	12	2	0	393	9	3	756
Belgium	1410	3578	703	54	11	150	448	33	67	27	11	2664	62	228	9446
Belize	8	36	3	0	3	1	3	0	0	0	0	8	0	0	62
Benin	0	10	0	0	0	0	0	0	0	0	0	5	0	0	15
Bermuda	1	4	0	0	0	4	0	2	0	0	0	0	0	3	14
Bhutan	0	44	2	0	0	0	1	2	4	0	1	68	4	1	127
Bolivia	1	51	2	0	0	0	6	1	6	0	0	33	0	0	100
Bosnia and Herzegovina	8	125	0	1	0	0	0	3	7	0	0	172	0	0	316
Botswana	0	53	0	0	0	0	0	13	0	0	0	29	14	4	113
Brazil	109	1382	107	14	18	45	98	29	56	0	0	1018	12	11	2899
British Virgin Islands	0	251	4	0	1	4	56	0	5	0	0	198	66	0	585
Brunei	6	6	0	0	0	2	0	5	0	0	0	10	0	0	29
Bulgaria	56	372	11	0	1	15	7	5	24	1	0	331	14	7	844
Burundi	0	49	0	0	0	0	0	3	0	0	0	0	0	0	52
Cambodia	6	14	0	0	1	0	6	3	16	0	0	20	0	3	69
Cameroon	0	18	3	8	0	0	0	23	6	2	0	70	5	0	135

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Canada	2742	11935	1014	134	77	260	1433	195	379	51	53	7589	125	355	26342
Cape Verde	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Cayman Islands	2	3	0	0	0	0	0	0	0	0	0	0	0	0	5
Central African Republic	0	0	0	0	0	0	0	2	0	0	0	11	0	0	13
Chad	0	0	0	0	0	10	0	0	0	0	0	0	0	0	10
Chile	70	658	39	2	0	4	76	14	7	0	0	501	7	2	1380
China(Main)	468	5699	193	50	9	99	357	148	189	25	32	2225	112	24	9630
China (Taiwan)	11	2	0	0	0	2	0	0	0	0	0	3	0	0	18
Christmas Island	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Colombia	81	251	31	3	0	5	13	8	18	1	0	338	2	0	751
Comoros	6	50	3	0	0	0	0	30	24	0	0	23	0	8	144
Congo	0	3	0	0	0	1	0	6	0	0	0	8	0	0	18
Cook Islands	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Costa Rica	7	85	2	0	0	0	6	13	1	0	0	78	0	0	192
Croatia	34	228	4	0	0	3	9	6	3	0	0	397	4	0	688
Cuba	0	44	0	0	0	0	0	0	0	0	0	14	0	0	58
Cyprus	49	95	20	0	0	2	2	2	31	0	0	110	1	1	313
Czech Republic	358	706	96	8	20	18	70	6	1	0	10	1285	20	28	2626

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Czechoslovakia	22	15	4	0	0	13	4	0	0	0	0	51	3	0	112
Denmark	846	2424	298	21	243	179	173	29	43	10	4	3485	18	78	7851
Dhekelia	2	0	0	0	0	0	0	0	1	0	0	0	0	0	3
Djibouti	0	8	0	0	0	0	0	0	0	0	0	0	0	0	8
Dominica	0	28	0	0	0	0	0	0	0	0	0	35	0	0	63
Dominican Republic	4	0	0	0	1	0	0	0	14	0	0	0	0	0	19
East Timor	1	6	0	0	0	0	0	0	0	0	0	23	0	0	30
Ecuador	4	32	2	0	0	2	0	1	2	0	0	26	0	2	71
Egypt	89	1979	37	0	3	7	31	128	67	1	7	1538	33	13	3933
El Salvador	0	42	2	0	0	0	0	4	3	0	0	29	0	0	80
Eritrea	3	18	0	0	0	0	0	0	0	0	0	2	1	0	24
Estonia	66	110	16	0	0	16	7	9	46	0	6	294	3	0	573
Ethiopia	0	71	0	1	1	0	3	1	3	0	0	73	0	0	153
External Territories of Australia	0	0	0	0	0	0	0	0	0	0	0	14	0	0	14
Falkland Islands	5	984	0	0	0	0	0	0	0	0	0	0	0	0	989
Faroe Islands	0	0	0	0	0	6	0	1	0	0	0	0	0	0	7
Fiji Islands	7	231	10	0	0	1	16	3	0	0	0	73	4	0	345
Finland	305	902	90	30	49	7	73	26	12	6	0	957	18	13	2488
France	13793	34328	7875	462	204	1670	4179	369	330	256	75	21418	857	1384	87200

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
French Guiana	24	20	0	0	2	2	0	11	0	0	0	0	0	0	59
French Polynesia	0	0	0	0	0	0	0	3	0	0	0	0	0	0	3
Gabon	0	14	0	0	0	2	0	2	0	0	0	2	2	1	23
Gambia	0	7	0	0	0	0	0	0	13	0	0	4	0	0	24
Georgia	23	518	4	5	2	0	9	5	0	0	3	76	1	0	646
Germany	9450	23073	2631	644	153	677	2158	520	420	115	49	23592	1613	1099	66194
Ghana	16	257	0	0	0	0	4	6	10	2	0	69	0	0	364
Gibraltar	0	0	0	0	0	0	10	1	0	0	0	2	0	0	13
Greece	91	958	74	15	2	7	31	41	33	0	0	529	6	17	1804
Greenland	0	0	0	0	0	0	0	0	0	0	0	11	0	0	11
Grenada	0	0	3	0	0	0	2	2	0	0	0	10	0	0	17
Guam	0	3	0	0	0	0	0	0	0	0	0	18	0	0	21
Guatemala	0	23	0	0	0	2	0	0	5	0	0	8	2	1	41
Guernsey and Alderney	0	0	0	0	0	0	0	0	0	0	0	8	0	0	8
Guinea	0	5	0	0	0	0	0	0	0	0	0	10	1	0	16
Guyana	0	9	0	0	0	0	0	0	0	0	0	9	0	0	18
Haiti	0	4	0	0	0	0	2	1	0	0	0	0	15	0	22
Honduras	0	75	0	0	0	1	0	2	2	0	0	7	3	0	90

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
Hong Kong	3	142	22	0	0	12	72	6	6	0	0	119	0	1	383
Hungary	159	1237	15	7	0	9	110	15	18	1	0	877	0	9	2457
Iceland	76	759	26	7	0	1	63	3	0	0	0	130	0	10	1075
Indonesia	60	730	19	76	1	7	25	39	55	4	6	448	3	4	1477
Iran	89	932	55	0	7	48	99	49	49	0	0	505	44	28	1905
Iraq	19	275	10	0	1	0	9	27	14	0	8	52	13	4	432
Ireland	910	4200	482	54	33	70	977	88	57	13	20	3515	25	192	10636
Isle of Man	0	6	3	0	0	0	0	0	0	0	0	21	0	0	30
Israel	1331	7487	1041	279	18	363	833	44	91	19	17	3335	252	229	15339
Italy	2377	8648	1221	93	46	199	1260	182	134	14	23	9953	187	165	24502
Ivory Coast	4	3	0	2	0	11	0	0	0	0	0	24	0	0	44
Jamaica	2	99	0	2	0	0	0	5	0	0	2	98	0	0	208
Japan	1004	7563	334	78	10	103	265	104	63	39	9	6012	37	34	15655
Jersey	17	8	0	0	0	0	0	0	0	0	0	0	0	0	25
Jordan	20	654	23	0	1	6	25	24	70	0	1	425	11	15	1275
Kazakhstan	76	141	1	3	0	13	2	5	0	6	0	1610	8	0	1865
Kenya	27	556	41	12	4	6	154	86	283	4	0	627	0	0	1800
Kiribati	0	5	0	0	0	0	0	1	0	0	0	0	0	0	6
Korea (North)	42	1324	47	7	6	8	11	24	6	1	0	1580	5	3	3064
Korea (South)	232	1975	26	3	0	6	35	34	4	0	0	858	0	3	3176

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
Kosovo	0	1	0	0	0	0	0	1	0	0	0	4	0	0	6
Kuwait	281	4844	101	4	14	5	333	273	325	0	12	1175	51	59	7477
Kyrgyzstan	5	21	1	0	0	0	0	9	0	0	0	150	0	0	186
Laos	0	22	0	0	0	0	0	0	0	0	0	11	0	0	33
Latvia	159	193	16	1	0	4	3	10	14	0	0	713	2	11	1126
Lebanon	34	796	13	0	0	4	63	11	21	2	0	1346	0	5	2295
Lesotho	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Liberia	0	35	0	0	0	0	0	3	0	0	0	19	0	0	57
Libya	6	13	0	0	0	0	5	5	3	0	0	99	0	0	131
Liechtenstein	0	25	2	0	0	0	12	1	0	0	0	7	0	0	47
Lithuania	115	313	33	1	1	5	28	1	3	0	0	748	13	0	1261
Luxembourg	47	148	21	0	10	4	10	2	0	0	0	134	6	3	385
Macau	17	175	0	0	0	0	0	1	0	0	0	6	0	0	199
Macedonia	0	66	5	2	0	13	0	6	0	0	0	19	0	0	111
Madagascar	0	19	0	0	0	0	0	5	1	0	0	14	5	0	44
Malawi	1	189	0	0	0	2	0	7	2	0	0	4	0	0	205
Malaysia	799	15240	4219	395	13	218	538	204	465	298	138	6269	829	200	29825
Maldives	28	15534	44	9	2	14	8	12	25	3	17	26110	364	67	42237
Malta	68	99	22	1	3	2	5	4	16	0	0	51	5	16	292
Marshall Islands	0	11	0	0	0	0	6	0	0	0	0	5	0	0	22

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
Martinique	0	0	0	0	0	0	0	5	0	0	0	0	0	0	5
Mauritania	0	138	3	0	0	0	0	13	0	0	0	25	0	0	179
Mauritius	92	981	91	1	0	14	73	30	21	2	6	561	1	0	1873
Mexico	301	788	76	2	7	18	71	166	24	5	0	482	30	25	1995
Micronesia	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Moldova	0	136	2	2	0	0	4	6	0	0	0	81	0	0	231
Monaco	1	31	0	0	0	2	4	0	3	0	0	37	0	0	78
Mongolia	16	58	2	0	0	0	0	0	0	0	0	33	0	0	109
Montenegro	0	54	0	0	0	0	3	11	0	0	0	5	0	0	73
Montserrat	0	6	0	0	0	0	0	0	0	0	0	5	0	0	11
Morocco	5	776	7	0	1	0	6	39	10	2	0	959	4	3	1812
Mozambique	0	30	0	0	0	10	0	0	0	0	0	24	0	0	64
Myanmar	1	132	5	0	0	3	3	19	11	0	20	74	0	0	268
Namibia	0	16	0	0	0	0	0	3	0	0	0	13	0	0	32
Nauru	0	3	0	0	0	0	0	0	0	0	0	15	0	0	18
Nepal	113	1052	17	136	36	5	85	39	28	159	5	969	16	63	2723
Netherlands	1450	6313	484	66	51	207	664	116	47	14	6	4596	58	384	14456
Netherlands Antilles	0	0	0	0	0	0	15	0	0	0	0	9	0	0	24
New Caledonia	0	32	0	0	0	0	0	0	0	0	0	6	2	1	41

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
New Zealand	682	4163	296	34	22	77	305	67	38	5	1	1768	18	69	7545
Nicaragua	2	7	0	0	0	0	0	2	0	0	0	2	0	0	13
Niger	0	15	0	0	0	0	0	0	0	0	0	6	0	0	21
Nigeria	29	101	0	0	2	0	4	19	4	2	2	63	0	0	226
Northern Mariana Islands	32	26	0	0	0	0	0	0	0	0	0	0	0	0	58
Norway	411	1505	102	20	182	85	153	21	8	8	5	1923	9	64	4496
Oman	1100	26126	1964	211	5	135	948	4250	2793	37	71	4696	891	400	43627
Pakistan	10	26	0	0	0	2	0	6	0	0	0	0	1	0	45
Palau	0	0	0	0	0	0	0	0	8	0	0	0	0	0	8
Palestine	0	58	7	0	1	0	2	4	7	0	0	41	17	4	141
Panama	3	10	0	0	0	0	4	2	2	0	0	25	0	0	46
Papua New Guinea	13	0	0	0	0	0	0	0	0	0	0	35	0	0	48
Paraguay	8	13	0	0	0	0	0	0	0	0	0	26	0	0	47
Peru	12	89	4	0	0	0	2	0	0	0	2	56	0	3	168
Philippines	84	3218	18	1	2	19	42	288	20	4	8	2157	23	26	5910
Pitcairn Islands	0	3	0	0	0	0	0	0	0	0	1	0	0	1	5
Poland	542	2038	370	49	4	83	72	25	5	0	3	2295	38	101	5625
Portugal	345	1716	67	95	34	38	93	71	114	2	7	720	5	31	3338

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
Puerto Rico	1	65	0	0	0	0	0	6	0	0	0	10	0	0	82
Qatar	84	2548	4	11	0	9	136	739	277	5	0	2709	37	37	6596
Reunion	0	38	0	0	0	0	0	0	0	0	0	0	6	0	44
Romania	166	810	52	15	1	13	32	38	19	7	5	905	2	13	2078
Russia	1161	12406	205	53	24	56	123	374	94	53	93	17112	460	152	32366
Rwanda	4	11	3	0	0	0	0	0	0	0	0	10	0	0	28
Sahrawi Arab Democratic Republic	0	0	0	0	0	19	0	0	0	0	0	0	0	0	19
Saint Helena	0	27	0	0	0	0	0	1	0	0	0	0	0	0	28
Saint Kitts and Nevis	0	22	0	0	0	0	1	0	0	0	0	3	0	0	26
Saint Pierre and Miquelon	0	19	0	0	0	0	0	0	0	0	0	0	0	0	19
Saint Vincent and The Grenadines	0	0	0	0	0	0	0	0	0	0	0	4	0	0	4
Samoa	0	40	0	0	0	0	0	0	0	0	0	2	0	0	42
San Marino	0	5	0	0	0	0	0	0	0	0	0	4	0	0	9
Sao Tome and Principe	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3
Saudi Arabia	3218	27591	1119	66	13	305	1907	1289	3908	46	31	5396	891	309	46089

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
Senegal	1	35	2	0	0	0	8	4	2	0	0	48	0	0	100
Serbia and Montenegro	33	212	0	1	0	2	7	34	4	0	0	421	1	1	716
Seychelles	0	62	2	0	2	0	1	0	9	2	0	73	0	0	151
Sierra Leone	0	408	0	0	0	0	0	6	0	0	0	8	0	0	422
Singapore	283	5449	291	8	14	107	329	112	73	23	32	2620	94	25	9460
Slovakia	57	372	22	4	0	11	15	10	0	3	4	823	6	13	1340
Slovenia	98	261	20	9	2	8	11	3	0	0	0	354	19	26	811
Smaller Territories of the UK	0	0	0	0	0	0	0	1	0	0	0	0	1	0	2
Solomon Islands	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Somalia	0	65	2	0	0	0	0	5	0	0	0	19	3	2	96
South Africa	1080	6371	329	14	9	52	796	80	27	5	72	3472	50	62	12419
South Ossetia	20	0	0	0	0	0	0	0	3	0	0	12	0	0	35
Spain	1544	7455	1112	72	21	207	806	124	32	9	12	4132	29	154	15709
Sri Lanka	182	2537	220	306	4	22	135	85	75	32	51	1582	123	55	5409
Sudan	3	567	9	4	2	4	12	31	24	2	3	227	19	8	915
Suriname	0	118	0	0	0	0	0	12	0	0	0	12	0	0	142
Swaziland	229	270	7	0	32	94	20	0	0	0	9	299	59	52	1071

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
Sweden	1340	4395	299	123	788	97	239	85	84	132	6	6874	64	164	14690
Switzerland	2403	5461	821	59	14	67	832	185	220	76	4	6538	488	308	17476
Syria	32	531	7	0	0	3	11	22	19	0	1	178	14	21	839
Taiwan	27	277	22	13	0	7	68	7	0	0	0	234	63	2	720
Tajikistan	0	2	0	0	0	0	0	0	0	0	0	9	0	0	11
Tanzania	16	171	0	0	0	4	28	130	7	10	0	92	4	2	464
Thailand	70	1603	49	8	1	10	34	111	61	0	2	704	15	11	2679
Tibet	8	2	0	0	0	0	1	0	0	0	0	36	0	0	47
Togo	0	5	0	0	0	0	0	1	0	0	0	4	0	0	10
Tonga	0	0	0	0	0	0	0	0	0	0	0	4	0	0	4
Trinidad and Tobago	34	77	2	0	0	0	56	2	2	0	0	128	1	0	302
Tunisia	11	952	3	0	0	0	45	91	21	0	0	958	6	1	2088
Turkey	81	1120	148	2	1	9	80	26	19	0	0	584	11	10	2091
Turkmenistan	0	97	0	0	0	0	0	0	0	0	0	20	0	0	117
Turks and Caicos Islands	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Uganda	4	129	0	0	4	0	0	34	5	2	8	68	2	1	257
Ukraine	431	706	28	13	7	5	23	87	25	9	0	3820	165	43	5362
United Arab Emirates	663	12977	559	88	197	113	1089	1928	2926	27	26	4220	363	407	25583

Country	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WVD	Total
United Kingdom	27774	75912	9048	1109	1031	1685	10957	768	824	208	237	67886	1278	2541	201258
United States of America	5967	49563	3726	429	452	698	5872	1014	1233	105	645	25366	477	975	96522
Uruguay	66	118	12	0	1	0	10	3	0	0	0	42	2	0	254
Uzbekistan	40	84	0	5	0	1	0	24	0	0	0	231	0	0	385
Vanuatu	0	0	0	0	0	0	0	0	0	0	0	6	2	1	9
Vatican City	0	9	0	0	0	1	168	0	0	0	0	2	0	0	180
Venezuela	8	79	1	0	0	0	0	0	6	0	0	198	0	4	296
Vietnam	15	333	11	3	13	2	21	18	1	2	0	167	2	2	590
Virgin Islands of the United States	0	47	0	0	0	0	0	14	0	0	0	2	10	0	73
Wales	1	10	0	0	0	0	0	0	0	0	0	9	0	3	23
Wallis and Futuna	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Yemen Arab Republic	52	625	25	0	0	18	37	62	202	0	0	157	14	28	1220
Yugoslavia	0	6	0	0	0	0	0	0	0	0	0	8	1	0	15
Zambia	1	115	0	0	2	0	2	5	0	0	0	46	0	0	171
Zimbabwe	19	49	0	0	0	2	0	6	0	0	0	144	2	2	224
Not Specified	13	19291	0	0	0	22	219	2020	0	0	0	6392	0	0	27957
Total	95522	488175	44833	5763	4122	9086	43287	18388	17610	1967	1953	342761	11333	11607	1096407

TABLE 4.8
DESTINATION-WISE FOREIGN TOURIST ARRIVALS - 2018

Sl. No.	Destination	No. of Tourists
1	Kochi City	236870
2	Kovalam	142914
3	Fort Kochi	115482
4	Varkala	103602
5	Alappuzha	74621
6	Thiruvananthapuram	64014
7	Maradu	46034
8	Kumarakom	35975
9	Munnar	24293
10	Thekkady	19537
11	Cherai Beach	14591
12	Kalady	11029
13	Wayanad	9938
14	Poovar	9826
15	Aluva	7649
16	Kozhikode City	7594
17	Kollam	7392
18	Kuttanadu	6211
19	Guruvayoor	6085
20	Iringal	5801
21	Muzhuppilangad	3784
22	Kottakkal	3271
23	Athirappalli	2119
24	Ponmudi	1946
25	Aranmula	1492
26	Bekal	1243
27	Kappad	1142
28	Meenkunnu-Payyambalam	1032
29	Kadalundi Nagaram	861

30	Thusharagiri	814
31	Wagamon	519
32	Bhoothathankettu	511
33	Parassinikkadavu	483
34	Nelliyampathy	426
35	Chavakkad	417
36	Malampuzha	350
37	Nilambur	291
38	Lakkidi	253
39	Kodikuthimala	208
40	Chalakkudi	116
41	Paravoor	54
42	Erumeli	49
43	Kakkayam	8
44	Others	125560
TOTAL		1096407

GRAPH 4.8
Destination-wise Foreign Tourist Arrivals - 2018

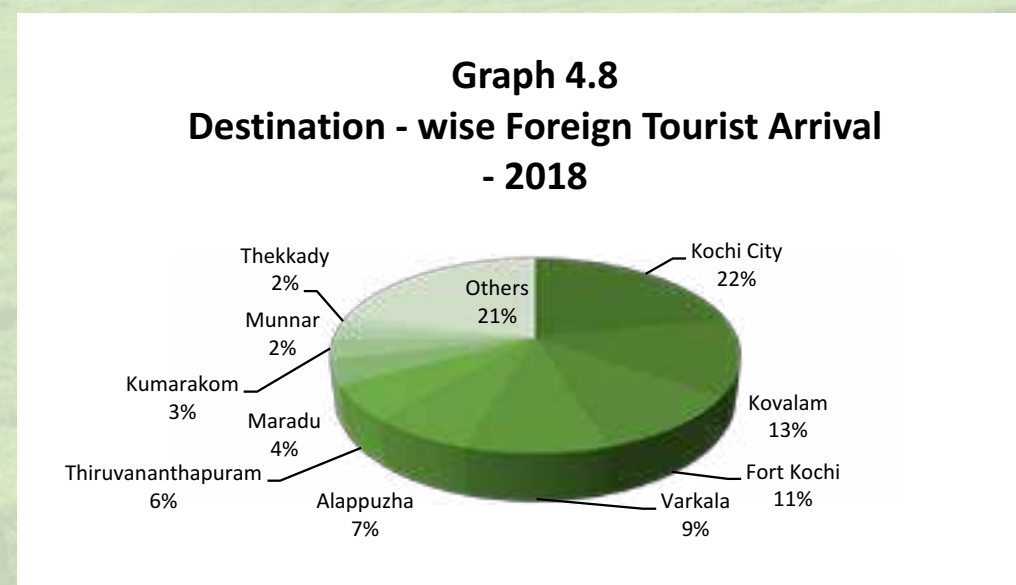


TABLE 4.9
DISTRICT-WISE ARRIVAL OF FOREIGN TOURISTS FOR THE LAST TEN YEARS

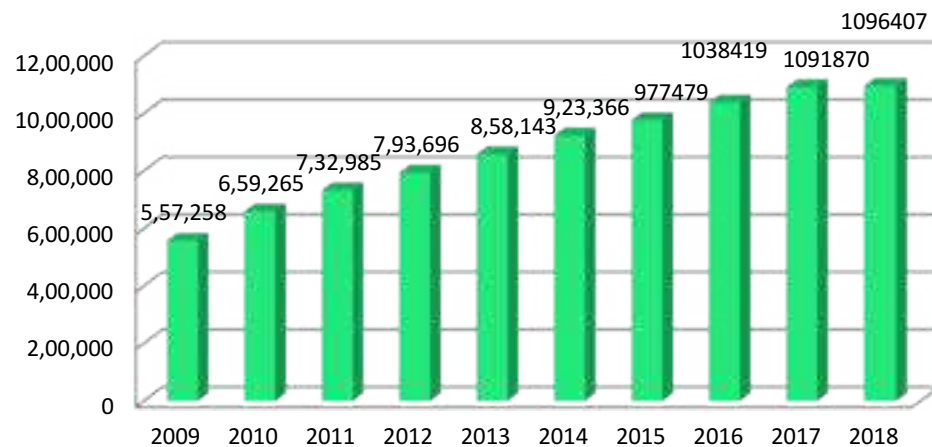
Sl. No.	DISTRICT	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
1	Thiruvananthapuram	176571	204049	224387	242739	268,444	289,612	310223	383608	420719	342761
2	Kollam	8010	8211	9317	9976	11403	12467	14100	8520	6227	9086
3	Pathanamthitta	599	829	964	1253	1255	1379	1667	1620	2003	1953
4	Alappuzha	33493	41977	46019	50760	55,364	60,337	63838	78049	75037	95522
5	Kottayam	24623	32561	37573	40926	40,932	44,366	49976	49513	32350	43287
6	Idukki	38185	48295	55778	62387	352,314	372,997	83894	50366	42285	44833
7	Ernakulam	239364	277675	308674	330390	68,880	77,905	383643	407653	453973	488175
8	Thrissur	3452	4326	5011	5946	6,459	7,391	7874	10133	10775	11333
9	Palakkad	1170	1270	1331	1557	1874	2093	2232	2385	1711	1967
10	Malappuram	13499	16915	18394	19417	20,569	21,613	23409	19769	18451	17610
11	Kozhikode	7513	9017	9892	10476	10,844	11,795	12251	12649	13106	18388
12	Wayanad	5362	6575	7567	9541	10,489	11,313	12377	7067	8995	11607
13	Kannur	4186	5886	6038	6257	6,972	7,563	9022	5264	5123	5763
14	Kasaragod	1231	1679	2040	2071	2344	2535	2973	1823	1115	4122
	Total	5,57,258	6,59,265	7,32,985	7,93,696	8,58,143	9,23,366	9,77,479	10,38,419	10,91,870	10,96,407

TABLE 4.10
MONTH WISE ARRIVAL OF FOREIGN TOURISTS FOR THE LAST TEN YEARS

Sl. No.	MONTH	YEAR									
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
1	January	77839	87553	94966	106314	113627	119865	130463	136539	150808	167980
2	February	71136	86747	94185	103220	115403	127153	132873	141143	135089	152003
3	March	57250	61334	66854	75544	85953	93175	100156	107037	107141	120711
4	April	43473	50910	57215	61335	66371	72441	76734	78099	82633	85493
5	May	25386	26783	28938	30470	32600	36302	39583	37994	49073	45427
6	June	19499	24685	26738	28280	29758	33898	35457	37368	44040	36746
7	July	28914	36188	40931	42977	45786	48577	51722	56666	72552	68868
8	August	39079	49518	56230	59904	64518	69909	74710	81070	73736	60121
9	September	29283	37859	44673	47440	51032	54245	57573	62599	54700	44769
10	October	38870	49512	59414	63690	67702	71598	76119	82551	79957	73263
11	November	56880	66526	73843	78833	83484	87720	89883	96155	107028	99271
12	December	69649	81650	88998	95689	101909	108483	112206	121198	135113	141755
	Total	5,57,258	6,59,265	7,32,985	7,93,696	8,58,143	9,23,366	9,77,479	10,38,419	10,91,870	10,96,407

CHART 4.10

TRENDS IN FOREIGN TOURIST ARRIVALS TO KERALA 2009-2018



4.11 NATIONALITY WISE FOREIGN TOURIST ARRIVALS

The foreign tourist arrivals to Kerala during 2018 was highest from the UK (18.36%) followed by the United States of America (8.8%), France (7.95%), Germany (6.04%), Saudi Arabia (4.2%), Oman (3.98%), Maldives (3.85), Australia (3.52%), etc. Kerala Tourism witnessed a steady growth in the case of foreign & domestic tourist flow during the last two decades. 2018 has witnessed foreign tourist arrivals nearing 11 lakhs.

TABLE 4.11 A
FOREIGN TOURIST ARRIVALS 2018 - TOP 74 COUNTRIES

Sl.No.	COUNTRY	No. of tourists	% Share to Total
1	United Kingdom	201258	18.36
2	United States of America	96522	8.8
3	France	87200	7.95
4	Germany	66194	6.04
5	Saudi Arabia	46089	4.2
6	Oman	43627	3.98
7	Maldives	42237	3.85

8	Australia	38617	3.52
9	Russia	32366	2.95
10	Malaysia	29825	2.72
11	Canada	26342	2.4
12	United Arab Emirates	25583	2.33
13	Italy	24502	2.23
14	Switzerland	17476	1.59
15	Spain	15709	1.43
16	Japan	15655	1.43
17	Israel	15339	1.4
18	Sweden	14690	1.34
19	Netherlands	14456	1.32
20	South Africa	12419	1.13
21	Ireland	10636	0.97
22	China(Main)	9630	0.88
23	Singapore	9460	0.86
24	Belgium	9446	0.86
25	Denmark	7851	0.72
26	New Zealand	7545	0.69
27	Kuwait	7477	0.68
28	Bahrain	6708	0.61
29	Qatar	6596	0.6
30	Austria	6063	0.55
31	Philippines	5910	0.54
32	Poland	5625	0.51
33	Sri Lanka	5409	0.49
34	Ukraine	5362	0.49

35	Bangladesh	4571	0.42
36	Norway	4496	0.41
37	Egypt	3933	0.36
38	Portugal	3338	0.3
39	Korea (South)	3176	0.29
40	Korea (North)	3064	0.28
41	Brazil	2899	0.26
42	Nepal	2723	0.25
43	Thailand	2679	0.24
44	Czech Republic	2626	0.24
45	Argentina	2543	0.23
46	Finland	2488	0.23
47	Hungary	2457	0.22
48	Lebanon	2295	0.21
49	Turkey	2091	0.19
50	Tunisia	2088	0.19
51	Romania	2078	0.19
52	Mexico	1995	0.18
53	Iran	1905	0.17
54	Mauritius	1873	0.17
55	Kazakhstan	1865	0.17
56	Morocco	1812	0.17
57	Greece	1804	0.16
58	Kenya	1800	0.16
59	Indonesia	1477	0.13
60	Chile	1380	0.13
61	Slovakia	1340	0.12

62	Jordan	1275	0.12
63	Lithuania	1261	0.12
64	Yemen Arab Republic	1220	0.11
65	Latvia	1126	0.1
66	Iceland	1075	0.1
67	Swaziland	1071	0.1
68	Falkland Islands	989	0.09
69	Sudan	915	0.08
70	Bulgaria	844	0.08
71	Syria	839	0.08
72	Slovenia	811	0.07
73	Belarus	756	0.07
74	Colombia	751	0.07
75	Others	46854	4.27
TOTAL		1096407	100

TABLE 4.11 B
NATIONALITY-WISE TOURIST ARRIVALS 2018 & 2017 (Top 50 countries)

Sl. No.	COUNTRY	2018	2017	% variation over previous year
1	United Kingdom	201258	180975	11.21
2	United States of America	96522	92951	3.84
3	France	87200	75639	15.28
4	Germany	66194	62642	5.67
5	Saudi Arabia	46089	61052	-24.51
6	Oman	43627	53385	-18.28
7	Maldives	42237	38769	8.95
8	Australia	38617	38970	-0.91
9	Russia	32366	27541	17.52
10	Malaysia	29825	37614	-20.71

11	Canada	26342	28676	-8.14
12	United Arab Emirates	25583	32546	-21.39
13	Italy	24502	23137	5.9
14	Switzerland	17476	23106	-24.37
15	Spain	15709	16644	-5.62
16	Japan	15655	13442	16.46
17	Israel	15339	11892	28.99
18	Sweden	14690	9542	53.95
19	Netherlands	14456	16590	-12.86
20	South Africa	12419	14951	-16.94
21	Ireland	10636	11407	-6.76
22	China(Main)	9630	7113	35.39
23	Singapore	9460	12208	-22.51
24	Belgium	9446	11088	-14.81
25	Denmark	7851	9315	-15.72
26	New Zealand	7545	8022	-5.95
27	Kuwait	7477	12013	-37.76
28	Bahrain	6708	8394	-20.09
29	Qatar	6596	4448	48.29
30	Austria	6063	9256	-34.5
31	Philippines	5910	3165	86.73
32	Poland	5625	5138	9.48
33	Sri Lanka	5409	5556	-2.65
34	Ukraine	5362	4510	18.89
35	Bangladesh	4571	2443	87.11
36	Norway	4496	3708	21.25
37	Egypt	3933	2896	35.81
38	Portugal	3338	2764	20.77
39	Korea (South)	3176	3156	0.63
40	Korea (North)	3064	1925	59.17
41	Brazil	2899	3262	-11.13
42	Nepal	2723	2717	0.22
43	Thailand	2679	1585	69.02

44	Czech Republic	2626	1549	69.53
45	Argentina	2543	1771	43.59
46	Finland	2488	4242	-41.35
47	Hungary	2457	1216	102.06
48	Lebanon	2295	1899	20.85
49	Turkey	2091	1306	60.11
50	Tunisia	2088	925	125.73

4.12 MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES

The market performance of different countries in top order is exhibited in Table 4.12. United Kingdom, with figure of 2,01,258 remained on the top of all tourist-generating countries for Kerala and accounted for 18.36% of the total traffic. Pictorial representation of the same is made in Graph 4.12. USA, France, Germany, and Saudi Arabia are respectively at 2nd, 3rd, 4th and 5th positions.

TABLE 4.12
MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES - 2018

SL NO.	COUNTRY	2018	PROPORTION TOTAL
1	United Kingdom	201258	18.36
2	United States of America	96522	8.8
3	France	87200	7.95
4	Germany	66194	6.04
5	Saudi Arabia	46089	4.2
6	Oman	43627	3.98
7	Maldives	42237	3.85
8	Australia	38617	3.52
9	Russia	32366	2.95
10	Malaysia	29825	2.72
11	Canada	26342	2.4
12	United Arab Emirates	25583	2.33
13	Italy	24502	2.23
14	Switzerland	17476	1.59
15	Spain	15709	1.43
	Total	793547	72.38
	Others	302860	27.62
	GRAND TOTAL	1096407	100.00

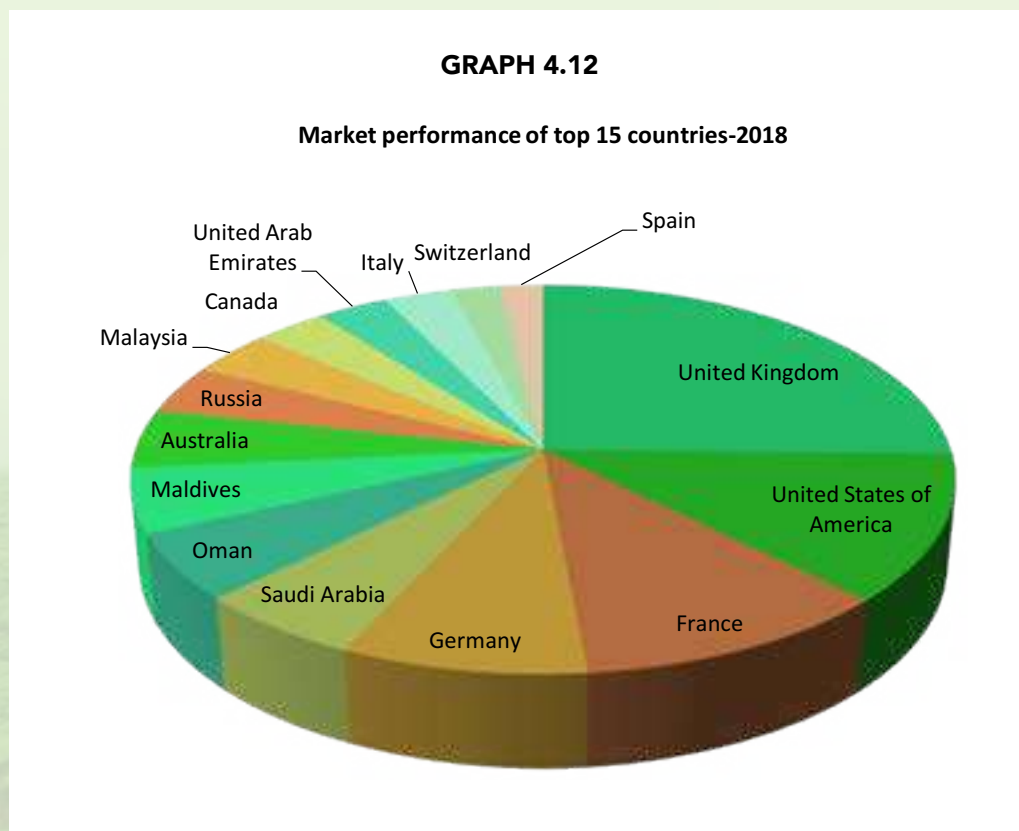


TABLE 4.13
RANKING OF COUNTRIES ACCORDING TO HIGHEST TOURIST ARRIVALS 2016 - 2018

The top fifteen countries have alone constituted 72.38% of the total tourist traffic to Kerala. The ranking of countries according to arrivals during the last three years is given in the following table.

Rank	Nationality	Tourist arrivals in 2016	Nationality	Tourist arrivals in 2017	Nationality	Tourist arrivals in 2018
1	United Kingdom	155548	United Kingdom	180975	United Kingdom	201258
2	United States of America	87834	United States of America	92951	United States of America	96522
3	Saudi Arabia	87451	France	75639	France	87200
4	France	79822	Germany	62642	Germany	66194
5	Germany	66233	Saudi Arabia	61052	Saudi Arabia	46089
6	Oman	50482	Oman	53385	Oman	43627
7	Malaysia	39878	Australia	38970	Maldives	42237
8	Australia	37848	Maldives	38769	Australia	38617
9	Maldives	34631	Malaysia	37614	Russia	32366
10	Russia	34557	United Arab Emirates	32546	Malaysia	29825
11	United Arab Emirates	31708	Canada	28676	Canada	26342
12	Canada	24350	Russia	27541	United Arab Emirates	25583
13	Italy	21922	Italy	23137	Italy	24502
14	Switzerland	19664	Switzerland	23106	Switzerland	17476
15	Spain	15000	Spain	16644	Spain	15709

TABLE 4.14
MONTH-WISE TOURIST STATISTICS OF EUROPEAN COUNTRIES 2018

Country	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Austria	1186	1204	663	330	171	116	220	265	160	298	669	781	6063
Belgium	1495	1590	1160	866	165	99	569	530	249	379	856	1488	9446
Bulgaria	156	87	50	117	41	40	58	20	76	33	59	107	844
Czech Republic	550	433	359	150	90	52	74	67	75	108	291	377	2626
Denmark	1487	1541	997	430	165	138	394	141	114	417	564	1463	7851
Finland	528	431	378	110	69	30	24	63	71	96	258	430	2488
France	14418	15589	12502	5728	3481	1203	3033	4072	2000	5211	8492	11471	87200
Germany	11883	8490	8134	5503	2842	1564	2429	2312	2151	6875	6265	7746	66194
Ireland	2049	1878	1159	934	247	186	312	279	316	897	1287	1092	10636
Italy	5079	3700	3231	1795	589	289	663	1668	854	1080	1972	3582	24502
Kazakhstan	188	226	233	108	65	46	102	74	135	145	277	266	1865

Country	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Latvia	289	227	133	105	34	8	4	16	4	45	123	138	1126
Netherlands	2494	1946	1381	872	645	403	847	1094	683	866	1277	1948	14456
Norway	770	731	530	430	85	73	503	100	313	117	265	579	4496
Poland	843	897	577	370	220	107	187	168	367	243	919	727	5625
Portugal	527	619	374	433	112	49	82	109	55	240	420	318	3338
Russia	4845	3963	3659	2182	1386	1985	1125	1189	1189	3090	3437	4516	32366
Spain	1956	1781	1464	856	430	247	1119	2089	1111	1179	1523	1954	15709
Sweden	3971	2621	1713	568	334	133	288	234	258	532	1261	2777	14690
Switzerland	3085	3127	1893	1473	686	218	828	610	470	900	1637	2549	17476
Ukraine	1008	813	570	422	457	185	217	89	349	284	345	623	5362
United Kingdom	35872	38031	26302	17923	6165	3210	4645	5584	4764	13074	19962	25726	201258

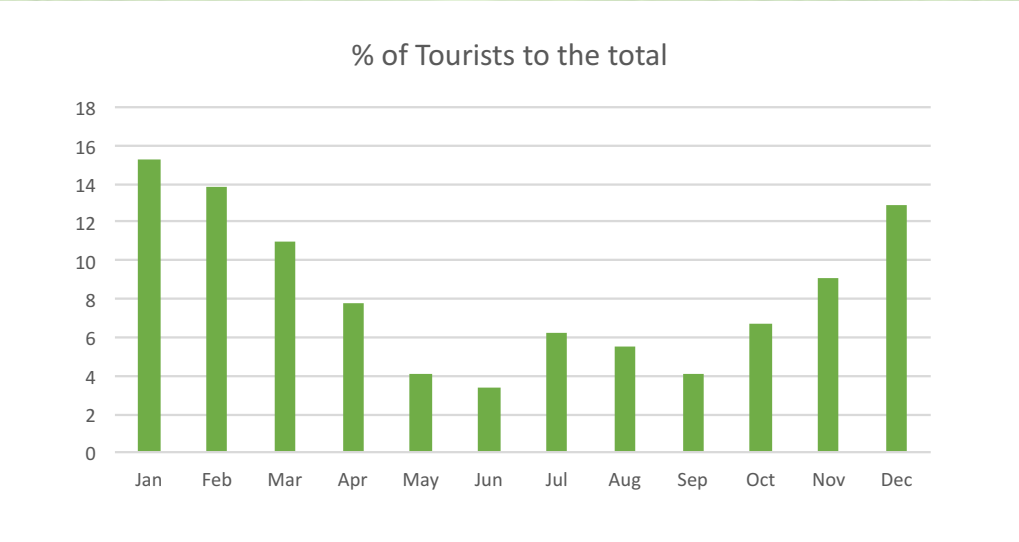
4.15 SEASONALITY IN FOREIGN TOURIST ARRIVALS IN KERALA

Kerala Tourism is aiming at changing Kerala into a 365 days' tourist destination. In 2018 the maximum number of foreign tourists visited Kerala during January followed by February.

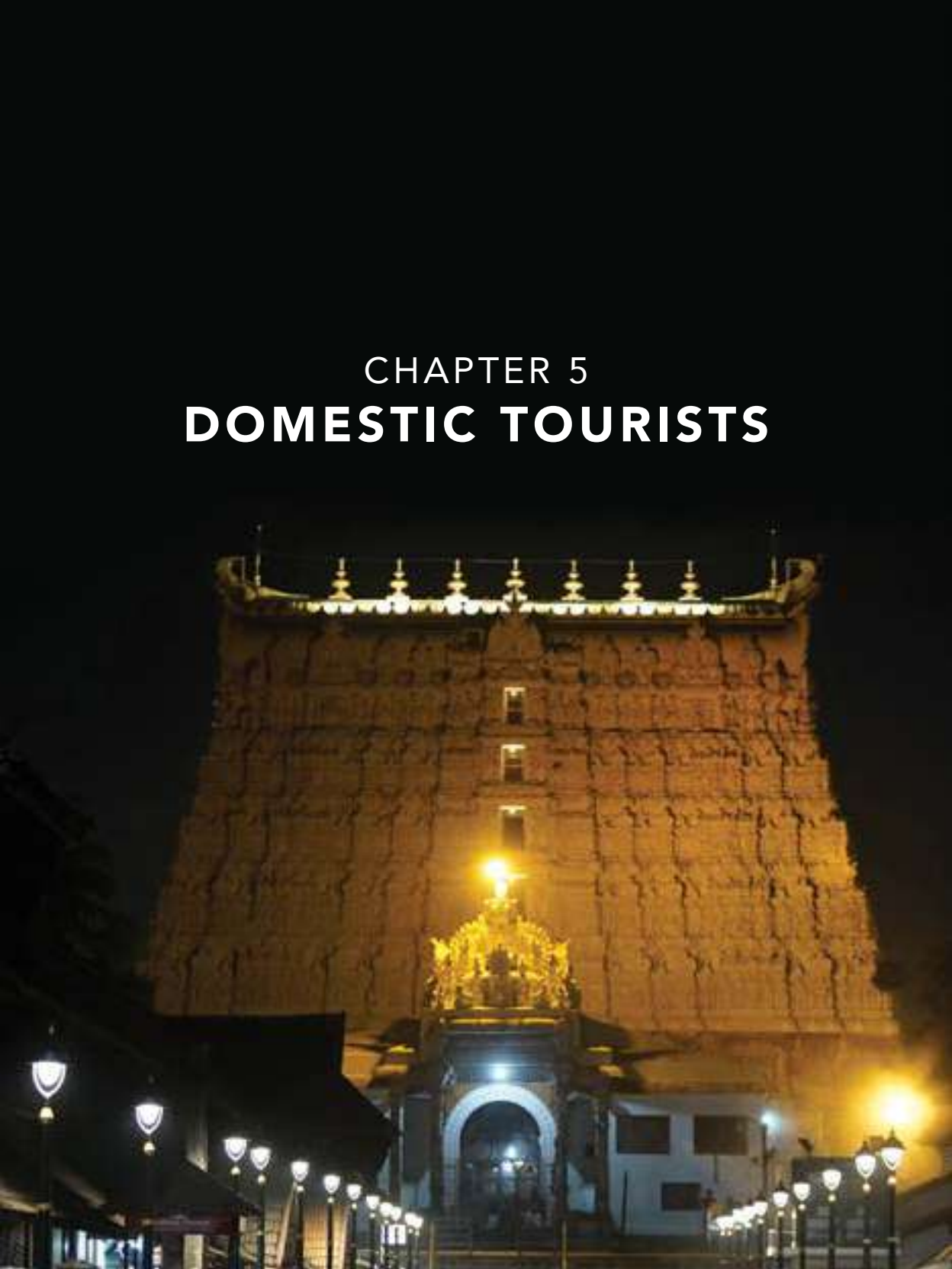
TABLE 4.15

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% of tourists to the total	15.32	13.86	11.01	7.8	4.14	3.35	6.28	5.49	4.08	6.68	9.06	12.93

CHART 4.15



CHAPTER 5
DOMESTIC TOURISTS



5.1 YEAR-WISE DOMESTIC TOURIST ARRIVALS

Domestic Tourist Arrivals during 2018 is estimated to be 15604661 as against 14673520 in 2017 showing an increase of 6.35%. Table 5.1 shows the domestic tourist inflow to Kerala during the last five years and percentage variation over the previous years.

TABLE 5.1

DOMESTIC TOURIST ARRIVALS 2013-2017					
Year	2014	2015	2016	2017	2018
Domestic Tourist Arrivals	11695411	12465571	13172535	14673520	15604661
Percentage Variation	7.71	6.59	5.67	11.39	6.35

GRAPH 5.1



5.2 MAIN SOURCE MARKET OF DOMESTIC TOURISTS

Out of 1.56 crore domestic tourist visits, 9.74 million visits (62.42%) were made by Keralites. Tamil Nadu contributed 8.84% of the domestic tourist visits. It was followed by Karnataka with a share of 6.42% and Maharashtra with a share of 3.66%. The other major source markets are Andhra Pradesh (1.8%), Gujarat (1.54%), Delhi (1.65%). The state-wise tourist visits along with the percentage share are given in Table 5.2 A. In the year 2016, the % share of Keralites against the total domestic tourists was 66.05% which shows that the contribution of the other states against the total domestic tourists increased significantly this year.

Table 5.2 A: Distribution of Domestic Tourist Visits in Kerala by State of Origin

Sl. No.	State	No. of Tourists	Percentage Share
1	Kerala	9739934	62.42
2	Tamil Nadu	1378992	8.84
3	Karnataka	1002062	6.42
4	Maharashtra	570419	3.66
5	Andhra Pradesh	281538	1.8
6	Delhi	258082	1.65
7	Gujarat	240009	1.54
8	Uttar Pradesh	145297	0.93
9	West Bengal	135363	0.87
10	Lakshadweep	121156	0.78
11	Telangana	102644	0.66
12	Rajasthan	69148	0.44
13	Madhya Pradesh	59602	0.38
14	Haryana	46956	0.3
15	Punjab	43940	0.28
16	Orissa	29888	0.19
17	Bihar	28705	0.18
18	Assam	28448	0.18
19	Goa	25034	0.16
20	Jharkhand	20456	0.13
21	Uttaranchal	14377	0.09

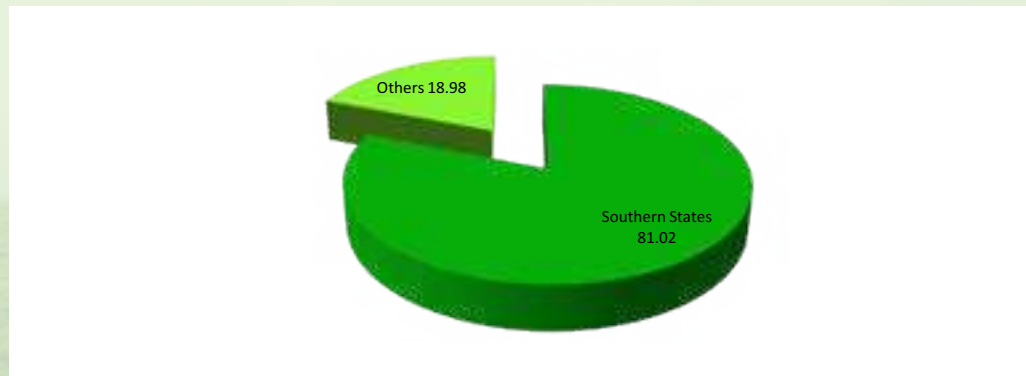
22	Pondicherry	12523	0.08
23	Chandigarh	12064	0.08
24	Chhattisgarh	9302	0.06
25	Himachal Pradesh	6495	0.04
26	Mahe	4289	0.03
27	Jammu and Kashmir	4275	0.03
28	Arunachal Pradesh	4097	0.03
29	Andaman and Nicobar Islands	3284	0.02
30	Tripura	2690	0.02
31	Nagaland	2486	0.02
32	Sikkim	2101	0.01
33	Manipur	1998	0.01
34	Mizoram	1366	0.01
35	Meghalaya	977	0.01
36	Daman and Diu	756	0
37	Dadra and Nagar Haveli	162	0
38	~Not Specified~	1193746	7.65
Total		15604661	100

TABLE 5.2 B
STATE-WISE TOURIST ARRIVALS 2017 & 2018

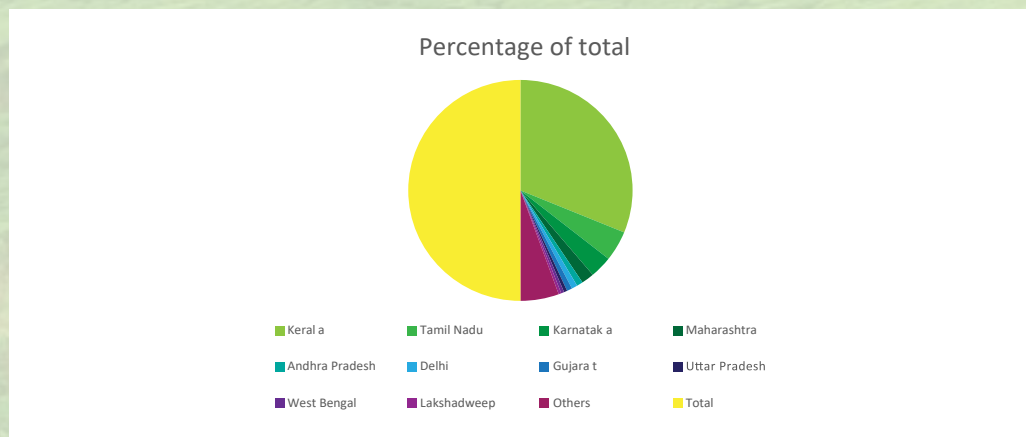
Sl. No.	State	No. of Tourists		% increase
		2018	2017	
1	Kerala	9739934	9234767	5.47
2	Tamil Nadu	1378992	1272405	8.38
3	Karnataka	1002062	933911	7.3
4	Maharashtra	570419	546788	4.32
5	Andhra Pradesh	281538	248874	13.12
6	Delhi	258082	240672	7.23
7	Gujarat	240009	239228	0.33
8	Uttar Pradesh	145297	120823	20.26
9	West Bengal	135363	114654	18.06
10	Lakshadweep	121156	124078	-2.35
11	Telangana	102644	80739	27.13
12	Rajasthan	69148	62045	11.45
13	Madhya Pradesh	59602	58752	1.45
14	Haryana	46956	32587	44.09
15	Punjab	43940	41030	7.09
16	Orissa	29888	22107	35.2
17	Bihar	28705	20610	39.28
18	Assam	28448	26608	6.92
19	Goa	25034	24177	3.54
20	Jharkhand	20456	15562	31.45
21	Uttaranchal	14377	12885	11.58
22	Pondicherry	12523	12322	1.63
23	Chandigarh	12064	11950	0.95
24	Chhattisgarh	9302	6208	49.84
25	Himachal Pradesh	6495	6056	7.25
26	Mahe	4289	4203	2.05
27	Jammu and Kashmir	4275	2997	42.64
28	Arunachal Pradesh	4097	4085	0.29

29	Andaman and Nicobar Islands	3284	2269	44.73
30	Tripura	2690	2029	32.58
31	Nagaland	2486	2325	6.92
32	Sikkim	2101	2619	-19.78
33	Manipur	1998	2631	-24.06
34	Mizoram	1366	1630	-16.2
35	Meghalaya	977	1859	-47.44
36	Daman and Diu	756	2742	-72.43
37	Dadra and Nagar Haveli	162	869	-81.36
38	~Not Specified~	1193746	1133424	5.32
Total		15604661	14673520	6.35

Graph 5.2 A Distribution of Domestic Tourist Visits To Kerala



Graph 5.2 B Distribution of Domestic Tourist Visits to Kerala



5.3 MONTH-WISE DETAILS OF DOMESTIC TOURISTS

Table 5.3 A shows month-wise arrival of domestic tourists in Kerala from 2012 to 2018 and a comparative study of month-wise domestic tourist arrivals in 2017 & 2018. In 2018, the highest figure was for December and the second highest was May. The lowest domestic footfall was in the month of August.

TABLE 5.3 A MONTH-WISE ARRIVAL OF DOMESTIC TOURISTS									
Sl. No	Month	2012	2013	2014	2015	2016	2017	2018	% Variation over previous year
1	January	831477	913203	996608	1041129	1077231	1221074	1422483	16.49
2	February	711899	771880	842565	930255	1006111	1034563	1226778	18.58
3	March	727842	779086	845875	907513	960467	1014877	1228451	21.04
4	April	760280	813247	884109	955338	1012844	1213252	1470552	21.21
5	May	893462	986407	1094086	1163640	1206350	1338330	1594332	19.13
6	June	695897	744703	797847	857704	891614	1027361	1084238	5.54
7	July	679215	724122	777948	847722	913886	1083162	1176994	8.66
8	August	777560	842995	899473	967976	1043362	1138533	995577	-12.56
9	September	814580	892413	970136	1046115	1129260	1188959	1119445	-5.85
10	October	1058530	1115718	1174814	1235746	1337191	1379190	1281028	-7.12
11	November	1002557	1072124	1143110	1193583	1187620	1401610	1364805	-2.63
12	December	1123555	1201913	1268840	1318850	1406599	1632609	1639978	0.45
	Total	10076854	10857811	11695411	12465571	13172535	14673520	15604661	6.35

Graph 5.3 A shows the month-wise arrival trend

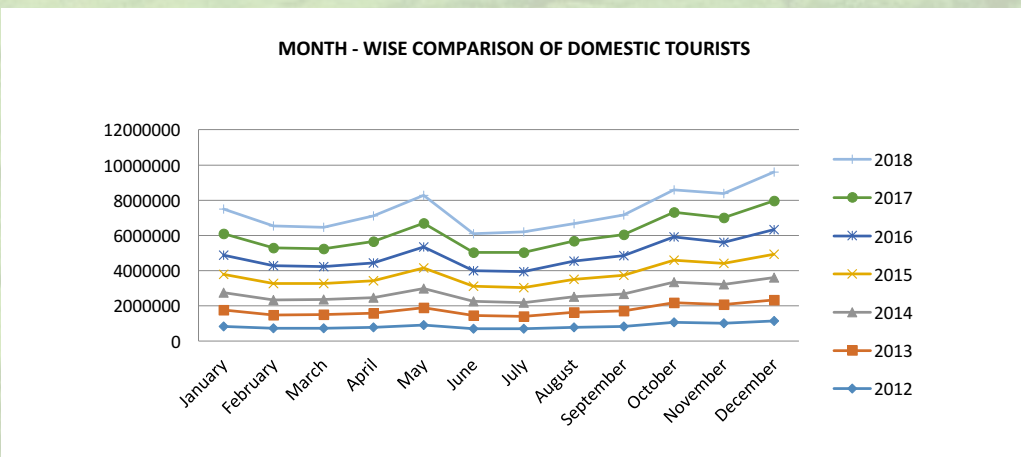


TABLE 5.4

DOMESTIC TOURIST ARRIVALS - REGION-WISE							
Sl. No.	DISTRICT						Proportion to total in 2018
		2014	2015	2016	2017	2018	
South Kerala							
1	Thiruvananthapuram	1707199	1861470	2030384	2505333	2712387	17.38
2	Kollam	257097	277109	298297	381829	400222	2.56
3	Pathanamthitta	112548	126132	134466	164494	192813	1.24
4	Alappuzha	246156	270507	315466	433456	511490	3.28
	Total	2323000	2535218	2778613	3485112	3816912	24.46
Central Kerala							
5	Kottayam	413182	458101	477950	468593	524821	3.36
6	Idukki	635621	668537	752478	1090086	1257403	8.06
7	Ernakulam	2724718	2897894	3073159	3285088	3446889	22.09
8	Thrissur	2545376	2659897	2721174	2642546	2497278	16
	Total	6318897	6684429	7024761	7486313	7726391	49.51
North Kerala							
9	Palakkad	475361	502244	512272	474180	509883	3.27
10	Malappuram	449420	470261	471028	520832	565914	3.63
11	Wayanad	564274	607335	586146	815624	1052783	6.75
12	Kozhikode	769425	811538	884477	932345	888141	5.69
13	Kannur	584343	613199	632332	695655	768038	4.92
14	Kasaragod	210691	241347	282906	263459	276599	1.77
	Total	8852588	3245924	3369161	3702095	4061358	26.03
	Total Kerala	17494485	12465571	13172535	14673520	15604661	

GRAPH 5.4

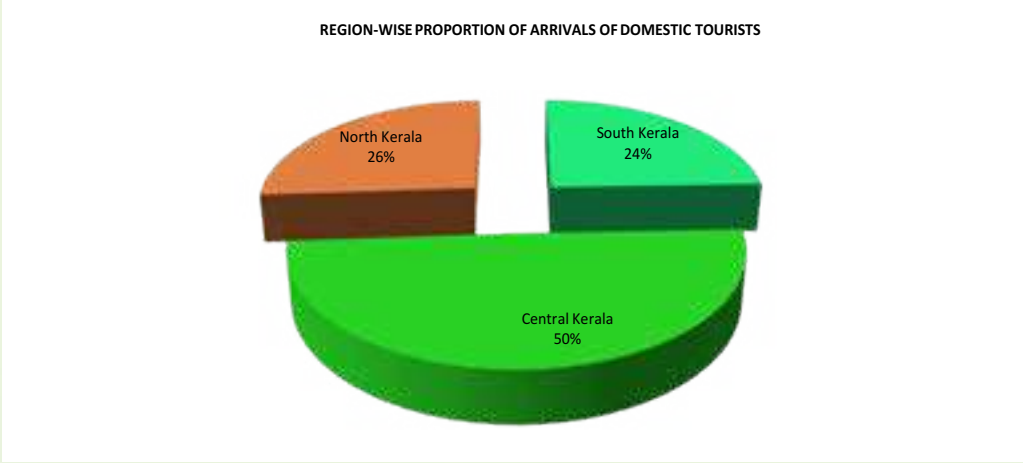


TABLE 5.5

DOMESTIC TOURIST ARRIVALS - DISTRICT-WISE (5 YEARS)							
Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to total 2018
		2014	2015	2016	2017	2018	
1	Thiruvananthapuram	1,707,199	1861470	2030384	2505333	2712387	17.38
2	Kollam	257,097	277109	298297	381829	400222	2.56
3	Pathanamthitta	112,548	126132	134466	164494	192813	1.24
4	Alappuzha	246,156	270507	315466	433456	511490	3.28
5	Kottayam	413,182	458101	477950	468593	524821	3.36
6	Idukki	635,621	668537	752478	1090086	1257403	8.06
7	Ernakulam	2,724,718	2897894	3073159	3285088	3446889	22.09
8	Thrissur	2,545,376	2659897	2721174	2642546	2497278	16
9	Palakkad	475,361	502244	512272	474180	509883	3.27
10	Malappuram	449,420	470261	471028	520832	565914	3.63
11	Wayanad	564,274	607335	586146	815624	1052783	6.75
12	Kozhikode	769,425	811538	884477	932345	888141	5.69
13	Kannur	584,343	613199	632332	695655	768038	4.92
14	Kasaragod	210,691	241347	282906	263459	276599	1.77
Total Kerala		1,16,95,411	1,24,65,571	1,31,72,535	1,46,73,520	1,56,04,661	100

GRAPH 5.5

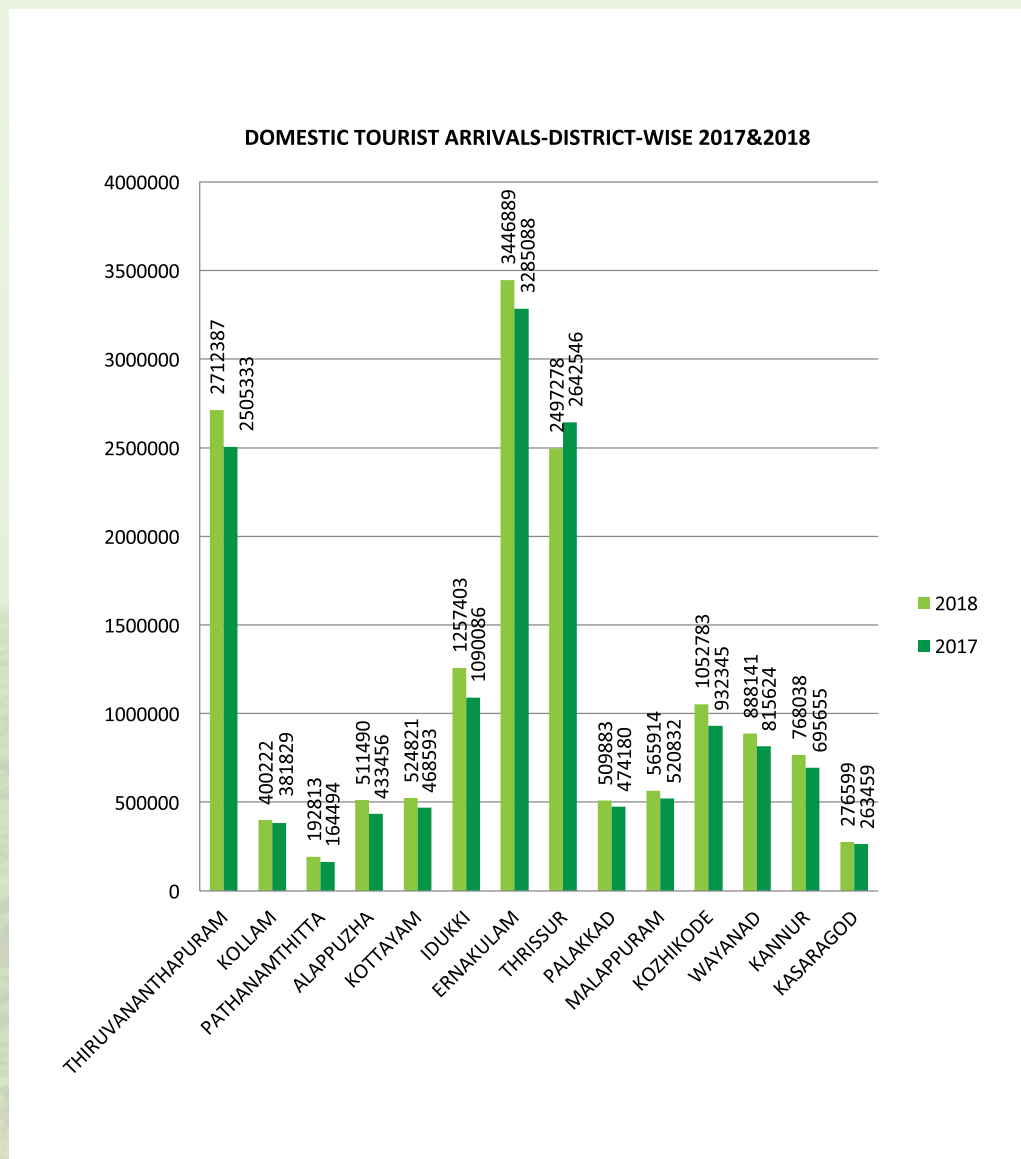


TABLE 5.6
DOMESTIC TOURIST VISITS TO DESTINATIONS - 2017 & 2018

Destinations	No.of Tourists (2018)	No.of Tourists (2017)
Kochi City	2510623	2305627
Guruvayoor	2018344	2138632
Thiruvananthapuram	1392314	1217446
Kozhikode City	887660	805493
Kovalam	862513	815645
Wayanad	792543	691893
Munnar	782681	628427
Kumarakom	452934	394678
Alappuzha	399231	328250
Thekkady	343541	311678
Muzhuppilangad	321365	288468
Kollam	317460	298558
Parassinikadavu	289657	278764
Varkala	229365	207518
Fort Kochi	225092	202535
Kalady	222876	198269
Aluva	210237	198247
Athirappalli	187812	181941
Bekal	144365	104057
Aranmula	132594	109874
Maradu	123457	98047
Kodikuthimala	116776	96800
Malampuzha	109341	97821
Meenkunnu-Payyambalam	107971	94834
Poovar	101649	87489
Nilambur	95543	85210
Cherai Beach	89225	81257
Nelliyampathy	76754	67258
Ponmudi	68476	59637
Kottakkal	65478	53670

Kuttanadu	63439	58260
Chavakkad	59872	60218
Kadalundi Nagaram	44987	39694
Wagamon	40351	37247
Thusharagiri	29481	24094
Kappad	26241	20753
Lakkidi	23892	19653
Chalakkudi	14846	13296
Iringal	13572	10642
Erumeli	13218	17718
Bhoothathankettu	10970	8605
Kakkayam	3911	3198
Palaruvi	1907	
Paravoor	739	
Not at any Destination	1579358	1832119
Total	15604661	14673520

GRAPH 5.6

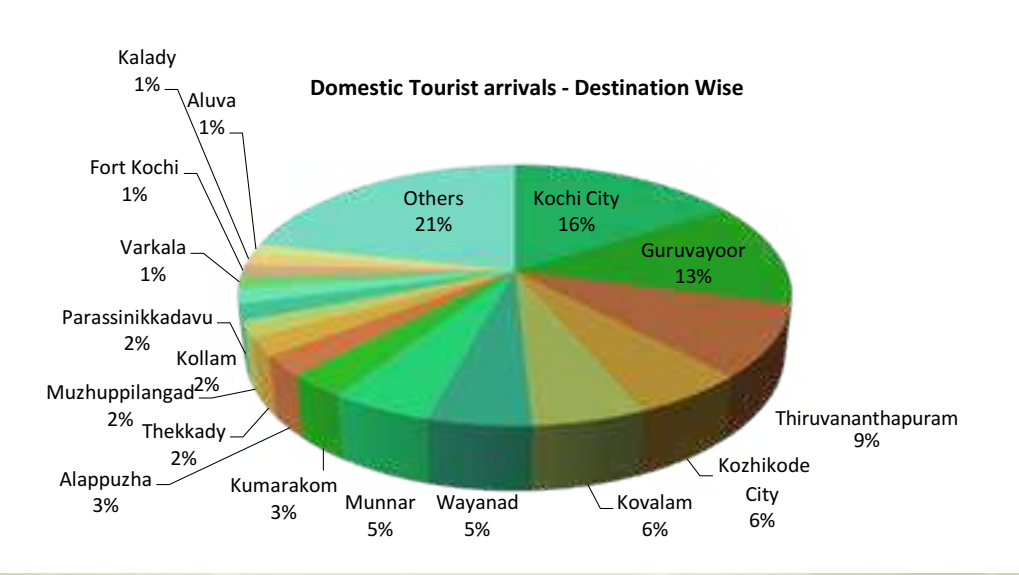


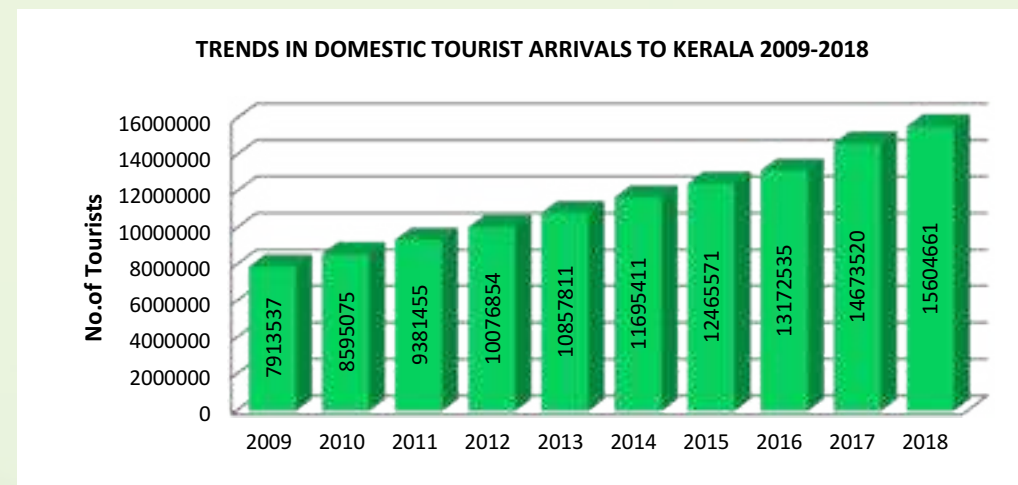
TABLE 5.7
DISTRICT-WISE STATISTICS OF DOMESTIC TOURISTS

DISTRICT.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Total 2018
1 ALAPPUZHA	56108	41957	34377	46190	61820	33699	35083	25953	26146	37846	41389	70922	511490
2 ERNAKULAM	320925	279912	287085	289212	306955	230121	243998	207750	218594	323567	331032	407738	3446889
3 IDUKKI	90268	83394	74390	143911	156509	82990	93115	49707	82011	106025	121121	173962	1257403
4 KANNUR	64439	57765	62185	78133	82601	56013	56914	49743	64193	59783	65621	70648	768038
5 KASARAGOD	25313	22032	26555	26235	27446	22071	21211	16214	20257	22044	22049	25172	276599
6 KOLLAM	37998	35651	33921	35684	36135	28733	32389	28276	31357	27108	35432	37538	400222
7 KOTTAYAM	53513	44148	40028	43723	52872	42673	40841	35019	35030	38004	44566	54404	524821
8 KOZHIKODE	97405	90650	88133	92840	87633	60232	90232	82130	90140	83703	87853	101832	1052783
9 MALAPPURAM	48801	45094	43394	53598	47174	32859	48966	44042	51481	49329	48175	53001	565914
10 PALAKKAD	44610	38730	40752	48662	49172	42483	40624	36390	40584	41814	40767	45295	509883
11 PATHANAMTHITTA	18731	15831	15927	16808	18319	14083	15263	14658	14358	14763	16700	17372	192813
12 THIRUVANANTHAPURAM	251140	213771	228320	235208	264706	205709	218340	202385	198557	211638	225214	257399	2712387
13 THRISSUR	228826	197735	185772	258403	281820	186008	184170	159597	189381	201197	215909	213460	2497278
14 WAYANAD	84406	65108	67612	101945	121170	46564	55848	43713	57356	64207	68977	111235	888141
Total 2018	1422483	1226778	1228451	1470552	1594332	1084238	1176994	995577	1119445	1281028	1364805	1639978	15604661

TABLE 5.8
MONTH-WISE DOMESTIC TOURIST ARRIVALS IN KERALA FOR THE LAST TEN YEARS

Sl. No.	Month	YEARS									
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
1	January	696878	730803	777064	831477	913203	996608	1041129	1077231	1221074	1422483
2	February	600648	634454	676327	711899	771880	842565	930255	1006111	1034563	1226778
3	March	635963	658610	686745	727842	779086	845875	907513	960467	1014877	1228451
4	April	649553	684522	722497	760280	813247	884109	955338	1012844	1213252	1470552
5	May	730310	776648	824988	893462	986407	1094086	1163640	1206350	1338330	1594332
6	June	569624	614955	653916	695897	744703	797847	857704	891614	1027361	1084238
7	July	552162	596335	643806	679215	724122	777948	847722	913886	1083162	1176994
8	August	585658	655937	719963	777560	842995	899473	967976	1043362	1138533	995577
9	September	609127	660903	747312	814580	892413	970136	1046115	1129260	1188959	1119445
10	October	738253	836517	953630	1058530	1115718	1174814	1235746	1337191	1379190	1281028
11	November	726832	815827	913542	1002557	1072124	1143110	1193583	1187620	1401610	1364805
12	December	818529	929564	1061665	1123555	1201913	1268840	1318850	1406599	1632609	1639978
	Total	7913537	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520	15604661

GRAPH 5.8



5.9 QUARTERLY COMPARISON OF DOMESTIC TOURIST ARRIVALS

Quarterly comparison of domestic tourist arrivals shows that Quarter IV is receiving the highest domestic tourist arrivals. Quarter II comes second in the tourist arrivals. Details are give in Table 5.9

TABLE 5.9
Quarterly comparison of Domestic Tourist Arrivals

Domestic	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Quarter I	1933489	2023867	2140136	2271218	2464169	2685048	2878897	3043809	3270514	3877712
Quarter II	1949487	2076125	2201401	2349639	2544357	2776042	2976682	3110808	3578943	4149122
Quarter III	1746947	1913175	2111081	2271355	2459530	2647557	2861813	3086508	3410654	3292016
Quarter IV	2283614	2581908	2928837	3184642	3389755	3586764	3748179	3931410	4413409	4285811
Total	7913537	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520	15604661

GRAPH 5.9
Quarterly comparison of Domestic Tourist Arrivals 2018

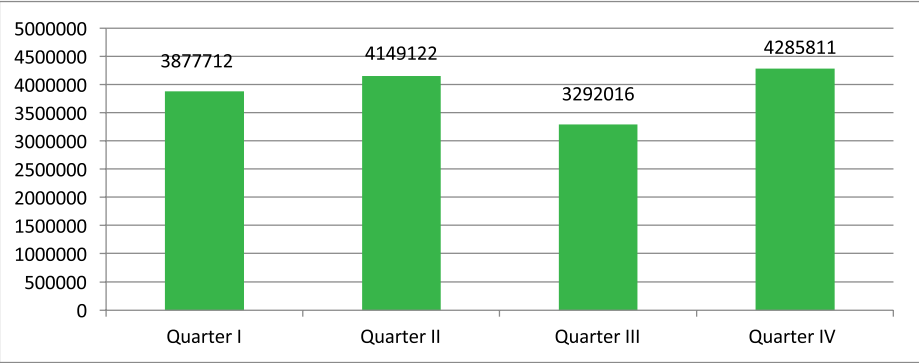


TABLE 5.10
DISTRICT-WISE ARRIVALS OF DOMESTIC TOURISTS DURING THE LAST TEN YEARS

Sl. No.	DISTRICT	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
1	Thiruvananthapuram	1074562	1,160,640	1,288,555	1,408,688	1,556,435	1,707,199	1861470	2030384	2505333	2712387
2	Kollam	184867	196,773	210,808	220,849	235,593	257,097	277109	298297	381829	400222
3	Pathanamthitta	75660	82,470	89,115	96,893	103,276	112,548	126132	134466	164494	192813
4	Alappuzha	164223	183,416	199,670	211,799	225,061	246,156	270507	315466	433456	511490
5	Kottayam	274828	301,599	334,747	354,270	382,197	413,182	458101	477950	468593	524821
6	Idukki	429402	464,123	506,990	555,122	586,546	635,621	668537	752478	1090086	1257403
7	Ernakulam	1818748	1,987,743	2,169,426	2,351,631	2,545,573	2,724,718	2897894	3073159	3285088	3446889
8	Thrissur	1733862	1,874,211	2,062,032	2,213,893	2,366,389	2,545,376	2659897	2721174	2642546	2497278
9	Palakkad	332787	359,961	383,027	404,017	438,552	475,361	502244	512272	474180	509883
10	Malappuram	319635	347,311	369,773	388,323	419,884	449,420	470261	471028	520832	565914
11	Kozhikode	574896	612,316	650,676	686,395	728,041	769,425	811538	884477	932345	1052783
12	Wayanad	368459	408,151	451,184	480,125	519,306	564,274	607335	586146	815624	888141
13	Kannur	420922	455,822	486,769	517,566	553,899	584,343	613199	632332	695655	768038
14	Kasaragod	140686	160,539	178,683	187,333	197,059	210,691	241347	282906	263459	276599
	Total	7,913,537	8,595,075	9,381,455	10,076,854	10,857,811	11,695,411	12,465,571	13,172,535	14,673,520	15,604,661

5.11 SEASONALITY OF DOMESTIC TOURIST ARRIVALS IN KERALA

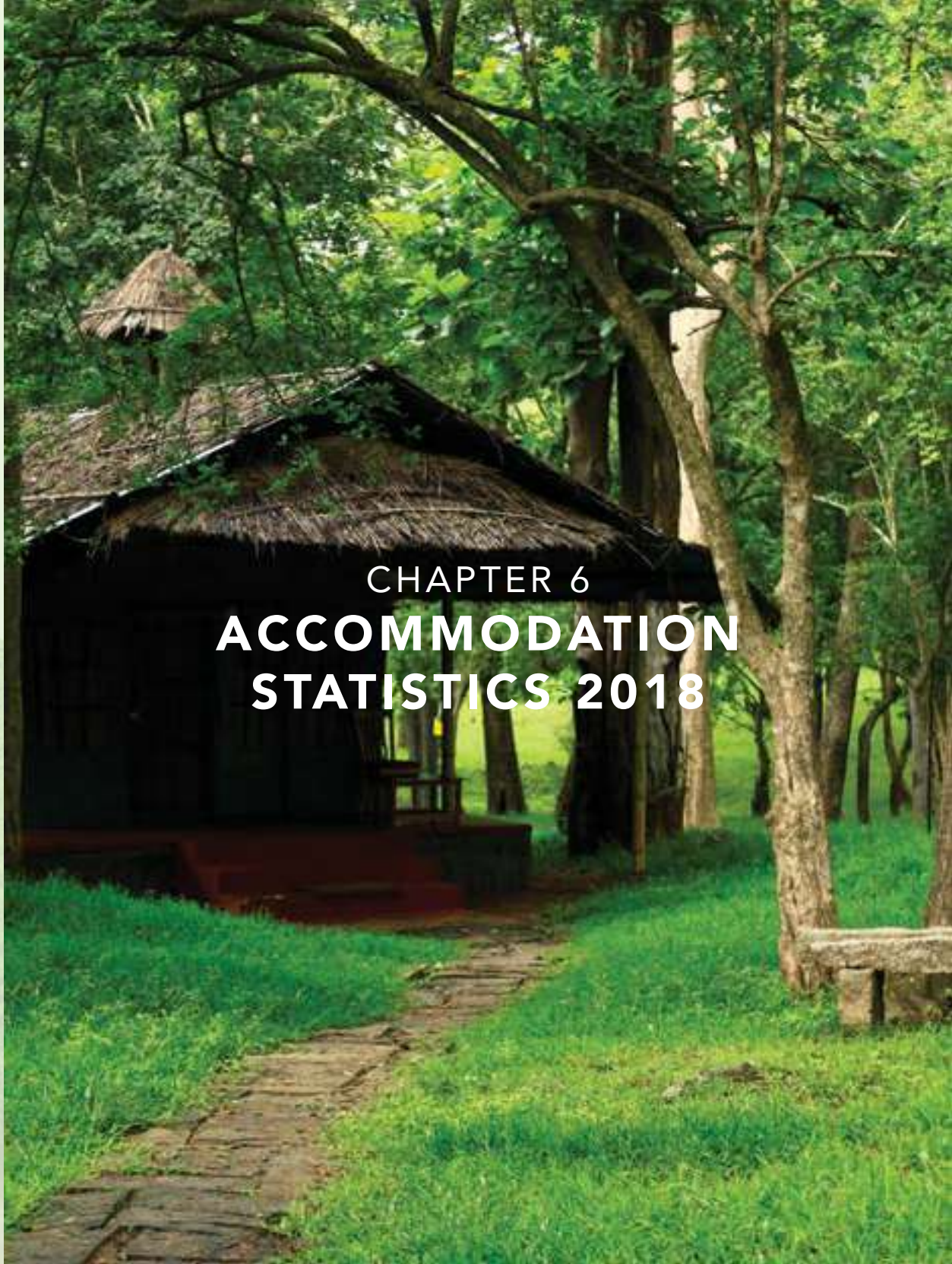
TABLE 5.11

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% of tourists to the total	9.12	7.86	7.87	9.42	10.22	6.95	7.54	6.38	7.17	8.21	8.75	10.51

GRAPH 5.11



CHAPTER 6
ACCOMMODATION
STATISTICS 2018



6.1 AVAILABILITY OF ACCOMMODATION FACILITY IN CLASSIFIED HOTELS IN KERALA

As per the data from Ministry of Tourism, Government of India, the total number of classified hotels and the number of rooms available as on December 2018 are 490 and 14177 respectively. The category wise number of classified hotels is given in table 6.1

TABLE 6.1
DETAILS OF AVAILABILITY OF ACCOMMODATION FACILITY IN KERALA IN CLASSIFIED HOTELS 2018 (Approved by Ministry of Tourism, Government of India)

Category of Hotels	As on 31/12/2018	
	Number of Hotels	Number of Rooms
Heritage Hotel/Classic with Alcohol	2	67
Heritage Hotel/Basic	12	107
2 Star	4	50
3 Star	212	3747
4 Star with Alcohol	162	3808
4 Star without Alcohol	51	1814
5 Star Deluxe	12	1576
5 Star with Alcohol	24	2169
5 Star without Alcohol	11	839
Total	490	14177

TABLE 6.2
CLASSIFIED HOTELS - 2016 TO 2018

Category of Hotels	as on 31/12/2016		as on 31/12/2017		as on 31/12/2018	
	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms
Heritage Hotel/Classic	1	50	2	67	2	67
Heritage Hotel/Basic	10	89	10	99	12	107
2 Star	1	12	1	12	4	50
3 Star	44	855	100	1769	212	3747
4 Star	149	3885	169	4415	213	5622
5 Star	26	2213	34	2661	35	3008
5 Star Deluxe	11	1541	12	1497	12	1576
Total	242	8645	328	10520	490	14177

GRAPH 6.2 A



GRAPH 6.2 B

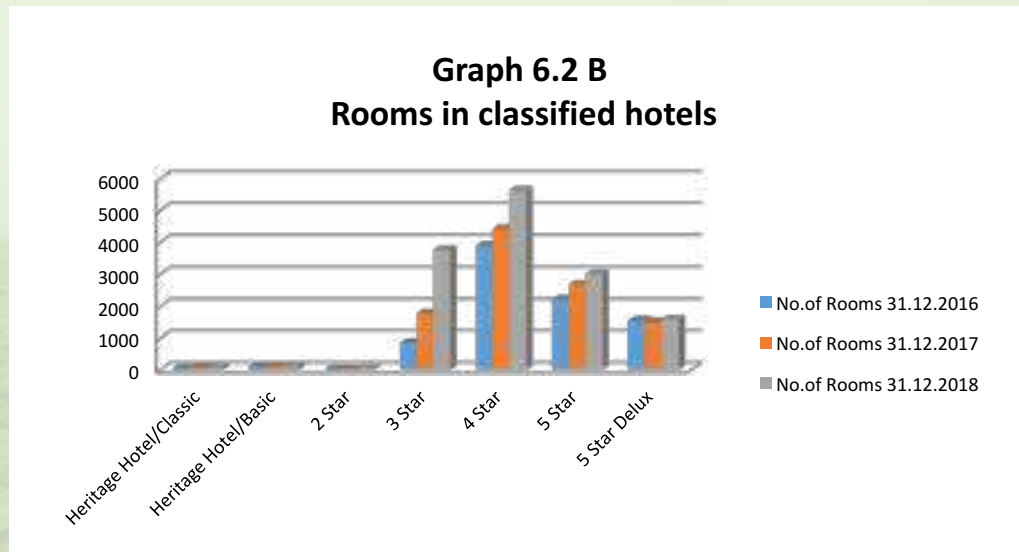


TABLE 6.3 A
ACCOMMODATION UNITS IN KERALA (DISTRICT WISE)

District	Ayurvedic Centers	House-boats*	Homestays	Grihasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/Others	Total
Thiruvananthapuram	25	0	59	0	8	18	3	188	10	582	893
Kollam	11	9	25	0	7	5	0	13	2	177	249
Pathanamthitta	17	0	19	0	8	2	0	0	2	72	120
Alappuzha	6	758	209	0	9	3	0	49	11	132	1177
Kottayam	13	159	38	3	9	12	0	28	1	128	391
Idukki	1	0	273	0	6	5	1	172	50	410	918
Ernakulam	5	0	233	2	50	11	1	46	17	758	1123
Thrissur	16	0	9	0	12	8	0	24	2	296	367
Malappuram	4	0	2	0	17	2	0	3	0	228	256
Palakkad	5	0	5	0	18	4	0	4	0	183	219
Kozhikode	4	0	4	0	10	7	0	8	1	204	238
Wayanad	7	0	135	0	14	3	1	126	64	203	553
Kannur	8	0	36	0	15	5	0	17	9	217	307
Kasaragod	8	2	1	0	7	0	0	5	0	61	84
Total	130	928	1048	5	190	85	6	683	169	3651	6895

TABLE 6.3 B

ACCOMMODATION UNITS IN KERALA (TALUK WISE)

#	Taluk / District	Ayurvedic Centers	Homes-tays	Gri-hasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	Houseboats	Total
1	Neyyattinkara	14	33	0	1	8	0	78	1	125		260
2	Nedumangadu	2	4	0	5	1	0	3	0	54		69
3	Thiruvananthapuram	1	8	0	1	4	2	3	9	369		397
4	Chirayinkeezhu	0	0	0	0	0	1	1	0	16		18
5	Kattakkada	1	0	0	1	0	0	2	0	7		11
6	Varkala	7	14	0	0	5	0	101	0	11		138
Thiruvananthapuram		25	59	0	8	18	3	188	10	582	0	893
1	Kollam	2	25	0	2	2	0	7	2	91		140
2	Kunnathoor	0	0	0	1	0	0	1	0	14		16
3	Karunagappally	5	0	0	0	0	0	1	0	38		44
4	Kottarakkara	0	0	0	1	0	0	0	0	12		13
5	Pathanapuram	4	0	0	3	3	0	4	0	22		36
Kollam		11	25	0	7	5	0	13	2	177	9	249

#	Taluk / District	Ayurvedic Centers	Homes-tays	Gri-hasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	Houseboats	Total
1	Adoor	8	0	0	2	1	0	0	1	20		32
2	Konni	0	0	0	0	0	0	0	0	3		3
3	Kozhenchery	4	6	0	3	1	0	0	1	22		37
4	Ranni	0	0	0	1	0	0	0	0	8		9
5	Mallappally	2	1	0	1	0	0	0	0	3		7
6	Thiruvalla	3	12	0	1	0	0	0	0	16		32
Pathanamthitta		17	19	0	8	2	0	0	2	72	0	120
1	Chenganoor	0	0	0	3	0	0	0	0	13		16
2	Mavelikkara	0	0	0	1	0	0	0	0	16		17
3	Karthikappally	2	0	0	2	2	0	1	0	17		24
4	Kuttanad	0	13	0	0	0	0	7	0	0		20
5	Ambalappuzha	0	135	0	2	1	0	28	9	78		278
6	Cherthala	4	61	0	1	0	0	13	2	8		89
Alappuzha		6	209	0	9	3	0	49	11	132	758	1177

#	Taluk / District	Ayurvedic Centers	Homes-tays	Gri-hasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	Houseboats	Total
1	Changanasserry	0	1	1	1	0	0	1	1	24		29
2	Kottayam	6	24	1	1	9	0	24	0	51		130
3	Vaikom	1	3	0	2	1	0	3	0	18		30
4	Meenachil	0	1	1	2	0	0	0	0	9		13
5	Kanjirappally	6	9	0	3	2	0	0	0	26		46
	Kottayam	13	38	3	9	12	0	28	1	128	159	391
1	Peermade	0	74	0	1	1	0	33	1	73		183
2	Udumbanchola	0	47	0	2	0	0	47	8	47		151
3	Idukki	0	8	0	1	2	0	3	2	33		49
4	Thodupuzha	0	2	0	1	1	0	3	0	29		36
5	Devikulam	1	142	0	1	1	1	86	39	228		499
	Idukki	1	273	0	6	5	1	172	50	410	0	918

#	Taluk / District	Ayurvedic Centers	Homes-tays	Gri-hasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	Houseboats	Total
1	Kothamangalam	2	4	0	0	1	0	2	0	17		26
2	Muvattupuzha	0	1	1	0	0	0	2	1	28		33
3	Kunnathunad	0	1	0	3	0	0	0	1	52		57
4	Kanayannur	0	15	1	44	4	0	3	7	454		528
5	Kochi	1	210	0	0	5	1	39	8	97		361
6	North Paravur	1	0	0	1	0	0	0	0	8		10
7	Aluva	1	2	0	2	1	0	0	0	100		106
	Ernakulam	5	233	2	50	11	1	46	17	758	0	1123
1	Mukundapuram	1	0	0	1	0	0	0	0	5		7
2	Kodungallur	0	0	0	1	1	0	1	0	32		35
3	Thrissur	3	1	0	2	1	0	3	2	62		74
4	Chavakkad	10	4	0	3	5	0	1	0	132		155
5	Thalapilly	2	0	0	4	1	0	1	0	19		27
6	Chalakudy	0	4	0	1	0	0	18	0	46		69
	Thrissur	16	9	0	12	8	0	24	2	296	0	367

#	Taluk / District	Ayurvedic Centers	Homes-tays	Gri-hasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	Houseboats	Total
1	Perinthalmanna	0	0	0	1	0	0	1	0	57		59
2	Ernad	0	0	0	3	1	0	0	0	34		38
3	Ponnani	0	0	0	3	0	0	0	0	18		21
4	Tirur	4	0	0	6	0	0	0	0	64		74
5	Nilambur	0	2	0	1	1	0	0	0	27		31
6	Kondotty	0	0	0	1	0	0	1	0	24		26
7	Thiroorangadi	0	0	0	2	0	0	1	0	4		7
	Malappuram	4	2	0	17	2	0	3	0	228	0	256
1	Alathoor	3	1	0	3	0	0	0	0	18		25
2	Chittur	0	3	0	9	0	0	2	0	29		43
3	Palakkad	1	0	0	1	3	0	1	0	75		81
4	Ottappalam	0	1	0	1	1	0	0	0	32		35
5	Mannarkkad	0	0	0	2	0	0	1	0	19		22
6	Pattambi	1	0	0	2	0	0	0	0	10		13
	Palakkad	5	5	0	18	4	0	4	0	183	0	219

#	Taluk / District	Ayurvedic Centers	Homestays	Grihasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	Houseboats	Total
1	Kozhikode	3	1	0	4	5	0	2	0	142		157
2	Koyilandi	0	2	0	3	1	0	2	0	20		28
3	Vadakara	0	0	0	3	0	0	0	0	26		29
4	Thamarassery	1	1	0	0	1	0	4	1	16		24
	Kozhikode	4	4	0	10	7	0	8	1	204	0	238
1	Vythiri	5	89	0	4	1	0	68	36	93		296
2	Sulthan Bathery	0	30	0	9	2	0	45	10	70		166
3	Mananthavady	2	16	0	1	0	1	13	18	40		91
	Wayanad	7	135	0	14	3	1	126	64	203	0	553
1	Thalassery	0	1	0	3	0	0	0	0	33		37
2	Kannur	2	34	0	2	4	0	15	9	102		168
3	Thalipparamba	2	0	0	3	1	0	2	0	43		51
4	Iritty	1	0	0	5	0	0	0	0	18		24
5	Payyannur	3	1	0	2	0	0	0	0	21		27
	Kannur	8	36	0	15	5	0	17	9	217	0	307

#	Taluk / District	Ayurvedic Centers	Homestays	Grihasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	Houseboats	Total
1	Hosdurg	8	1	0	1	0	0	5	0	35		52
2	Kasaragod	0	0	0	4	0	0	0	0	22		26
3	Manjeswaram	0	0	0	2	0	0	0	0	4		6
	Kasaragod	8	1	0	7	0	0	5	0	61	2	84
	KERALA	130	1048	5	190	85	6	683	169	3651	928	6895

TABLE 6.4

Number of rooms in Kerala (Taluk wise)								
Taluk/District	Single		Double		Suite	Dormitory	Other	Total
	A/C	Non A/C	A/C	Non A/C				
Neyyattinkara	28	81	2374	1440	115	9	63	4110
Nedumangadu	27	329	53	292	25	5	0	731
Thiruvananthapuram	246	1734	2726	3492	514	94	76	8882
Chirayinkeezhu	16	92	57	71	1	0	0	237
Kattakkada	0	2	33	62	1	6	7	111
Varkala	19	46	500	841	31	3	19	1459
THIRUVANANTHAPURAM	336	2284	5743	6198	687	117	165	15530
Kollam	113	400	571	652	58	15	164	1973
Kunnathoor	5	94	34	41	2	0	0	176
Karunagappally	12	186	183	210	28	4	2	625
Kottarakkara	4	53	50	75	8	1	18	209
Pathanapuram	8	121	74	182	10	3	11	409
Punalur								0
KOLLAM	142	854	912	1160	106	23	195	3392
Pathanamthitta								0
Adoor	6	81	102	259	8	9	14	479
Konni	0	25	8	17	1	0	0	51
Kozhanchery	11	120	106	288	11	1	7	544
Ranni	5	52	26	69	1	0	8	161
Mallappally	0	12	3	29	2	0	1	47
Thiruvalla	12	37	136	140	19	0	15	359
PATHANAMTHITTA	34	327	381	802	42	10	45	1641

Taluk/District	Single		Double		Suite	Dormitory	Other	Total
	A/C	Non A/C	A/C	Non A/C				
Chenganoor	7	22	59	130	2	0	7	227
Mavelikkara	16	41	58	110	4	0	2	231
Karthikappally	2	145	145	149	16	2	4	463
Kuttanad	0	0	25	0	0	0	0	25
Ambalappuzha	14	97	214	320	25	1	98	769
Cherthala	151	56	328	111	11	0	15	672
ALAPPUZHA	190	361	829	820	58	3	126	2387
Changanassery	0	101	115	205	12	3	2	438
Kottayam	190	233	942	357	101	13	116	1952
Vaikom	15	31	153	101	11	2	1	314
Meenachil	11	18	59	51	13	1	0	153
Kanjirappally	0	100	66	222	1	5	0	394
KOTTAYAM	216	483	1335	936	138	24	119	3251
Peermade	8	265	120	1234	133	46	517	2323
Udumbanchola	6	129	69	1314	122	34	161	1835
Idukki	0	165	38	237	13	3	4	460
Thodupuzha	28	30	54	35	4	0	0	151
Devikulam	6	76	123	3876	124	43	92	4340
IDUKKI	48	665	404	6696	396	126	774	9109
Kothamangalam	63	55	99	127	5	4	23	376
Muvattupuzha	0	138	93	255	15	2	14	517
Kunnathunad	76	250	261	360	26	5	0	978
Kanayannur	370	1558	5981	3660	698	141	285	12693
Kochi	131	201	1693	494	169	11	14	2713
North Paravur	6	0	63	55	8	0	3	135
Aluva	53	304	905	651	133	33	8	2087
ERNAKULAM	699	2506	9095	5602	1054	196	347	19499

Taluk/District	Single		Double		Suite	Dormitory	Other	Total
	A/C	Non A/C	A/C	Non A/C				
Mukundapuram	4	14	29	56	2	2	3	110
Kodungallur	18	46	194	139	27	6	2	432
Thrissur	116	482	587	555	78	28	220	2066
Chavakkad	4	146	964	1526	153	31	709	3533
Thalapilly	30	78	134	146	25	0	4	417
Chalakudy	40	100	327	254	48	20	33	822
Kunnamkulam								0
THRISSUR	212	866	2235	2676	333	87	971	7380
Perinthalmanna	45	133	100	234	55	0	26	593
Eranad	4	117	114	326	27	3	13	604
Ponnani	10	34	40	104	2	1	6	197
Tirur	20	228	224	629	67	126	61	1355
Nilambur	4	97	108	182	8	2	26	427
Kondotty	7	97	198	145	13	0	1	461
Thirooragadi	0	12	9	42	7	0	4	74
MALAPPURAM	90	718	793	1662	179	132	137	3711
Alathoor	9	59	68	110	11	6	10	273
Chittur	2	75	53	186	12	9	40	377
Palakkad	41	360	509	610	58	27	104	1709
Ottappalam	23	82	136	249	35	0	6	531
Mannarkkad	1	81	47	123	5	2	45	304
Pattambi	3	61	69	72	2	0	0	207
PALAKKAD	79	718	882	1350	123	44	205	3401
Kozhikode	318	921	1170	1601	170	16	202	4398
Koylandi	0	48	122	198	4	0	5	377
Vadakara	16	189	50	207	5	0	41	508

Taluk/District	Single		Double		Suite	Dormitory	Other	Total
	A/C	Non A/C	A/C	Non A/C				
Thamarassery	4	26	58	149	1	2	1	241
KOZHIKODE	338	1184	1400	2155	180	18	249	5524
Vythiri	31	251	229	1080	90	66	489	2236
Sulthan Bathery	21	271	321	811	79	45	216	1764
Mananthavady	5	103	105	581	28	15	87	924
WAYANAD	57	625	655	2472	197	126	792	4924
Thalassery	11	116	162	350	16	0	19	674
Kannur	75	574	830	972	86	44	104	2685
Thalipparamba	19	125	124	416	24	4	57	769
Iritty	33	71	94	134	9	4	0	345
Payyannur	0	107	75	94	7	0	21	304
KANNUR	138	993	1285	1966	142	52	201	4777
Hosdurg	114	230	266	285	36	2	97	1030
Kasaragod	27	180	104	377	15	2	51	756
Vellarikundu								0
Manjeswaram	0	29	3	44	8	0	2	86
KASARAGOD	141	439	373	706	59	4	150	1872
Total	2720	13023	26322	35201	3694	962	4476	86398

TABLE 6.4 A
DISTRICT-WISE NUMBER OF ROOMS IN KERALA

District	Single		Double		Suite	Dormitory	Other	Total
	A/C	Non A/C	A/C	Non A/C				
THIRUVANANTHAPURAM	336	2284	5743	6198	687	117	165	15530
KOLLAM	142	854	912	1160	106	23	195	3392
PATHANAMTHITTA	34	327	381	802	42	10	45	1641
ALAPPUZHA	190	361	829	820	58	3	126	2387
KOTTAYAM	216	483	1335	936	138	24	119	3251
IDUKKI	48	665	404	6696	396	126	774	9109
ERNAKULAM	699	2506	9095	5602	1054	196	347	19499
THRISSUR	212	866	2235	2676	333	87	971	7380
MALAPPURAM	90	718	793	1662	179	132	137	3711
PALAKKAD	79	718	882	1350	123	44	205	3401
KOZHIKODE	338	1184	1400	2155	180	18	249	5524
WAYANAD	57	625	655	2472	197	126	792	4924
KANNUR	138	993	1285	1966	142	52	201	4777
KASARAGOD	141	439	373	706	59	4	150	1872
Total	2720	13023	26322	35201	3694	962	4476	86398

CHAPTER 7 PLAN OUTLAYS

TABLE 7.1
PLAN ALLOCATION & EXPENDITURE FOR TOURISM DURING 2018-19 AND
OUTLAY FOR 2019-20

PLAN OUTLAY/EXPENDITURE						
Sl.No.	Head of Account	Description of Head	Budget Provision 2018 - 2019	Final Allocation 2018 - 19	Expenditure 2018 - 19	Outlay 2019-20
			₹ in Lakhs			
1	3452-80-104-91	District Tourism Promotion Councils (DTPC) and DMCs	1320	420.0	484.8	1220
2	3452-01-102-86	Development of Innovative Tourism Products	220	176.0	176.0	157
3	3452-01-102-95	Development of Ecotourism Products	424	424.0	424.0	384
4	3452-80-104-90	Kerala Tourism Entrepreneurship Fund (KTEF)				1
5	3452-80-104-98	Marketing	8250	9150.0	9013.8	8250
6	3452-80-104-99	Conservation, Preservation and Promotion of Heritage Environment and Culture	1850	1580.0	1529.5	1800
7	3452-80-800-34	Responsible Tourism	495	400.9	495.0	495
8	3452-80-800-78(01)	HR Development in Tourism through Kerala Institute of Tourism and Travel Studies (KITTS)	440	352.0	176	440
9	3452-80-800-78(02)	HR Development in Tourism through State Institute of Hospitality Management Studies	330	264.0	264.0	330
10	3452-80-800-78(03)	HR Development in Tourism through Food Craft Institute	385	258.5	258.2	385
11	3452-80-800-90-26	Incentives for Creation of Infrastructure facilities in Private Sector - Subsidies	165	5.0	5	365
12	3452-80-800-92	Studies on Impact of Tourism including Collection of Tourist Statistics	110	83.3	82.9	100

13	3452-80-800-97	Modernisation and Strengthening of Tourism Institutions	220	180.0	168.3	180
14	5452-01-101-84	Infrastructure Facilities for Schemes Sponsored by Govt. of India	1375	531.0	499.2	1074
15	5452-01-101-85	Central Sector Schemes in Tourism	1	1.0	0.2	1
16	5452-01-101-86	Upgradation, Creation of Infrastructure and Amenities at Guest Houses	3700	2980.0	2977.6	3500
17	5452-01-101-99	Upgradation and Creation of Infrastructure and Amenities	13200	10394.3	10391.3	13200
18	5452-01-190-95	Comprehensive and Infrastructure Development of Varkala Formation of Special Purpose Vehicle	275	275.0	0	
19	5452-01-190-96	Bekal Resort Development Corporation Ltd	330	231.0	148.5	330
20	5452-01-190-98	Kerala Tourism Infrastructure Ltd	183	150.0	150.0	183
21	5452-01-190-99	Kerala Tourism Development Corporation	792	633.6	0	792
22	5452-01-800-84	Muziris Heritage and Spice Route Project	4000	1650.0	1632	3950
23	5452-01-800-98	Tourist Accommodation (Guest Houses)	110	110.0	55.2	100
Grand Total			38175.0	30249.6	28931.4	37237.0

TABLE 7.2

PLAN ALLOCATION & EXPENDITURE FOR 10 YEARS		
Financial year	Amount sanctioned (in lakh)	Expenditure (amount in lakhs)
2008-2009	13289.00	7950.23
2009-2010	9532.5	8021.28
2010-2011	14528.43	13306.54
2011-2012	18249.48	17254.22
2012-2013	18053.28	17443.17
2013-2014	21489.8	21257.23
2014-2015	24535.61	22435.13
2015-2016	23045.45	20273.15
2016-2017	31931.96	29610.67
2017-2018	35010.38	30894.57
2018-2019	30249.6	28931.4

CHAPTER 8

INDIA TOURISM

STATISTICS - 2017



Key Statistics About Tourism, 2017

(I) India

• No. of Foreign Tourist Arrivals in India	10.04 Million
Annual Growth Rate	14.0%
• No. of Indian Nationals Departures from India	23.94 Million
Annual Growth Rate	9.5%
• No. of Domestic Tourist Visits to all States/UTs	1652.49 Million
Annual Growth Rate	2.3%
• Foreign Exchange Earnings from Tourism	
i) In INR terms	Rs.177874 Crore(#)
Annual Growth Rate	15.4 %
ii) In US\$ terms	US\$ 27.31 Billion (#)
Annual Growth Rate	19.1 %

(II) World

• No. of International Tourist Arrivals	1323 Million (P)
Annual Growth Rate	6.8%
• International Tourism Receipts	1332 US\$ Billion
Annual Growth Rate	7.5 %

(III) Asia & the Pacific Region

• No. of International Tourist Arrivals	323.2 Million (P)
Annual Growth Rate	5.7%
• International Tourism Receipts	389.5 US\$ Billion (P)
Annual Growth Rate	5.0%

(IV) India's Position in World

• Share of India in International Tourist Arrivals	1.17%
• India's rank in World Tourist Arrivals	26 th
• Share of India in International Tourism Receipts (US\$ terms)	2.05%
• India's rank in World Tourism Receipts	13 th

(V) India's Position in Asia & the Pacific Region

• Share of India in International Tourist Arrivals	4.81%
• India's rank in International Tourist Arrivals	7 th
• Share of India in International Tourism Receipts (US \$ terms)	7.01%
• India's rank in International Tourism Receipts	7 th

P: Provisional, #: Revised Estimates

TABLE 1

Inbound Tourism: Foreign Tourist Arrivals (FTAs), Arrivals of Non-Residents Indians (NRIs) and International Tourist Arrivals (ITAs) 2000-2018 (till June)

Year	FTAs in India (in million)	Percentage(%) change over previous year	NRIs arrivals in India (in million)	Percentage (%) change over the previous year	International Tourist Arrivals in India (in million)	Percentage (%) change over the previous year
2000	2.65	6.7	-	-	-	-
2001	2.54	-4.2	-	-	-	-
2002	2.38	-6.0	-	-	-	-
2003	2.73	14.3	-	-	-	-
2004	3.46	26.8	-	-	-	-
2005	3.92	13.3	-	-	-	-
2006	4.45	13.5	-	-	-	-
2007	5.08	14.3	-	-	-	-
2008	5.28	4.0	-	-	-	-
2009	5.17	-2.2	-	-	-	-
2010	5.78	11.8	-	-	-	-
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	-	13.11	-
2015	8.03	4.5	5.26	-3.1	13.28	1.4
2016	8.80	9.7	5.77	9.7	14.57	9.7
2017	10.04	14.0	5.51	-4.5	15.54	6.7
2018(P) (Jan-June)	5.16	7.9 @	-	-	-	-

(P) Provisional, @ Growth rate over Jan-June, 2017

Source: (i) Bureau of Immigration, Govt. of India

Inbound Tourism in India

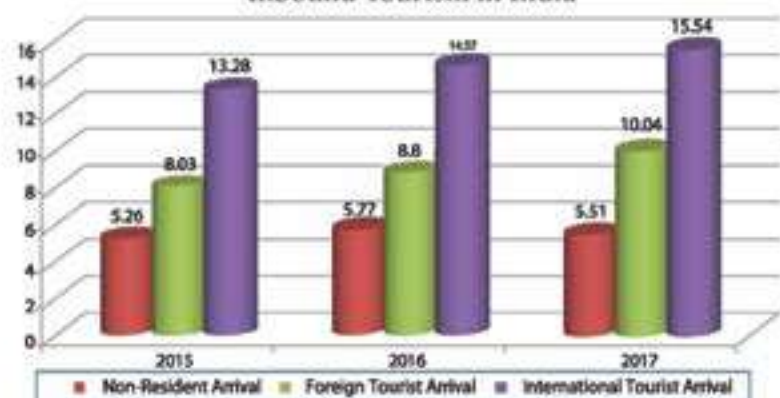


TABLE 2

Month-wise Foreign Tourist Arrivals in India, Jan 2016 - June 2018

Month	2016	2017	2018(P)	Percentage (%) Change	
				2017/16	2018/17
January	844533	964109	1047948	14.2%	8.7%
February	848782	931025	1052766	9.7%	13.1%
March	809107	885936	1025830	9.5%	15.8%
April	592004	717899	749477	21.3%	-4.4%
May	527466	622408	606043	18.0%	-2.6%
June	546972	663470	681279	21.3%	2.7%
July	733834	779309		6.2%	
August	652111	719129		10.3%	
September	608177	719964		18.4%	
October	741770	866976		16.9%	
November	878280	997738		13.6%	
December	1021375	1167840		14.3%	
Total (Jan-June)	4168864	4784847	5163343	14.8@	7.9@
Total (Jan-Dec)	8804411	10035803		14.0%	

P: Provisional, @: Growth Rate over January-June of previous year

Source: (i) Bureau of Immigration, Govt. of India, for 2016, 2017 & 2018

Month-wise Foreign Tourist Arrivals in India during Jan 2016-June 2018

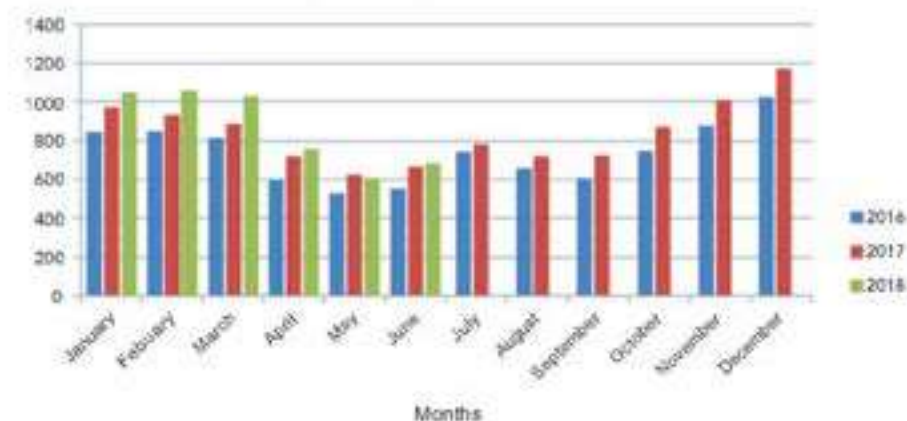


TABLE 3

Share of India in International Tourist Arrivals (ITAs) in World and Asia & the Pacific Region, 2000 -2017

Year	ITAs (in million)			Percentage (%) share and rank of India in World		Percentage (%) share and rank of India in Asia and the Pacific	
	World	Asia and the Pacific	India	% Share	Rank	% Share	Ranks
2000	683.3	109.3	2.65	0.39	50 th	2.42	11 th
2001	683.4	114.5	2.54	0.37	51 st	2.22	12 th
2002	703.2	123.4	2.38	0.34	54 th	1.93	12 th
2003	691.0	111.9	2.73	0.39	51 st	2.44	11 th
2004	762.0	143.4	3.46	0.45	44 th	2.41	11 th
2005	803.4	154.6	3.92	0.49	43 rd	2.53	11 th
2006	846.0	166.0	4.45	0.53	44 th	2.68	11 th
2007	894.0	182.0	5.08	0.57	41 st	2.79	11 th
2008	917.0	184.1	5.28	0.58	41 st	2.87	11 th
2009	883.0	181.1	5.17	0.59	41 st	2.85	11 th
2010	948.0	204.9	5.78	0.61	42 nd	2.82	11 th
2011	994.0	218.5	6.31	0.63	38 th	2.89	9 th
2012	1039.0	233.6	6.58	0.63	41 st	2.82	11 th
2013	1087.0	249.7	6.97	0.64	41 st	2.79	11 th
2014	1137.0	269.5	13.11	1.15	24 th	4.86	8 th
2015	1195.0	284.1	13.28	1.11	24 th	4.68	7 th
2016	1239.0	305.9	14.57	1.18	26 th	4.76	8 th
2017	1323.0	323.2	15.54	1.17	26 th	4.81	7 th

Source: UNWTO Barometers of June 2010, January 2011, April 2014, August 2015, May 2016, July 2017 and June 2018 and Tourism Highlights 2011 and 2012.

Note: Figures of ITAs in India, and accordingly the percentage share and rank, has increased for the years 2014-2017 due to inclusion of data on arrivals of Non Resident Indians (NRIs)

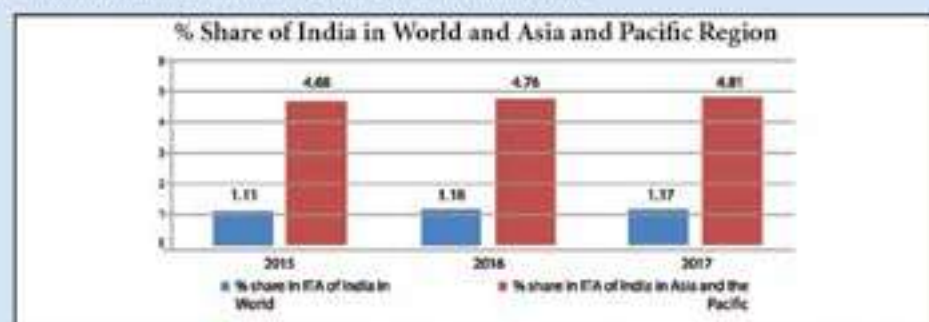


TABLE 4

Top 10 International Check Posts for Foreign Tourist Arrivals (FTAs) in India in 2017

S.No	International Check Posts (ICP)	FTA	Percentage Share
1	Delhi	2845076	28.35
2	Mumbai	1577669	15.72
3	Haridaspur	1173093	11.69
4	Chennai	718905	7.16
5	Bangalore	567945	5.66
6	Kolkata	459145	4.58
7	Cochin	341987	3.41
8	Dabolim	336251	3.35
9	Hyderabad	310924	3.10
10	Gede Rail	260953	2.60
	Total top 10	8591948	85.61
	Others	1443835	14.39
	G.Total	10035803	100.00

Source: Bureau of Immigration, Govt. of India

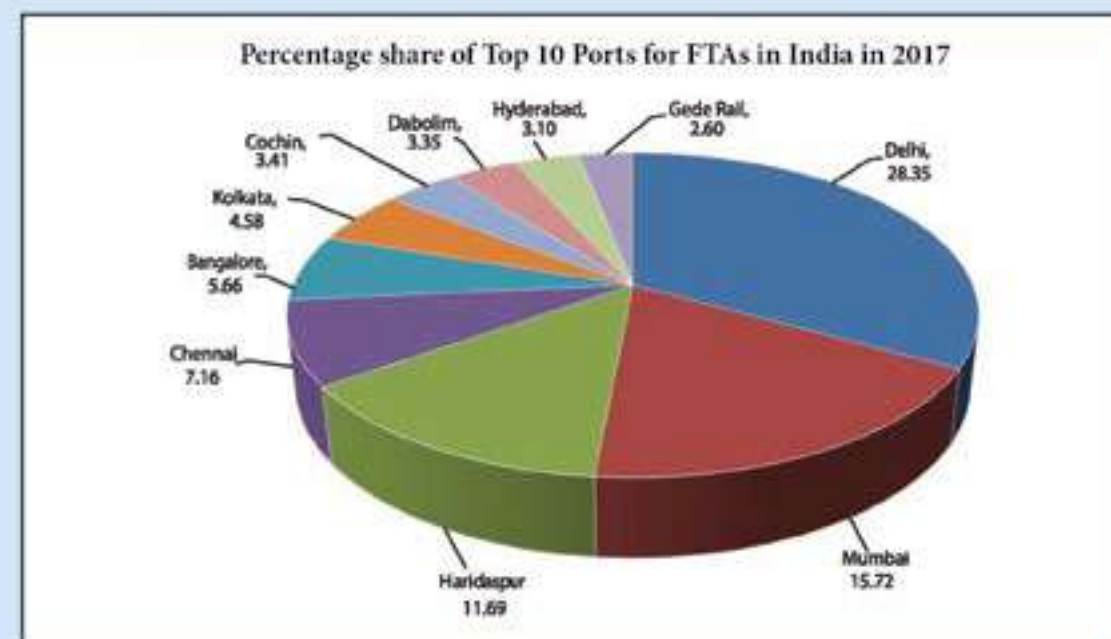


TABLE 5

Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India in 2017

Rank in 2017	Source Country	FTAs	Percentage (%) Share in
1	Bangladesh	2156557	21.49
2	United States	1376919	13.72
3	United Kingdom	986296	9.83
4	Canada	335439	3.34
5	Australia	324243	3.23
6	Malaysia	322126	3.21
7	Sri Lanka	303590	3.03
8	Russian Federation	278904	2.78
9	Germany	269380	2.68
10	France	249620	2.49
	Total top 10 Countries	6603074	65.80
	Others	3432729	34.20
	G.Total	10035803	100.00

Source: Bureau of Immigration, Govt. of India

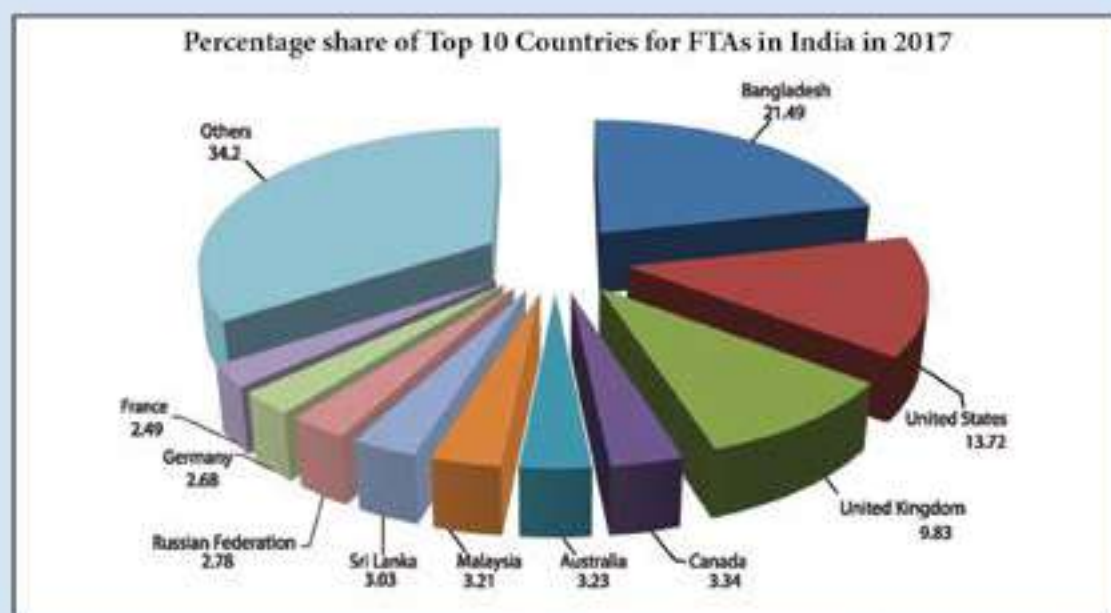


TABLE 6

Share of Major Countries of the World and India in International Tourist Arrivals in 2016 and 2017

S.No	Country	International Tourist Arrivals (in millions)		Percentage (%) Share	
		2016	2017	2016	2017
1	France	82.6	NA	6.7	NA
2	USA	75.9	NA	6.1	NA
3	Spain	75.3	81.8	6.1	6.2
4	China	59.3	60.7	4.8	4.6
5	Italy	52.4	58.3	4.2	4.4
6	UK	35.8	NA	2.9	NA
7	Germany	35.6	37.5	2.9	2.8
8	Mexico	35.1	39.3	2.8	3.0
9	Thailand	32.6	35.4	2.6	2.7
10	Turkey	30.3	37.6	2.4	2.8
Other Countries		724.1	NA	58.4	NA
India		14.6	15.5	1.2	1.2
World Total		1239.0	1323.0	100.0	100.0

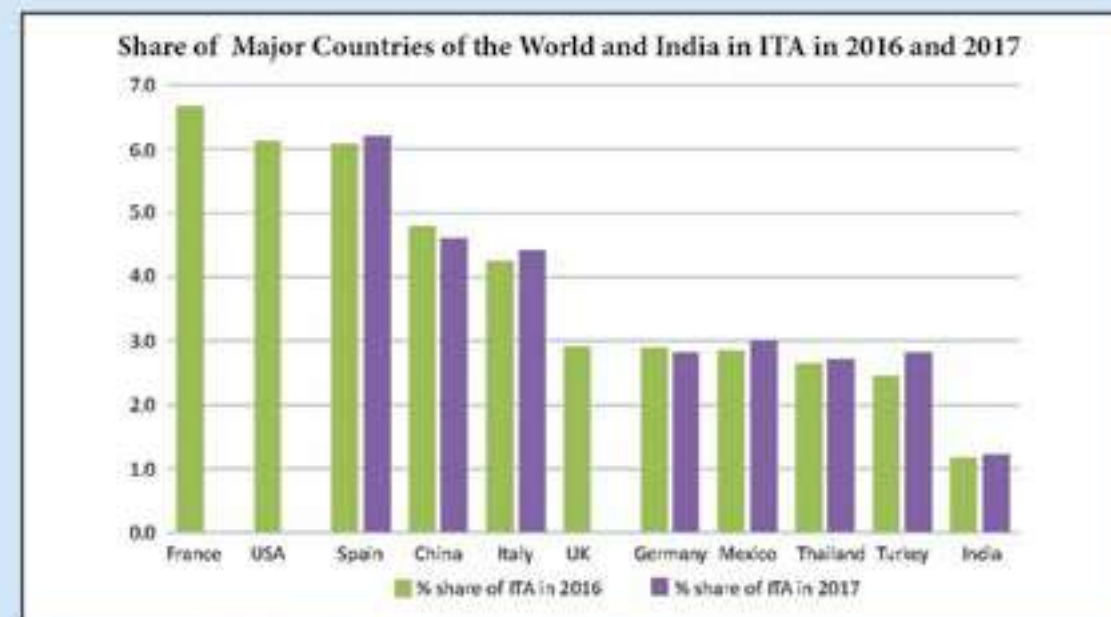
Source: UNWTO Barometer June 2018 for other countries and Bureau of Immigration (BOI) for India
NA: Not Available

TABLE 7

Major Airport-wise arrival of foreign tourists availing e-Tourist Visas during 2017 and Jan-June 2018

S. No	Name of Airport	2017	% Share	Jan-June, 2018	% Share
1	New Delhi	751339	44.3	478492	43.1
2	Mumbai	328936	19.4	205465	18.5
3	Dabolim (Goa)	134842	7.9	88104	7.9
4	Chennai	113415	6.7	75508	6.8
5	Bengaluru	89514	5.3	72110	6.5
6	Kochi	74462	4.4	41739	3.8
7	Hyderabad	44857	2.6	26602	2.4
8	Kolkata	43616	2.6	30353	2.7
9	Trivandrum	26912	1.6	16131	1.5
10	Amritsar	23586	1.4	14671	1.3
	Others	65696	3.9	60565	5.5
	Total	1697175	100.0	1109740	100.0

Airport-wise Tourists availing e-Tourist Visas during 2017

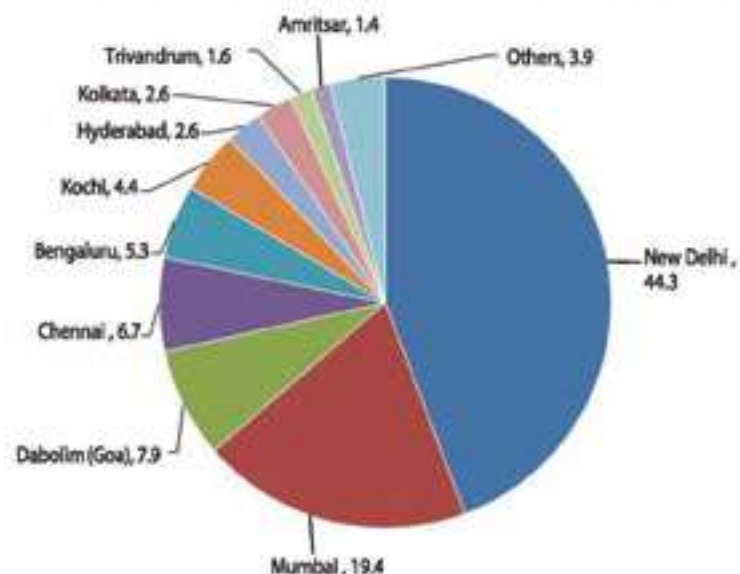


TABLE 8

Major Countries availing e-Tourist Visas in 2017 & January-June, 2018

S. No	Country of Nationality	2017	% Share	Jan-June, 2018	% Share
1	United Kingdom	305954	18.0	193615	17.4
2	United States of America	202508	11.9	126013	11.4
3	France	93964	5.5	62612	5.6
4	China	91509	5.4	62429	5.6
5	Russia	88604	5.2	52348	4.7
6	Germany	76295	4.5	50660	4.6
7	Australia	72647	4.3	44604	4.0
8	Canada	64289	3.8	51636	4.7
9	Republic of Korea	47805	2.8	26834	2.4
10	Spain	40896	2.4	18011	1.6
11	Singapore	34690	2.0	20024	1.8
12	UAE	34134	2.0	13093	1.2
13	Oman	32702	1.9	28092	2.5
14	Thailand	32179	1.9	31290	2.8
15	South Africa	30201	1.8	16992	1.5
	Others	448798	26.4	311487	28.1
	Total	1697175	100.0	1109740	100.0

Source: Bureau of Immigration

Major Countries availing e-Tourist Visas during 2017

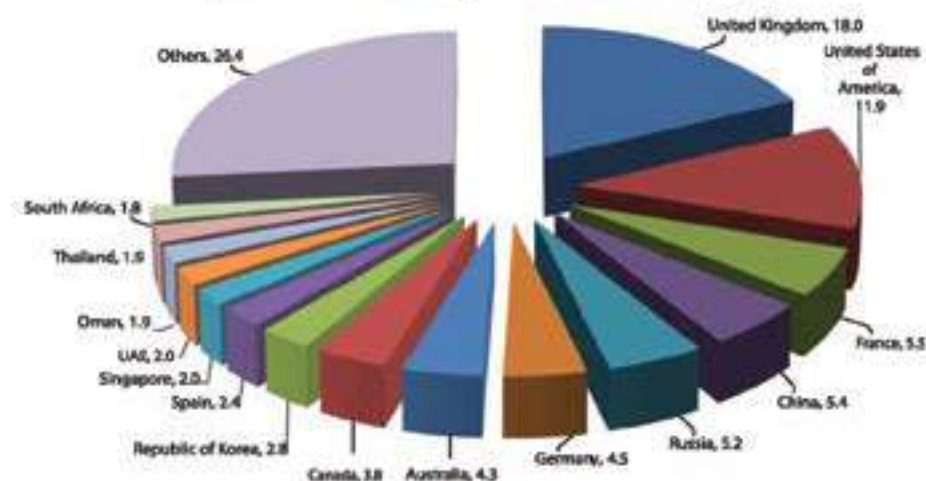


TABLE 9

Foreign Exchange Earnings (FEEs), in US\$ million, from Tourism in India, 2000-2018 (till June)

Year	FEE from Tourism in India (in US\$ million)	Percentage(%) change over the previous year
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14490	30.1
2011	17707	22.2
2012	17971	1.5
2013	18397	2.4
2014	19700	7.1
2015	21013	6.7
2016 ^{#1}	22923	9.1
2017 ^{#2}	27310	19.1
2018 ^{#1} (Jan-June)	14625	12.9@

#1: Provisional estimates @: Growth Rate over Jan-June, 2017

#2: Revised estimates

Source: (i) Reserve Bank of India, for 2000-2015

(ii) Ministry of Tourism, Govt. of India, for 2016-2018 (Jan-June)

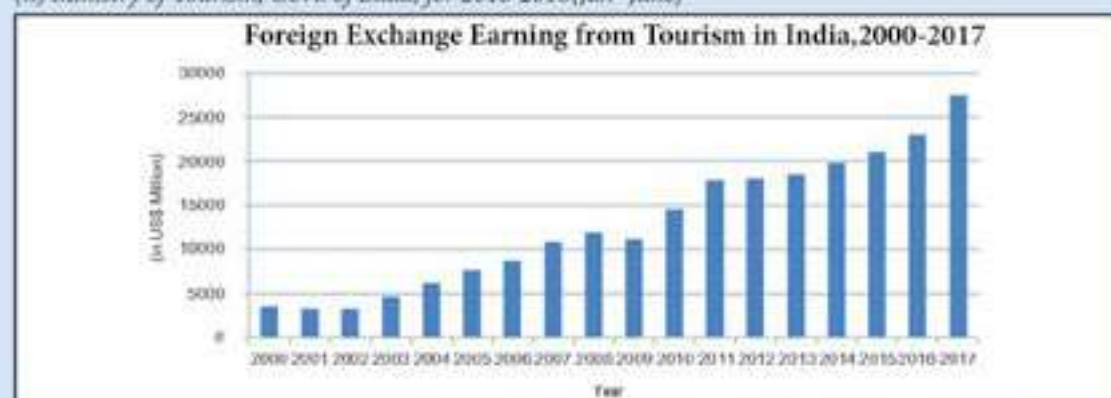


TABLE 10

Month-wise Foreign Exchange Earnings (FEEs) in US\$ billion from Tourism in India, Jan 2016-June 2018

Month	2016 ^{#1}	2017 ^{#2}	2018 ^{#1}	Percentage (%) change	
				2017/16	2018/17
January	2.032	2.320	2.799	14.2	20.6
February	2.001	2.289	2.770	14.4	21.0
March	1.938	2.224	2.659	14.8	19.6
April	1.726	2.211	2.393	28.1	8.2
May	1.534	1.901	1.888	23.9	-0.7
June	1.567	2.013	2.116	26.8	5.1
July	2.125	2.295		8.0	
August	1.875	2.158		15.1	
September	1.744	2.149		23.2	
October	1.812	2.183		20.5	
November	2.110	2.549		20.8	
December	2.439	3.018		23.7	
Total (Jan-June)	10.818	12.958	14.625	19.8@	12.9@
Total (Jan-Dec)	22.923	27.310		19.1	

Source: Ministry of Tourism, Govt. of India.

#1: Provisional estimates @: Growth Rate over Jan-June of previous year

#2: Revised estimates

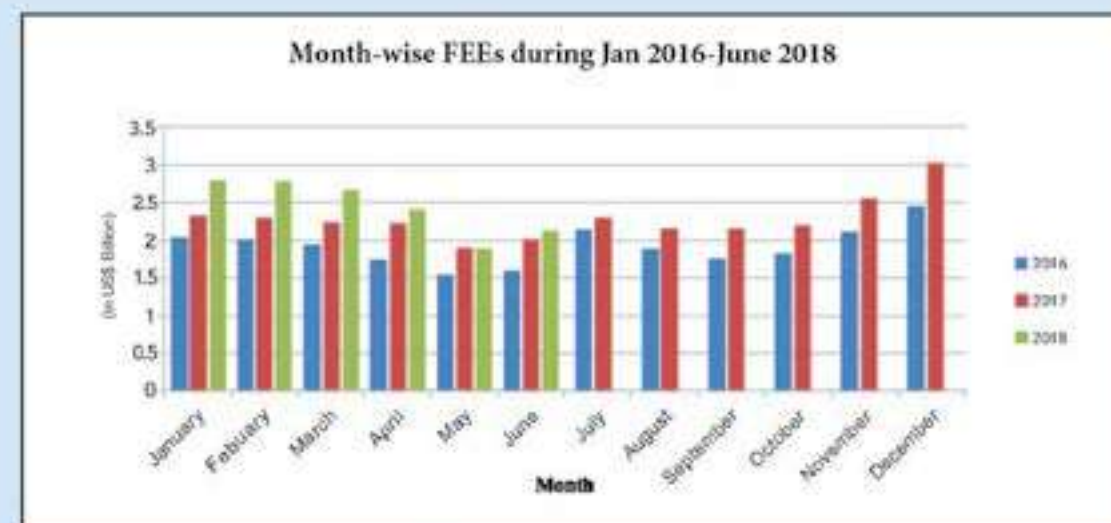


TABLE 11
Foreign Exchange Earnings (FEEs), in Rs. Crore, from Tourism in India, 2000-2018 (till June)

Year	FEEs from Tourism in India (in Rs. Crore)	Percentage (%) change over the previous year
2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44362	13.7
2008	51294	15.6
2009	53754	4.8
2010	66172	23.1
2011	83036	25.5
2012	95607	15.1
2013	107563	12.5
2014	120367	11.9
2015	134844	12.0
2016 ^{#1}	154146	14.3
2017 ^{#2}	177874	15.4
2018 ^{#1} (Jan-June)	95713	12.2@

#1: Provisional estimates, @: Growth Rate over Jan-June, 2017

#2: Revised estimates

Source: (i) Reserve Bank of India, for 2000 -2015

(ii) Ministry of Tourism, Govt. of India for 2016-2018.

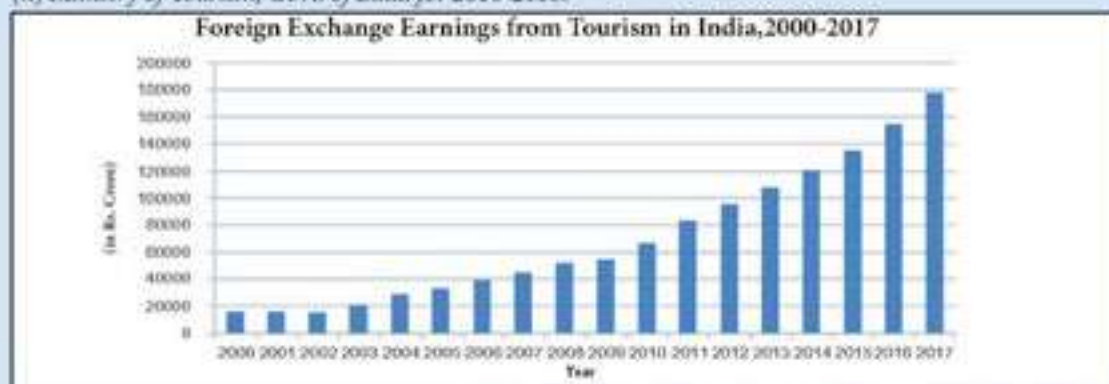


TABLE 12
Month-wise Foreign Exchange Earnings (FEEs), in Rs. Crore, from Tourism in India, Jan 2016 - June 2018

Month	FEEs from Tourism in India (in Rs. Crore)			Percentage (%) change	
	2016 ^{#1}	2017 ^{#2}	2018 ^{#1}	2017/16	2018/17
January	13,671	15,799	17,805	15.6	12.7
February	13,661	15,353	17,817	12.4	16.0
March	12,985	14,667	17,294	13.0	17.9
April	11,495	14,260	15,713	24.1	10.2
May	10,260	12,255	12,742	19.4	4.0
June	10,677	12,971	14,342	21.5	10.6
July	14,285	14,796		3.6	
August	12,553	13,811		10.0	
September	11,642	13,840		18.9	
October	12,100	14,213		17.5	
November	14,259	16,528		15.9	
December	16,558	19,381		17.0	
Total (Jan-June)	72,749	85,305	95,713	17.3	12.2@
Total (Jan-Dec)	1,54,146	1,77,874		15.4	

Source: Ministry of Tourism, Govt. of India.

#1: Provisional estimates, @: Growth Rate over Jan-June, 2017

#2: Revised estimates.

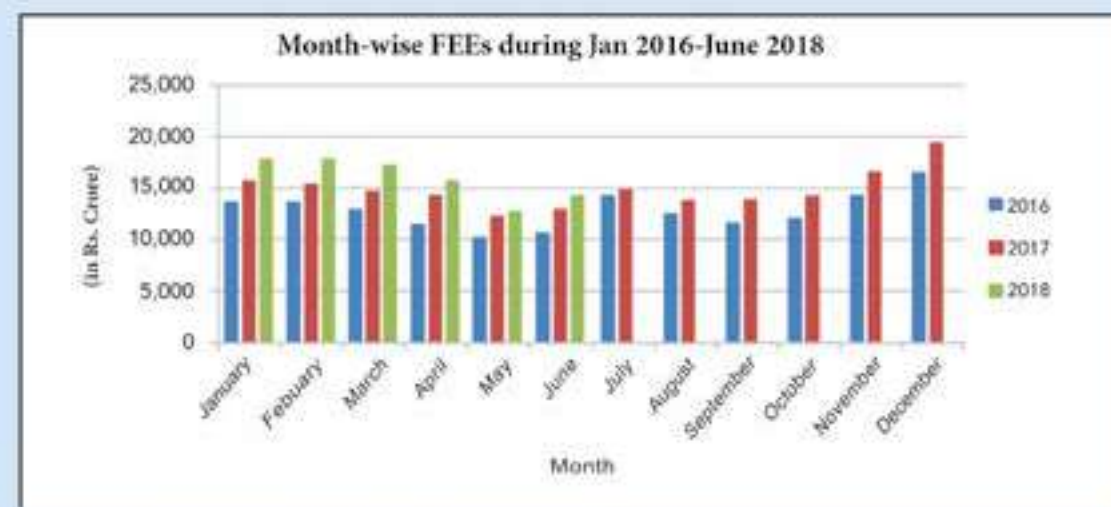


TABLE 13

Share of India in International Tourism Receipts (ITRs) in World and Asia & the Pacific Region, 2000 - 2017

Year	International Tourism Receipt (in US \$ billion)		FEEs in India (in US \$ billion)	Percentage (%) share and rank of India in World		Percentage (%) share and rank of India in Asia and the Pacific	
	World	Asia and the Pacific		% Share	Rank	% Share	Rank
2000	475.3	85.3	3.460	0.73	36 th	4.06	10 th
2001	463.8	88.1	3.198	0.69	36 th	3.63	12 th
2002	481.9	96.5	3.103	0.64	37 th	3.22	13 th
2003	529.3	93.7	4.463	0.84	37 th	4.76	9 th
2004	633.2	124.1	6.170	0.97	26 th	4.97	8 th
2005	679.6	135.0	7.493	1.10	22 nd	5.53	7 th
2006	744.0	156.9	8.634	1.16	22 nd	5.50	7 th
2007	857.0	187.0	10.729	1.25	22 nd	5.74	6 th
2008	939.0	208.6	11.832	1.26	22 nd	5.67	6 th
2009	853.0	204.2	11.136	1.31	20 th	5.45	7 th
2010	931.0	255.3	14.490	1.56	17 th	5.68	7 th
2011	1042.0	289.4	17.707	1.70	18 th	6.19	8 th
2012	1117.0	329.4	17.971	1.61	16 th	5.46	7 th
2013	1198.0	360.2	18.397	1.54	16 th	5.11	8 th
2014	1252.0	359.0	19.700	1.57	15 th	5.49	7 th
2015	1217.0	355.6	21.013	1.73	14 th	5.91	7 th
2016	1239.0	370.8	22.923	1.85	13 th	6.18	7 th
2017	1332.0	389.5	27.310	2.05	13 th	7.01	7 th

Source: UNWTO Tourism Market Trends 2007, UNWTO Barometer June 2009, April 2014, August 2015, May 2016, July 2017, June 2018 and UNWTO Tourism Highlights 2011, 2012.



TABLE 14

Share of Top 10 Countries of the World and India in International Tourism Receipts in 2017

Rank	Country	International Tourism Receipts (in US\$ billion)	Percentage(%) Share
1	USA	210.7	15.82
2	Spain	68.0	5.11
3	France	60.7	4.56
4	Thailand	57.5	4.32
5	Italy	44.2	3.32
6	UK	43.9	3.30
7	Australia	41.7	3.13
8	Germany	39.8	2.99
9	China	35.6	2.67
10	Japan	34.1	2.56
Total of Top 10 countries		636.2	47.76
India		27.3	2.05
Others		668.5	50.19
Total		1332.0	100.00

Source: UNWTO Barometer June 2018 for countries other than India. Ministry of Tourism for India

Share of Top 10 Countries of the World and India in International Tourism Receipts (US\$ billion)

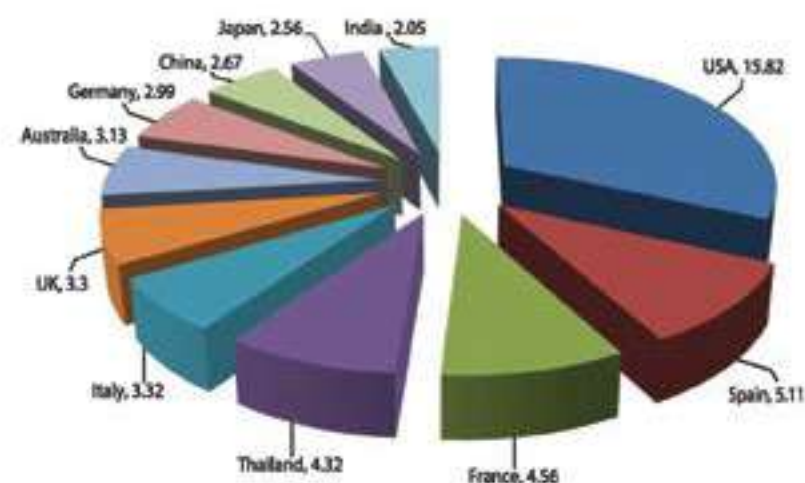


TABLE 15
Number of Indian National's Departures (INDs) from India, 2000 -2017

Year	Indian Nationals' Departures (in Million)	Percentage (%) change over the previous year
2000	4.42	7.3
2001	4.56	3.4
2002	4.94	8.2
2003	5.35	8.3
2004	6.21	16.1
2005	7.18	15.6
2006	8.34	16.1
2007	9.78	17.3
2008	10.87	11.1
2009	11.07	1.8
2010	12.99	17.4
2011	13.99	7.7
2012	14.92	6.7
2013	16.63	11.4
2014	18.33	10.3
2015	20.38	11.1
2016	21.87	7.3
2017	23.94	9.5

Source: Bureau of Immigration, Govt. of India

Number of Indian Nationals' Departures (INDs) from India during 2000-2017

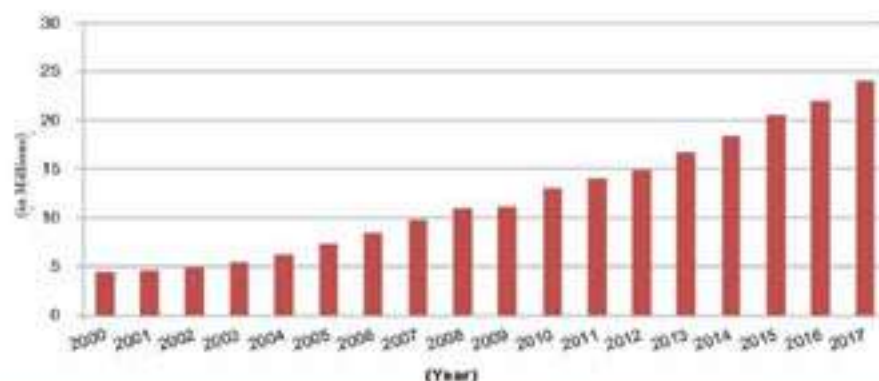


TABLE 16
Top 10 International Check Posts for Indian National's Departures (INDs) from India in 2017

S. No	International Check Posts	INDs	Percentage(%)Share
1	Delhi Airport	5119669	21.38
2	Mumbai Airport	5097038	21.29
3	Cochin Airport	2215214	9.25
4	Chennai Airport	2078070	8.68
5	Hyderabad Airport	1395090	5.83
6	Calicut Airport	1353560	5.65
7	Bangalore Airport	1353255	5.65
8	Trivandrum Airport	1095913	4.58
9	Kolkata Airport	832156	3.48
10	Trichy Airport	532504	2.22
	Total top 10	21072469	88.01
	Others	2870488	11.99
	G.Total	23942957	100.00

Source: Bureau of Immigration, Govt. of India

Percentage share of Top Ports for INDs from India in 2017

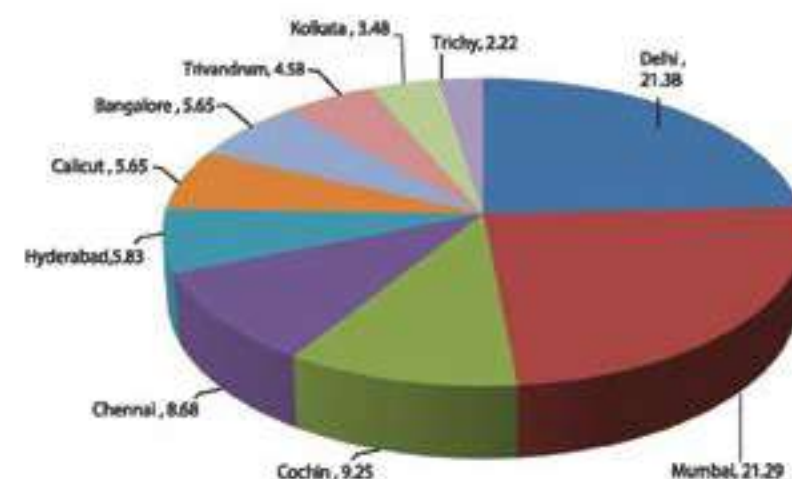


TABLE 17
Number of Domestic Tourist Visits (DTVs) to all States/UTs in India, 2000 – 2017

Year	Domestic Tourist Visits (in million)	Annual Growth (%)
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7.0
2006	462.44	18.0
2007	526.70	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017*	1652.49	2.3

Source: State/ Union Territory Tourism Departments

* provisional

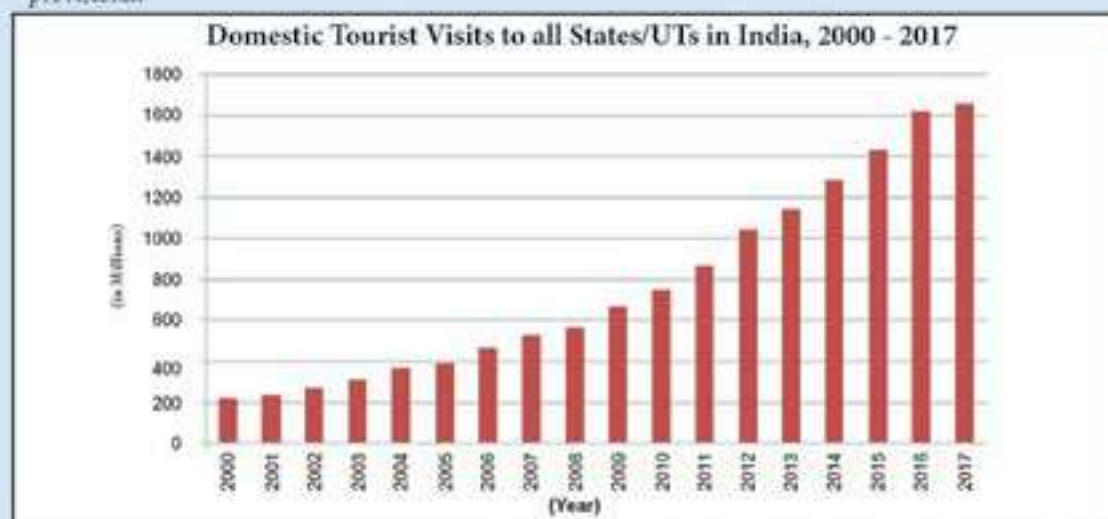


TABLE 18
Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2017

Rank	State/UT	Domestic Tourist Visits in 2017	
		Number	Percentage (%) Share
1	Tamil Nadu	345061140	20.9
2	Uttar Pradesh	233977619	14.2
3	Karnataka	179980191	10.9
4	Andhra Pradesh	165433898	10.0
5	Maharashtra*	119191539	7.2
6	Telangana	85266596	5.2
7	West Bengal	79687645	4.8
8	Madhya Pradesh	78038522	4.7
9	Gujarat	48343121	2.9
10	Rajasthan	45916573	2.8
Total of top 10 States		1380896844	83.6
Others		271588513	16.4
Total		1652485357	100.0

Source: State/ UT Tourism Departments.

*: Estimated figures for the year 2017 using all-India growth rate

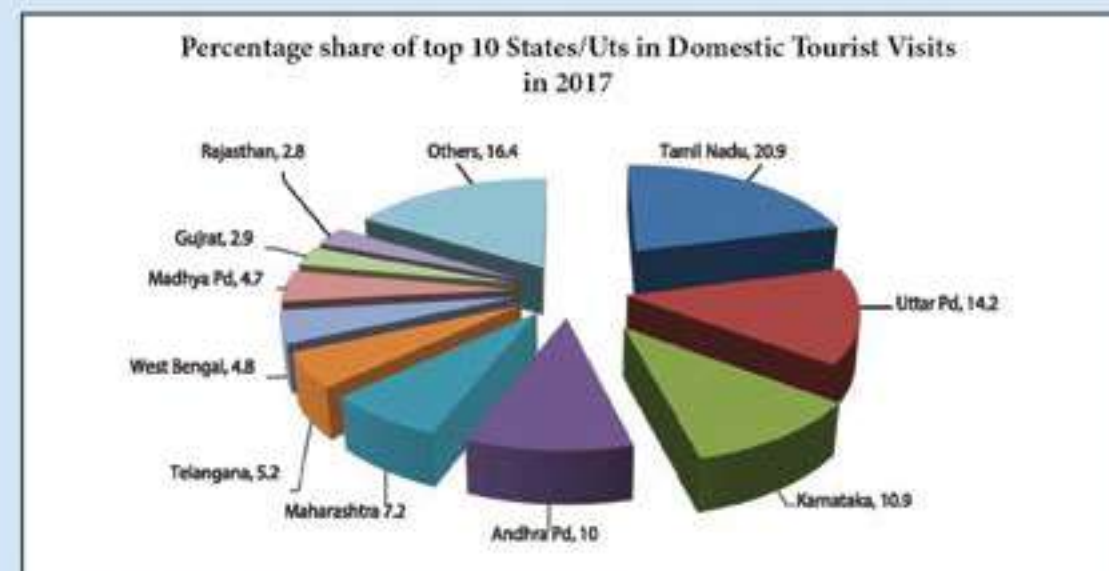


TABLE 19
Number of Foreign Tourist Visits to all States/UTs in India, 2000-2017

Year	Foreign Tourist Visits (in Million)	Annual Growth (%)
2000	5.89	1.1
2001	5.44	-7.8
2002	5.16	-5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.75	18.1
2007	13.27	12.9
2008	14.38	8.4
2009	14.37	-0.1
2010	17.91	24.6
2011	19.5	8.9
2012	18.26	-6.3
2013	19.95	9.2
2014	22.33	11.9
2015	23.33	4.4
2016	24.71	6.0
2017*	26.89	8.8

Source: State/ UT Tourism Departments
*Provisional

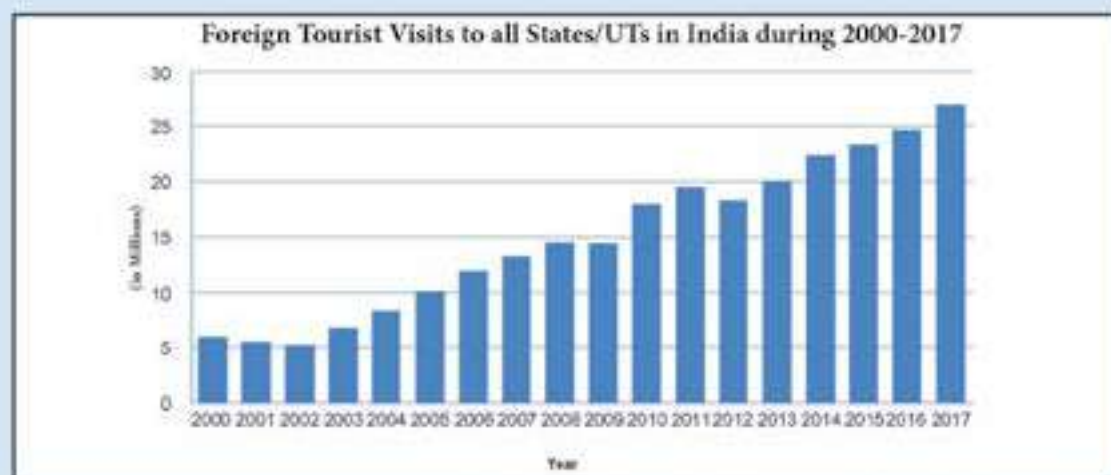


TABLE 20
Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2017

Rank	State/UT	Foreign Tourist Visits in 2017	
		Number	Percentage (%)Share
1	Maharashtra*	5078514	18.9
2	Tamil Nadu	4860455	18.1
3	Uttar Pradesh	3556204	13.2
4	Delhi*	2740502	10.2
5	Rajasthan	1609963	6.0
6	West Bengal	1574915	5.9
7	Punjab	1108635	4.1
8	Kerala	1091870	4.1
9	Bihar	1082705	4.0
10	Goa	842220	3.1
Total of Top 10		23545983	87.6
Others		3340655	12.4
G.Total		26886638	100.0

Source: State/ UT Tourism Departments
*Provisional

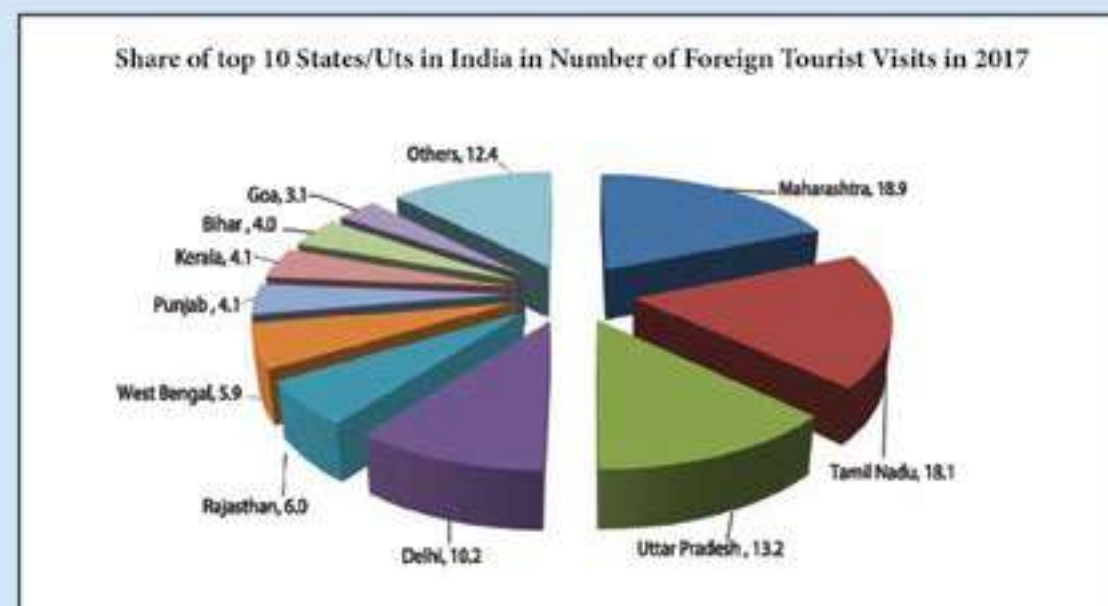


TABLE 21
Number of approved Hotels and Hotel rooms in the country, as on 31-05-2018.

S. No.	Category of Hotels	No. of Hotels	No. of Rooms
1	One Star	6	236
2	Two Star	43	955
3	Three Star	442	15619
4	Four Star	253	14611
5	Five Star	158	19791
6	Five Star Deluxe	160	35672
7	Apartment Hotels	1	126
8	Guest House	5	73
9	Heritage Hotels	14	238
10	Bed & Breakfast Establishment	720	3576
	Total	1802	90897

TABLE 22
No. of operators in the country recognized by Ministry of Tourism as on 31-05-2018

S.No.	Operator	Nos.
1	Travel Agent	195
2	Inbound Tour Operator	467
3	Tourist Transport Operator	102
4	Adventure Tour Operator	47
5	Domestic Tour Operator	133
	Total	944

TABLE 23
Scheme-wise Outlay of Ministry of Tourism 2017-18 and 2018-19
(Rs. In Crore)

S.No.	Name of Schemes	2017 -18		2018-19
		BE	RE	BE
A	Centrally Sponsored Schemes (CSS)			
1	Infrastructure Development for Destination and Circuits UT PLAN	10.00	10.00	5.00
B	Central Sector Schemes (CS)			
1	Overseas Promotion and Publicity including Market Development Assistance	300.00	295.00	454.24
2	Assistance to IHMs/ FCIs/ITTM/ NCHMT	95.00	90.00	85.00
3	Domestic Promotion and Publicity including Hospitality	110.00	90.00	135.00
4	Capacity Building for Service Providers	65.00	46.95	30.00
5	Computerization and Information Technology	30.00	24.16	25.50
6	Assistance for Large Revenue Generating Projects	2.99	0.01	1.00
7	Incentives to Accommodation Infrastructure	0.01	0.01	0.01
8	Externally Aided Projects	0.02	0.01	0.01
9	Assistance to Central Agencies for Infrastructure Development	70.00	72.98	70.00
10	Market Research including 20 years Perspective plan	6.00	10.99	4.00
11	Capital Outlay on Public Works (Bharat ParyatanBhawan)	-	-	-
12	Bharat ParyatanBhawan (Major Works)	1.07	1.07	0.01
13	Swadesh Darshan-Integrated Development of Tourist Circuits on Specific Themes	959.91	950.00	1100.00
14	National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)	100.00	100.00	150.00
	Total - Plan (CSS & CS)	1750.00	1691.18	2150.00



CHAPTER 9 ANNEXURES

ANNEXURE - I

Definitions

1. DEFINITIONS FOLLOWED IN INDIA

ARRIVALS:

The data presented in this publication refer to the number of arrivals of tourists/visitors and not to the number of persons. An individual who makes multiple trips to the country is counted each time as a new arrival. This is also true in the case of Indian nationals going abroad.

FOREIGN VISITOR:

A foreign visitor is any person visiting the country on a foreign passport whose main purpose of visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country. This definition covers two segments of visitors: 'Tourists' and 'Same Day Visitors'.

FOREIGN TOURIST:

A foreign tourist is a person visiting India on a foreign passport, staying at least twenty four hours in the country, the purpose of whose journey can be classified under one of the following headings:

- (i) Leisure (recreation, holiday, health, study, religion and sport)
- (ii) Business, family mission, meeting.

The following are not regarded as 'foreign tourists'

- (i) Persons arriving with or without a contract, to take up an occupation or engage in activities remunerated from within the country
- (ii) Persons coming to establish residence in the country
- (iii) 'Same Day Visitors' i.e. temporary visitors staying less than twenty four hours in the country (including travellers on cruises).

EXCURSIONIST:

A visitor in accordance with the foregoing definition and staying less than 24 hours in the country is treated as 'Same Day Visitor' or 'Excursionist'.

CRUISE PASSENGER:

A visitor, as defined above, who arrives in the country aboard a cruise ship and does not spend a night at an accommodation establishment in the country is treated as a cruise passenger.

Ports: Ports are the points of entry of foreign visitors into India. At present, there are seventy two ports.

Regions: The regional classification of countries, used for the presentation of data in the publication, is as follows:

- 1) Africa comprises the continent of Africa including Egypt and the adjoining islands.
- 2) Australasia includes Australia, New Zealand, Fiji and the Pacific Island groups like French Polynesia, Papua New Guinea, New Caledonia, etc.
- 3) East Asia comprises China, Hong Kong, Japan, Korea, Macau, etc.
- 4) West Asia comprises countries in the Middle East including Turkey, Cyprus and Persian Gulf countries excluding Iran.
- 5) South Asia includes Iran, Afghanistan, Sri Lanka, Maldives and countries in the Indian subcontinent.
- 6) South East Asia comprises countries of Indo-China including Myanmar & ASEAN countries.
- 7) North America includes Canada and the USA.
- 8) Central and South America comprises countries in Central and South America, and the Caribbean Islands.
- 9) Eastern Europe comprises all the countries of former Soviet Union, Yugoslavia, Czechoslovakia, Hungary, Poland, etc.
- 10) Western Europe includes all the countries of Europe excluding East European countries, Turkey and Cyprus.

DOMESTIC TOURIST:

A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/ agrashalas/ choultries etc. for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

- i) Pleasure (holiday, leisure, sports, etc.)
- ii) Pilgrimage, religious and social functions
- iii) Business conferences and meetings
- iv) Study and health

The following are not regarded as domestic tourists:

- (i) Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- (ii) Persons coming to establish more or less permanent residence in the State/ Centre.
- (iii) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends, attending social and religious functions, etc. and staying in their own homes or with relatives and friends and not using any sight-seeing facilities.
- (iv) Foreigners residing in India.

INDIAN NATIONALS GOING ABROAD:

Any person going abroad with an Indian passport is regarded as an Indian national going abroad irrespective of the purpose and the destination.

TRAVEL RECEIPTS/FOREIGN EXCHANGE EARNINGS FROM TOURISM:

These are receipts of the country as a result of consumption expenditure, i.e. payments made for goods and services acquired, by foreign visitors in the economy out of foreign currency brought by them.

ACCOMMODATION ESTABLISHMENTS:

Places in which rooms are provided to tourists for stay, and classified as hotels, tourist bungalows, travellers' lodges, youth hostels, etc.

APPROVED HOTELS:

Hotels which conform to certain laid down standards on physical features, standards of facilities and other services as approved by the Tourism Departments of Central and State Governments. These are graded as five star deluxe, five star, four star, etc.

OCCUPANCY RATE:

The occupancy rate refers to the ratio between available capacity (in terms of rooms or beds) and the extent to which it is used. Occupancy is worked out on the basis of number of rooms occupied by both domestic and international tourists.

2. INTERNATIONAL DEFINITIONS

Tourism: The activities of persons travelling to and in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Domestic Tourism: Residents of a given country travelling only within that country.

Inbound Tourism: In relation to a given country, non-residents travelling to that country.

Outbound Tourism: In relation to a given country, residents travelling to another country.

Internal Tourism: Domestic and Inbound Tourism.

National Tourism: Domestic and Outbound Tourism.

International Tourism: Inbound and Outbound Tourism.

Visitors: All types of travellers engaged in tourism are described as Visitors, and as such the term represents the basic concept for the whole system of tourism statistics.

International Visitors: Any person who travels to a country other than that which is his/her usual residence, but outside his/her usual environment, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

INTERNATIONAL VISITORS INCLUDE:

Tourists (overnight visitors): Visitors who stay at least one night in a collective of private accommodation in the country visited.

Same Day Visitors: Visitors who do not spend a night in a collective or private accommodation in the country visited. This definition includes passengers of cruise ships who return to the ship every night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension, owners or passengers of yachts, and passengers on a group tour accommodated in a train.

Domestic Visitors: Any person residing in a country who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

DOMESTIC VISITORS INCLUDE:

Tourists (overnight visitors): Visitors who stay at least one night in a collective or private accommodation in the place visited.

Some Day Visitors: Visitors who do not spend one night in a collective or private accommodation in the place visited.

ANNEXURE II

IMPORTANT TOURIST DESTINATIONS & ATTRACTIONS

Sl. No.	DISTRICTS	DESTINATIONS	ATTRACTIONS
1	Thiruvananthapuram	Thiruvananthapuram	The Capital of the State, Secretariat, Sri Padmanabha Swami Temple (Richest temple in the world), Napier Museum, Zoo, Kuthiramalika, etc.
2		Kovalam	Internationally famous beach
3		Ponmudi	Beautiful hill station
4		Poovar	Beach, boating, fishing harbour
5		Varkala	Beach, famous Sivagiri Mutt, Janardana Swami Temple
6	Kollam	Kollam	Famous for the cashew nut factories and an ancient port. Ashtamudi Lake, historical temples, Neendakara Harbour are other famous destinations
7		Kollam Beach	Internationally famous beach
8		Thenmala - Palaruvi	India's first eco-tourism project & Palaruvi Waterfalls
9		Mundakkal Beach	Beach
10		Alamkadavu	Alamkadavu is where the first house boats in India were built
11		Munroe Thuruth (Island)	Coir manufacturing center
12		Paravoor Thekkumbhagam	Coir manufacturing center
13	Pathanamthitta	Aranmula	Aranmula is a backwater tourist destination in Kerala. It is the land of Snake Boats. The famous Aranmulakkannadi (Metal Mirror) is made in Aranmula Village.
14		Erumeli	Erumeli Petta Thullal (A Religious Dance), resting place of Sabarimala pilgrims

15	Alappuzha	Alappuzha	Famous for coir industries, paddy fields and beaches, Alappuzha is known as the 'Venice of the East' and also 'The Paddy Bowl of Kerala'
16		Kuttanadu	Granary of paddy, banana plantations, waterways
17	Kottayam	Kumarakom	Kumarakom Bird Sanctuary, Vembanad Lake, houseboats
18	Idukki	Munnar	Tea plantations; thick forests, Neelakkurinji, beautiful hills, the natural habitat of Varayadu (Nilgiri Thar)
19		Thekkady	Periyar Wildlife Sanctury, famous boating center
20		Wagamon	Beautiful hills, tea plantations
21		Kumbonpara	
22		Parunthumpara	The famous plantation town
23		Thommankuthu	Waterfalls
24	Ernakulam	Aluva	Sivarathri Manappuram (River Bed), Aluva Palace.
25		Bhoothathankettu	A scenic dam site with boating facilities. It is situated in a vast virgin forest.
26		Cherai Beach	A famous beach in Kerala, where dolphins can be spotted on rare occasions. Coconut plantations are another attraction
27		Fort Kochi	Chinese Fishing Nets are the main attraction.
28		Kalady	Birth place of Saint Aadi, Sankaracharya, famous Sanskrit University.
29		Kochi City	Kochi is the 'Queen of Arabian Sea'. It is a vibrant city in Kerala. Kochi is also known as 'The Gateway to Kerala'.
30		Maradu	Backwaters, convention center
31		Paravoor	Heritage Zone

32	Thrissur	Athirappalli	Biggest waterfall in Kerala.
33		Chalakkudi	Amusement Parks.
34		Chavakkad	An ideal place for scenic beauty lovers, it's one of the best beaches along the west coast
35		Guruvayur	Famous Sri Krishna Temple, Mammiyoor Temple, Punnathoorkottah (The elephant training center)
36	Palakkad	Malampuzha	Malampuzha Dam, Garden, The Famous statue 'Yakshi' (A character in Kerala mythology), Rock Garden, Ropeway.
37		Nelliampathy	Beautiful hills, the hills of Sahyadri (Western Ghats), beautiful forests, orange plantations.
38		Parambikkulam	Wildlife sanctuary, boating facilities, Erumadam (The House upon the Tree), thick forests
39	Malappuram	Kodikuthimala	Beautiful hills
40		Nilambur	Teak plantations, Bamboo plantations
41	Kozhikode	Iringal - Kottakkal	Kunhalimarakkar (The Navigator of Samorin) Memorial is situated in Iringal. Kottakkal is famous for Ayurvedic treatment
42		Kakkayam	Kakkayam Dam, adventure tourism facilities
43		Kadalundi Nagaram	Bird sanctuary, Kadalundi River
44		Kozhikode City	Beautiful beaches, Wildlife sanctuaries, Beautiful Rivers.
45		Kappad	It is a historical beach. Vasco-da-Gama, the first European who came to India, landed here.
46		Peruvannamoozhi	Hills, dam, boating facilities, historical plantations
47		Thusharagiri	Waterfalls
48	Wayanad	Wayanad	Pookkodu Lake, Kuruva Island, Wildlife sanctuaries

49	Kannur	Meenkunnu – Payyambalam	Famous beaches
50		Muzhuppilangad	The only drive-in-beach in Kerala.
51		Parassinikkadavu	Pilgrim Center, Backwaters.
52	Kasaragod	Bekal	Bekal Fort, an important beach

ANNEXURE III LIST OF APPROVED TOUR OPERATORS (AS ON 31/03/2019)

Sl. No.	Organisation Name	Address	Telephone Number	Email Id	Website
1	Alhind Tours and Travels Pvt. Ltd.	Alhind Tours And Travels Pvt. Ltd., Markas Complex, Mavoor Road, Kozhikode, Kerala - 673004	0471-2727575	vinayan@alhindonline.com	www.alhind.com
2	Concord Exotic Voyages (India) Pvt. Ltd.	Concord Exotic Voyages (India) Pvt. Ltd., G-293, Panampilly Avenue, Panampilly Nagar, Kochi - 682036, Kerala	0484-2318002	kochi@concordtours.in	www.concordtours.in
3	Cosima Travel & Trade Links Pvt. Ltd.	2nd Floor, Penta Square MG Road, Kochi, Kerala - 682035	0484-2364351	sebastian@cosimaholidaysindia.com	www.cosimaholidaysindia.com
4	Cosmos Tours & Travels	AMRA 23, Karali Road, Chakkai Pettah, Thiruvananthapuram - 695024	0471-2503111, 2503222	tours@cosmoskerala.com	www.cosmoskerala.com
5	Discover Kerala Holidays	TC.14/1222 (3), 2nd Floor, Capital Tower, Main Road Kumarakuram, Medical College PO, Thiruvananthapuram - 695011	0471-2440601, 2000000	manu@dkhhospitality.com	www.discoverkeralaholidays.com
6	Dravidian Trails Holidays Pvt. Ltd.	1st Floor Mynakam Arcade, Opp. Oxford Business Centre, Sreekanth Road, Ravipuram, Cochin - 682016	0484-4060601 4060602 4060604	swami@dravidiantrails.in	www.dravidiantrails.in
7	Flyzone Ventures	41/12770, Sulthan Chambers, Room No. 205, Near North Railway Station, Paramara Road, Cochin - 682018	0484-2397668	flyzoneventures@gmail.com	www.flyzoneventures.com
8	Fortex Travel	9/867 E, Puzhamangalath, Pandikudy Road, Cochin - 682002, Kerala	0484-2229444	manish@fortexttravel.com	www.fortexttravel.com
9	Gateway Malabar Holidays (P) Ltd.	Gateway Malabar Holidays Pvt. Ltd., 33/2402-K, 1Ind floor, Thirunilath Buildings, Geethanjali, NH 47 Bypass, Vytilla, Kochi, Kerala - 682032	0484-4055500	sandeep@gatewaymalabar.com	www.gatewaymalabar.com
10	Great Escapes	126, 1st Floor, DD Vyapar Bhavan, Kadanthara, Cochin - 682 020, Kerala	0484-4000547	mail@greatindiantours.com	www.greatindiantours.com

Sl. No.	Organisation Name	Address	Telephone Number	Email Id	Website
11	Indian Impressions	2nd Floor, Kooliyatt Building, Hill Palace Road, Vyttila PO, Tripunithura	0484-2779044	cok@indianimpressions.in	www.indianimpressions.in
12	Indus Holidays	34/1698, Ushus Building, Edappally, Cochin - 682024	0484-4054543	mail@indusholidays.in	www.indusholidays.in
13	International Pilgrimage Revolution Pvt. Ltd.	International Pilgrimage Revolution Pvt. Ltd., VII/568, K.A.P. Commercial Center, R.S. Road, Aluva, Kerala - 683101	0484-2626205	info@gowithpr.com	www.gowithpr.com
14	Intersight Holidays (P) Ltd.	1st Floor, Anna Building, NH Bypass, Thykoodam, Vyttila, Cochin - 682019	0484-4056211	thomas@intersight.in	www.intersightholidays.com
15	Intersight Tours & Travels Pvt. Ltd.	Anna Building, NH Bypass Road Thykoodam, Vyttila, Cochin - 682019, Kerala, India	0484-4056222	md@intersight.in	www.intersighttours.com
16	Iris Holidays Private Limited	32/1822 A, Millennium Nagar, Padivat-tom, Edappally Post, Kochi, Kerala - 682024	0484-4067561, 2336666	info@irisholidays.com	www.irisholidays.com
17	ITP Tourism Managers Pvt. Ltd.	SGRA 32, Soorya Gardens Avenue, Temple Road, Sasthamangalam, Thiruvananthapuram - 695010	0471-2720260	mail@indiantourplanners.com	www.indiantourplanners.com
18	Jai Maruti Holidays Tours and Travels	Valiamatom, West Fort, Mavelikara, Alappuzha, Kerala - 690101	0479-2342463	jmholidays@gmail.com	www.jmholidays.com
19	Jayasree Travels and Tours Company	TC 30/1897, Kannamoola, Pettah PO, Thiruvananthapuram - 695024	0471-2743603	vikraman@jayasreetravels.com	www.jayasreetravels.com
20	Kaduna Hospitality Pvt. Ltd.	Chiramel Building, Sreekanth Road, Cochin - 682016	0484-6612400	jacob@keralaholidaymart.com	www.keralaholidaymart.com
21	Kalpso Adventures (P) Ltd.	G-340, Panampilly Nagar, Cochin - 682036	0484-4012700	info@kalpsoadventures.com	www.kalpsoadventures.com
22	Kerala Destinations Pvt. Ltd. (KDPL)	Federal Pearl, Subash Chandrabose Road, Jawahar Nagar, Kadanthara, Kochi, Kerala - 682020.	0484-6004000, 2204101	jiby@kdpl.in; jiby@keraladestinations.net; contact@keraladestinations.net	www.keraladestinations.net

Sl. No.	Organisation Name	Address	Telephone Number	Email Id	Website
23	Kerala Holidays Pvt Ltd	CC-29 / 1706 G, Christa Sangam Building, 2nd Floor, Above Bread World NH Bypass, Thykoodam, Vyttila, Cochin - 682019	0484-2704501	thomas@keralaholidays.com	www.keralaholidays.com
24	Kerala.Com Travel Division, Worldviewer Dot Com (India) Pvt. Ltd.	G-66, Elders Forum Road, Panampilly Nagar, Kochi - 682 036	0484-4010403	reservation@keralatravels.com	www.keralatravels.com
25	Keralavoyages (India) Pvt. Ltd.	Ergo Heights, Vikram Sarabhai Road, Maradu Post, Cochin - 682304		director@keralavoyages.com	www.keralavoyages.travel
26	Khaleej Tours	NH Bypass, Behind Holiday Inn, 33/2392C1A, Vennala P.O., Kochi - 682028	0484-6454858	info@khaleejtours.com	www.khaleejtours.com
27	KSA Tours & Travels Pvt. Ltd.	31/345 A, Kattithara Building, Paradise Road, Janatha Jn., Vyttila	0484-4047770	mail@ksa.co.in	www.ksa.co.in
28	Letsgokerala Travel Services Private Limited	VI/858 N, Level 2, Valamkottill Towers, Jedgemukku, Thrikkakara P.O., Kochi - 682021	0484-2577988	info@letsgokerala.in	www.letsgokerala.in
29	Lotus Destinations Pvt. Ltd.	HIG 34, 10th Cross Road, Panampilly Nagar, Cochin - 682036	0484-4127111	obtops@lotusdmc.com	www.lotusdmc.com
30	Mangalam Travel & Tours	5 & 6, First Floor, Our Tower, Vellayambalam, Thiruvananthapuram - 10	0471-4078400, 4000000	mangalamac@gmail.com	
31	Marvel Tours Pvt. Ltd.	Earthen Cube, Bund Road, Off NH 47 Bypass, Maradu, Ernakulam - 682304	9847033091	info@marveltours.in	www.marveltours.in
32	Moon Days	Moon Days, 1st Floor, Peppermint Sadan, Ravipuram, MG Road, Cochin - 16	0484-2368727	madhu@moondays.in	www.moondays.in
33	Mystikal Holidays Pvt. Ltd.	C1, Green Earth House, Poriyampadam Link Road, Edappally PO, Kochi - 682024	0484-4061516	info@mystikalindia.com	www.mystikalindia.com
34	Orizon Holidays Private Limited	A69, Elankom Gardens, Vellayambalam, Thiruvananthapuram - 695010	0471-4852121	info@orizonholidays.com	www.orizonholidays.com

Sl. No.	Organisation Name	Address	Telephone Number	Email Id	Website
35	Pioneer Personalized Holidays Pvt. Ltd.	Pioneer House, G.V. Iyer Road, W. Island, Kochi - 682003, Kerala	0484-2864000	pioneer@pner.com	www.pioneertravels.com
36	Raveendra Hospitality Pvt. Ltd.	Paradise Holidays, East Kadungalloor, Aluva, Ernakulam, Kerala - 683102	0484-2607770	director@paradise-kerala.com	www.paradise-kerala.com
37	Scenic Holidays	Scenic Holidays 49/842 A, Kaniyampuzha Road, Near Hotel Mermaid, Vyttila PO, Kochi - 682019	9847157744	holidaysscenic@gmail.com	www.scenicholidays.in
38	Seasonal Trip	#49, DD Corner Stone, Kadavanthra, Kochi - 682020, Kerala	0484-3933333	mail@seasonaltrip.com	www.seasonaltrip.com
39	Southern Odyssey Private Limited	Head Office: Karothukuzhi Building, Pillar No.181, Near Muttom Metro Station, Aluva, Kochi - 683106.	0487-2421243	info@southernodyssey.com	www.southernodyssey.com
40	Spiceland Holidays and Entertainments Private Limited	Destination Hub, Elamkulam, Cochin - 682020.	0484-2361111	riyaz@spicelandholidays.com	www.spicelandholidays.com
41	Srees Tours	Sudheer Bhawan, House No. 111, Chakrampady, Kumarakom North PO, Kumarakom, Kottayam - 686563	0481-2523935, 2523937	sreestours@gmail.com	www.sreestours.com
42	Sri Chakkara Tours Travels	Sri Chakkara Tours Travels, New 62/2068, Old 39/2187 C2 First Floor, Anyabhavan Bldg., South Railway Station Jn., Chittoor Road, Ernakulam, Kochi - 682016	0484-4022201	srichakkaratourstravels@gmail.com	www.srichakkaratourstravels.com
43	STS Travels and Tours Private Limited	Opp. Thycaud Post Office, Thycaud PO, Thiruvananthapuram, Kerala - 695014	0471-2334504	info@ststravels.com	www.ststravels.com
44	Sun International Tours and Travels	Shop No. 16, Sri Narasimhavasam Shopping Complex, Opp. YMCA, Statue, Thiruvananthapuram - 695001.	0471-4013411	sundestinationtours@gmail.com	www.sundestinationtours.org
45	The Great India Tour Co. Pvt Ltd.	Ground Floor, New Corporation Building, Palayam, Thiruvananthapuram - 695033, Kerala, India	0471-3011500	sales@gitctour.com	www.gitc.in

Sl. No.	Organisation Name	Address	Telephone Number	Email Id	Website
46	The Travel Planners	TC 36/1866 (2), New Gardens, Sangamam Nagar, Enchakkal, Vallakadavu (PO), Thiruvananthapuram - 695008	0471-2508951, 2508952	tour@tppkerala.com	www.keralatourpackages.com
47	Thy Grace International's Cocokerala	2nd Floor, KC Towers (Near Oberon Mall), Padivattom, Ernakulam, Kerala - 682024	0484-4050994	jaimy@cocokerala.com	www.cocokerala.com
48	Travelcart India Pvt. Ltd.	Vidhya Vihar Road, Near SH College, Thevara, Kerala - 682013	0484-2600000	mail@travelcartindia.com	www.travelcartindia.com
49	Travelmate Solution	J D Tower, Opp. Reliance Fresh, KSRTC Road, Chalakudy, Thrissur, Kerala - 680307	0480-2706650	delwin@travelmatesolution.com	www.keralacitytour.com
50	Vivekananda Travels Private Limited	Vivekananda Travels Private Limited, 17/483B, 1st Floor, Sreekantheshwara Complex, SK Temple Road, Kozhikode, Kerala - 673004	8547896289	gayathrinarendran@vivekanandatravelspltd.com	www.vivekanandatravelspltd.com
51	Voyages Kerala	PGR - 50, TC 36 / 168, Perunthanni, Vallakadavu PO, Thiruvananthapuram - 695008, Kerala	0471-2572070	ceo@voyageskerala.com	www.voyageskerala.com

ANNEXURE IV

DTPC Offices in Kerala

Sl. No.	District	Office Address	DTPC Secretaries	Contact Details	Email Id
1	Thiruvananthapuram	The Secretary District Tourism Promotion Council (DTPC), Opposite Raj Bhavan, Vellayambalam, Thiruvananthapuram	Bindumani S	9400055397 0417-2315397	info@dtptthiruvananthapuram.com
2	Kollam	The Secretary District Tourism Promotion Council (DTPC), Near KSRTC Bus Stand, Kollam - 1	Santhosh kumar C	9447722977 04742750170 (Land)	contact@dtptkollam.com
3	Pathanamthitta	The Secretary District Tourism Promotion Council (DTPC), Kozhancheri, Near Panchayath Stadium, Pathanathitta 41		9447709944 04682311343 (Land)	ptadtpc@yahoo.co.in
4	Alappuzha	The Secretary District Tourism Promotion Council (DTPC), Boat Jetty Road, Near KSRTC Bus Station, Alappuzha - 11	Malin M	9447483308 04772251796 (Land)	info@dtptcalappuzha.com dtptcalpy@yahoo.com
5	Kottayam	The Secretary District Tourism Promotion Council (DTPC), Kodimatha, Kottayam	Dr. Bindhu Nair	9400428785 04812560479 (Land)	info@dtptckottayam.com
6	Idukki	The Secretary District Tourism Promotion Council (DTPC), Civil Station, Kuli Mala, Painavu P.O., Idukki	Jayan P Vijayan	9747182813 04862232248 (Land)	info@dtptcidukki.com
7	Ernakulam	The Secretary District Tourism Promotion Council (DTPC), Old Collectorate Bldg., Park Avenue Road, Kochi - 11	Vijayakumar	9847332200 04842367334 (Land)	info@dtptcernakulam.com

Sl. No.	District	Office Address	DTPC Secretaries	Contact details	Email Id
8	Thrissur	The Secretary District Tourism Promotion Council (DTPC), Palace Road, Chembukkavu, Thrissur 20		04872320800 (Land)	info@dtptthrissur.com
9	Malappuram	The Secretary District Tourism Promotion Council (DTPC), Up Hill, Malappuram - 5	Binosh Kunjappan	9946595909 04832731504 (land)	info@dtptcmalappuram.com dtptcmalappuram@gmail.com
10	Palakkad	The Secretary District Tourism Promotion Council (DTPC), West Fort Road, Palakkad 01	K G Ajesh	9947697651 04912538996 (Land)	info@dtptcpalakkad.com
11	Kozhikode	The Secretary District Tourism Promotion Council (DTPC), Mananchira, Kozhikode - 1	Beena C P	9961702406 04952720012 (Land)	info@dtptckozhikode.com
12	Wayanad	The Secretary District Tourism Promotion Council (DTPC), Civil Station, North Kalpetta, Wayanad - 673 122	B Anand	04936202134 (Land)	info@dtptcwayanad.com
13	Kannur	The Secretary District Tourism Promotion Council (DTPC), Kannur - 2, Taluk Office Compound	Jitheesh Jose	9447564545 04972706336 (Land)	info@dtptckannur.com
14	Kasaragod	The Secretary District Tourism Promotion Council (DTPC), Vidya Nagar, Kasaragod - 671 123	Biju R	9847856789 04994256450 (Land)	info@dtptckasaragod.com

ANNEXURE V

OFFICES OF KERALA TOURISM

DIRECTORATE OF TOURISM

Department of Tourism, Park View, Thiruvananthapuram-33
Kerala, India, Phone: +91 471 322547, Fax: +91 471 322279
Website: www.keralatourism.org

JOINT DIRECTOR'S OFFICES

Office of the Joint Director, Dept. of Tourism

Govt. Guest House, Ernakulam, Ph: +91 484-2360502, 2360257

Office of the Joint Director

Department of Tourism, Kozhikode, Ph: +91 495-2373862

Office of the Joint Director

Dept. of Tourism, Thiruvananthapuram, Ph: +91 471-2335571

GOVERNMENT GUEST HOUSES

- | | |
|--|-------------------------------|
| 1. Guest House Thiruvananthapuram | Phone : 0471-2329869, 2324453 |
| 2. Guest House Kovalam | Phone : 0471-2480146 |
| 3. Guest House Ponmudi | Phone : 0472-2890230 |
| 4. Guest House Kollam | Phone : 0474-2743620 |
| 5. Guest House Varkala | Phone : 0470-2602227 |
| 6. Guest House Attingal | Phone : 0470-2622290 |
| 7. Guest House Kottayam | Phone : 0481-2340219 |
| 8. Guest House Pathanamthitta | Phone : 0468-228073, 228095 |
| 9. Guest House Idukki | Phone : 04862-232205, 233086 |
| 10. Guest House Devikulam | Phone : 04865-264223 |
| 11. Guest House Guruvayoor | Phone : 0487-2556696 |
| 12. Guest House Munnar | Phone : 04865-230385 |
| 13. Guest House Alappuzha | Phone : 0477-2246504 |
| 14. Guest House Ernakulam | Phone : 0484-2360558, 2360502 |
| 15. Guest House Aluva | Phone : 0484-2623636, 2623637 |
| 16. Guest House Cheruthuruthy | Phone : 14884-262498 |
| 17. Guest House Malappuram | Phone : 0483-2734311 |
| 18. Guest House Malampuzha | Phone : 0491-2815207 |
| 19. Guest House Peerumed | Phone : 04869-232071 |
| 20. Guest House Thrissur (Ramanilayam) | Phone : 0487-2332016, 23323 |
| 21. Guest House Kozhikode | Phone : 0495-2383920, 2380020 |
| 22. Guest House Sulthan Bathery | Phone : 04936- 220225 |

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|-------------------------------------|-----------------------------------|
| 23. Guest House Kannur | Phone : 0497-2706426, 2701420 |
| 24. Guest House Kasaragod | Phone : 0499-4230666, 4230876 |
| 25. Kerala House Kanyakumari | Phone : 04652-246229 |
| 26. Yatri Nivas Devikulam | Phone : 04865-264200, 264300 |
| 27. Yathri Nivas Ernakulam | Phone : 0484-2339980 |
| 28. Guest House Palakkad | Phone : 0491-2505599 |
| 29. Yathri Nivas Thiruvananthapuram | Phone : 0471-2337727 |
| 30. Kerala House Mumbai | Phone : 022-27810106, 27810112 |
| 31. Kerala House New Delhi | Phone : 011-30411411011, 23342320 |

ANNEXURE VI

TOURIST INFORMATION OFFICES

INSIDE KERALA

1. Tourism Facilitation Centre, Park View, Thiruvananthapuram, Ph: +91 471 2321132
2. Kerala Tourism Information Office, International Airport, Thiruvananthapuram, Ph: +91 471 2502298
3. Kerala Tourism Information Office, Domestic Airport, Thiruvananthapuram, Ph: +91 471 2501085
4. Kerala Tourism Information Office, Central Bus Station, Thampanoor, Thiruvananthapuram, Ph: +91 471 2327224
5. Kerala Tourism Information Office, Railway Station, Thampanoor, Ph: +91 471 2334470
6. Kerala Tourism Facilitation Centre, Kovalam, Ph: +91 471 2480085.
7. Tourist Amenity Centre, Varkala, Ph: +91 470 2602227
8. Kerala Tourism Information Counter, KSRTC Bus Stand, Kollam, Ph: +91 474 2475625
9. Kerala Tourism Information Office, Civil Station, Pathanamthitta - 689 645 Ph: +91 468 2326409
10. Kerala Tourism Information Office, House Boat Terminal Finishing Point, Alappuzha, Ph: +91 2477 2260722
11. Kerala Tourism Information Office, Kottayam, Ph: +91 481 2562558
12. Kerala Tourism Information Office, Kumily, Thekkady, Idukki, Ph: +91 4869 222620

13. Kerala Tourism Information Office, Boat Jetty Complex, Marine Drive, Ernakulam, Ph: +91 484 2351015
14. Kerala Tourism Information Office, International Airport, Nedumbassery, Kochi, Ph: +91 484 2611308
15. Kerala Tourism Information Office, International Airport (Domestic Terminal), Nedumbassery, Kochi, Ph: +91 484 2611309
16. Kerala Tourism Information Office, Fort Kochi, Ernakulam, Ph: +91 484 - 2216656
17. Kerala Tourism Information Office, Railway Station, Kozhikode, Ph: +91 495 2702606
18. Kerala Tourism Information Office, Karipur Airport, Kozhikode, Ph: +91 493 2712762
19. Kerala Tourism Information Office, Kalpetta, Wayanad, Ph: +91 4936 204441
20. Kerala Tourism Information Office, Railway Station, Kannur, Ph: +91 497-2703121
21. Tourist Information Counter, Bus Station, Kasaragod, Ph: 954994-221886

OUTSIDE KERALA

1. Kerala Tourism Information Office, TTDC Complex, Vallaja Road, Chennai - 600 002. Email: keralatourismchennai@yahoo.com. Ph: +91 44 25382639
2. Kerala Tourism Information Office, Room No.256, Kerala House, Jantar Mantar Road, New Delhi-110 001. Email: keralatourism.del@bol.net.in Ph: +91 11 23382067.
3. Kerala Tourism Information Office, Dr. Kadamba Bus Station Building, Panaji, Goa-403 001. Ph: +91 832 2437797
4. Kerala Tourism Information Office, 74 World Trade Centre, Café Parade, Mumbai - 400 005 Email: ticktmumbai@hotmail.com Ph: +91 022 22830491, Tele Fax: 2203049
5. Kerala Tourism Information Office, 22 Chinmayi Chatterji Sarani, Kolkata - 00033, Email: ticktkolkata@hotmail.com, Ph: +91 33 - 24249225
6. Kerala Tourism Information Office, Mysore, KTIC Mayoora Yathri Nivas, J L B Road, Hoisala Building Complex, Mysore. Ph: +91 821-2422811



DEPARTMENT OF TOURISM

Park View, Thiruvananthapuram 695033, Kerala, India

Ph.: 0471 2560425, Fax: 0471 2322279

E-mail: research@keralatourism.org, www.keralatourism.org