



Government of Kerala



KERALA TOURISM STATISTICS 2017

RESEARCH AND STATISTICS DIVISION
DEPARTMENT OF TOURISM





Government of Kerala

**GOVERNMENT OF KERALA DEPARTMENT OF TOURISM
KERALA TOURISM STATISTICS 2017**



Prepared by
**RESEARCH & STATISTICS DIVISION
DEPARTMENT OF TOURISM**



FOREWORD

What makes a destination dynamic are the number and the diversity in profiles of the tourists it brings in. What makes a destination relevant to the nation is the volume of revenue generated, which has a positive impact on the society and the economy. Realizing this, the department has always made an earnest effort to plan its products, destinations, infrastructure and activities the way they appeal to visitors the most. A constant watch on the numbers has helped us to plan better.

During the year 2017, the international tourist arrivals to Kerala crossed 10 lakhs and the foreign exchange earnings reached ₹8,392.11 crores. Domestic tourist arrivals during 2017 was 1.47 crores while the total revenue generated from the tourism industry is estimated at ₹33,383.68 crores. The increase in the domestic tourist arrivals is 11.39% and that of total tourist arrivals is 10.94% which is the highest registered in the past 9 years.

The book titled 'Kerala Tourism Statistics 2017', prepared by the Research and Statistics Division of the Department of Tourism, covers data pertaining to international and domestic tourist inflow, the key markets, trends in tourist arrival and earnings from tourism. My sincere appreciation to all those who toiled to bring out this publication.

P. Bala Kiran IAS
Director,
Department of Tourism





Sri. Kadakampally Surendran

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MESSAGE

Kerala, the lush green strip of land on the south west coast of India, lies snuggled between the vast Arabian Sea on its west and the Western Ghats to the east. This tropical paradise with its spectacular and diverse natural attractions, has attracted holidaymakers from across the world. A 580 km long coastline stretching across 10 out of its fourteen districts, numerous canals networked by placid backwaters and misty hill stations dotting the landscape - has made it one of the most acclaimed states in the world. Be it the centuries old holistic medicine of Ayurveda, the unique boat races - the largest team sport in the world, the ride through the winding waterways in a cozy houseboat or the colourful and exotic festivals, Kerala offers a multitude of experiences to the tourists.

The growth of a destination is measured by means of the tourist inflow as well as the revenue generated directly or indirectly through this. It is in this context that Kerala Tourism realized the importance of research and statistics pertaining to tourism for better planning of the activities undertaken by Kerala tourism.

It is indeed a pleasure to present the statistical data of Kerala Tourism. I wish all success to this endeavor.

Kadakampally Surendran





MESSAGE

Kerala has been recognized as one of the best tourist brands in the world. This was achieved through a combination of public private partnership driven by the local entrepreneurs and the responsible tourism initiatives involving the local community.

Kerala is a land of rich cultural heritage, and its sophisticated dance forms and martial arts have evolved over the centuries. It is the greatest Ayurveda hub in the world, where the healing system has been nurtured for thousands of years. The jewel in Kerala's crown is undoubtedly its network of backwaters - a web of lagoons fed by perennial rivers crisscrossing the entire state, around which daily life in Kerala appears to revolve.

The book titled 'Kerala Tourism Statistics 2017', covers data on international and domestic tourist arrivals, the key market trends, earnings from tourism and useful information related to the tourism industry. I hope that 'Kerala Tourism Statistics 2017', prepared by the Research & Statistics Division of the Department of Tourism will provide important information to the planners, research scholars, academicians and stakeholders of the tourism industry. I wish the endeavour all success.

A handwritten signature in black ink that reads "Rani George". The signature is written in a cursive style with a horizontal line underneath the name.

Rani George IAS
Secretary, Tourism



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SOURCE OF DATA

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

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CHAPTER 1 KERALA AT A GLANCE

1.1 KERALA AT A GLANCE

Kerala, the greenest state, located on the southernmost tip of India, blessed with excellent tropical weather and networked by 44 rivers, 34 lakes, canals, ponds, and paddy fields, is popularly known as ‘God’s 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 33.41 million people as per Census-2011. Kerala has always been a leader 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 summarized below.

POPULATION PARAMETERS

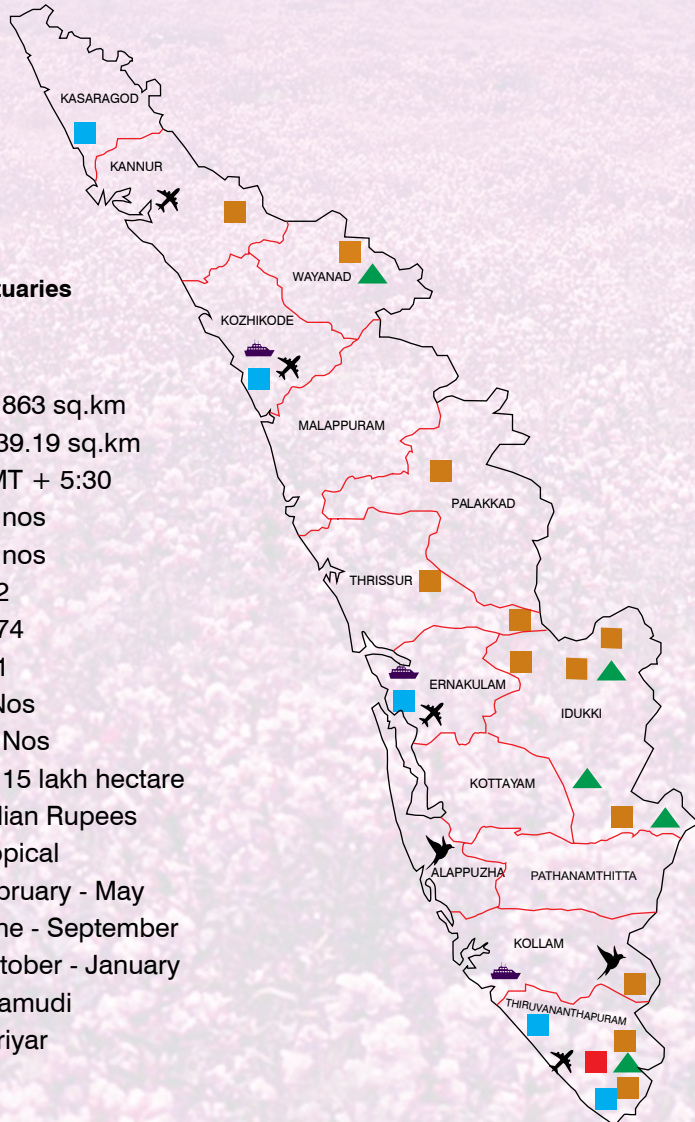
Total Population (Census-2011)	: 33.41 million
Male Population	: 16.03 million
Female Population	: 17.38 million
Density of Population	: 860 per sq.km
Kerala’s Share in the Total Population	: 2.76%
Sex Ratio	: 1084 women for 1000 men
Literacy Rate	: 94%
Male Literacy Rate	: 96%
Female Literacy Rate	: 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 Wild Life Sanctuaries
- 🚢 Seaports

Area : 38,863 sq.km
 Forest Area : 9339.19 sq.km
 Time : GMT + 5:30
 Districts : 14 nos
 Taluks : 77 nos
 CD Blocks : 152
 Villages : 1674
 Panchayats : 941
 Corporations : 6 Nos
 Municipalities : 87 Nos
 Cultivated Area : 20.15 lakh hectare
 Currency : Indian Rupees
 Climate : Tropical
 Summer : February - May
 Monsoon : June - September
 Winter : October - January
 Highest Peak : Anamudi
 Longest River : Periyar



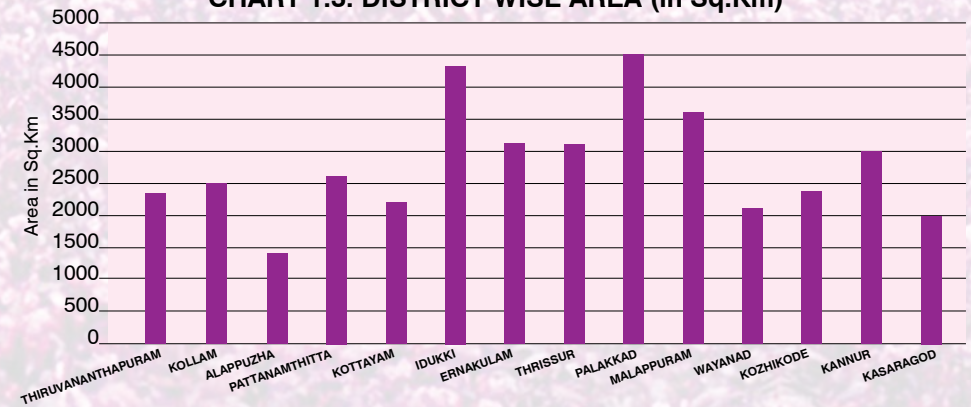
1.3 AREA & POPULATION OF KERALA (As per Census-2011)

Table 1.3: District-wise Area & Population (Census-2011)

District wise Population, Density and Sex Ratio

District	1991			2001			2011		
	Popu-lation	Sex Ratio	Density	Popu-lation	Sex Ratio	Density	Popul-ation	Sex Ratio	Den sity
Thiruvanantha-puram	2946650	1036	1344	3234356	1060	1476	3301427	1087	1508
Kollam	2407566	1035	967	2585208	1069	1038	2635375	1113	1061
Pathanam-thitta	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

CHART 1.3. DISTRICT WISE AREA (in Sq.Km)



1.4 KERALA TOURIST STATISTICS 2017 - 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

No. of Foreign Tourists in 2017	: 1091870
No. of Foreign Tourists in 2016	: 1038419
% Variation over Previous Year	: 5.15 %
Foreign Exchange Earnings 2017	: ₹8392.11 crores
Foreign Exchange Earnings 2016	: ₹7749.51 crores
% Variation over Previous year	: 8.29%

DOMESTIC

No. of Domestic Tourists in 2017	: 14673520
No. of Domestic Tourists in 2016	: 13172535
% Variation over Previous Year	: 11.39%
Total Revenue Generated 2017 (Direct and Indirect)	: ₹33383.68 crores
Total Revenue Generated (Direct and Indirect)	: ₹29658.56 crores
% Variation over Previous Year	: 12.56%

1.5 APPROVED HOTELS AS ON DECEMBER 2017

i) No. of Classified Hotels	: 328*
ii) No. of Rooms	: 10520*

*Source – India Tourism Statistics 2017

CHAPTER 2 KERALA TOURISM



2.1 KERALA TOURISM

Kerala Tourism has a global presence, and with its clear strategy for growth, sheer marketing efforts, it has gained a lot of tourists from all over the world, especially from the UK, USA, France, Germany and Saudi Arabia. Kerala Tourism positions 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 hill stations and exotic wildlife, waterfalls, sprawling plantations and paddy fields, ayurvedic health holidays, enchanting art forms, magical festivals, historical and cultural monuments, exotic cuisine - make Kerala a unique experience for all.

Kerala has been well known for hundreds of years for its practice of Ayurveda. 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 a 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 travelling 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 a 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 the rate of around 20-25 percent.

The backwaters of Kerala is a unique product of the state and is found nowhere else in the world. Backwaters are a network of lakes, canals, estuaries and deltas of forty-four rivers that drain into the Arabian sea. The backwaters of Kerala are a self supporting ecosystem teeming with aquatic life. The canals connect the villages together and are still used for local transport. The Kerala Backwaters offer a spectacular opportunity to see Kerala and are 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 Europe market, Paris Theatre
- Advt. Campaign, London Outdoor Displays, London Bus branding Campaign
- 5th edition of Kerala Blog Express
- Biennale Promotion Campaign in National Market
- Off-season Promotion Campaign in National Markets
- Print, TV, Outdoor, Digital Campaign in National Markets
- Houseboat Installation & Virtual Reality in Delhi & Mumbai Airports

CULTURAL INITIATIVES

- 'Onam' – Onam celebration 2017 was celebrated from September 3 to September 9 (a weeklong celebration). Programmes were arranged all over Kerala with great participation from people.
- Joint Initiative with Cultural Department to promote traditional arts and festivals
- Nishagandhi festival: The only event of its kind that captures the spirit of the season. It is held at the sprawling Kanakakkunnu Palace grounds during January every year. Last year, the festival included a dance festival and Kathakali fest for 7 days from January 20 to January 26.
- UTSAVAM - the Kerala Arts festival for the promotion of local cultural programmes conducted in January for a period of 6 days, was celebrated in 28 selected venues all over Kerala.

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 the Kerala Tourism Department has participated in 2017.



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International Fairs 2017-18

	Trade Fair	Date of event
1	PATA Travel Mart	13-15 September 2017
2	OTDYKH Leisure	19-21 September 2017
3	JATA Tourism Expo	21-24 September 2017
4	IFTM Top Resa	26-29 September 2017
5	ITB Asia, Singapore	25-27 October 2017
6	WTM	06-08 November 2017
7	CITM	17-19 November 2017
8	Vakantiebeurs, Utrecht, Netherlands	09-14 January 2018
9	FITUR, Madrid, Spain	17-21 January 2018
10	New York Times Travel Show, NY, US	26-28 January 2018
11	BIT, Milan, Italy	11-13 February 2018
12	ITB, Berlin, Germany	07-11 March 2018

Sl. No.	B2B Meet	Date of Event
1	Moscow	25 th September 2017
2	Warsaw	27 th September 2017
3	Kuala Lumpur	28 th September 2017
4	Melbourne	31 st October 2017
5	Sydney	2 nd November 2017
6	London Gatwick	9 th November 2017
7	Birmingham	13 th November 2017
8	Manchester	14 th November 2017
9	Chengdu	21 st November 2017
10	Colombo	30 th November 2017
11	Dusseldorf	23 rd January 2018
12	New York	24 th January 2018
13	Hamburg	25 th January 2018
14	Los Angeles	30 th January 2018
15	San Francisco	01 st February 2018
16	Muscat	26 th February 2018
17	Doha	27 th February 2018
18	Abu Dhabi	28 th February 2018
19	Marseille	13 th March 2018
20	Milan	15 th March 2018

National Partnership Meets 2017 -18

Phase I		
	CITY	EVENT DATE
1	Coimbatore	08 August 2017
2	Mysore	10 August 2017
3	Gurgaon	17 August 2017
4	Amritsar	19 August 2017
5	Lucknow	22 August 2017
6	Bhopal	29 August 2017
7	Vadodara	31 August 2017
8	Rajkot	12 September 2017
9	Ahmedabad	14 September 2017
10	Nagpur	19 September 2017
Phase II		
	CITY	EVENT DATE
1	Mumbai	9 January 2018
2	Pune	16 January 2018
3	Jaipur	6 February 2018
4	Chandigarh	9 February 2018
5	Bangalore	13 February 2018
6	Hyderabad	20 February 2018
7	Vishakhapatnam	22 February 2018
8	Chennai	6 March 2018
9	Kolkata	9 March 2018
10	Patna	13 March 2018
11	Delhi	16 March 2018

NATIONAL TRAVEL & TOURISM FAIRS 2017-18

Sl. No.	City	Fair Name	Date
1	Kolkata	Abp	09-11 Jun 2017
2	Kolkata	Ttf (Kerala Stand) 80 Sqmtr	07-09 July 2017
3	Hyderabad	Ttf(Kerala Stand) 60 Sqmtr	14-15 July 2017
4	Chennai	litm (Kerala Stand) 100 Sqmtr	15-17 July 2017
5	Bengaluru	litm (Kerala Stand) 100 Sqmtr	21-23 July 2017
6	Indore	lite (Booth Space)	25-27 Aug 2017
7	Ahmedabad	Ttf (Kerala Stand) 80 Sqmtr	01-03 Sep 2017
8	Bhubaneshwar	lato (Booth Space)	07-09 Sep 2017
9	Mumbai	Ttf (Kerala Stand) 80 Sqmtr	15-17 Sep 2017
10	Delhi Gurgaon	litm (Booth Space)	15-17 Sep 2017
11	Pune	Ttf (Booth Space)	22-24 Sep 2017
12	Hyderabad	Skal Expo (Kerala Stand) 60 Sqmtr	06-08 Oct 2017
13	Lucknow	ltm (Booth Space)	27-29 Oct 2017
14	Visakhapatnam	Holiday Expo (Booth Space)	03-05 Nov 2017
15	Vijayawada	lite (Kerala Stand) 60 Sqmtr	17-19 Nov 2017
16	Jaipur	ltm (Booth Space)	15-17 Dec 2017
17	Madurai	lite (Booth Space)	15-17 Dec 2017
18	Ranchi	Travel & Tourism Bazar (Booth Space)	13-15 Jan 2018
19	Kochi	litm (Booth Space)	18-20 Jan 2018
20	Coimbatore	Holiday Expo (Booth Space)	26-28 Jan 2018
21	Mumbai	litt (Kerala Stand) 100 Sqmtr	18-20 Jan 2018
22	New Delhi	Satte (Kerala Stand) 80 Sqmtr	15-17 Feb 2018
23	Chennai	Ttf (Booth Space)	16-18 Feb 2018
24	Bhubaneswar	lite (Booth Space)	09-11 Mar 2018
25	Goa	ltm (Booth Space)	16-18 Mar 2018

2.3 SUPPORTING ORGANISATIONS

DISTRICT TOURISM PROMOTION COUNCILS (DTPCs)

District Tourism Promotion Councils in all the fourteen districts of Kerala provide assistance to travelers. 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 hold 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, home stay scheme and development of local basic infrastructure.

KERALA TOURISM DEVELOPMENT CORPORATION (KTDC)

The Kerala Tourism Development Corporation (KTDC) is a public sector undertaking that conducts and regulates 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 in key locations in the state. Its official 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 TAJ group. It also oversees the Land Bank Scheme. Investment development in the tourism sector, conducting investors' meet and formation of consultancy cell for tourism development are other major achievements.

KERALA INSTITUTE OF TOURISM & 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 organization offering quality education and training in the State. These institutions are actively involved in the recruitment and placing of quality staff in the tourism sites throughout Kerala. All aspects of Human Resources 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. Life-Guard Training
6. Finishing School Programme for Vocational Higher Secondary School students
7. Capacity-Building for service Providers in Tourism
8. Orientation Programme in Hotel Operation
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 most potential beach destinations 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 welcomed the cape of multi-culture trade, 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 exudes 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 little Kerala still holds a kind of beauty that is filled with history and culture. And through the project, we get ready to travel back in time for centuries. 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 centres of International standard in Kerala.

ECO-TOURISM

Eco-tourism is a fairly new concept in tourism. It is all about travelling with a purpose 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. Eco-tourism is a growing area in the tourist-friendly state of Kerala. Eco-tourism in Kerala 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 eco tourism in a big way. To explore the ecotourism possibilities in Kerala, a host of products have been developed in the state and to ensure local community involvement in tourism initiatives leading to employment and income generation.

RESPONSIBLE TOURISM

Responsible Tourism (RT) is an alternative approach which evolved against the negative impacts of 'Mass Tourism'. Though the concept of responsible tourism was present since the end of the 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 bottom-line' - Economic Responsibility, Social Responsibility & 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. Government decided to apply learnings from the pilot phases, since 2008, to the whole state and use Responsible Tourism as a tool for poverty alleviation, strengthening women, conservation of local and heritage art, craft, traditional livelihood activities and local development by assuring the 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 the Director, Dept of Tourism. RT Mission will lead and implement the existing Responsible Tourism Programs and the future RT activities and initiatives taken up by the Tourism Department and Govt. of Kerala. RT Mission is doing tourism resource mapping, publishing of tourism resource directory, providing training 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

JATAYU EARTH CENTER PROJECT

The first major BOT tourism project in Kerala, Jatayu Earth Center is the first joint effort by the Kerala tourism and Mr. Rajiv Anchal along with private equity holders to create a destination, which is a unique combination of all aspects of tourism and offers a complete Kerala, God's own country experience to every tourist. This project is spread over 65 acres of multi-terrain landscape at Jatayupara near Chadayamangalam town in Kollam district of Kerala. The terrain is 1000 feet above sea level and has diverse geographic features ranging from hills, valleys, rugged rocks and caves to cultivable lands. Jatayu Adventure Center welcomes adrenaline junkies with an assortment of popular adventure sports and games. The Adventure Center and its refreshing natural settings is apt for individual and group activities. The giant concrete statue of Jatayu is built on a mighty rock named Jatayupara. The colossal statue is 200 feet long 150 feet wide and 70 feet high, thus making it the largest functional bird sculpture in the world. Department of Tourism had released an amount of Rs 981 lakhs towards this prestigious project which will get opened to the public on August 2018.

MAJOR 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, 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 revive cultural, historical and archaeological exchanges between these nations.

MUZIRIS HERITAGE TOURISM PROJECT

Muziris Heritage Project is a prestigious Central and State Government aided project under Department of Tourism, Government of Kerala. The objective of the project is to conserve the Historic monuments situated in and around Kodungallur and North Paravur in 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 works have been 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 blocks, Tourist Interpretation Centre, Activity Centre etc. Shri. Benny Kuriakose is the Conservation Consultant of this project.

ALAPPUZHA HERITAGE PROJECT

This project proposed to be implemented in the pattern of Muziris Heritage project. Conservation of heritage monuments, renovation and maintenance of canals, cleaning of estuaries like Muthalapozi and Thumpolapozi, establishing 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 the Muziris. Conservation and reuse of old Moidupalam Bridge, conservation of old fire tank and development of performance centre and heritage street, Thazhe Angadi, Thalassery Pier Road development, etc. comes under this project.

2.5 AWARDS FOR KERALA TOURISM

- Best Facebook page award, 2018
- Das goldene stadttor award for Biennale print campaign 2018
- Das goldene stadttor award for Biennale poster campaign 2018
- Lonely Planet travel awards for best destination for families 2018
- Lonely Planet award for best destination for romance: India Munnar, Kerala 2017
- Better holiday award for India's favourite waterfront destination 2017
- Outlook Traveller award - best destination for wellness and spirituality 2017
- PATA Gold awards for best consumer travel brochure- film tourism brochure 2017
- 5th international tourism conclave & travel awards - best backwater, ayurveda & spa, and wellness state, 2017
- PATA Gold award for Kerala tourism e-newsletter, 2016
- PATA Gold award for 'Visit Kerala' television commercial campaign, 2016
- Travel and leisure award for best honeymoon destination- 2016
- Conde Nast Traveller reader's travel awards for best leisure destination, 2016
- Best stand award at WTM 2016 & People's Choice Award at WTM 2016
- Lonely Planet travel awards for best destination for families 2016 National tourism awards
- Best tourism promotion publicity material - film tourism brochure (2015-16)
- Best tourism promotion publicity material excellence in publishing foreign language – new market brochure- Spanish (2015-16)
- Best responsible tourism project initiative - Responsible Tourism Kumarakom (2015-16)
- Best state/UT comprehensive development of tourism (rest of india)- third prize – Kerala (2015-16)
- Best civic management of a tourist destination category- sarovaram bio park, Kerala (2015-16)
- Most innovative use of information technology – Kerala Tourism digital marketing (2015-16)

AWARDS

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

WTM RT AWARD

Kumarakom wins top honours as a global leader in Responsible Tourism at the WTM Responsible Tourism Awards 2017

NATIONAL TOURISM AWARDS

- Best Tourism Promotion Publicity Material (States and UTs) - Your Next Blockbuster Destination - A Film Tourism Brochure by Department of Tourism, Government of Kerala
- Excellence in Publishing in Foreign language other than English - (Joint Winner) Reanimar – Enel Propio Pais de Dios (Spanish brochure) by Department of Tourism, Government of Kerala
- Best Responsible Tourism Project / Initiative - (Joint Winner) Responsible Tourism in Kumarakom, Department of Tourism, Government of Kerala
- Best State/UT Comprehensive Development of Tourism(Rest of India) - (Third Prize - Joint Winner) Kerala
- Best Civic Management of a Tourist Destination Category 'C' - Sarovaram Bio Park, Kerala
- HALL OF FAME AWARD- Most Innovative Use of Information Technology- Social Media/Mobile App

PATA GOLD AWARD 2017

- PATA Gold Award 2017 for Consumer Travel Brochure - Film Tourism Brochure
- Lonely planet award for best destination for Romance 2017: INDIA - MUNNAR, KERALA
- Better Holiday Award for India's Favourite Waterfront Destination 2017
- Outlook Traveller Award -Best Destination for Wellness and Spirituality 2017



National Tourism Award for Best RT Project



WTM Responsible Tourism Awards 2017

2.6 INFORMATION TECHNOLOGY INITIATIVES 2017-18

1. AERIAL VIEWS AND PANORAMIC VIEWS FOR KERALA TOURISM WEBSITE

Almost every part of Kerala is covered with greenery and criss-crossed by rivers. These make it an ideal location for aerial photography. One minute promotional movies of interesting spots of Kerala with aerial shots were made. Six such promotional movies of Kerala with aerial shots of six major designations/events of Kerala were produced.

Panoramic photography is wide format photography using specialized equipment and software to capture image with horizontally elongated field of view. Kerala with its natural beauty and colorful festivals is an ideal place for panoramic photography. 50 panoramic photos were developed as part of this project.

2. PANORAMIC 360° VIDEOS

These videos allow audience to be immersed in a seamless 360° visual environment that offers better contextual information than a series of static images or a linear video clip. 360° videos are similar to image panoramas and it uses videos instead of images for creating panoramas. In normal videos, the user interaction is limited to play and pause, but in the case of panoramic videos, we can also pan, tilt, zoom in or zoom out as in image panoramas.

3. NEW YEAR VIDEO E-GREETINGS ON KURINJI FOR PROMOTING KURINJI YEAR 2018

Kerala Tourism has been using seasonal greetings to promote website since 2005. 40 seconds promotional movie portraying Neelakurinji was made and uploaded to the website and brand video channel of Kerala Tourism with facilities to send it as video greeting.

4. GIS BASED FESTIVAL INVENTORY OF KERALA (1000 FESTIVALS OF KERALA)

Kerala is considered as the land of festivals, with numerous festivals falling across the year. Festivals are a unique phenomenon which can be taken up for serious productization to attract tourists. It is an inventory to document the elements, components, colors, location, myths and programs of **One Thousand Festivals in Kerala in GIS platform**. Festival tourism is a niche tourism and festivals can be a successful and organized tourism segment, especially in a region like Kerala since it displays multicultural festivals. The festivals of Kerala are broadly categorised and put under several heads such as- boat races, feasts, patayani, Theyyam, Pooram and traditional festivals which are featured on our website.

5. DEVELOPING THREE E-BROCHURES FOR PROMOTING MALABAR TOURISM

● E-BROCHURE ON MALABAR CUISINE

This is envisaged to promote 15 delectable and distinct cuisines of Malabar. Each section includes a brief description of the dish, a detailed recipe, and accompanied with a photograph, a video, and music.

● E-BROCHURE ON THEYYAM WITH CALENDAR

Malabar is famous for the ritual dance performance 'Theyyam' and this vibrant art form attracts tourists in hordes. A total of 50 Theyyams has been identified and featured in all its glory in the e-brochure.

● E-BROCHURE ON UNEXPLORED DESTINATIONS

A land steeped in history, Malabar bursts at its seams with relics of the past which recounts a riveting tale. Further, there are several unexplored destinations rich in historical and cultural significance. A total of 15 such unique destinations has been identified and showcased in the brochure.

These brochures are available in our website.

6. MAINTENANCE OF WEBSITE FOR THE YEAR 2017-18

Kerala Tourism has been maintaining its top position in the use of IT and web presence. In India, Kerala Tourism has been occupying the number one position in web traffic among tourism board websites for more than a decade. The following works were done as part of this project:

- Research and content development for E-Newsletter, Mass mailing, video of the month, picture of the month, recipe of the month, address book maintenance and message board maintenance.
- GIF animations, E-greeting card, screensavers, Desktop pictures Production of the above items vary on a case to case basis.
- Web hosting and Production of short movies and video greetings.

7. TRAVEL KERALA TOURISM APP

The proposed mobile app is useful for travellers visiting Kerala and travellers planning to visit Kerala. For travellers exploring Kerala, the app provides nearby informations like destinations, events, festivals, accommodation, travel facilities, etc.

8. MAKING HDR VIDEOS ON TOURISM ATTRACTIONS

HDR stands for High Dynamic Range. Basically, it means better contrast, greater brightness levels and a wider colour palette. It's about making films and TV shows look that bit more like real life.

Six short films with duration of four minutes each on six tour packages to experience Kerala. The packages to be filmed will be finalised in consultation with the department. The films will portray the experiences which travellers can expect in this destination.

HDR VIDEOS OF THEYYAM:

Theyyam are the ritual artforms of Malabar, which are vibrant and colourful. Four short movies of Theyyam performances in Malabar on HDR format produced and uploaded to Kerala Tourism website and HDR YouTube Channel.

9. TRANSLATION OF SELECTED CONTENT OF KERALA TOURISM WEBSITE

Kerala Tourism website has nearly 100,000 pages listed in Google. But most of the traffic comes

to around 1000 pages. As per the new design, there are separate web pages for desktop, tablet and mobile devices. This is for fast access and to provide the best possible experience to the user. The website was translated to Indian languages such as Hindi, Tamil, Kannada, Telugu, Gujarathi, Bengali and foreign languages such as Spanish, Arabic, French and German.

10. LISTING ACCOMMODATION UNITS & MAJOR TOUR OPERATORS IN WEBSITE

The idea was to create an independent webpage for each of the major properties and tour operators in the state. The page will have the name and address of the accommodation units, websites, emails, mobile numbers etc. geocodes and location and a photograph or video of the property. There will be a rating mechanism of properties by travellers who register with Kerala Tourism website. These individual web pages can be created by the property owner or the ICT Solution Provider.

11. ONLINE BOOKING SYSTEM FOR YATRI NIVAS

The project intended to develop an online booking system for Yatri Nivas. Such a system is imperative for increasing and improving more room booking to the guest house. This project also requires design and development of a web page to feature this online booking.

12. UPDATING OF RT WEBSITE

Website is essential for propagation of RT activities all over the world. Existing website of RT will be updated. The project aims at the design and development of a microsite with technologically new features and various options. The microsite was developed using eye catchy templates which will be attractive and informative as well to the tourists. This microsite will be integrated to the website of Kerala Tourism. This can be placed under the URL: www.keralatourism.org/responsible-tourism for better ranking in searches

13. PRODUCING TWO E-BROCHURES FOR PROMOTION OF RESPONSIBLE TOURISM

This project aimed at production of promotional tools for Responsible Tourism. The proposed tools were two E-brochures. The topics of E-brochures were Responsible Tourism, Kerala and How to explore a Village Tour Package. The E-brochure was made as PDF. Videos will be uploaded to YouTube and linked to E-brochure.

14. ONLINE PLATFORM CREATION FOR VILLAGE LIFE EXPERIENCE PACKAGE BOOKING

This project aimed at the development of an online booking platform for both the tour operators as well as the national and international travelers.

15. KERALA RESPONSIBLE TOURISM NETWORK

This project was about the development of Promotional/IT Online Tools for creating a network of Kerala Responsible Tourism entrepreneurs. This will act as a network for the distribution of Responsible Tourism products in various part of Kerala.

16. TOURISM RESOURCE MAPPING FOR SEVEN SELECTED DESTINATIONS

The project is about creating resource directories of seven selected destinations namely

Perinadu, Munroe Island, Olavanna, Kadalundi, Vattavada, Ponmudi and Thiruvappu.

17. GETTING ONE MILLION VISITS FOR NEELAKURINJI IN KERALA TOURISM WEBSITE & YOUTUBE CHANNEL WITHIN 6 MONTHS

- An exclusive 100 page micro site featuring Neelakurinji
- 100 photos of Kurinji (from environmentalists & photographers on one-time use basis)
- Experience of travelers and environmentalists in 20,000 words on Neelakurinji and travel via 5 routes
- All destinations and major properties enroute Eravikulam will be identified and plotted with GIS.

The destinations identified are as follows:

- Thekkady/Periyar - Munnar
- Kottayam - Eravikulam route
- Kochi - Eravikulam route
- Thrissur - Eravikulam route
- Alappuzha - Eravikulam route

Planned Activities:

- Plotting 100 points on the five routes
- A branded YouTube channel- 20 Videos on Kurinji to be added at the rate of one video per week
- Video brochure on Neelakurinji for promoting website
- Distribution of Visiting Card USB pendrive to tour operators at road shows
- Google Click campaign
- Google clicks from outside India
- Google clicks from within India

18. ONLINE EXPENDITURE MONITORING SYSTEM

This project proposes to develop an Online Expenditure Monitoring System for the Department of Tourism. Based on the budget allocation, the Department allocates funds to various projects under various head of accounts. This web-based application is developed to monitor the expenditure of these funds. This web-enabled system collects data regarding allotment of funds and corresponding expenditures on various sub-heads.



CHAPTER 3 TOURIST STATISTICS – 2017

3.1 TOURIST STATISTICS 2017- HIGHLIGHTS

- Foreign Tourist arrival to Kerala during the year 2017 is 1091870 showing an increase of 5.15 % over the previous year.
- Domestic Tourist arrival to Kerala during the year 2017 is 14673520 showing an increase of 11.39% over the previous year.
- Foreign exchange earnings for the year 2017 are 8392.11 Crores which recorded a growth of 8.29% over the previous year.
- Total Revenue (direct & indirect) from Tourism during 2017 is ₹ 33383.68 Crores, showing an increase of 12.56% over the last year's figure.
- Considering the district wise Foreign Tourist arrival, Wayanad district shows the highest variation of 27.28% over 2016.
- Considering the district-wise Domestic Tourist arrival, Idukki district shows the highest variation of 44.87 % over 2016.
- Considering the district-wise Foreign Tourist arrival, Ernakulam district shows the highest footfall of 453973.
- Considering the district-wise Domestic Tourist arrival, Ernakulam district shows the highest footfall of 3285088.
- The second position in foreign footfall is Thiruvananthapuram district and third is Alappuzha district.
- The second position in domestic footfall is Thrissur district (Guruvayur) and the third is Thiruvananthapuram district.
- Considering the destination-wise Foreign Tourist arrival, Kochi city shows the highest footfall of 219496.
- Considering the destination-wise Domestic Tourist arrival, Kochi city shows the highest footfall of 2305627.

3.2 MONTH-WISE FOREIGN & DOMESTIC TOURIST ARRIVALS DURING 2017

TABLE 3.2

Sl. No.	Month	Foreign	Domestic
1	January	150808	1221074
2	February	135089	1034563
3	March	107141	1014877
4	April	82633	1213252
5	May	49073	1338330
6	June	44040	1027361
7	July	72552	1083162
8	August	73736	1138533
9	September	54700	1188959
10	October	79957	1379190
11	November	107028	1401610
12	December	135113	1632609
	TOTAL	1091870	14673520

3.3 DISTRICT- WISE STATISTICS OF FOREIGN & DOMESTIC TOURIST ARRIVAL FOR THE YEAR 2017

The district- wise foreign and domestic tourist arrival for the year 2017 is given in Table 2.2.2. From the table it can be seen that

TABLE 3.3 A

Sl. No	District	Foreign			Domestic		
		2017	2016	% variation over 2016	2017	2016	% variation over 2016
1	THIRUVANANTHAPURAM	420719	383608	9.67	2505333	2030384	23.39
2	KOLLAM	6227	8520	-26.91	381829	298297	28
3	PATHANAMTHITTA	2003	1620	23.64	164494	134466	22.33
4	ALAPPUZHA	75037	78049	-3.86	433456	315466	37.4
5	KOTTAYAM	32350	49513	-34.66	468593	477950	-1.96
6	IDUKKI	42285	50366	-16.04	1090086	752478	44.87
7	ERNAKULAM	453973	407653	11.36	3285088	3073159	6.9
8	THRISSUR	10775	10133	6.34	2642546	2721174	-2.89
9	PALAKKAD	1711	2385	-28.26	474180	512272	-7.44
10	MALAPPURAM	18451	19769	-6.67	520832	471028	10.57
11	KOZHIKODE	13106	12649	3.61	932345	884477	5.41
12	WAYANAD	8995	7067	27.28	815624	586146	39.15
13	KANNUR	5123	5264	-2.68	695655	632332	10.01
14	KASARAGOD	1115	1823	-38.84	263459	282906	-6.87
	KERALA	1091870	1038419	5.15	14673520	13172535	11.39

The following table gives the data on foreign and domestic tourist arrival for multiple years. From 2013 onwards, it can be seen that there is a steady increase in tourist arrival. Graph-2.2.2 shows the increasing trend in tourist inflow to Kerala from 2013 to 2017

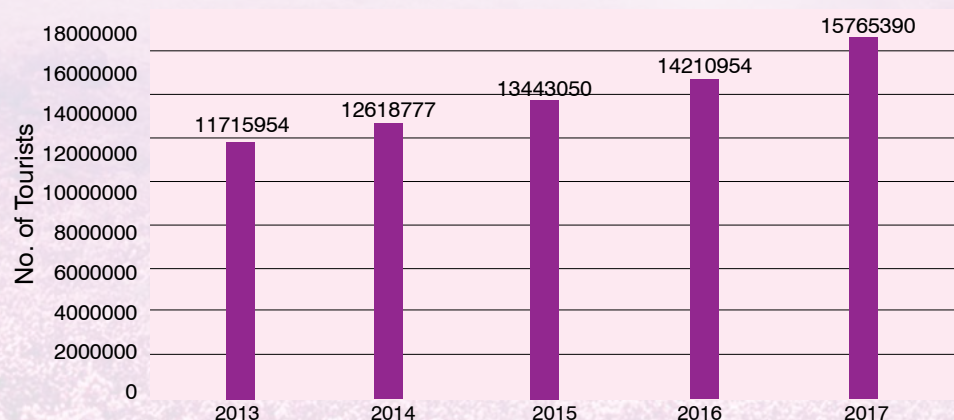
3.4 TOTAL NUMBER OF TOURISTS

The following table gives the data on foreign and domestic tourist arrival for last 5 years. From 2013 onwards, it can be seen that there is a steady increase in tourist arrival.

TABLE 3.4 A TOURIST ARRIVALS 2013 - 2017

Tourist Arrival	2013	2014	2015	2016	2017
Tourists (Foreign & Domestic)	11715954	12618777	13443050	14210954	15765390
Percentage of variation over previous year	7.78	7.71	6.73	5.71	10.94

GRAPH 3.4 A ARRIVAL OF DOMESTIC AND FOREIGN TOURISTS



3.5 TOURIST ARRIVALS: 2006 – 2017

TOURIST ARRIVAL IN KERALA FOR THE LAST 12 YEARS IS GIVEN IN

TABLE 3.5 A

Year	No. of Domestic Tourist Visits	% of Increase	No. of Foreign Tourist Visits	% of increase	Total no. of tourists	% of increase
2006	6271724	5.47	428534	23.68	6700258	6.47
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

**GRAPH – 3.5 A
YEAR-WISE DOMESTIC & FOREIGN TOURIST VISITS
FOR THE LAST 12 YEARS**



**TABLE 3.6
FINANCIAL YEAR-WISE TOURIST ARRIVALS TO KERALA**

Fin. year	Foreign tourists	% of increase	Domestic tourists	% of increase
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	8.8	15280718	14.04

3.7 TIME OF VISIT

3.7 A - FOREIGN

Kerala Tourism is aiming to change Kerala into a round-the-calendar tourist destination. During 2017, the maximum number of foreign tourists arrived in January followed by December. The maximum number of foreign tourists arrived during the 1st quarter of the year 2017, constituting 35.99 % with 393038 tourists followed by 4th quarter constituting 29.50 % with 322098 tourists, the 3rd quarter constituting 18.41% with 200988 tourists and the 2nd quarter constituting 16.10% with 175746 tourists.

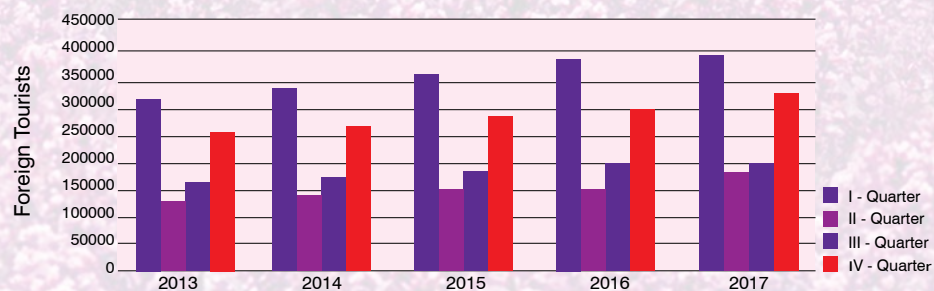
TABLE 3.7 A

NUMBER OF TOURISTS - QUARTERLY COMPARISON – 2013, 2014, 2015, 2016 & 2017

Foreign	2013	2014	2015	2016	2017
I – Quarter	314983	340193	363492	384719	393038
II – Quarter	128729	142641	151774	153461	175746
III – Quarter	161336	172731	184005	200335	200988
IV – Quarter	253095	267801	278208	299904	322098
Total	858143	923366	977479	1038419	1091870

GRAPH 3.7 A

NUMBER OF TOURISTS - QUARTERLY COMPARISON – 2013, 2014, 2015, 2016 & 2017



3.7 B - DOMESTIC

During 2017, the maximum number of domestic tourists arrived during the 4th quarter constituting 30.08% with 4413409 tourists followed by 2nd quarter constituting 24.39 % with 3578943 tourists, the 3rd quarter constituting 23.24% with 3410654 tourists and the 1st quarter constituting 22.29 % with 3270514 tourists. Quarterly breakup of the last five years figures is given in the following table 2.2.6

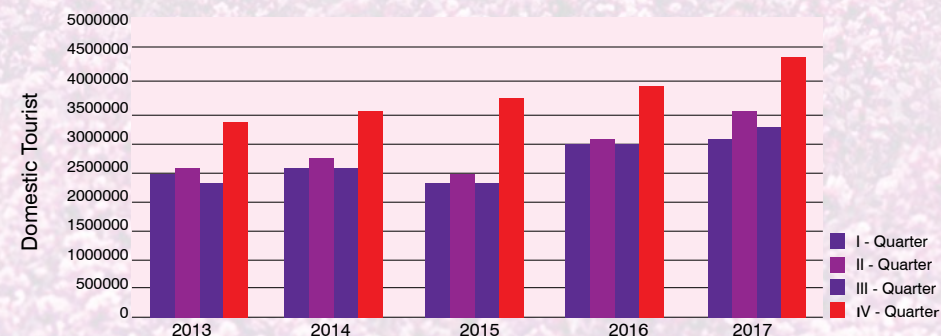
TABLE 3.7 B

NUMBER OF TOURISTS - QUARTERLY COMPARISON – 2013, 2014, 2015, 2016 & 2017

Domestic	2013	2014	2015	2016	2017
I – Quarter	2464169	2685048	2878897	3043809	3270514
II – Quarter	2544357	2776042	2976682	3110808	3578943
III – Quarter	2459530	2647557	2861813	3086508	3410654
IV – Quarter	3389755	3586764	3748179	3931410	4413409
Total	10857811	11695411	12465571	13172535	14673520

GRAPH 3.7 B

NUMBER OF TOURISTS - QUARTERLY COMPARISON – 2013, 2014, 2015, 2016 & 2017



3.8 MONTH-WISE DETAILS OF FOREIGN & DOMESTIC TOURISTS 2017

MONTH-WISE DETAILS OF BOTH FOREIGN AND DOMESTIC TOURISTS AND THEIR PROPORTION TO TOTAL IS GIVEN IN

TABLE 3.8 A

Sl.No.	Month	No. of Tourists		Proportion to total	
		Foreign	Domestic	Foreign	Domestic
1	January	150808	1221074	13.81	8.32
2	February	135089	1034563	12.37	7.05
3	March	107141	1014877	9.81	6.92
4	April	82633	1213252	7.57	8.27
5	May	49073	1338330	4.49	9.12
6	June	44040	1027361	4.03	7.00
7	July	72552	1083162	6.64	7.38
8	August	73736	1138533	6.75	7.76
9	September	54700	1188959	5.01	8.10
10	October	79957	1379190	7.32	9.40
11	November	107028	1401610	9.80	9.55
12	December	135113	1632609	12.37	11.13
Total		1091870	14673520	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
2008	598929	16.11	7591250	14.28
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

3.10 EARNINGS FROM TOURISM IN KERALA

Foreign exchange earnings from tourism have shown a steady growth over the years. In 2017, Kerala has earned Rs. 8392.11 crores as foreign exchange earnings from tourism against ₹7749.51 crores in the year 2016 showing a growth of 8.29 %. Table 2.2.6a and Graph 2.2.6a shows the estimates of earnings from foreign tourists for the last five years.

TABLE 3.10 A
EARNINGS FROM TOURISM 2013 - 2017 (IN CRORES)

Year	Foreign Exchange Earnings	% of Increase	Earnings from Domestic Tourists	Total revenue generated from Tourism (Direct & Indirect)	% of Increase
2013	5560.77	21.63	11726.44	22926.55	12.22
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

GRAPH - 3.10 A
EARNINGS FROM TOURISM 2013-2017

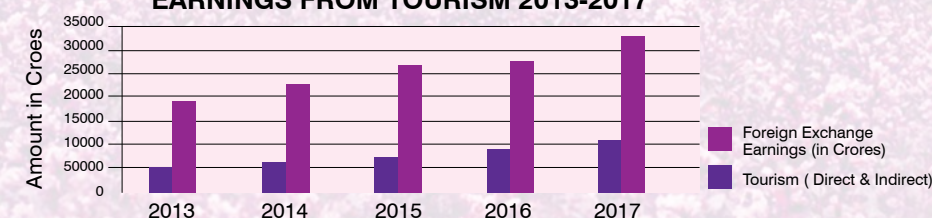


TABLE 3.11
FOREIGN EXCHANGE EARNINGS FROM TOURISM FOR LAST 12 YEARS (IN CRORES)

Year	Earnings	% of variation over previous year
2006	1988.4	28.09
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

GRAPH 3.11 A
FOREIGN EXCHANGE EARNINGS FROM TOURISM (12 YEARS)

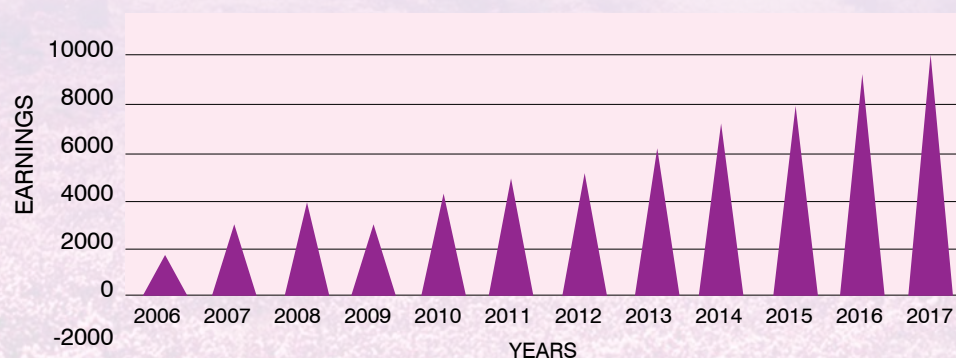


TABLE 3.12 A
DISTRICT-WISE FOREIGN EXCHANGE EARNINGS FROM TOURISM – 2017 (IN CRORES)

Sl.no.	Districts	Foreign Exchange Earnings
1	ALAPPUZHA	576.73
2	ERNAKULAM	3489.24
3	IDUKKI	325
4	KANNUR	39.38
5	KASARAGOD	8.57
6	KOLLAM	47.86
7	KOTTAYAM	248.64
8	KOZHIKODE	100.73
9	MALAPPURAM	141.81
10	PALAKKAD	13.15
11	PATHANAMTHITTA	15.4
12	THIRUVANANTHAPURAM	3233.65
13	THRISSUR	82.82
14	WAYANAD	69.14
Total		8392.11

GRAPH 3.12 A
DISTRICT-WISE FOREIGN EXCHANGE EARNINGS 2017(IN CRORES)

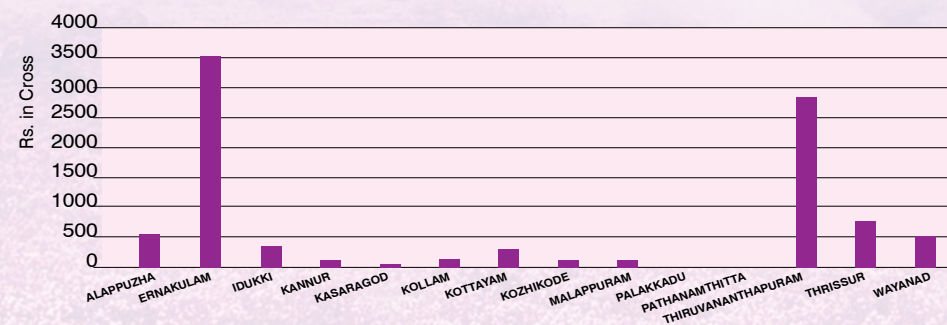
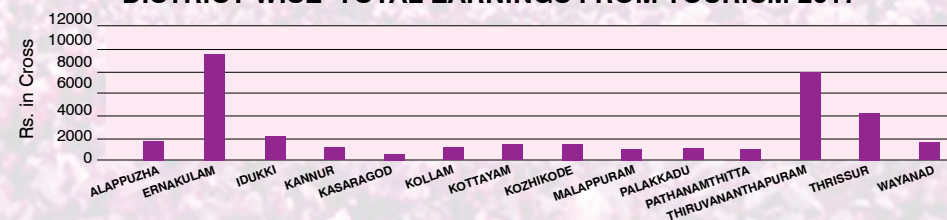


TABLE 3.13 A
DISTRICT-WISE TOTAL EARNINGS FROM TOURISM - 2017 (IN CRORES)

Sl.No.	Districts	Earnings(Crores) Direct & indirect
1	ALAPPUZHA	1408.36
2	ERNAKULAM	9541.64
3	IDUKKI	2096.85
4	KANNUR	1122.41
5	KASARAGOD	416.93
6	KOLLAM	649.75
7	KOTTAYAM	1041.24
8	KOZHIKODE	1565.85
9	MALAPPURAM	984.56
10	PALAKKAD	747.49
11	PATHANAMTHITTA	273.22
12	THIRUVANANTHAPURAM	8012.05
13	THRISSUR	4177.89
14	WAYANAD	1345.46
	TOTAL	33383.68

GRAPH 3.13 A
DISTRICT-WISE TOTAL EARNINGS FROM TOURISM 2017



CHAPTER 4 FOREIGN TOURISTS

4. FOREIGN TOURISTS

4.1 YEAR-WISE FOREIGN TOURIST ARRIVALS (2013-2017)

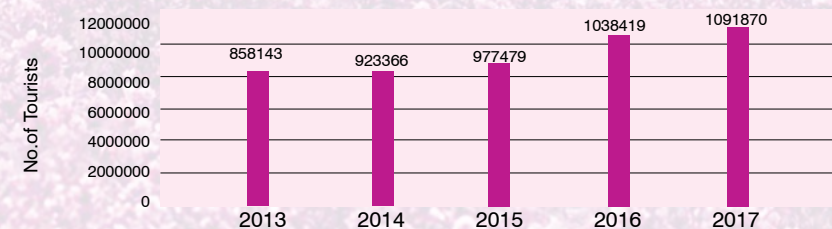
Foreign tourist arrival to Kerala during 2017 crossed 10.91 lakhs which marked an increase of 5.15 % over the previous year. It is observed that there is a consistent growth in foreign tourist arrival in Kerala. Table 4.2 A given below indicates the arrival of foreign tourists to Kerala during the last five years and percentage of variation over the previous year.

TABLE NO. 4.1 A
FOREIGN TOURIST ARRIVALS 2013-2017

Tourist Arrival	2013	2014	2015	2016	2017
Tourists	858143	923366	977479	1038419	1091870
Percentage of variation over previous year	8.12	7.6	5.86	6.23	5.15

Graph 4.2 A shows the growth of foreign tourists from 2013 to 2017

GRAPH 4.1 A
FOREIGN TOURIST ARRIVAL



4.2 MONTH-WISE DETAILS OF FOREIGN TOURISTS (2011-2017)

Table 2.3.2 shows month-wise arrival of foreign tourists from 2011 to 2017. It is seen that in 2017 the month of 'January' marked the highest and 'June' marked the lowest tourist inflow as earlier. In 2016, the maximum tourist arrival was in February and minimum tourist arrival was observed during the same month as in 2017.

A month-by-month analysis of international tourist arrivals during 2011-2017 is depicted in the graph 4.2 A

TABLE NO. 4.2 A
MONTH WISE ARRIVAL DETAILS OF FOREIGN TOURISTS

Sl. No	Month	2011	2012	2013	2014	2015	2016	2017	% of variation over previous year
1	January	94966	106314	113627	119865	130463	136539	150808	10.45
2	February	94185	103220	115403	127153	132873	141143	135089	-4.29
3	March	66854	75544	85953	93175	100156	107037	107141	0.1
4	April	57215	61335	66371	72441	76734	78099	82633	5.81
5	May	28938	30470	32600	36302	39583	37994	49073	29.16
6	June	26738	28280	29758	33898	35457	37368	44040	17.85
7	July	40931	42977	45786	48577	51722	56666	72552	28.03
8	August	56230	59904	64518	69909	74710	81070	73736	-9.05
9	September	44673	47440	51032	54245	57573	62599	54700	-12.62
10	October	59414	63690	67702	71598	76119	82551	79957	-3.14
11	November	73843	78833	83484	87720	89883	96155	107028	11.31
12	December	88998	95689	101909	108483	112206	121198	135113	11.48
	Total	732,985	793,696	858,143	923,366	977,479	1038,419	1091,870	5.15

GRAPH 4.2 A
MONTH WISE COMPARISON OF FOREIGN TOURISTS FROM 2011 TO 2017

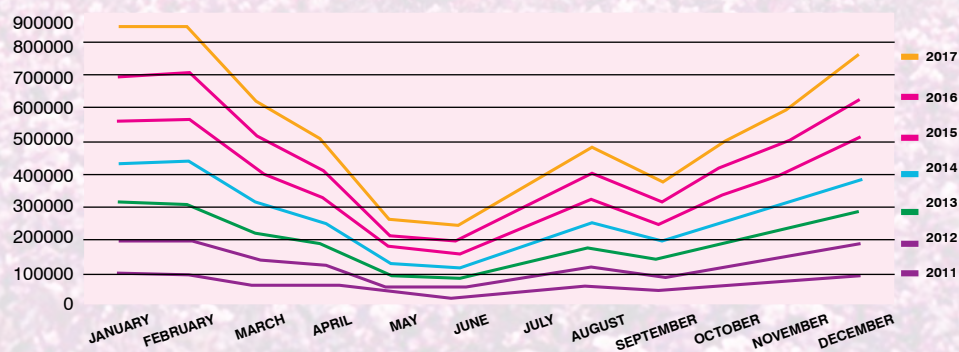
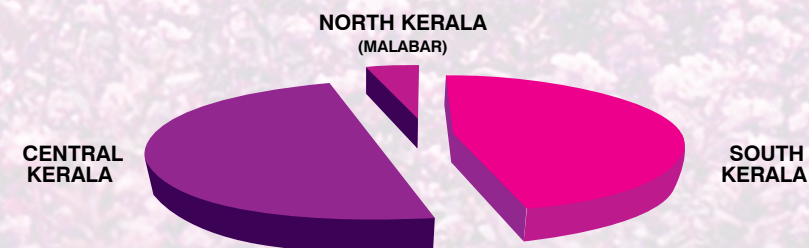


TABLE NO. 4.3 A
REGION WISE ARRIVAL OF FOREIGN TOURISTS TO KERALA (2009-2017)

Sl. No	DIS-TRICT	2009	2010	2011	2012	2013	2014	2015	2016	2017	Proportion to Total
SOUTH KERALA											
1	TVM	176571	204049	224387	242739	268444	289612	310,223	383608	420719	38.53
2	KLM	8010	8211	9317	9976	11403	12467	14100	8520	6227	0.57
3	PTA	599	829	964	1253	1255	1379	1667	1620	2003	0.18
4	ALP	33493	41977	46019	50760	55364	60337	63,838	78049	75037	6.87
	Total	218673	255066	280687	304728	336466	363795	389,828	471797	503986	46.16
CENTRAL KERALA											
5	KTM	24623	32561	37573	40926	40932	44366	49,976	49513	32350	2.96
6	IDKI	38185	48295	55778	62387	68880	77905	83,894	50366	42285	3.87
7	EKM	239364	277675	308674	330390	352314	372997	383,643	407653	453973	41.58
8	THR	3452	4326	5011	5946	6459	7391	7,874	10133	10775	0.99
	Total	305624	362857	407036	439649	468585	502659	525,387	517665	539383	49.4
NORTH KERALA (MALABAR)											
9	PKD	1170	1270	1331	1557	1874	2093	2232	2385	1711	0.16
10	MLPM	13499	16915	18394	19417	20569	21613	23409	19769	18451	1.69
11	KKD	7513	9017	9892	10476	10489	11313	12251	12649	13106	1.2
12	WYND	5362	6575	7567	9541	10844	11795	12377	7067	8995	0.82
13	KNR	4186	5886	6038	6257	6972	7563	9022	5264	5123	0.47
14	KSD	1231	1679	2040	2071	2344	2535	2973	1823	1115	0.1
	Total	32961	41342	45262	49319	53092	56912	62264	48957	48501	4.44
	Grand Total (Kerala)	557258	659265	732985	793696	858143	923366	977479	1038419	1091870	100

CHART 4.3 A REGION -WISE FOREIGN TOURIST VISITS IN KERALA IN 2017



**TABLE 4.4 A
MONTH WISE STATISTICS OF FOREIGN TOURISTS 2017**

Sl. No.	DISTRICT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
1	ALAPPUZHA	13989	14400	9597	6216	2133	621	2694	2865	1329	3239	7466	10488	75037
2	ERNAKULAM	67766	55031	47540	33651	20173	19388	33408	28129	20465	35612	41843	50987	453973
3	IDUKKI	4895	2977	1506	3961	2216	1322	4582	7527	4153	1904	3710	3532	42285
4	KANNUR	698	465	262	124	97	33	97	257	111	237	1365	1377	5123
5	KASARGOD	231	120	81	48	33	12	108	15	36	172	84	175	1115
6	KOLLAM	910	771	653	426	94	87	192	342	161	301	1042	1248	6227
7	KOTTAYAM	4452	4309	2316	1204	470	759	2010	2321	893	2212	3401	8003	32350
8	KOZHIKKODE	1051	1058	879	710	540	315	1343	1592	1379	1267	1530	1442	13106
9	MALAPPURAM	1751	1544	1271	1201	762	898	2254	2175	827	1815	1867	2086	18451
10	PALAKKAD	225	277	178	130	59	47	90	124	70	101	203	207	1711
11	PATHANAMTHITTA	338	175	122	107	127	64	139	158	59	137	317	260	2003
12	TRIVANDRUM	51400	51008	40595	33654	21601	19895	24157	26542	24278	31646	42517	53426	420719
13	THRISSUR	1262	1106	1163	805	558	452	983	1087	606	869	938	946	10775
14	WAYANAD	1840	1848	978	396	210	167	495	602	333	445	745	936	8995
	TOTAL 2017	150808	135089	107141	82833	49073	44040	72552	73736	54700	79957	107028	135113	1091870

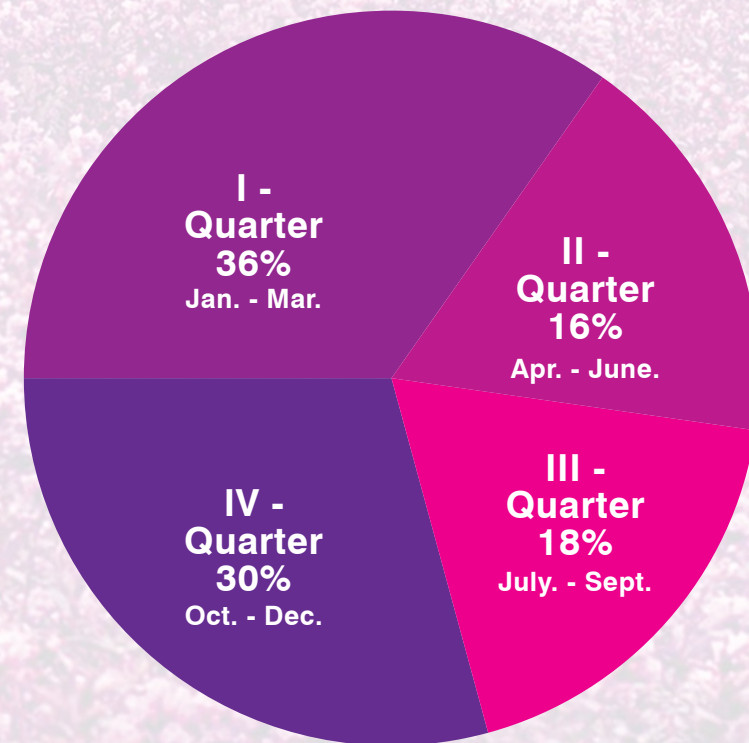
4.5 QUARTERLY COMPARISON OF FOREIGN TOURIST ARRIVALS

Quarterly comparison of foreign tourist arrivals shows that quarter I received the highest Foreign tourist arrivals, Quarter IV comes second in the tourists arrivals. Details are give in Table 2.3.3

TABLE 4.5 A

Foreign	2013	2014	2015	2016	2017
I – Quarter	314983	340193	363492	384719	393038
II – Quarter	128729	142641	151774	153461	175746
III – Quarter	161336	172731	184005	200335	200988
IV – Quarter	253095	267801	278208	299904	322098
Total	858143	923366	977479	1038419	1091870

**GRAPH 4.5 A
QUARTERLY COMPARISON OF FOREIGN TOURIST ARRIVALS IN 2017**



4.6 TOURIST ARRIVALS - DISTRICT WISE FOREIGN

In 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 contributes 80.11% of the total arrival to Kerala. Other leading districts are Idukki, Alappuzha and Kottayam. Tourist arrivals to these five districts constitute 93.81% of the total arrival to Kerala.

TABLE 4.6 A

Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to the total of 2017
		2013	2014	2015	2016	2017	
1	Thiruvananthapuram	268444	289612	310223	383608	420719	38.53
2	Kollam	11403	12467	14100	8520	6227	0.57
3	Pathanamthitta	1255	1379	1667	1620	2003	0.18
4	Alappuzha	55364	60337	63838	78049	75037	6.87
5	Kottayam	40932	44366	49976	49513	32350	2.96
6	Idukki	68880	77905	83894	50366	42285	3.87
7	Ernakulam	352314	372997	383643	407653	453973	41.58
8	Thrissur	6459	7391	7874	10133	10775	0.99
9	Palakkad	1874	2093	2232	2385	1711	0.16
10	Malappuram	20569	21613	23409	19769	18451	1.69
11	Kozhikode	10489	11313	12251	12649	13106	1.2
12	Wayanad	10844	11795	12377	7067	8995	0.82
13	Kannur	6972	7563	9022	5264	5123	0.47
14	Kasaragod	2344	2535	2973	1823	1115	0.1
	Total Kerala	858,143	923,366	977479	1038419	1091870	100

GRAPH 4.6 A

FOREIGN TOURIST ARRIVAL - DISTRICT WISE 2016 & 2017

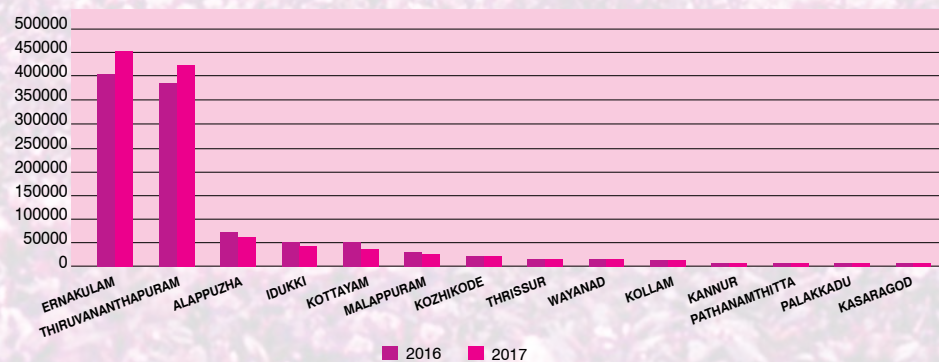


TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Afghanistan	52	310	17	0	0	28	4	25	5	0	0	89	2	3	535
Albania	0	59	6	2	0	0	4	5	0	0	0	51	0	0	127
Algeria	10	40	4	0	0	0	0	11	8	0	0	309	3	0	385
American Samoa	0	35	0	0	0	0	0	0	0	0	0	5	0	0	40
Andorra	0	65	6	0	0	0	99	1	0	0	0	45	0	0	216
Angola	10	50	0	0	0	0	0	8	7	0	0	0	0	0	75
Anguilla	0	5	0	0	0	0	0	0	0	0	0	0	0	0	5
Antarctica	21	7	0	0	0	0	0	0	0	0	0	0	0	0	28
Antigua and Barbuda	0	29	0	0	0	0	0	0	0	0	0	0	0	0	29
Argentina	129	844	66	6	0	4	61	1	3	0	2	644	3	8	1771
Armenia	15	17	0	0	0	0	0	0	2	0	0	43	0	0	77
Ascension Island	0	140	0	0	0	0	0	0	0	0	0	23	0	3	166
Australia	1936	18397	1504	138	73	280	1240	192	221	57	76	14314	212	330	38970
Austria	644	1517	256	24	4	49	264	63	43	7	0	5902	393	90	9256
Azerbaijan	27	45	4	0	0	0	0	0	16	0	0	125	0	0	217
Bahamas	20	251	0	0	0	0	0	0	0	0	0	14	0	0	285
Bahrain	210	5513	276	9	0	18	81	207	320	5	0	1676	53	26	8394
Bangladesh	112	1311	99	5	0	0	14	24	92	7	3	749	22	5	2443
Barbados	6	6	0	0	0	0	0	0	0	0	0	12	0	0	24
Belarus	0	186	8	0	0	0	3	3	4	0	0	233	67	0	504

TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Belgium	979	3181	539	21	0	76	411	31	36	25	3	5602	40	144	11088
Belize	0	359	0	0	0	0	0	0	0	0	0	4	0	0	363
Benin	19	0	4	0	0	0	0	0	0	0	0	0	3	0	26
Bhutan	0	74	6	0	0	26	0	3	2	2	0	116	0	0	229
Bolivia	0	21	5	0	0	0	0	0	0	0	0	26	0	0	52
Bosnia and Herzegovina	0	21	0	0	0	0	0	7	3	0	0	90	0	0	121
Botswana	0	0	1	0	0	0	0	2	0	0	0	17	0	0	20
Brazil	143	1302	61	5	38	25	60	18	73	0	8	1444	57	28	3262
British Virgin Islands	10	339	11	0	0	14	0	0	0	0	50	3518	67	0	4009
Brunei	0	20	2	0	0	0	0	0	31	0	0	13	0	0	66
Bulgaria	6	410	18	7	0	21	47	1	20	0	0	279	0	20	829
Burkina Faso	3	0	6	0	0	0	0	0	0	0	0	2	0	0	11
Burundi	0	26	0	0	0	0	0	1	0	0	0	94	0	0	121
Cambodia	54	18	1	0	0	0	3	2	0	0	0	27	0	2	107
Cameroon	0	83	0	0	0	0	0	1	5	0	0	51	0	5	145
Canada	2130	11020	1164	54	10	380	1167	137	206	41	42	11762	254	309	28676
Cape Verde	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Central African Republic	0	2	0	0	0	0	0	0	0	0	0	3	0	0	5
Chad	0	5	0	0	0	0	0	0	3	0	0	15	0	0	23
Chile	31	469	18	0	0	0	17	3	19	0	0	176	5	3	741

TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
China(Main)	129	4328	94	46	39	187	216	79	137	17	7	1710	65	59	7113
China(Taiwan)	1	0	0	3	0	18	6	0	0	0	0	0	0	0	28
Colombia	64	236	4	0	0	10	8	9	5	0	0	189	2	0	527
Comoros	30	188	1	0	0	0	0	3	20	0	0	52	0	0	294
Congo	17	4	0	0	0	0	0	0	0	0	0	6	2	0	29
Costa Rica	15	60	9	2	0	0	3	3	2	0	0	54	0	0	148
Croatia	3	147	13	3	0	0	0	4	0	0	0	208	4	2	384
Cuba	11	3	0	0	0	0	0	0	0	0	0	17	0	0	31
Cyprus	32	194	0	0	0	0	6	1	21	0	0	125	0	0	379
Czech Republic	14	556	242	6	0	6	130	6	41	0	0	530	6	12	1549
Czecho-slovakia	100	7	14	0	0	0	0	0	0	0	0	21	0	0	142
Denmark	458	1782	259	49	0	29	76	19	36	2	29	6397	23	156	9315
Djibouti	0	3	4	0	0	0	0	2	0	0	0	3	0	0	12
Dominica	0	29	0	0	0	0	6	0	0	0	0	20	0	0	55
Dominican Republic	0	8	31	0	0	0	0	0	0	0	0	0	0	0	39
East Timor	6	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Ecuador	0	5	4	0	0	0	0	1	6	0	0	87	0	0	103
Egypt	20	1423	39	0	6	2	90	49	74	0	2	1159	17	15	2896
El Salvador	0	17	0	0	0	0	0	1	0	0	0	19	1	0	38
Equatorial Guinea	0	0	0	0	0	0	0	0	2	0	0	3	0	0	5

**TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017**

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Eritrea	0	9	0	0	0	0	0	0	4	0	0	0	0	0	13
Estonia	38	144	22	0	0	6	23	1	32	0	0	249	5	5	525
Ethiopia	3	202	13	0	0	0	0	2	0	0	0	142	11	0	373
Falkland Islands	0	71	0	0	0	0	0	0	0	0	0	0	0	0	71
Faroe Islands	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Fiji Islands	0	180	16	0	0	0	0	0	17	0	0	32	0	0	245
Finland	206	859	51	9	11	51	38	3	19	2	0	2955	4	34	4242
France	6711	30698	6620	418	74	1229	3260	513	284	228	150	22860	694	1900	75639
French Guiana	0	0	0	0	0	0	0	0	0	0	0	6	0	3	9
Gabon	0	6	0	0	0	0	0	0	0	0	0	2	0	0	8
Gambia	0	21	0	0	0	0	0	0	0	0	0	3	0	0	24
Georgia	12	187	0	0	0	0	0	0	4	1	2	86	10	0	302
Germany	8522	19318	2394	804	37	476	1873	598	326	90	122	25623	1695	764	62642
Ghana	0	121	0	2	0	0	3	2	0	0	0	66	3	10	207
Greece	28	655	36	9	0	14	122	6	71	0	0	547	3	3	1494
Greenland	0	0	0	0	0	0	0	0	7	0	0	0	0	0	7
Grenada	0	0	0	0	0	0	0	0	0	0	0	4	0	3	7
Guam	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Guatemala	0	10	0	0	0	0	0	1	2	0	0	14	0	0	27
Guernsey and Alderney	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1

**TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017**

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Guinea	0	187	0	0	0	6	0	0	0	0	0	5	0	0	198
Guinea-Bissau	12	0	0	0	0	0	0	3	22	0	0	0	0	0	37
Guyana	0	18	0	0	0	0	0	0	0	0	0	3	0	0	21
Haiti	0	36	0	0	0	0	0	0	0	0	0	2	0	0	38
Honduras	0	155	0	0	0	0	0	1	0	0	0	22	0	0	178
Hongkong	29	248	1	0	0	0	22	3	13	1	0	41	2	2	362
Hungary	70	440	40	7	0	8	15	16	3	2	0	588	13	14	1216
Iceland	4	486	26	0	0	9	8	3	14	0	3	105	0	16	674
Indonesia	156	2326	8	2	0	0	0	8	5	3	0	207	4	7	2726
Iran	232	1139	29	9	13	13	111	41	29	2	0	686	7	9	2320
Iraq	0	271	19	0	0	0	0	4	17	0	0	93	0	2	406
Ireland	807	4016	488	44	56	112	436	68	82	6	57	5099	20	116	11407
Isle of Man	0	20	0	0	0	0	0	0	0	0	0	19	0	1	40
Israel	446	5210	773	21	14	9	107	25	56	0	24	4948	117	142	11892
Italy	1122	7126	982	125	14	104	494	127	183	11	11	12515	151	172	23137
Ivory Coast	0	16	0	0	0	20	0	2	8	0	0	4	0	0	50
Jamaica	0	43	7	0	0	0	0	1	6	0	0	19	0	0	76
Japan	228	6324	154	68	6	104	237	69	44	9	2	6111	39	47	13442
Jersey	0	8	0	0	0	0	0	0	0	0	0	0	0	0	8
Jordan	39	621	27	3	0	7	7	16	31	0	0	237	0	3	991

**TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017**

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Kazakhstan	241	78	10	0	0	7	10	15	5	0	0	1511	33	0	1910
Kenya	41	389	44	21	0	2	54	8	26	8	0	503	22	10	1128
Kiribati	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Korea (North)	9	778	15	2	0	10	0	3	31	1	2	1063	4	7	1925
Korea (South)	3	1923	68	15	0	4	72	18	2	9	4	1024	9	5	3156
Kosovo	0	0	0	0	0	0	0	1	0	0	0	11	0	0	12
Kuwait	123	6142	168	2	3	23	48	112	508	0	9	4806	50	19	12013
Kyrgyzstan	9	31	10	0	0	0	0	1	0	0	0	99	0	0	150
Laos	0	9	2	0	0	0	0	0	0	0	0	30	0	0	41
Latvia	146	224	0	0	0	0	9	2	7	0	0	528	4	0	920
Lebanon	7	742	14	3	0	0	3	5	10	0	3	1104	3	5	1899
Lesotho	3	8	0	0	0	0	0	0	0	0	0	4	0	0	15
Liberia	0	116	0	0	0	2	0	0	0	0	0	8	0	0	126
Libya	0	15	0	0	0	0	0	3	0	0	0	38	2	0	58
Liechtenstein	0	50	0	0	0	0	0	0	0	0	0	11	0	0	61
Lithuania	80	314	33	0	0	3	122	3	0	0	0	413	2	3	973
Luxembourg	35	125	16	0	0	2	48	2	2	0	0	69	3	5	307
Macau	0	65	0	0	0	0	0	1	0	0	0	2	0	0	68
Macedonia	0	14	0	0	0	0	0	3	2	0	0	70	0	0	89
Madagascar	0	30	0	2	0	0	0	0	0	0	0	14	5	0	51

**TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017**

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Malawi	21	53	0	0	0	0	0	7	2	0	0	41	0	0	124
Malaysia	291	18827	3573	308	50	131	743	161	275	255	90	12066	659	185	37614
Maldives	0	10696	19	3	0	18	8	38	0	4	11	27749	221	2	38769
Malta	6	169	4	0	0	0	0	1	2	0	0	93	0	0	275
Marshall Islands	0	10	0	0	0	0	0	0	0	0	0	0	0	0	10
Mauritania	0	52	2	0	0	0	0	4	6	0	0	76	0	0	140
Mauritius	55	1094	64	0	0	3	17	6	29	3	0	342	2	14	1629
Mexico	36	521	67	2	0	6	51	54	31	2	0	339	14	9	1132
Micronesia	9	0	0	0	0	0	0	0	0	0	0	3	0	0	12
Moldova	6	28	0	0	0	0	17	0	0	0	0	163	7	0	221
Monaco	0	61	0	0	0	0	0	1	0	0	0	100	0	1	163
Mongolia	0	24	0	0	0	0	0	0	0	0	0	10	0	0	34
Montenegro	0	13	4	0	0	0	0	17	0	2	0	14	2	0	52
Montserrat	0	2	0	0	0	0	0	0	0	0	0	9	0	0	11
Morocco	16	382	5	0	0	0	14	13	12	0	0	604	0	0	1046
Mozambique	0	36	0	0	0	0	66	2	7	0	0	11	0	2	124
Myanmar	6	92	0	0	0	0	0	0	28	0	0	22	0	4	152
Namibia	0	50	0	0	0	0	0	2	0	0	0	3	0	0	55
Nauru	0	1	0	0	0	0	0	0	0	0	0	1	0	0	2
Nepal	33	695	22	10	18	10	62	40	45	151	3	1565	36	27	2717

TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Netherlands	664	5618	1040	81	44	97	389	89	213	21	17	8036	62	219	16590
Netherlands Antilles	0	0	0	0	0	0	0	0	0	0	0	5	25	0	30
New Caledonia	0	37	1	0	0	0	0	0	0	0	0	0	0	0	38
New Zealand	263	3848	324	66	0	72	132	65	75	12	9	3005	48	103	8022
Nicaragua	0	0	0	0	0	0	8	2	0	0	0	50	0	0	60
Niger	0	416	0	0	0	0	0	0	10	0	0	10	0	0	436
Nigeria	1	138	0	2	0	0	6	19	9	0	0	284	0	0	459
Northern Mariana Islands	0	8	0	0	0	0	0	0	0	0	0	3	3	0	14
Norway	264	1377	82	30	3	25	142	23	8	11	0	1695	32	16	3708
Oman	771	29620	2680	162	24	164	1612	5011	3487	29	111	8706	717	291	53385
Pakistan	0	6	0	0	0	0	0	0	5	0	0	11	0	3	25
Palestine	8	15	9	0	0	0	0	6	5	0	2	4	0	1	50
Panama	0	18	0	0	0	0	0	7	7	0	0	76	0	0	108
Papua New Guinea	0	29	0	0	0	0	0	0	4	0	0	2	0	0	35
Paraguay	0	6	0	0	0	0	0	0	0	0	0	14	0	0	20
Peru	0	64	9	6	0	0	6	4	0	0	0	62	0	0	151
Philippines	99	1435	8	11	0	5	16	70	42	0	9	1449	7	14	3165
Pitcairn Islands	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Poland	215	2250	182	22	0	55	132	19	37	0	0	2099	65	62	5138
Portugal	110	1221	103	12	23	36	190	24	20	0	2	994	13	16	2764

TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Puerto Rico	0	23	0	0	0	0	0	0	0	0	0	21	0	0	44
Qatar	10	2576	32	26	0	37	25	656	262	4	0	681	111	28	4448
Reunion	3	38	0	0	0	0	0	0	0	0	0	0	0	0	41
Romania	29	612	32	3	0	0	44	21	14	6	4	613	6	3	1387
Russia	1092	3480	134	50	30	11	131	250	111	39	23	21522	637	31	27541
Rwanda	0	27	0	0	0	0	0	0	0	0	0	8	0	0	35
Sahrawi Arab Democratic Republic	0	0	0	0	0	0	0	0	0	2	0	0	3	0	5
Saint Helena	0	10	0	0	0	0	0	0	0	0	0	0	0	0	10
Saint Kitts and Nevis	0	13	0	0	0	0	0	2	0	0	0	0	0	0	15
Saint Lucia	0	7	0	0	0	0	0	0	0	0	0	1	0	0	8
Samoa	0	13	0	0	0	0	0	0	3	0	0	0	0	0	16
San Marino	0	9	0	0	0	0	0	0	0	0	0	0	0	0	9
Sao Tome and Principe	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Saudi Arabia	4392	34897	2174	27	12	50	440	904	5362	28	40	12038	426	262	61052
Senegal	0	1	0	2	0	7	0	0	0	0	0	64	0	3	77
Serbia and Montenegro	0	99	3	0	0	0	3	23	7	2	0	175	0	1	313
Seychelles	0	89	34	0	0	0	0	0	14	0	0	33	3	0	173
Sierra Leone	0	109	0	0	0	0	0	2	0	0	0	14	0	0	125
Singapore	344	5673	503	11	0	68	391	40	37	22	112	4820	149	38	12208
Slovakia	0	267	38	10	0	17	4	6	0	0	0	411	9	12	774

TABLE 4.7

DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Slovenia	12	268	9	0	0	0	103	3	0	0	0	153	0	9	557
Smaller Territories of the UK	4	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Solomon Islands	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Somalia	0	32	5	0	0	0	0	3	3	0	0	27	0	0	70
Somaliland	0	0	0	0	0	0	0	0	0	0	0	27	0	0	27
South Africa	456	5983	328	4	4	14	419	35	33	0	31	7577	10	57	14951
South Ossetia	0	24	0	0	0	0	0	0	0	0	0	21	0	0	45
Spain	922	6920	1480	173	12	93	360	80	37	28	2	6400	35	102	16644
Sri Lanka	35	2355	220	399	10	74	47	67	111	28	26	1895	286	3	5556
Sudan	9	409	2	0	0	0	17	30	31	0	0	104	5	4	611
Suriname	0	17	4	0	0	0	0	6	0	0	0	45	0	5	77
Swaziland	176	145	5	8	0	62	154	3	22	0	0	651	12	47	1285
Sweden	787	3895	227	106	4	13	142	58	101	159	9	3880	65	96	9542
Switzerland	3480	5437	615	99	3	35	584	79	98	37	2	11870	635	132	23106
Syria	0	828	33	0	0	0	0	2	45	0	9	218	0	10	1145
Taiwan	16	417	26	3	0	2	29	3	2	3	0	137	8	4	650
Tajikistan	0	0	1	0	0	0	0	0	0	0	0	21	0	2	24
Tanzania	0	214	24	0	0	7	9	3	5	0	0	60	6	0	328
Thailand	19	880	16	0	0	4	6	50	11	1	0	560	14	24	1585
Tibet	0	7	0	0	0	0	0	0	0	0	0	7	0	0	14
Togo	0	2	0	0	0	0	0	1	0	0	0	2	0	0	5

TABLE 4.7

DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Tokelau	0	5	0	0	0	0	0	0	0	0	0	6	0	0	11
Tonga	0	22	0	0	0	0	0	0	0	0	0	0	0	0	22
Trinidad and Tobago	6	55	0	0	0	0	0	0	0	0	0	124	0	0	185
Tunisia	43	262	2	0	0	0	0	23	4	0	0	591	0	0	925
Turkey	45	844	39	7	0	2	45	14	18	2	0	286	2	2	1306
Turkmenistan	0	6	0	0	0	0	0	0	0	0	0	5	0	0	11
Uganda	21	94	2	0	0	0	8	7	4	0	0	15	0	2	153
Ukraine	567	584	82	7	0	0	33	32	41	6	0	3013	140	5	4510
United Arab Emirates	1086	15543	1262	189	106	326	500	1039	2360	21	40	9618	240	216	32546
United Kingdom	26310	65028	6936	1037	222	1037	5478	629	824	159	211	70042	1314	1748	180975
United States of America	4623	44724	2822	295	152	312	4989	520	959	135	618	31647	510	645	92951
Uruguay	0	42	5	0	0	0	0	3	5	0	0	44	2	0	101
Uzbekistan	6	19	12	0	0	0	0	0	24	0	0	185	2	0	248
Vanuatu	0	68	0	0	0	0	0	2	0	0	0	0	0	0	70
Vatican City	0	4	0	0	0	0	0	0	0	0	0	2	0	0	6
Venezuela	0	57	4	0	0	0	0	0	4	0	0	50	0	0	115
Vietnam	9	220	10	0	0	0	0	1	2	0	0	107	10	5	364
Virgin Islands the United States	51	104	0	0	0	0	0	20	0	0	0	0	0	0	175

TABLE 4.7
DISTRICT WISE - NATIONALITY WISE STATISTICS OF FOREIGN TOURISTS - 2017

Destination	ALP	EKM	IKI	KNR	KASD	KLM	KTM	KKD	MPM	PKD	PTA	TVM	TSR	WYD	Total
Western Sahara	0	5	0	0	0	0	0	0	0	0	0	0	0	0	5
Yemen Arab republic	90	567	51	6	0	0	0	127	203	3	0	137	3	2	1189
Yugoslavia	0	23	0	0	0	0	0	0	0	0	0	2	0	0	25
Zambia	0	55	0	0	0	0	0	1	0	0	0	56	3	0	115
Zimbabwe	10	57	0	0	0	0	17	0	0	0	11	58	0	0	153
Not Specified	681	23493	33	0	0	40	3623	63	0	0	0	8285	0	0	36218
TOTAL	75037	453973	42285	5123	1115	6227	32350	13106	18451	1711	2003	420719	10775	8995	1091870

TABLE 4.8 A
DESTINATION WISE FOREIGN TOURIST ARRIVAL

Sl. No.	Destination	No. of Tourists
1	Kochi City	219496
2	Kovalam	177940
3	Varkala	133658
4	Fort Kochi	102365
5	Thiruvananthapuram City	68798
6	Alappuzha	57244
7	Maradu (Ernakulam)	41539
8	Kumarakom	25934
9	Munnar	24003
10	Thekkady	18158
11	Cherai Beach	13875
12	Poovar	10655
13	Kalady	9234
14	Wayanad	8496
15	Aluva	7133
16	Iringal (Kozhikode)	5736
17	Guruvayoor	5695
18	Kollam	5393
19	Kozhikode City	5389
20	Kuttanadu	4897
21	Muzhuppilangad	3489
22	Kottakkal	2985
23	Ponmudi	2581
24	Athirappalli	1978
25	Aranmula	1549
26	Kappad	879
27	Meenkunnu-Payyambalam	764
28	Thusharagiri	677
29	Kadalundi Nagaram	523
30	Wagamon	472
31	Parassinikkadavu	421
32	Chavakkad	397
33	Bekal	343
34	Nelliyampathy	317
35	Nilambur	298
36	Malampuzha	286
37	Kodikuthimala	223
38	Lakkidi	78
39	Erumeli	37
40	Chalakkudi	29
41	Kakkayam	13
42	Others	127893
	TOTAL	1091870

GRAPH 4.8 A
FOREIGN TOURIST ARRIVAL- DESTINATION WISE

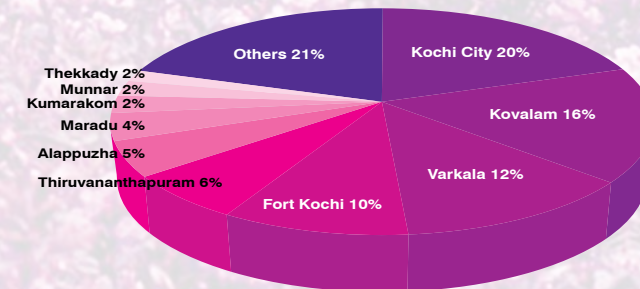


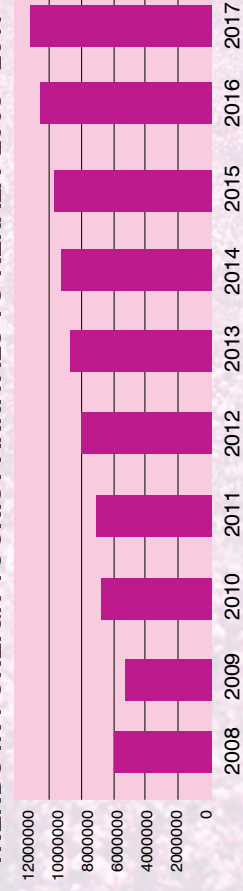
TABLE 4.9 A
DISTRICT WISE ARRIVAL OF FOREIGN TOURIST FOR LAST TEN YEARS

Sl. No.	DISTRICT	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	Thiruvananthapuram	234797	176571	204049	224387	242739	268,444	289,612	310223	383608	420719
2	Kollam	8728	8010	8211	9317	9976	11403	12467	14100	8520	6227
3	Pathanamthitta	349	599	829	964	1253	1255	1379	1667	1620	2003
4	Alappuzha	49866	33493	41977	46019	50760	55,364	60,337	63838	78049	75037
5	Kottayam	27230	24623	32561	37573	40926	40,932	44,366	49976	49513	32350
6	Idukki	51025	38185	48295	55778	62387	352,314	372,997	83894	50366	42285
7	Ernakulam	193013	239364	277675	308674	330390	68,880	77,905	383643	407653	453973
8	Thrissur	3398	3452	4326	5011	5946	6,459	7,391	7874	10133	10775
9	Palakkad	785	1170	1270	1331	1557	1874	2093	2232	2385	1711
10	Malappuram	10166	13499	16915	18394	19417	20,569	21,613	23409	19769	18451
11	Kozhikode	9966	7513	9017	9892	10476	10,844	11,795	12251	12649	13106
12	Wayanad	5638	5362	6575	7567	9541	10,489	11,313	12377	7067	8995
13	Kannur	3143	4186	5886	6038	6257	6,972	7,563	9022	5264	5123
14	Kasaragod	825	1231	1679	2040	2071	2344	2535	2973	1823	1115
	Total	5,98,929	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

TABLE 4.10 A
MONTH WISE ARRIVAL OF FOREIGN TOURIST FOR LAST TEN YEARS

Sl.No	Month	YEAR											
		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
1	January	85,028	77,839	87553	94966	106314	113627	119865	130463	136539	150808		
2	February	78,155	71,136	86747	94185	103220	115403	127153	132873	141143	135089		
3	March	71,026	57,250	61334	66854	75544	85953	93175	100156	107037	107141		
4	April	39,538	43,473	50910	57215	61335	66371	72441	76734	78099	82633		
5	May	26,348	25,386	26783	28938	30470	32600	36302	39583	37994	49073		
6	June	20,578	19,499	24685	26738	28280	29758	33898	35457	37368	44040		
7	July	31,610	28,914	36188	40931	42977	45786	48577	51722	56666	72552		
8	August	45,711	39,079	49518	56230	59904	64518	69909	74710	81070	73736		
9	September	28,292	29,283	37859	44673	47440	51032	54245	57573	62599	54700		
10	October	39,748	38,870	49512	59414	63690	67702	71598	76119	82551	79957		
11	November	59,923	56,880	66526	73843	78833	83484	87720	89883	96155	107028		
12	December	72,972	69,649	81650	88998	95689	101909	108483	112206	121196	135113		
	Total	598,929	557,258	659,265	732,985	793,696	858,143	923,366	977,479	1038,419	1091,870		

GRAPH 4.10 A
TRENDS IN FOREIGN TOURIST ARRIVALS TO KERALA 2008 - 2017



4.11 NATIONALITY WISE FOREIGN TOURIST ARRIVAL

The foreign tourist arrival to Kerala during 2017 was highest from UK (16.57%) followed by United States of America (8.51%), France (6.93%), Germany(5.74%), Saudi Arabia (5.59%), Oman (4.89%) , Australia (3.57%) etc. Kerala Tourism witnessed a steady growth rate in the case of foreign & domestic tourist flow during the last two decades. 2017 has witnessed the foreign tourists arrival nearing 11 lakhs.

**TABLE 4.11 A
FOREIGN TOURIST ARRIVALS 2017- TOP ORDER OF COUNTRIES**

Sl.No.	Country	No. of tourists	% Share to Total				
1	United Kingdom	180975	16.57	36	Norway	3708	0.34
2	United States of America	92951	8.51	37	Brazil	3262	0.3
3	France	75639	6.93	38	Philippines	3165	0.29
4	Germany	62642	5.74	39	Korea (South)	3156	0.29
5	Saudi Arabia	61052	5.59	40	Egypt	2896	0.27
6	Oman	53385	4.89	41	Portugal	2764	0.25
7	Australia	38970	3.57	42	Indonesia	2726	0.25
8	Maldives	38769	3.55	43	Nepal	2717	0.25
9	Malaysia	37614	3.44	44	Bangladesh	2443	0.22
10	United Arab Emirates	32546	2.98	45	Iran	2320	0.21
11	Canada	28676	2.63	46	Korea (North)	1925	0.18
12	Russia	27541	2.52	47	Kazakhstan	1910	0.17
13	Italy	23137	2.12	48	Lebanon	1899	0.17
14	Switzerland	23106	2.12	49	Argentina	1771	0.16
15	Spain	16644	1.52	50	Mauritius	1629	0.15
16	Netherlands	16590	1.52	51	Thailand	1585	0.15
17	South Africa	14951	1.37	52	Czech Republic	1549	0.14
18	Japan	13442	1.23	53	Greece	1494	0.14
19	Singapore	12208	1.12	54	Romania	1387	0.13
20	Kuwait	12013	1.1	55	Turkey	1306	0.12
21	Israel	11892	1.09	56	Swaziland	1285	0.12
22	Ireland	11407	1.04	57	Hungary	1216	0.11
23	Belgium	11088	1.02	58	Yemen Arab republic	1189	0.11
24	Sweden	9542	0.87	59	Syria	1145	0.1
25	Denmark	9315	0.85	60	Mexico	1132	0.1
26	Austria	9256	0.85	61	Kenya	1128	0.1
27	Bahrain	8394	0.77	62	Morocco	1046	0.1
28	New Zealand	8022	0.73	63	Jordan	991	0.09
29	China(Main)	7113	0.65	64	Lithuania	973	0.09
30	Sri Lanka	5556	0.51	65	Tunisia	925	0.08
31	Poland	5138	0.47	66	Latvia	920	0.08
32	Ukraine	4510	0.41	67	Bulgaria	829	0.08
33	Qatar	4448	0.41	68	Slovakia	774	0.07
34	Finland	4242	0.39	69	Chile	741	0.07
35	British Virgin Islands	4009	0.37	70	Iceland	674	0.06
				71	Others	54507	4.99
					TOTAL	1091870	100

**TABLE 4.11 B
NATIONALITY WISE ARRIVALS 2016 & 2017 (Top 50 countries)**

SL NO.	Country	2017	2016	% variation over previous year	SL NO.	Country	2017	2016	% variation over previous year
1	United Kingdom	180975	155548	16.35	26	Austria	9256	7993	15.8
2	United States of America	92951	87834	5.83	27	Bahrain	8394	8897	-5.65
3	France	75639	79822	-5.24	28	New Zealand	8022	7272	10.31
4	Germany	62642	66233	-5.42	29	China (Main)	7113	6203	14.67
5	Saudi Arabia	61052	87451	-30.19	30	Sri Lanka	5556	6648	-16.43
6	Oman	53385	50482	5.75	31	Poland	5138	4512	13.87
7	Australia	38970	37848	2.96	32	Ukraine	4510	4406	2.36
8	Maldives	38769	34631	11.95	33	Qatar	4448	3112	42.93
9	Malaysia	37614	39878	-5.68	34	Finland	4242	4573	-7.24
10	United Arab Emirates	32546	31708	2.64	35	British Virgin Islands	4009	3680	8.94
11	Canada	28676	24350	17.77	36	Norway	3708	3817	-2.86
12	Russia	27541	34557	-20.3	37	Brazil	3262	1916	70.25
13	Italy	23137	21922	5.54	38	Philippines	3165	2801	13
14	Switzerland	23106	19664	17.5	39	Korea (South)	3156	2751	14.72
15	Spain	16644	15000	10.96	40	Egypt	2896	2298	26.02
16	Netherlands	16590	13674	21.33	41	Portugal	2764	1932	43.06
17	South Africa	14951	12324	21.32	42	Indonesia	2726	967	181.9
18	Japan	13442	10777	24.73	43	Nepal	2717	2322	17.01
19	Singapore	12208	11275	8.27	44	Bangladesh	2443	1327	84.1
20	Kuwait	12013	10507	14.33	45	Iran	2320	1623	42.95
21	Israel	11892	10927	8.83	46	Korea (North)	1925	1862	3.38
22	Ireland	11407	10269	11.08	47	Kazakhstan	1910	1584	20.58
23	Belgium	11088	8653	28.14	48	Lebanon	1899	1343	41.4
24	Sweden	9542	9272	2.91	49	Argentina	1771	1156	53.2
25	Denmark	9315	9833	-5.27	50	Mauritius	1629	1313	24.07

4.12 MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES

The market performance of different countries in top order is exhibited in Table 2.3.6. United Kingdom with an estimated arrival figure of 180975 remained on the top of all tourist-generating countries for Kerala and accounted for 16.57% of the total traffic. Pictorial representation of the same is made in Graph 2.3.6. USA, France, Germany and Saudi Arabia are respectively on 2nd, 3rd, 4th and 5th position.

TABLE 4.12 A

MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES - 2017

SL NO.	Country	2017	proportion to total
1	United Kingdom	180975	16.57
2	United States of America	92951	8.51
3	France	75639	6.93
4	Germany	62642	5.74
5	Saudi Arabia	61052	5.59
6	Oman	53385	4.89
7	Australia	38970	3.57
8	Maldives	38769	3.55
9	Malaysia	37614	3.44
10	United Arab Emirates	32546	2.98
11	Canada	28676	2.63
12	Russia	27541	2.52
13	Italy	23137	2.12
14	Switzerland	23106	2.12
15	Spain	16644	1.52
	Total (15 Countries)	793647	72.69
	Others	298223	27.31
	GRAND TOTAL	1091870	100.00

CHART 4.12 A

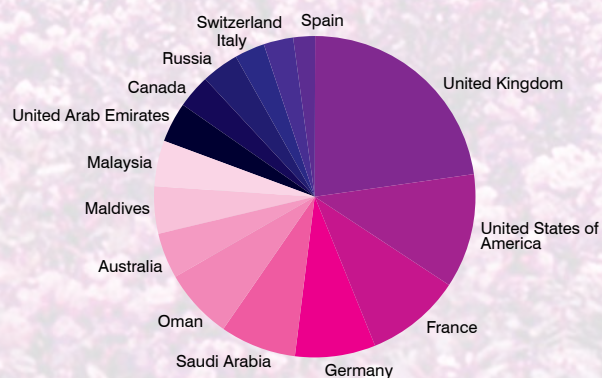


TABLE 4. 13
RANKING OF COUNTRIES ACCORDING TO
HIGHEST ARRIVALS 2015 TO 2017

The top fifteen countries have alone constituted 72.69% 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 2015	Nationality	Tourist arrivals in 2016	Nationality	Tourist arrivals in 2017
1	United Kingdom	166792	United Kingdom	155548	United Kingdom	180975
2	France	91598	United States of America	87834	United States of America	92951
3	Germany	76791	Saudi Arabia	87451	France	75639
4	United States of America	75773	France	79822	Germany	62642
5	Saudi Arabia	51149	Germany	66233	Saudi Arabia	61052
6	Australia	35244	Oman	50482	Oman	53385
7	Russia	32725	Malaysia	39878	Australia	38970
8	Malaysia	28047	Australia	37848	Maldives	38769
9	Canada	26216	Maldives	34631	Malaysia	37614
10	Switzerland	26115	Russia	34557	United Arab Emirates	32546
11	Netherlands	22275	United Arab Emirates	31708	Canada	28676
12	Italy	21433	Canada	24350	Russia	27541
13	Sweden	20810	Italy	21922	Italy	23137
14	United Arab Emirates	20507	Switzerland	19664	Switzerland	23106
15	Oman	18763	Spain	15000	Spain	16644

TABLE 4.14
MONTH-WISE TOURIST STATISTICS OF EUROPEAN COUNTRIES 2017

Country	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Austria	1481	1262	777	677	444	290	370	453	454	759	1283	1006	9256
Belgium	1778	1559	1026	1004	446	323	606	556	575	630	1168	1417	11088
Bulgaria	146	81	49	112	55	21	31	30	24	35	140	105	829
Czech Republic	242	303	185	109	116	49	44	39	93	79	103	187	1549
Denmark	1624	1304	704	723	333	343	484	382	411	645	992	1370	9315
Finland	627	572	469	421	149	189	136	105	189	339	400	646	4242
France	12107	12582	9005	6056	2949	1507	3250	5812	2601	4406	7655	7709	75639
Germany	12469	7958	6635	4747	2398	1527	2076	3030	2912	5049	7251	6590	62642
Ireland	1470	1563	1353	880	460	312	534	697	617	882	1184	1455	11407
Italy	4045	2945	2003	1570	750	692	957	2029	1148	1677	2417	2904	23137
Kazakhstan	352	209	460	204	39	20	38	48	85	121	129	205	1910
Latvia	197	128	54	64	48	11	24	31	22	42	124	175	920
Netherlands	2277	2407	1414	1254	743	466	902	1152	775	1317	1817	2066	16590
Norway	487	697	263	399	177	241	238	153	114	263	330	346	3708
Poland	795	685	517	320	144	140	96	156	295	729	746	515	5138
Portugal	329	412	228	305	119	131	66	103	101	180	435	355	2764
Russia	4416	3868	3362	2017	1595	1343	1144	858	1099	1798	2912	3129	27541
Spain	1232	1396	1181	1567	668	527	989	2496	1289	1918	1644	1737	16644
Sweden	2092	1588	917	521	287	243	178	119	300	606	940	1751	9542
Switzerland	3747	3517	2140	1778	1018	700	1134	888	1061	1943	2609	2571	23106
Ukraine	582	610	723	320	237	200	169	157	301	323	459	429	4510
United Kingdom	26835	31786	20394	16712	6411	4805	5695	6435	6756	12131	20732	22283	180975

4.15 SEASONALITY IN FOREIGN TOURIST ARRIVALS IN KERALA

Kerala Tourism is aiming to change Kerala as a 365 days Tourist Destination.
In 2017, the maximum number of Foreign Tourists visited Kerala during January followed by February.

TABLE 4.15 A

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% of Tourists to the total	13.81	12.37	9.81	7.57	4.51	4.03	6.64	6.75	5.01	7.32	9.81	12.37

GRAPH 4.15 A



CHAPTER 5 DOMESTIC TOURISTS

5 DOMESTIC TOURISTS

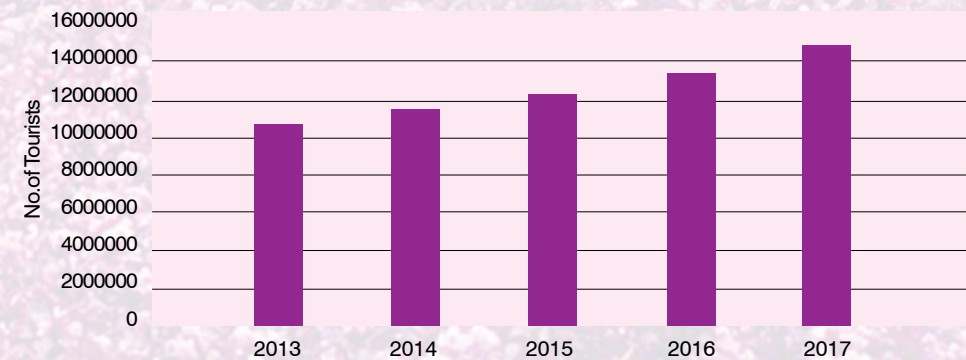
5.1 YEAR WISE DOMESTIC TOURISTS ARRIVALS

Domestic Tourist arrival during 2017 is estimated to be 14673520 as against 13172535 in 2016 showing an increase of 11.39%. Table-2.4.1 shows the domestic tourist flow to Kerala during the last five years and percentage variation over the previous years.

TABLE 5.1 A

DOMESTIC TOURISTS ARRIVALS 2013-2017					
Tourist Arrival	2013	2014	2015	2016	2017
Number of domestic tourists	10857811	11695411	12465571	13172535	14673520
Percentage of variation	7.75	7.71	6.59	5.67	11.39

GRAPH 5.1 A
SHOWS THE GROWTH OF DOMESTIC TOURISTS FROM 2013 TO 2017
GRAPH-2.4.1 DOMESTIC TOURISTS ARRIVALS



5.2 MAIN SOURCE OF MARKET OF DOMESTIC TOURISTS

Out of 1.46 crore domestic tourist visits, 9.23 million visits (62.93%) were made by Keralites. Tamil Nadu contributed 8.67 % of the domestic tourist visits. It was followed by Karnataka with a share of 6.36 % and Maharashtra with a share of 3.73 %. The other major source markets are Andhra Pradesh 1.7 %, Gujarat 1.63 %, Delhi 1.64 %). The state-wise tourist visits along with the percentage share are given in Table-2.4.2. 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 DURING 2017**

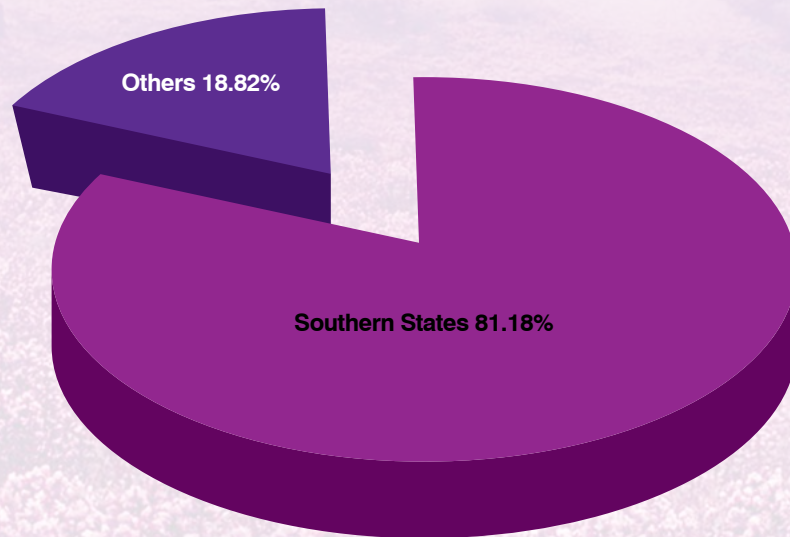
Sl. No.	State	No. of Tourist	Percentage share
1	Kerala	9234767	62.93
2	Tamil Nadu	1272405	8.67
3	Karnataka	933911	6.36
4	Maharashtra	546788	3.73
5	Andhra Pradesh	248874	1.7
6	Delhi	240672	1.64
7	Gujarat	239228	1.63
8	Lakshadweep	124078	0.85
9	Uttar Pradesh	120823	0.82
10	West Bengal	114654	0.78
11	Telangana	80739	0.55
12	Rajasthan	62045	0.42
13	Madhya Pradesh	58752	0.4
14	Punjab	41030	0.28
15	Haryana	32587	0.22
16	Assam	26608	0.18
17	Goa	24177	0.16
18	Orissa	22107	0.15
19	Bihar	20610	0.14
20	Jharkhand	15562	0.11
21	Uttaranchal	12885	0.09
22	Pondicherry	12322	0.08
23	Chandigarh	11950	0.08
24	Chhattisgarh	6208	0.04
25	Himachal Pradesh	6056	0.04
26	Andaman and Nicobar Islands	2269	0.03
27	Arunachal Pradesh	4085	0.03
28	Dadra and Nagar Haveli	869	0.02
29	Daman and Diu	2742	0.02
30	Jammu and Kashmir	2997	0.02
31	Mahe	4203	0.02
32	Manipur	2631	0.02
33	Meghalaya	1859	0.02
34	Mizoram	1630	0.01
35	Nagaland	2325	0.01
36	Sikkim	2619	0.01
37	Tripura	2029	0.01
38	~Not Specified~	1133424	7.72
	Total	14673520	100

**TABLE 5.2 B
STATE WISE ARRIVALS TOURISTS 2016 & 2017**

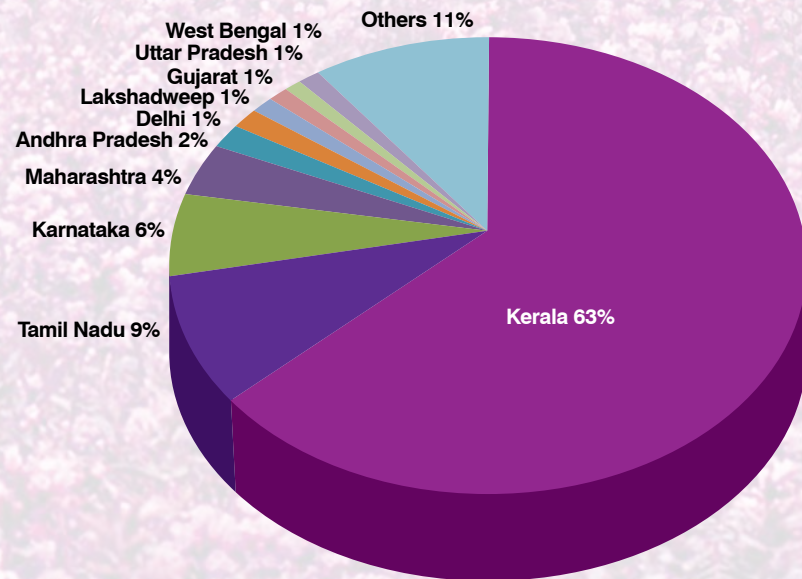
Sl. No.	State	No. of Tourist		% of increase
		2016	2017	
*1	Kerala	8700272	9234767	6.14
*2	Tamil Nadu	1083765	1272405	17.41
*3	Karnataka	775285	933911	20.46
4	Maharashtra	489969	546788	11.6
*5	Andhra Pradesh	237840	248874	4.64
6	Delhi	202810	240672	18.67
7	Gujarat	192175	239228	24.48
*8	Lakshadweep	106333	124078	16.69
9	Uttar Pradesh	109388	120823	10.45
10	West Bengal	104773	114654	9.43
*11	Telangana	43649	80739	84.97
12	Rajasthan	43734	62045	41.87
13	Madhya Pradesh	51372	58752	14.37
14	Punjab	31314	41030	31.03
15	Haryana	24055	32587	35.47
16	Assam	16876	26608	57.67
17	Goa	25028	24177	-3.4
18	Orissa	18969	22107	16.54
19	Bihar	19724	20610	4.49
20	Jharkhand	10771	15562	44.48
21	Uttaranchal	6288	12885	104.91
*22	Pondicherry	10803	12322	14.06
23	Chandigarh	4974	11950	140.25
24	Chhattisgarh	5952	6208	4.3
25	Himachal Pradesh	4382	6056	38.2
26	Andaman and Nicobar Islands	1515	2269	49.77
27	Arunachal Pradesh	2012	4085	103.03
28	Dadra and Nagar Haveli	56	869	1451.79
29	Daman and Diu	114	2742	2305.26
30	Jammu and Kashmir	2707	2997	10.71
*31	Mahe	3111	4203	35.1
32	Manipur	1599	2631	64.54
33	Meghalaya	1322	1859	40.62
34	Mizoram	804	1630	102.74
35	Nagaland	1411	2325	64.78
36	Sikkim	2161	2619	21.19
37	Tripura	1329	2029	52.67
38	~Not Specified~	833893	1133424	35.92
	Total	13172535	14673520	11.39

*Southern states + pondicherry

GRAPH 5.2 A
A DISTRIBUTION OF DOMESTIC TOURIST VISITS IN KERALA



GRAPH 5.2 B
DISTRIBUTION OF DOMESTIC TOURIST VISITS IN KERALA



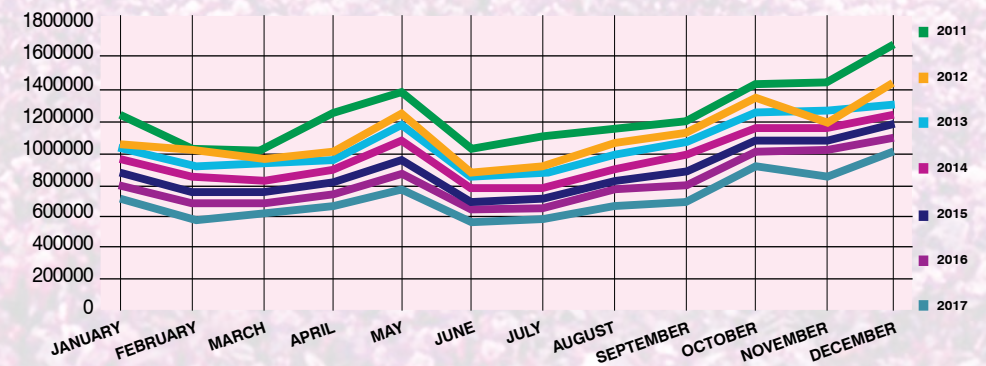
5.3 MONTH-WISE DETAILS OF DOMESTIC TOURISTS

Table-2.4.3 shows month-wise arrival of domestic tourists in Kerala from 2011 to 2017 and a comparative study of month-wise domestic tourist arrivals in 2016 & 2017. In 2017, the highest figure was for December and the second highest was November. The lowest domestic footfall was in the month of March.

TABLE 5.3 A
TABLE 2.4.3 MONTH WISE ARRIVAL OF DOMESTIC TOURISTS

Sl. No	Month	2011	2012	2013	2014	2015	2016	2017	% of Variation over previous year
1	January	777064	831477	913203	996608	1041129	1077231	1221074	13.35
2	February	676327	711899	771880	842565	930255	1006111	1034563	2.83
3	March	686745	727842	779086	845875	907513	960467	1014877	5.66
4	April	722497	760280	813247	884109	955338	1012844	1213252	19.79
5	May	824988	893462	986407	1094086	1163640	1206350	1338330	10.94
6	June	653916	695897	744703	797847	857704	891614	1027361	15.22
7	July	643806	679215	724122	777948	847722	913886	1083162	18.52
8	August	719963	777560	842995	899473	967976	1043362	1138533	9.12
9	September	747312	814580	892413	970136	1046115	1129260	1188959	5.29
10	October	953630	1058530	1115718	1174814	1235746	1337191	1379190	3.14
11	November	913542	1002557	1072124	1143110	1193583	1187620	1401610	18.02
12	December	1061665	1123555	1201913	1268840	1318850	1406599	1632609	16.07
Total		9381455	10076854	10857811	11695411	12465571	13172535	14673520	11.39

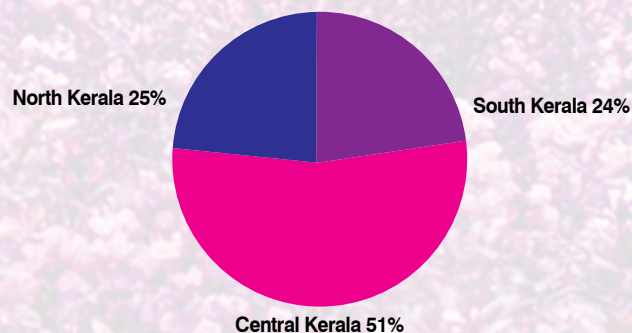
GRAPH 5.3 A
MONTH WISE COMPARISON OF DOMESTIC TOURISTS



**TABLE 5.4
DOMESTIC TOURIST ARRIVALS - REGION WISE**

Sl. No.	DISTRICT	2013	2014	2015	2016	2017	Proportion to total
South Kerala							
1	Thiruvananthapuram	1556435	1707199	1861470	2030384	2505333	17.07
2	Kollam	235593	257097	277109	298297	381829	2.6
3	Pathanamthitta	103276	112548	126132	134466	164494	1.12
4	Alappuzha	225061	246156	270507	315466	433456	2.95
	Total	2120365	2323000	2535218	2778613	3485112	23.75
Central Kerala							
5	Kottayam	382197	413182	458101	477950	468593	3.19
6	Ernakulam	2545573	2724718	2897894	3073159	3285088	22.39
7	Idukki	586546	635621	668537	752478	1090086	7.43
8	Thrissur	2366389	2545376	2659897	2721174	2642546	18.01
	Total	5880705	6318897	6684429	7024761	7486313	51.02
North Kerala (Malabar)							
9	Palakkad	438552	475361	502244	512272	474180	3.23
10	Malappuram	419884	449420	470261	471028	520832	3.55
11	Wayanad	519306	564274	607335	586146	815624	5.56
12	Kozhikode	728041	769425	811538	884477	932345	6.35
13	Kannur	553899	584343	613199	632332	695655	4.74
14	Kasaragod	197059	210691	241347	282906	263459	1.8
	Total	2856741	8852588	3245924	3369161	3702095	25.23
	Total Kerala (Malabar)	10857811	17494485	12465571	13172535	14673520	

**GRAPH 5.4 A
REGION-WISE PROPORTION OF ARRIVALS OF DOMESTIC TOURISTS**



**TABLE 5.5
DOMESTIC TOURIST ARRIVALS-DISTRICT WISE (5 YEARS)**

Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to total 2017
		2013	2014	2015	2016	2017	
1	Thiruvananthapuram	1,556,435	1,707,199	1861470	2030384	2505333	17.07
2	Kollam	235,593	257,097	277109	298297	381829	2.6
3	Pathanamthitta	103,276	112,548	126132	134466	164494	1.12
4	Alappuzha	225,061	246,156	270507	315466	433456	2.95
5	Kottayam	382,197	413,182	458101	477950	468593	3.19
6	Ernakulam	2,545,573	2,724,718	2897894	3073159	3285088	22.39
7	Idukki	586,546	635,621	668537	752478	1090086	7.43
8	Thrissur	2,366,389	2,545,376	2659897	2721174	2642546	18.01
9	Palakkad	438,552	475,361	502244	512272	474180	3.23
10	Malappuram	419,884	449,420	470261	471028	520832	3.55
11	Wayanad	519,306	564,274	607335	586146	815624	5.56
12	Kozhikode	728,041	769,425	811538	884477	932345	6.35
13	Kannur	553,899	584,343	613199	632332	695655	4.74
14	Kasaragod	197,059	210,691	241347	282906	263459	1.8
	Total Kerala	10,857,811	11,695,411	12,465,571	13,172,535	14,673,520	100

**GRAPH 5.5 A
DOMESTIC TOURIST ARRIVALS - DISTRICT-WISE 2016 & 2017**

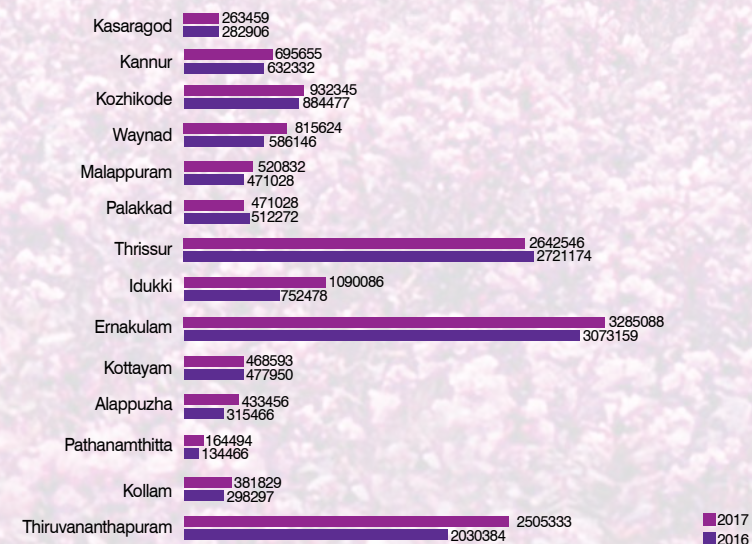


TABLE 5.6
DOMESTIC TOURIST VISITS TO DESTINATIONS 2016 & 2017

Sl. No.	Destinations	No. of Tourists (2016)	No. of Tourists (2017)
1	Kochi City	2192175	2305627
2	Guruvayoor	2336394	2138632
3	Trivandrum City	1026272	1217446
4	Kovalam	671256	815645
5	Kozhikode City	786606	805493
6	Wayanad	531543	691893
7	Munnar	467881	628427
8	Kumarakom	418864	394678
9	Alappuzha	259819	328250
10	Thekkady	263226	311678
11	Kollam	268405	298558
12	Muzhuppilangad	274062	288468
13	Parassinikkadavu	266149	278764
14	Varkala	183482	207518
15	Fort Kochi	185694	202535
16	Kalady	167541	198269
17	Aluva	179670	198247
18	Athirappalli	168547	181941
19	Aranmula	98464	109874
20	Bekal	95222	104057
21	Maradu	76679	98047
22	Malampuzha	81377	97821
23	Kodikuthimala	87602	96800
24	Meenkunnu-Payyambalam	88940	94834
25	Poovar	69222	87489
26	Nilambur	74398	85210
27	Cherai Beach	74072	81257
28	Nelliampathy	54111	67258
29	Chavakkad	63516	60218
30	Ponmudi	45860	59637
31	Kuttanadu	41493	58260
32	Kottakkal	46770	53670
33	Kadalundi Nagaram	37625	39694
34	Wagamon	41241	37247
35	Thusharagiri	22876	24094
36	Kappad	19671	20753
37	Lakkidi	14397	19653
38	Erumeli	14405	17718
39	Chalakkudi	12670	13296
40	Iringal	10087	10642
50	Bhoothathankettu		8605
51	Kakkayam	3031	3198
52	Not at any destination	1351220	1832119
	Total	13172535	14673520

GRAPH 5.5 A
DOMESTIC TOURIST ARRIVAL- DESTINATION WISE

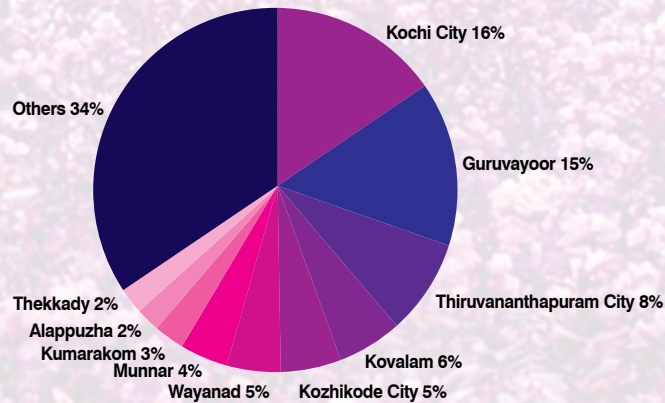


TABLE 5.7
DISTRICT WISE STATISTICS OF DOMESTIC TOURISTS 2017

DISTRICT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Total 2017
1 Alappuzha	36051	34023	26400	31993	40029	32399	34695	30654	32246	36603	38385	59978	433456
2 Ernakulam	294014	252605	244950	249819	250392	213184	224778	224713	206795	353022	351552	419264	3285088
3 Idukki	72533	55172	50891	105272	120102	70908	75300	82242	100056	114660	107324	135626	1090086
4 Kannur	55160	46119	46749	61839	75279	58219	50075	53507	61572	54638	62903	69595	695655
5 Kasargod	21523	20010	21424	23880	25693	19034	21739	20486	21400	22520	21364	24386	269459
6 Kollam	43545	30320	29211	32650	31604	26131	28057	30307	31119	27205	35090	36590	381829
7 Kottayam	44893	33305	32394	37082	40589	35042	34529	38153	38735	43227	43227	52490	468593
8 Kozhikkode	71697	65276	68391	76672	82895	68628	82295	85564	83154	78635	82368	86770	932345
9 Malappuram	41385	37163	38805	44881	47044	35328	45518	45856	48985	46616	42572	46679	520832
10 Palakkad	38666	34182	34308	40172	44369	35544	37163	40986	41298	41594	41580	44318	474180
11 Pathanamthitta	15177	12047	11878	11676	13909	12555	13091	16428	13255	13411	14868	16199	164494
12 Trivandrum	204816	180528	174940	185568	211070	184776	195555	200892	212660	239186	238274	277068	2505333
13 Thrissur	215926	181212	185710	237305	269099	175950	183374	201785	212544	241972	260077	277592	2642546
14 Wayanad	65888	52601	48826	74443	86256	59663	56993	66960	85140	70974	62026	86054	815624
Total 2017	1221074	1034563	1014877	1213252	1338330	1027361	1083162	1138533	1188959	1379190	1401610	1632609	14673520

TABLE 5.8
MONTH WISE DOMESTIC TOURIST ARRIVAL FOR THE LAST TEN YEARS

Sl. No.	Month	YEARS									
		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	January	645492	696878	730803	777064	831477	913203	996608	1041129	1077231	1221074
2	February	586317	600648	634454	676327	711899	771880	842565	930255	1006111	1034563
3	March	580681	635963	658610	686745	727842	779086	845875	907513	960467	1014877
4	April	643808	649553	684522	722497	760280	813247	884109	955338	1012844	1213252
5	May	719566	730310	776648	824988	893462	986407	1094086	1163640	1206350	1338330
6	June	566541	569624	614955	653916	695897	744703	797847	857704	891614	1027361
7	July	574544	552162	596335	643806	679215	724122	777948	847722	913886	1083162
8	August	600121	585658	655937	719963	777560	842995	899473	967976	1043362	1138533
9	September	572977	609127	660903	747312	814580	892413	970136	1046115	1129260	1188959
10	October	655670	738253	836517	953630	1058530	1115718	1174814	1235746	1337191	1379190
11	November	695118	726832	815827	913542	1002557	1072124	1143110	1193583	1187620	1401610
12	December	750415	818529	929564	1061665	1123555	1201913	1268840	1318850	1406599	1632609
	Total	7591250	7913537	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520

GRAPH 5.8 A
TRENDS IN DOMESTIC TOURIST ARRIVALS TO KERALA 2008-2017

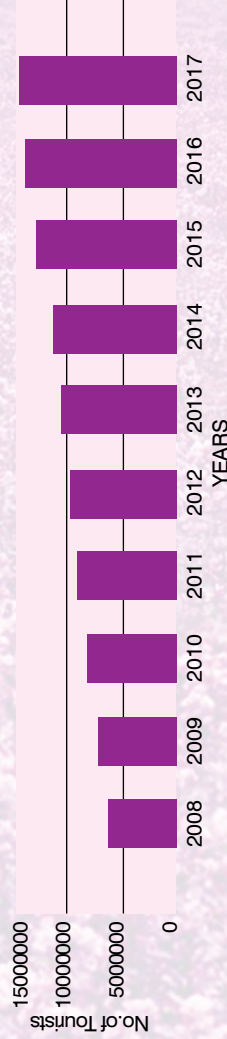


TABLE 5.9
DISTRICT-WISE ARRIVALS OF DOMESTIC TOURISTS FOR THE LAST TEN YEARS

Sl. No.	DISTRICT	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	Thiruvananthapuram	1102115	1074562	1,160,640	1,288,555	1,408,688	1,556,435	1,707,199	1861470	2030384	2505333
2	Kollam	180943	184867	196,773	210,808	220,849	235,593	257,097	277109	298297	381829
3	Pathanamthitta	59832	75660	82,470	89,115	96,893	103,276	112,548	126132	134466	164494
4	Alappuzha	294700	164223	188,416	199,670	211,799	225,061	246,156	270507	315466	433456
5	Kottayam	230831	274828	301,599	334,747	354,270	382,197	413,182	458101	477950	468593
6	Ernakulam	1509886	1818748	1,987,743	2,169,426	2,351,631	2,545,573	2,724,718	2897894	3073159	3285088
7	Idukki	531970	429402	484,123	506,990	555,122	586,546	635,621	668537	752478	1090086
8	Thrissur	1671174	1733862	1,874,211	2,062,032	2,213,893	2,366,389	2,545,376	2659897	2721174	2642546
9	Palakkad	324399	332787	359,961	383,027	404,017	438,552	475,361	502244	512272	474180
10	Malappuram	323448	319635	347,311	369,773	388,323	419,884	449,420	470261	471028	520832
11	Wayanad	295465	368459	408,151	451,184	480,125	519,306	564,274	607335	586146	815624
12	Kozhikode	595985	574896	612,316	650,676	686,395	728,041	769,425	811538	884477	992345
13	Kannur	395121	420922	455,822	486,769	517,566	553,899	584,343	613199	632332	696655
14	Kasaragod	135581	140886	160,539	178,683	187,333	197,059	210,691	241347	282906	263459
	Total	75,91,250	79,13,537	85,95,075	93,81,455	1,00,76,854	1,08,57,811	1,16,95,411	1,24,65,571	1,31,72,535	1,46,73,520

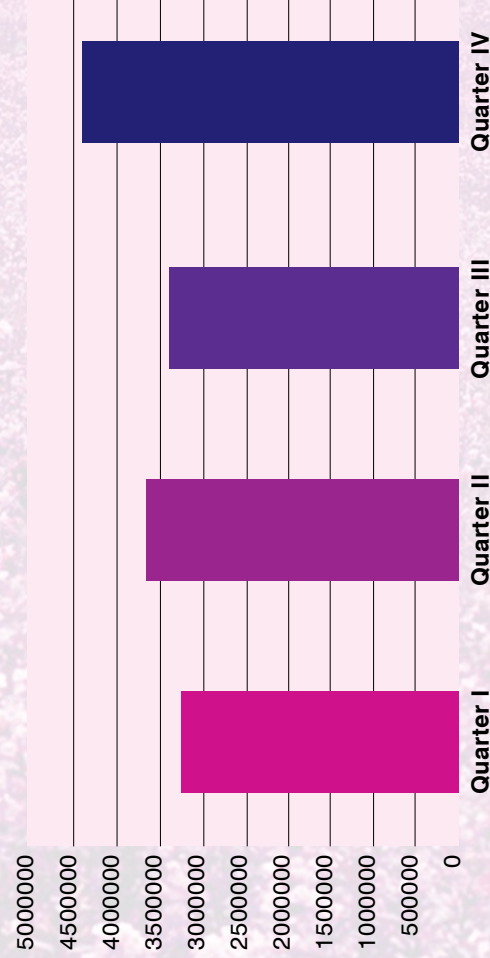
5.10 QUARTERLY COMPARISON OF DOMESTIC TOURIST ARRIVALS

Quarterly comparison of domestic tourist arrivals shows that quarter IV is receiving highest Domestic tourist arrivals followed by Quarter II. Quarter III is in the 3rd position and Quarter I comes last. Details are given in Table 5.9. A

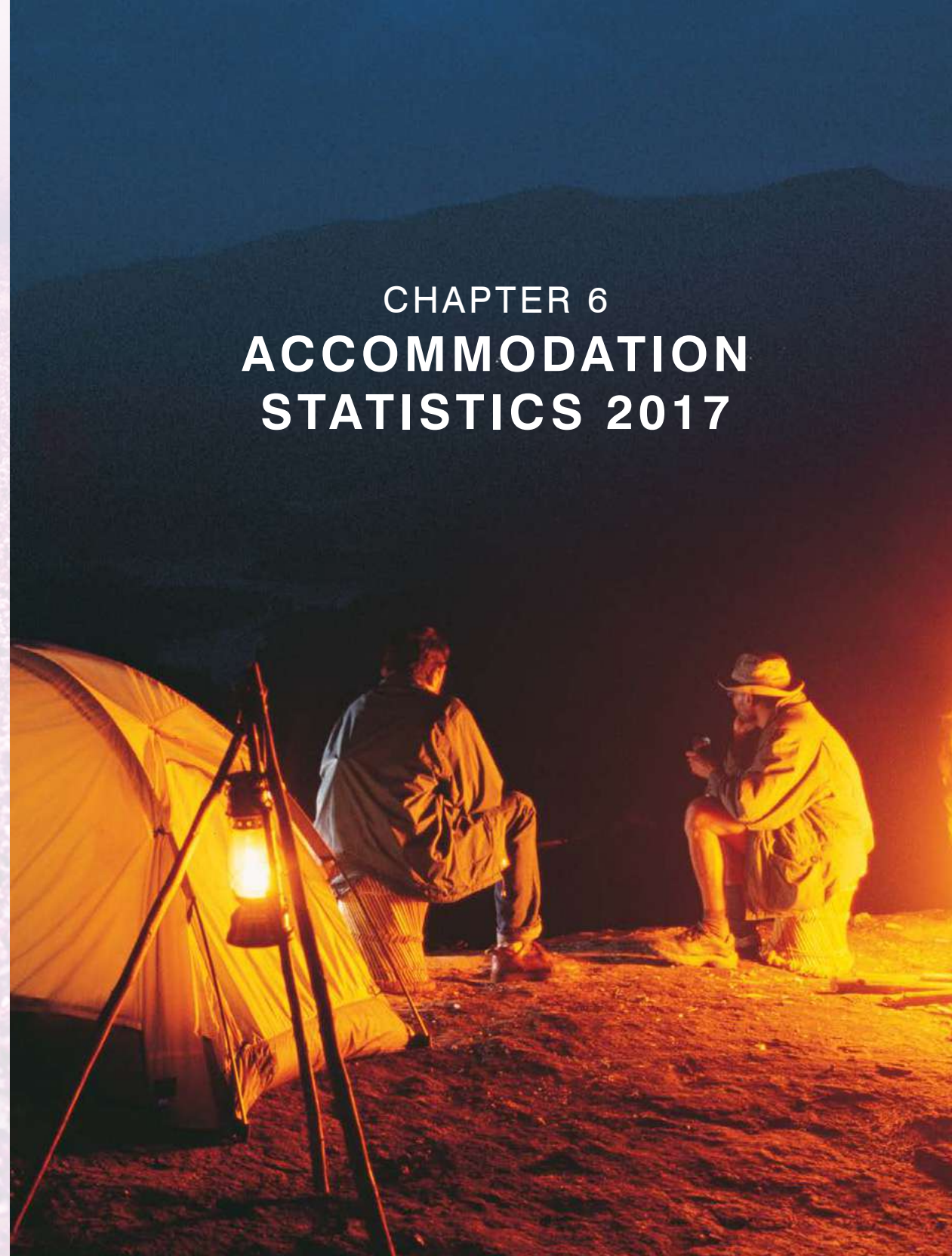
TABLE 5.9 A QUARTERLY COMPARISON OF DOMESTIC TOURIST ARRIVALS

Domestic	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Quarter I	1812490	1933489	2023867	2140136	2271218	2464169	2685048	2878897	3043809	3270514
Quarter II	1929915	1949487	2076125	2201401	2349639	2544357	2776042	2976682	3110808	3578943
Quarter III	1747642	1746947	1913175	2111081	2271355	2459530	2647557	2861813	3086508	3410654
Quarter IV	2101203	2283614	2581908	2928837	3184642	3389755	3586764	3748179	3931410	4413409
Total	7591250	7913537	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520

**GRAPH 5.10 A
QUARTERLY COMPARISON OF DOMESTIC TOURIST ARRIVALS**



CHAPTER 6 ACCOMMODATION STATISTICS 2017



6. ACCOMMODATION STATISTICS 2017

6.1 AVAILABILITY OF ACCOMMODATION FACILITY IN CLASSIFIED HOTELS IN KERALA

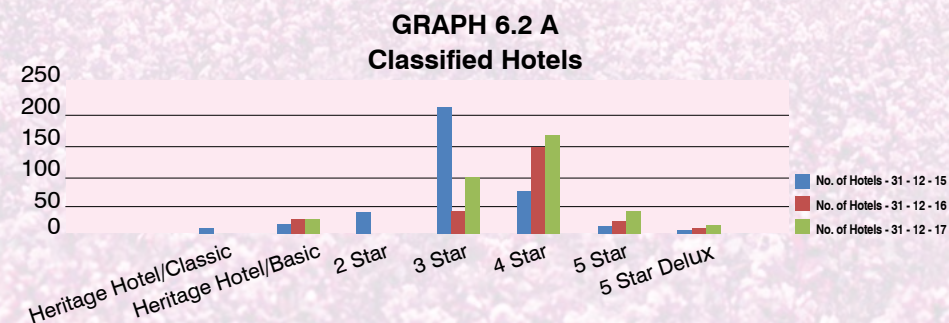
As per the data from Ministry of Tourism, Government of India, the total number of classified hotels and the number of rooms available as on December 2017 are 328 and 10520 respectively. The category wise number of classified hotels is given in table 3.1.

TABLE 6.1 A
DETAILS OF AVAILABILITY OF ACCOMMODATION FACILITY IN KERALA IN CLASSIFIED HOTELS 2017
(Approved by Ministry of Tourism, Government of India)

Category of Hotels	As on 31/12/2017	
	Number of Hotels	Number of Rooms
Heritage Hotel/Classic with alcohol	2	67
Heritage Hotel/Basic	10	99
2 Star	1	12
3 Star	100	1769
4 Star with Alcohol	145	3483
4 Star without Alcohol	24	932
5 Star Deluxe	12	1497
5 Star with Alcohol	25	2206
5 Star without Alcohol	9	455
Total	328	10520

TABLE 6.2
CLASSIFIED HOTELS - 2015 TO 2017

Category of Hotels	as on 31/12/2015		as on 31/12/2016		as on 31/12/2017	
	No. of Hotels	Number of Rooms	No. of Hotels	Number of Rooms	No. of Hotels	Number of Rooms
Heritage Hotel/Classic	1	128	1	50	2	67
Heritage Hotel/Basic	9	17	10	89	10	99
2 Star	22	382	1	12	1	12
3 Star	204	4428	44	855	100	1769
4 Star	78	2224	149	3885	169	4415
5 Star	12	1095	26	2213	34	2661
5 Star Deluxe	8	950	11	1541	12	1497
Total	334	9224	242	8645	328	10520



**TABLE 6.3
ACCOMMODATION UNITS IN KERALA (FROM WHERE DATA IS COLLECTED)**

District	Ayurvedic Centers	House boats*	Hotels	Home stays	Grihasthali	Rest House	Guest House	Yatri Nivas	Others	Resorts	Serviced Villa	Total
Thiruvananthapuram	24	0	207	51	0	8	17	1	297	180	15	800
Kollam	10	9	61	8	0	6	5	0	72	9	0	180
Pathanamthitta	17	0	32	19	0	8	1	0	40	0	2	119
Alappuzha	7	18	47	176	0	8	4	0	81	49	6	396
Kottayam	17	57	60	39	2	9	12	0	61	29	1	287
Idukki	1	0	100	220	0	6	5	1	191	130	44	698
Ernakulam	3	0	272	192	2	43	9	1	409	43	7	981
Thrissur	16	0	95	3	0	11	8	0	197	18	2	350
Malappuram	4	0	141	5	0	13	2	0	57	3	0	225
Palakkad	5	0	63	4	0	18	3	0	101	3	0	197
Kozhikode	4	0	68	3	0	10	7	0	117	7	1	217
Wayanad	6	0	53	106	0	6	2	1	114	84	63	435
Kannur	6	0	76	12	0	13	2	0	116	9	3	237
Kasaragod	8	2	10	0	0	8	1	0	49	4	0	82
Total	128	86	1285	838	4	167	78	4	1902	568	144	5204

*Not able to collect data from all the house boats in the state.

**TABLE 6.4
DISTRICT WISE -NUMBER OF ROOMS IN KERALA**

District	Single		Double		Suit	Dormitory	Other	Total
	A/C	Non A/C	A/C	Non A/C				
Thiruvananthapuram	425	2215	5147	5763	658	83	148	14439
Kollam	47	615	800	960	95	21	189	2727
Pathanamthitta	34	315	366	743	37	9	44	1548
Alappuzha	191	388	850	844	65	3	126	2467
Kottayam	246	472	1323	951	154	23	117	3286
Idukki	20	390	191	5612	321	74	600	7208
Ernakulam	418	2124	7804	5582	827	192	343	17290
Thrissur	169	744	2153	2646	311	86	950	7059
Malappuram	46	655	644	1464	145	131	118	3203
Palakkad	44	597	682	1316	106	28	199	2972
Kozhikode	309	1105	1177	2009	161	13	248	5022
Wayanad	34	470	495	2028	180	114	712	4033
Kannur	109	830	994	1843	119	43	202	4140
Kasaragod	141	425	333	697	50	3	140	1789
Total	2233	11345	22959	32458	3229	823	4136	77183

CHAPTER 7 PLAN OUTLAYS

**TABLE 7.1
PLAN ALLOCATION & EXPENDITURE FOR TOURISM
DURING THE YEAR 2017-18 & OUTLAY FOR 2018-19.**

DEPARTMENT OF TOURISM					
Si. No:	Head of Account	Name of Plan Scheme	Amount in Crores		
			Allotment (2017-18)	Expenditure (2017-18)	Outlay (2018-19)
1	3452-01-102-86	Development of Innovative Tourism Products	1.38	1.37	2.20
2	3452-01-102-95	Development of Eco Tourism Products	3.85	3.22	4.24
3	3452-01-102-85	Central Sector Schemes in Tourism	0.01	0.01	-
4	3452-80-104-98-34	Marketing	75.00	75.00	82.50
5	3452-80-104-99	Conservation, Preservation and Promotion of Heritage, Environment and Culture	11.66	11.66	18.50
6	3452-80-800-34	Responsible Tourism	4.50	4.49	4.95
7	3452-80-800-76	Infrastructure Facilities and Matching Grants for Schemes sponsored by Govt. of India	8.50	7.25	13.75
8	3452-80-800-78(01)	HR Development in Tourism through Kerala Institute of Tourism and Travel Studies (KITTS)	4.00	3.00	4.40
9	3452-80-800-78(02)	HR Development in Tourism through State Institute of Hospitality Management (SIHM)	3.00	3.00	3.30
10	3452-80-800-78(03)	HR Development in Tourism through Food Craft Institute (FCI)	3.50	3.50	3.85
11	3452-80-800-79	District Tourism Promotion Councils (DTPC) and DMCs	12.00	12.00	13.20

**TABLE 7.1
PLAN ALLOCATION & EXPENDITURE FOR TOURISM
DURING THE YEAR 2017-18 & OUTLAY FOR 2018-19.**

12	3452-80-800-90(26)-33	Incentives for Creation of Infrastructure facilities and Tourism products in Private sector - Subsidies	13.96	NIL	1.65
13	3452-80-800-92	Studies on Impact of Tourism including collection of Tourist Statistics	0.90	0.90	1.10
14	3452-80-800-97	Modernization and Strengthening of Tourism Institutions	1.10	1.08	2.20
15	3452-80-800-24	Encouraging boat races & giving assistance to make boats	1.50	1.40	-
16	3452-80-800-37	Safety & Security measures at Tourism destination	0.69	0.69	-
Sub total (3452)			145.56	128.58	155.84
17	5452-01-101-86	Upgradation, Creation of Infrastructure and Amenities at Guest Houses	28.61	28.61	37.00
18	5452-01-101-99	Upgradation, Creation of Infrastructure and Amenities	135.89	120.16	132.00
19	5452-01-190-95	Comprehensive and Infrastructure Development of Varkala Formation of Special Purpose Vehicle	2.50	0.00	2.75
20	5452-01-190-96	Bekal Resort Development Corporation Ltd	3.00	3.00	3.30
21	5452-01-190-98	Kerala Tourism Infrastructure Ltd	1.67	1.25	1.83
22	5452-01-190-99	Kerala Tourism Development Corporation	7.20	7.20	7.92
23	5452-01-800-84	Muzris Heritage and Spice Route Project, River cruise Heritage	25.49	20.16	40.00
24	5452-01-800-98 (01)(02)(03)	Tourist Accommodation (Guest Houses)	0.17	0.00	1.10
Sub total (5452)			204.54	180.37	225.91
GRAND TOTAL			350.10	308.95	381.75

**TABLE 7.2
PLAN OUTLAYS FOR 10 YEARS**

Annual Plan Outlay	Amount sanctioned (in lakh)	Expenditure (amount in lakhs)
2008-2009	13,289.00	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

7.3 CENTRALLY SPONSORED PROJECTS

SWADESH DARSHAN AND PRASHAD SCHEME

Ministry of Tourism, Govt. of India launched the Swadesh Darshan and Prasad Scheme as part of the development of Tourism in the state. In these projects central financial assistance is provided to the state Government for the development of tourism in selected destinations.

1) SWADESH DARSHAN SCHEME (100% CSS)

Swadesh Darshan scheme is a spiritual tourism circuit developed by including important tourism centers. The projects included in this scheme are

- **Ecotourism Circuit**
Development of Pathanamthitta – Gavi - Vagamon- Thekkady as Eco Tourism circuit in Idukki and Pathanamthitta districts.
- **Spiritual Tourism Circuit**
 - 1) Development of Sabarimala- Erumeli – Pampa – Sannidhanam.
 - 2) Development of Sree Padmanabha- Aranmula –Sabarimala.

In the scheme, Development of Sree Padmanabha-Aranmula- Sabarimala as a spiritual Circuit in Kerala the four “Nadas” of Sree Padmanabha Swamy Temple will be developed under Swadesh Darshan Scheme. The total project cost for West & South Nada development is Rs. 34,12,99,995/- (Rupees Thirty four crores twelve lakhs ninety nine thousand nine hundred and ninety five only) and the time of completion will be 24 months.

2) PRASHAD SCHEME (100% CSS)

This scheme introduced with the intention of comprehensive development of the important pilgrim centers in India. In Kerala the project targeted in this scheme is the development of Guruvayur Temple. The main objective of this scheme is to provide the best infrastructure facilities to the pilgrim tourists. This project envisages to provide the facilities like hotels at an affordable cost, transport facilities, drinking water, sanitation, sewage system and a clean environment to the tourists who visit the temple.

The following table shows the amount sanctioned and expenditure for these projects.

TABLE 7.3 A

SWADESH DARSHAN SCHEME					
	Sanctioned date	Sanctioned amount (in lakhs)	Amount released (lakhs)	Expenditure 2016-17(in lakhs)	Expenditure 2017-18 (in lakhs)
ECOTOURISM CIRCUIT Development of Pathanamthitta-Gavi-Vagamon-Thekkady as Eco Tourism circuit in Idukki and Pathanamthitta	15.12.2015	9006.14	4960.93	1647.00281	3313.92
SPIRITUAL TOURISM CIRCUIT -Development of Sabarimala-Erumeli-Pampa-Sannidhanam - as a spiritual circuit	27.07.2016	9998.92	1999.78	1961.69400	15.16
SPIRITUAL TOURISM CIRCUIT Development of Sree Padmanabha-Aranmula-Sabarimala as a spiritual circuit	19.09.2016	9244.26	4475.49	nil	2840.17
PRASHAD SCHEME					
Development at Guruvayur Temple	23.03.2017	4614.2	1305.84	nil	922.84



Iringal Craft Village - Calicut

CALICUT

Renovated "Iringal Handicraft Village" and started handicraft training centre.

Beautified and renovated SM Street.

Modernization and preservation of Calicut beach and Bhat road beach were completed.

Sarovaram Bio Park was renovated with the aim of making it more environment-friendly.



Children park at Marine Drive - Ernakulam

ERNAKULAM

Durbar Hall Ground was renovated, and more amenities were added. Ilanj-Koorimala Tourism plans in the final stage.

Approval granted for second stage of Nedumparachira Park.

Kallidumbil Attutheeram Park approaching the completion of its second stage.

Modernization of the Chinese Fishing Nets as part of the Fort Kochi Plan.

Approval granted for corridor plans to link 9 beaches from Puthuvypin to Munambam.



Dormitory Cum Amenity Centre - Pathways- Pathanamthitta

PATHANAMTHITTA

Special Eco-tourism buses have started plying the Angamoozhy-Gavi forest road.

Total development schemes in Aranmula for the welfare of visitors.

Total development program to improve basic facilities at Perunthenaruvi Waterfalls.

Construction of dormitory with modern amenities at Perunthenaruvi Waterfalls in progress.



Back Water Tourism Payyannur - Boat jetty - Kannur

KANNUR

“Payyannur Lake Tourism plan” to facilitate lake tourism development. Pazhayangadi Boat Terminal renovated as part of the River Cruise Tourism plan.

“Saayanha Park” in Koothuparamba for spending idle leisure time.

“Pilgrim Facilitation and Theyyam Exhibition Centre” in Andalloorkkavu to provide details of traditional practices and pilgrimage centres.

Payyambalam Beach beautified & renovated with many new additions. Nurturing history through the tourism project – “Thalassery Heritage Plan”.



Jadayupara - Access road - Kollam

KOLLAM

Varied development projects around “Jatayuppara” area in Chadayamangalam to attract tourists.

Roadside rest stops by “Take-a-break” units in Chavara are undergoing construction.

Amenities and facilities revamped as part of total modernization of Munroe Island.



Kappil boat club - Boat landing complex - Thiruvananthapuram

THIRUVANANTHAPURAM

“Madavoorpara Tourism Project” implemented and running successfully.

“Aakkulam Tourist Village” reaching international standards by ultra-modern implementation of special development plans.

Kaappil Beach and Boat Club turned into premium tourism destinations by planned implementation of construction and development plans.



Cottages - Renovation works - Kottayam

KOTTAYAM

Integrated development programs at Kumarakom as part of total tourism development.

Modernization and diversification of Kumarakom water tourism.

Responsible Tourism initiatives were implemented to uplift the native folk into the tourism industry.



Padinjarekkara Beach - Entrance area & Toilet block- Malappuram

MALAPPURAM

Revamping amenities and beautification of Padinjarekkara Beach.

Cultural Centre near the Chamravattom water preservation project for uplifting arts and cultural activities.

Renovated Biyyam Bridge and facilitated a children’s park nearby.



Kanjirapuzha - Maintenance works - Palakkad

PALAKKAD

New development schemes for Kanjirappuzha Dam.

Malampuzha “Garden House” renovated in greater visual splendour.

Construction of “Vellinezhi Kalagraamam” cultural centre is in its 1st phase.



Karlad lake - Pathway - Wayanad

WAYANAD

Karlad lake - Pathway



Botanical Garden - work progressing - Idukki

IDUKKI

Consolidated development in Panchalimedu to facilitate easy and comfortable travel experience.

Constructed Botanical Garden in Munnar without disturbing the natural wealth of the area.



Malanad - Kottappuram House boat Terminal- Site- Kasaragode

KASARAGODE

Houseboat Terminals in Madakkal, Mavila beach etc. as part of Malanad-North Malabar River Cruise Tourism project.

Kottappuram Houseboat Terminal revamped with many additions.



Nattika Beach - Cafeteria - Thrissur

THRISSUR

Beautification process in Nattika Beach has finished the first stage.

Fortification, maintenance and development works of Vazhani Dam were completed.

“Kalashamala Eco Tourism” program was developed to implement further development schemes.

CHAPTER 8 INDIA TOURISM STATISTICS 2016

DEFINITIONS FOLLOWED IN INDIA

8.1 DEFINITIONS

ARRIVALS: The data presented in this publication refers 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:

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

The following are not regarded as 'foreign tourists':

- Persons arriving with or without a contract, to take up an occupation or engage in activities remunerated from within the country
- Persons coming to establish residence in the country
- "Same Day Visitors" i.e. temporary visitors staying less than twenty four hours in the country (including travelers 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. The list of this ports is given below.

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

- Africa comprises the continent of Africa including, Egypt and the adjoining islands.
- Australasia includes Australia, New Zealand, Fiji and the Pacific Island groups like French Polynesia, Papua New Guinea, New Caledonia etc.
- East Asia comprises China, Hongkong, Japan, Korea, Macau, etc.
- West Asia comprises countries in the Middle East including Turkey, Cyprus and Persian Gulf countries excluding Iran.
- South Asia includes Iran, Afghanistan, Sri Lanka, Maldives and countries of the Indian subcontinent.
- South East Asia comprises countries of Indo-China including Myanmar & ASEAN countries.
- North America includes Canada and the USA.
- Central and South America comprises countries in the Central and South America, and the Caribbean Islands.
- Eastern Europe comprises all the countries of former Soviet Union, Yugoslavia, Czechoslovakia, Hungary, Poland, etc.
- 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/musafir khanas/ 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:-

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

The following are not regarded as domestic tourists:

- Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- Persons coming to establish more or less permanent residence in the State/Centre.
- 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.
- Foreigners resident 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, travelers' lodges, youth hostels, etc.

APPROVED HOTELS:

Hotels which conform to certain laid down standards on physical features, standards of facilities and other services are approved by the Tourism Departments of Central and State Governments and are known as approved hotels. These are graded variously 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 traveling 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 traveling only within that country.

INBOUND TOURISM:

In relation to a given country non-residents traveling to that country.

OUTBOUND TOURISM:

In relation to a given country, residents travelling another country.

INTERNAL TOURISM:

Domestic and Inbound Tourism.

NATIONAL TOURISM:

Domestic and Outbound Tourism.

INTERNATIONAL TOURISM:

Inbound and Outbound Tourism.

Visitors: All type of travelers 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 in 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.

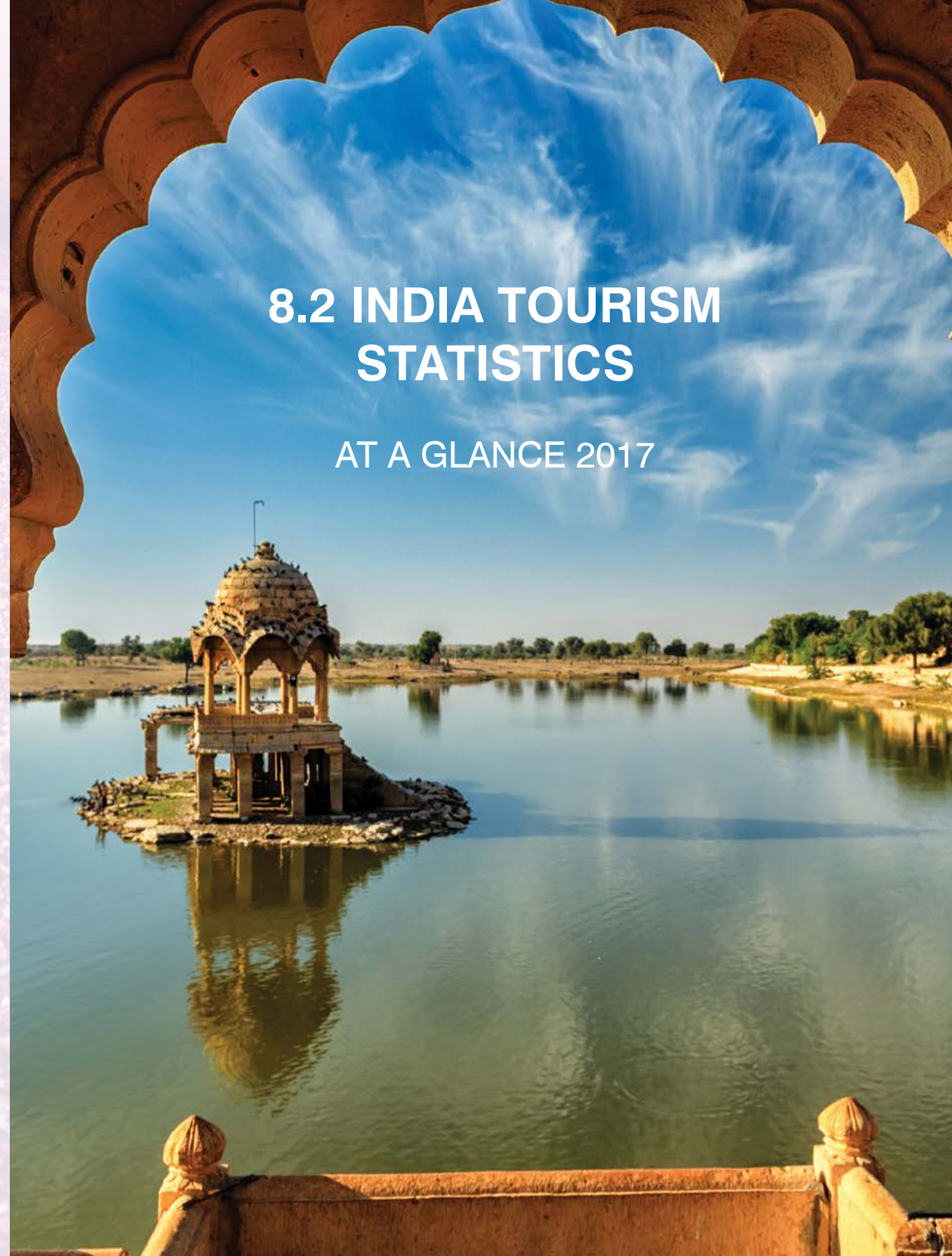
DOMESTIC VISITORS INCLUDE:

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.

8.2 INDIA TOURISM STATISTICS

AT A GLANCE 2017



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2	1	Inbound Tourism, 2000-2017 (till June)
3	2	Month-wise Foreign Tourist Arrivals in India, Jan 2015 - Jun 2017
4	3	Share of India in International Tourist Arrivals in World and Asia & the Pacific Region, 2000 - 2016
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6	5	Top 10 Source Countries for Foreign Tourist Arrivals in India, during 2016
7	6	Share of Top 10 Countries of the World and India in International Tourist Arrivals, 2016
8	7	Major airport-wise arrival of foreign tourist availing e-Tourist Visa, 2016 & January - June, 2017
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16	15	Number of Indian National's Departures from India, 2000 - 2016
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22	21	Number of Approved Hotels and Hotel Rooms in the country, 2016
23	22	Number of Operators Approved by the Ministry in the Country, 2016
24	23	Scheme-wise Plan Outlay of Ministry of Tourism 2016-2017 and 2017-18

KEY STATISTICS ABOUT TOURISM, 2016	
(I) India	
No. of Foreign Tourist Arrivals in India	8.8 Million
Annual Growth Rate	9.7%
• No. of Indian Nationals Departures from India	21.87 Million
Annual Growth Rate	7.30%
• No. of Domestic Tourist Visits to all States/UTs	1613.6 Million
Annual Growth Rate	12.7%
• Foreign Exchange Earnings from Tourism	
i) In INR terms	₹ 1,54,146 Crore (#2)
Annual Growth Rate	14.0%
ii) In US\$ terms	US\$ 22.92 Billion (#2)
Annual Growth Rate	8.8%
(II) World	
No. of International Tourist Arrivals	1235 Million (P)
Annual Growth Rate	3.9%
International Tourism Receipts	1220 US\$ Billion (P)
Annual Growth Rate	2.00%
(III) Asia & the Pacific Region	
No. of International Tourist Arrivals	308.7 Million (P)
Annual Growth Rate	8.7%
International Tourism Receipts	366.7 US\$ Billion (P)
Annual Growth Rate	4.90%
(IV) India's International Position	
• Share of India in International Tourist Arrivals	1.18%
• India's rank in International Tourist Arrivals	25th
• Share of India in International Tourism Receipts (US\$ terms)	1.88%
• India's rank in International Tourism Receipts	13th
(V) India's Position in Asia & the Pacific Region	
• Share of India in International Tourist Arrivals	4.72%
• India's rank in International Tourist Arrivals	8th
• Share of India in International Tourism Receipts (US \$ terms)	6.25%
• India's rank in International Tourism Receipts	7th

P: Provisional, #2: Provisionally Revised Estimates(based on final FTAs received from BOI).

TABLE 1

Inbound Tourism: Foreign Tourist Arrivals (FTAs), Arrivals of Non-Resident Indians (NRIs) and International Tourist Arrivals (ITAs) 2000-2017 (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	-	-	-	-
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	-	-	-	-
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	-3.15	13.29	1.4
2016	8.80	9.7	5.77	9.67	14.57	9.6
2017(P) (Jan - Jun)	4.89	17.2@	-	-	-	-

(P) Provisional, @ Growth rate over Jan-Jun, 2016

Source: (i) Bureau of Immigration, Govt. of India, for 2000-2016
(ii) Ministry of Tourism, Govt. of India, for Jan-June, 2017

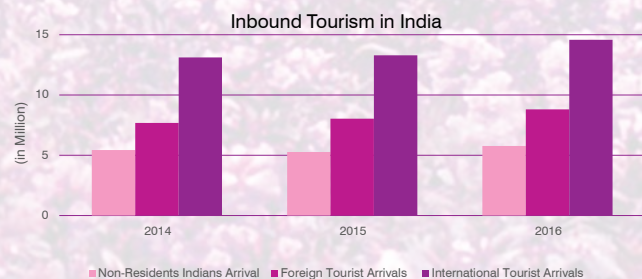


TABLE 2

Month-wise Foreign Tourist Arrivals in India, Jan 2015-Jun 2017

Month	2015	2016	2017(P)	Percentage (%) Change	
				2016/15	2017/16
January	790854	844533	983413	6.8	16.40%
February	761007	848782	956337	11.5	12.70%
March	729154	809107	904888	11	11.80%
April	541551	592004	740275	9.3	25.00%
May	509869	527466	630438	3.5	19.50%
June	512341	546972	669989	6.8	22.50%
July	628323	733834		16.8	
August	599478	652111		8.8	
September	542600	608177		12.1	
October	683286	741770		8.6	
November	815947	878280		7.6	
December	912723	1021375		11.9	
Total	8027133	8804411	4885340	9.7	
Sub-total (Jan-June)	3844776	4168864	4885340	8.40@	17.20@

P: Provisional, @ Growth rate over January-June of previous year
Source: (i) Bureau of Immigration, Govt. of India, for 2015 & 2016
(ii) Ministry of Tourism, Govt. of India for 2017

Month - wise Foreign Tourist Arrivals in India during Jan 2015 - Jun 2017

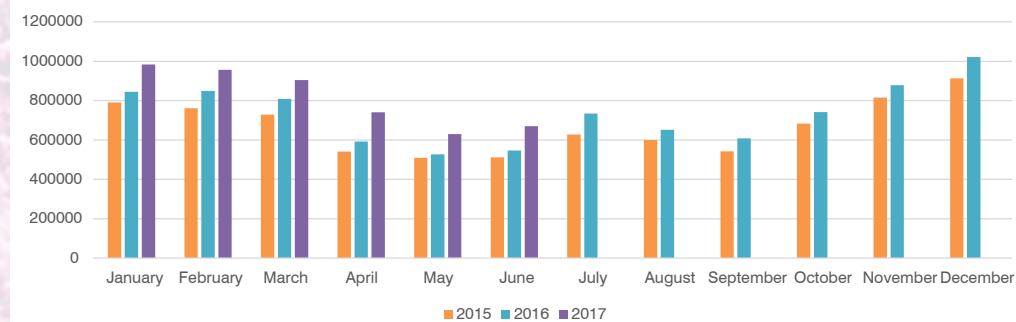


TABLE 3

Share of India in International Tourist Arrivals (ITAs) in World and Asia & the Pacific Region, 2000 - 2016

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	Rank
2000	683.3	109.30	2.65	0.39	50th	2.42	11th
2001	683.4	114.50	2.54	0.37	51st	2.22	12th
2002	703.2	123.40	2.38	0.34	54th	1.93	12th
2003	691.0	111.90	2.73	0.39	51st	2.44	11th
2004	762.0	143.40	3.46	0.45	44th	2.41	11th
2005	803.4	154.60	3.92	0.49	43rd	2.53	11th
2006	846.0	166.00	4.45	0.53	44th	2.68	11th
2007	894.0	182.00	5.08	0.57	41st	2.79	11th
2008	917.0	184.10	5.28	0.58	41st	2.87	11th
2009	883.0	181.10	5.17	0.59	41st	2.85	11th
2010	948.0	204.90	5.78	0.61	42nd	2.82	11th
2011	994.0	218.50	6.31	0.63	38th	2.89	9th
2012	1039.0	233.60	6.58	0.63	41st	2.82	11th
2013	1087.0	249.70	6.97	0.64	41st	2.79	11th
2014	1134.0	264.30	13.11	1.15	24th	4.86	8th
2015	1184.0	278.60	13.28	1.12	24th	4.67	7th
2016	1235.0	308.70	14.57	1.18	25th	4.72	8th

Source: UNWTO Barometers of June 2010, January 2011, April 2014, August 2015, May 2016 and July 2017 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, 2015 and 2016 due to inclusion of NRIs arrival data

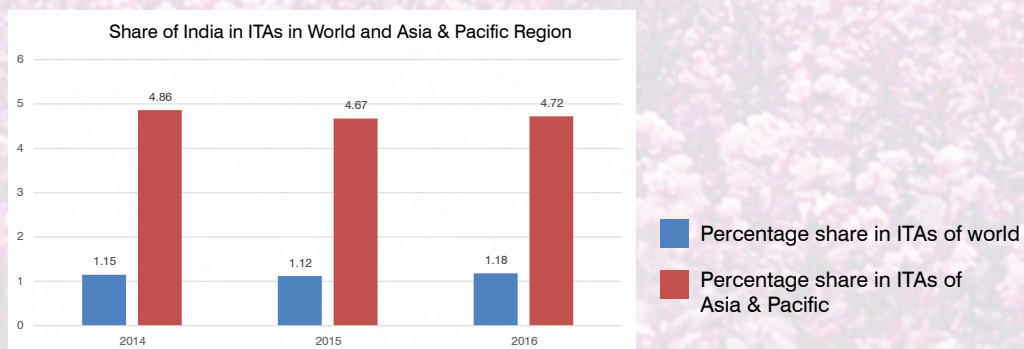


TABLE 4

Top 10 International Check Posts for Foreign Tourist Arrivals (FTAs) in India in 2016

S. No	International Check Posts	FTAs	Percentage (%) Share
1	Delhi	2617304	29.73
2	Mumbai	1512987	17.18
3	Haridaspur	756775	8.6
4	Chennai	717363	8.15
5	Bengaluru	543264	6.17
6	Kolkata	354663	4.03
7	Cochin	315663	3.59
8	Hyderabad	298935	3.4
9	Goa (Dabolim)	279322	3.17
10	Ahmedabad	194836	2.21
	Total top 10	7591112	86.23
	Others	1213299	13.77
	G.Total	8804411	100

Source: Bureau of Immigration, Govt. of India

Percentage share of Top 10 Ports for FTAs in India in 2016

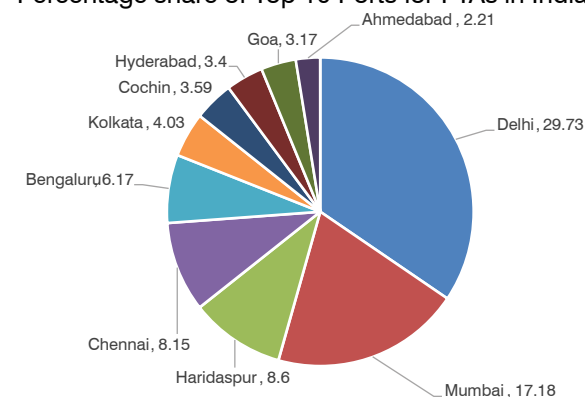


TABLE 5

Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India in 2016

S. No	Source Country	FTAs	Percentage (%) Share
1	Bangladesh	1380409	15.68
2	United States	1296939	14.73
3	United Kingdom	941883	10.70
4	Canada	317239	3.60
5	Malaysia	301961	3.43
6	Sri Lanka	297418	3.38
7	Australia	293625	3.33
8	Germany	265928	3.02
9	China	251313	2.85
10	France	238707	2.71
	Total top 10 Countries	5585422	63.44
	Others	3218989	36.56
	G.Total	8804411	100.00

Source: Bureau of Immigration, Govt. of India

Percentage share of Top 10 Countries for FTAs in India in 2016

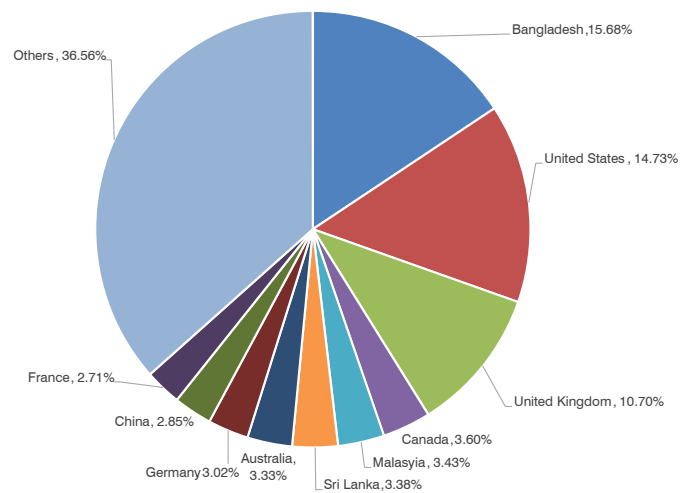


TABLE 6

Share of Top 10 Countries of the World and India in International Tourist Arrivals in 2016

Rank	Country	International Tourist Arrivals (in million)	Percentage (%) Share
1	France	82.6	6.7
2	USA @	75.6	6.1
3	Spain	75.6	6.1
4	China	59.3	4.8
5	Italy	52.4	4.2
6	UK	35.8	2.9
7	Germany	35.6	2.9
8	Mexico	35.0	2.8
9	Thailand	32.6	2.6
10	Turkey@	30.9	2.5
	Total of Top 10 countries	408.9	41.6
	India	14.6	1.2
	Others	705.0	57.2
	World Total	1235	100

Source: UNWTO Barometer June 2017 and Bureau of Immigration (BOI)
@ Country's respective website.

Percentage share of top countries in the world and India in International Tourist Arrivals in 2016

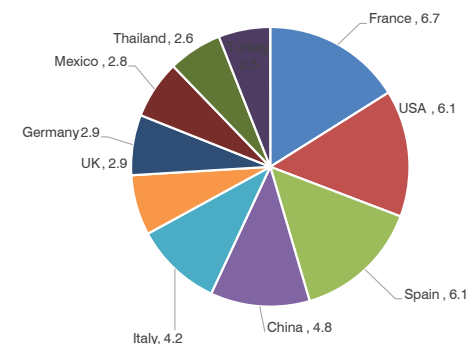


TABLE 7

Major Airport-wise arrival of foreign tourists availing e-Tourist Visas during 2016 and January-June, 2017

S. No	Name of Airport	2016	(%) Share	Jan-Jun, 2017	(%) Share
1	New Delhi	470354	43.6	309453	43.2
2	Mumbai	221315	20.5	140984	19.7
3	Dabolim (Goa)	103536	9.6	77027	10.7
4	Chennai	68937	6.4	47338	6.6
5	Bengaluru	65564	6.1	41391	5.8
6	Kochi	39909	3.7	25175	3.5
7	Kolkata	26411	2.4	17488	2.4
8	Hyderabad	25960	2.4	15271	2.1
9	Trivandrum	16730	1.5	10928	1.5
10	Amritsar	14865	1.4	10408	1.5
	Others	26115	2.4	21613	3
	Total	1079696	100	717076	100

Airport-wise Tourists availing e - Tourist Visas, 2016

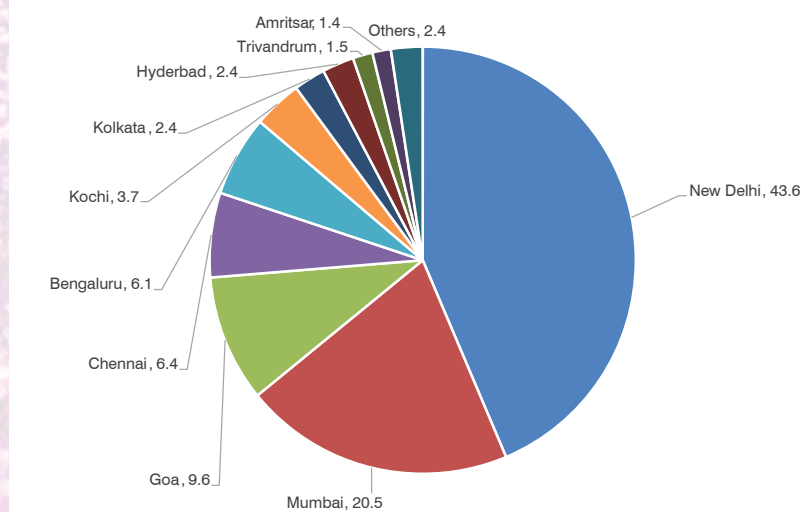


TABLE 8

Major Countries availing e-Tourist Visas in 2016 & January-June, 2017

S. No	Country of Nationality	2016	(%) Share	Jan-Jun, 2017	(%) Share
1	United Kingdom	239005	22.1	151476	21.1
2	United States of America	157061	14.5	90378	12.6
3	France	65188	6	41755	5.8
4	Russia	63608	5.9	49365	6.9
5	China	62396	5.8	44577	6.2
6	Germany	49484	4.6	32224	4.5
7	Australia	47634	4.4	28789	4
8	Canada	40482	3.7	25744	3.6
9	Spain	23644	2.2	12138	1.7
10	Republic of Korea	21125	2	20055	2.8
11	Netherlands	19077	1.8	11778	1.6
12	UAE	18599	1.7	7819	1.1
13	Malaysia	16822	1.6	11897	1.7
14	Singapore	16639	1.5	13804	1.9
15	Ukraine	15498	1.4	9364	1.3
	Others	223434	20.8	165913	23.2
	Total	1079696	100	717076	100

Source: Bureau of Immigration

Major Countries availing e - Tourist Visas 2016

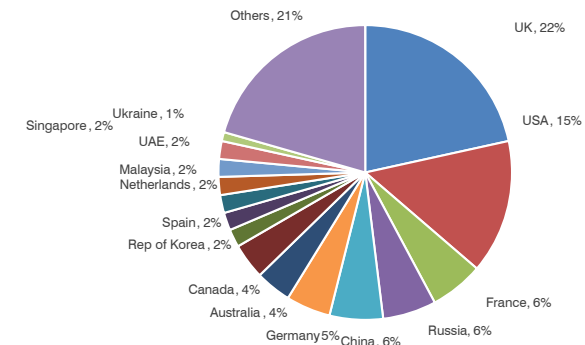


TABLE 9

Foreign Exchange Earnings (FEEs), in US\$ million, from Tourism in India, 2000-2017 (till June)

Year	FEE from Tourism in India (in US\$ million)	Percentage(%) change over the previous year
2000	3460	15
2001	3198	-7.6
2002	3103	-3
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	14193	27.5
2011#1	16564	16.7
2012#1	17737	7.1
2013#2	18445	4
2014#2	20236	9.7
2015#2	21071	4.1
2016#2	22923	8.8
2017# (Jan-Jun)	13230	22.3@

#1: Provisional estimates (based on Provisional FTAs),

@: Growth Rate over Jan-Jun, 2016 #2: Revised estimates (based on the final FTAs received from BOI)

Source: (i) Reserve Bank of India, for 2000 -2010
(ii) Ministry of Tourism, Govt. of India, for 2011-2017.

Foreign Exchange from Tourism in India, 2000 - 2016

**TABLE 10**

Month-wise Foreign Exchange Earnings (FEEs) in US\$ million from Tourism in India, Jan 2015 - Jun 2017

Month	2015#2	2016#2	2017#1	Percentage (%) Change	
				2016/15	2017/16
January	1945	2032	2370	4.5	16.6
February	1877	2001	2354	6.6	17.6
March	1783	1938	2273	8.7	17.3
April	1609	1726	2278	7.3	32
May	1491	1534	1924	2.9	25.4
June	1498	1587	2031	5.9	28
July	1884	2125		12.8	
August	1752	1875		7	
September	1573	1744		10.9	
October	1621	1812		11.8	
November	1912	2110		10.4	
December	2126	2439		14.7	
Total	21071	22923		8.8	
Sub total (Jan-Jun)	10203	10818	13230	6	22.3@

Source: Ministry of Tourism, Govt. of India.

#1: Provisional estimates (based on Provisional FTAs), @: Growth Rate over Jan-Jun, 2016

#2: Revised estimates (based on final FTAs received from BOI).

Month-wise FEEs during Jan 2015 - Jun 2017

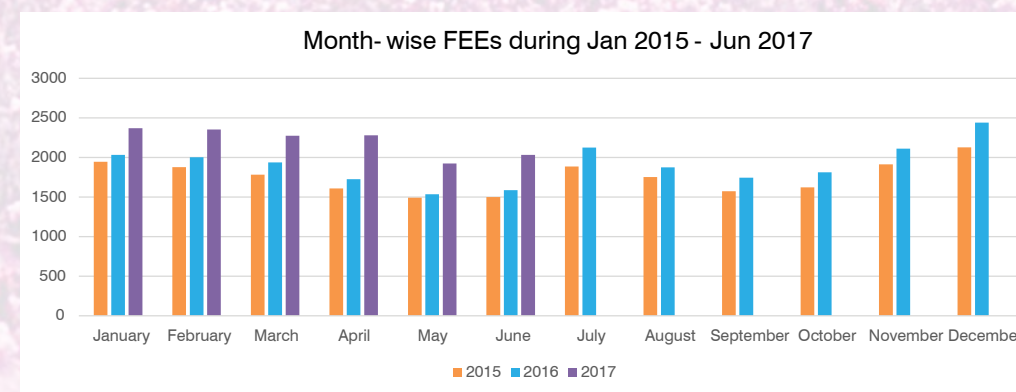


TABLE 11
Foreign Exchange Earnings (FEEs), in ₹ Crore,
from Tourism in India, 2000-2017 (till June)

Year	FEEs from Tourism in India (in ₹ 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	44360	13.7
2008	51294	15.6
2009	53700	4.7
2010	64889	20.8
2011 ^{#1}	77591	19.6
2012 ^{#1}	94487	21.8
2013 ^{#2}	107671	14
2014 ^{#2}	123320	14.5
2015 ^{#1}	135193	9.6
2016 ^{#2}	154146	14
2017 ^{#1} (Jan-Jun)	87096	19.7

#1: Provisional estimates (based on Provisional FTAs), @: Growth Rate over Jan-Jun, 2016
#2: Revised estimates (based on the final FTAs received from BOI)

Source: (i) Reserve Bank of India, for 2000 -2010
(ii) Ministry of Tourism, Govt. of India for 2011-2017.



TABLE 12
Month-wise Foreign Exchange Earnings (FEEs),
in ₹ Crore, from Tourism in India, Jan 2015 - Jun 2017

Month	FEEs from Tourism in India (in ₹ Crore)			Percentage (%) change	
	2015 # 2	2016 # 2	2017 #1	2016/15	2017/16
January	12100	13,671	16,135	13	18
February	11642	13,661	15,790	17.3	15.6
March	11133	12,985	14,988	16.6	15.4
April	10091	11,495	14,692	13.9	27.8
May	9505	10,260	12,403	7.9	20.9
June	9564	10,677	13,088	11.6	22.6
July	11982	14285		19.2	
August	11411	12553		10	
September	10415	11642		11.8	
October	10549	12100		14.7	
November	12649	14259		12.7	
December	14152	16558		17	
Total	135193	154,146	61,605	14	
Subtotal (Jan-Jun)	64035	72749	87096	13.6	19.7@

Source: Ministry of Tourism, Govt. of India.

#1: Provisional estimates (based on Provisional FTAs), @: Growth Rate over Jan-Jun, 2016
#2: Revised estimates (based on final FTAs received from BOI).

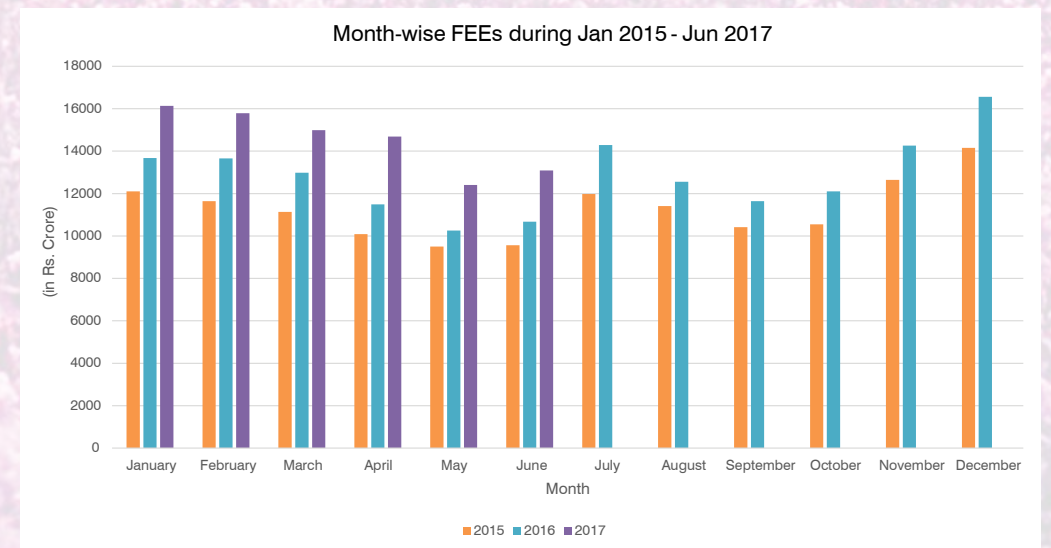


TABLE 13

Share of India in International Tourism Receipts (ITRs) in World and Asia & the Pacific Region, 2000 - 2016

Year	International Tourism Receipt (in US \$ billion)		FEEs in India (in US \$ 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		% Share	Rank	% Share	Rank
2000	475.3	85.3	3.46	0.73	36th	4.06	10th
2001	463.8	88.1	3.198	0.69	36th	3.63	12th
2002	481.9	96.5	3.103	0.64	37th	3.22	13th
2003	529.3	93.7	4.463	0.84	37th	4.76	9th
2004	633.2	124.1	6.17	0.97	26th	4.97	8th
2005	679.6	135	7.493	1.1	22nd	5.55	7th
2006	744	156.9	8.634	1.16	22nd	5.5	7th
2007	857	187	10.729	1.25	22nd	5.74	6th
2008	939	208.6	11.832	1.26	22nd	5.67	6th
2009	853	204.2	11.136	1.31	20th	5.45	7th
2010	931	255.3	14.193	1.52	17th	5.56	7th
2011	1042	289.4	16.564	1.59	18th	5.72	8th
2012	1117	329.4	17.737	1.59	16th	5.38	7th
2013	1198	360.2	18.445	1.54	16th	5.12	8th
2014	1252	359	20.236	1.62	15th	5.64	7th
2015	1196	349.5	21.071	1.76	14th	6.03	7th
2016	1220	366.7	22.923	1.88	13th	6.25	7th

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

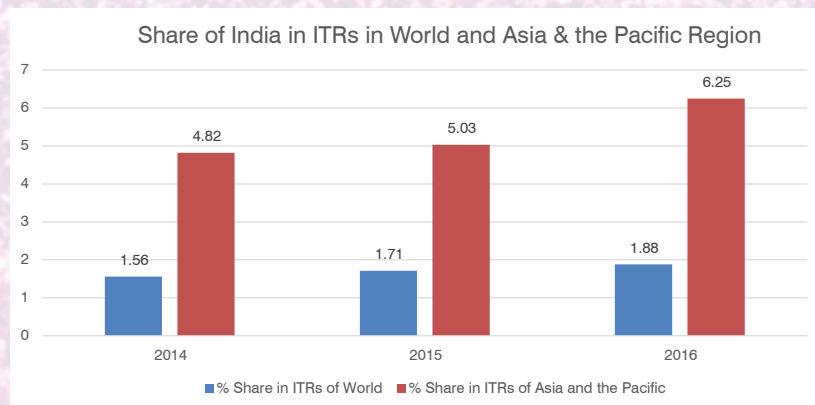


TABLE 14

Share of Top 10 Countries of the World and India in International Tourism Receipts in 2016

Rank	Country	International Tourism Receipts (in US\$ billion)	Percentage(%) Share
1	USA	205.9	16.88
2	Spain	60.3	4.94
3	Thailand	49.9	4.09
4	China	44.4	3.64
5	France	42.5	3.48
6	Italy	40.2	3.3
7	UK	39.6	3.25
8	Germany	37.4	3.07
9	Hong Kong (China)	32.9	2.7
10	Australia	32.4	2.66
	Total of Top 10 countries	585.5	47.99
	India (PR)	22.2	1.82
	Others	612.3	50.19
	Total	1220	100

PR: Provisionally Revised,
Source: UNWTO Barometer June 2017 for countries other than India.
Ministry of Tourism for India

Share of Top 10 countries of the world and India in International Tourism Receipts in 2016

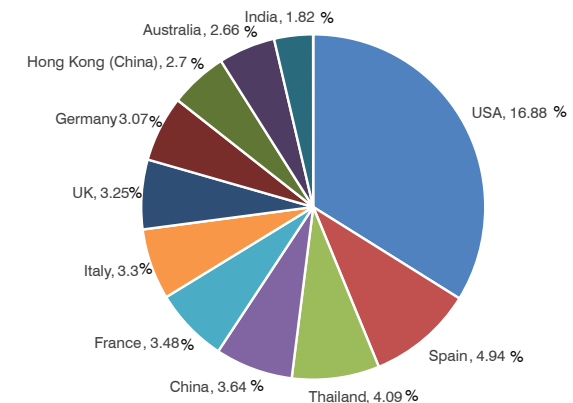


TABLE 15

Number of Indian National's Departures (INDs) from India, 2000 -2016

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

Source: Bureau of Immigration, Govt. of India

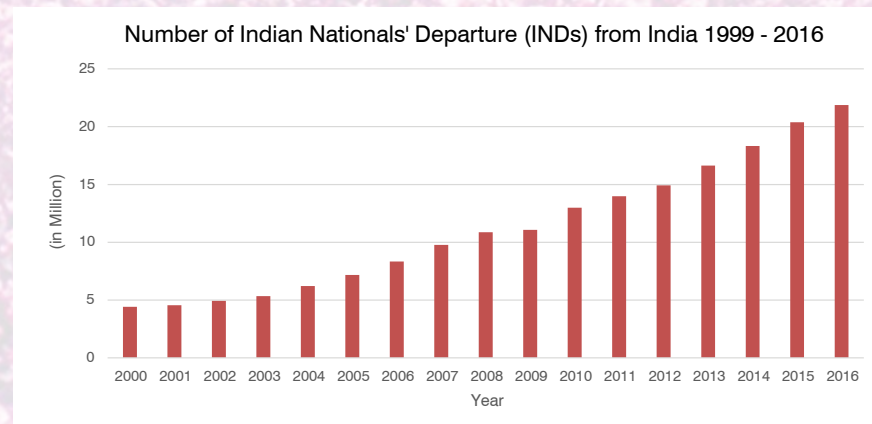


TABLE 16

Top 10 International Check Posts for Indian National's Departures (INDs) from India, 2016

S. No	International Check Posts	INDs	Percentage (%) Share
1	Mumbai Airport	4692109	21.45
2	Delhi Airport	4475300	20.46
3	Cochin Airport	2190681	10.02
4	Chennai Airport	1999412	9.14
5	Hyderabad Airport	1313670	6.01
6	Bengaluru Airport	1240313	5.67
7	Calicut Airport	1110940	5.08
8	Trivandrum Airport	1037257	4.74
9	Kolkata Airport	752497	3.44
10	Ahmedabad Airport	494394	2.26
	Total top 10	19306573	88.27
	Others	2565422	11.73
	G.Total	21871995	100

Source: Bureau of Immigration, Govt. of India

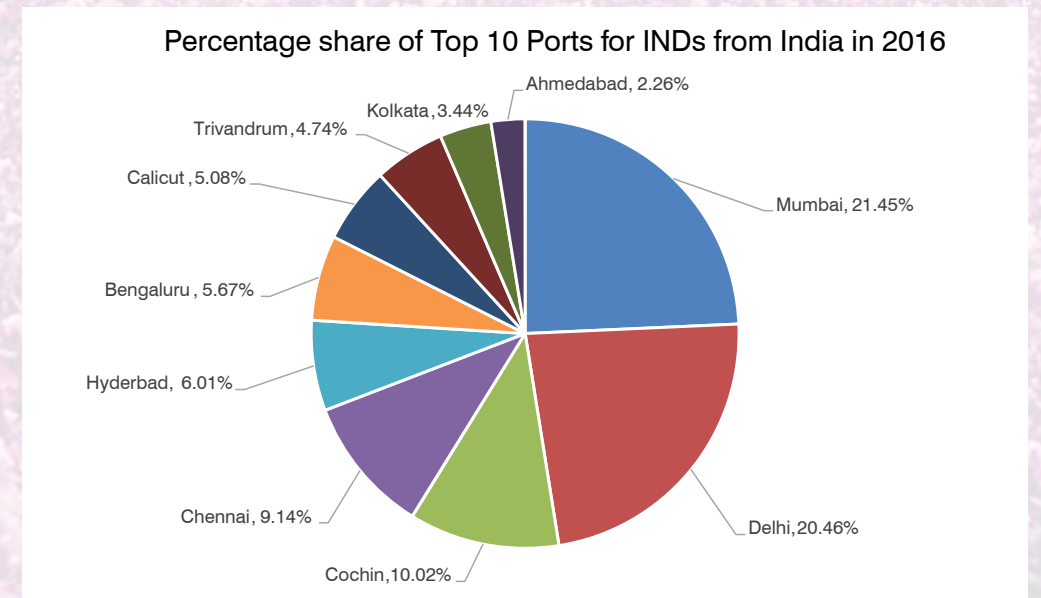


TABLE 17
Number of Domestic Tourist Visits (DTVs)
to all States/UTs in India, 2000 - 2016

Year	Domestic Tourist Visits (in million)	Annual Growth (%)
2000	220.11	15.4
2001	236.47	7.4
2002	269.6	14
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7
2006	462.44	18
2007	526.7	13.9
2008	563.03	6.9
2009	668.8	18.8
2010	747.7	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.8	12.3
2015	1431.97	11.6
2016	1613.55	12.7

Source: State/ Union Territory Tourism Departments



TABLE 18
Share of Top 10 States/UTs of India in Number of Domestic Tourists Visits in 2016

Rank	State/UT	Domestic Tourist Visits in 2016	Percentage (%) Share
1	Tamil Nadu	343812413	21.3
2	Uttar Pradesh	211707090	12.1
3	Andhra Pradesh	153163354	9.5
4	Madhya Pradesh	150490339	9.3
5	Karnataka	129762600	8
6	Maharashtra*	116515801	7.2
7	Telangana	95160830	5.9
8	West Bengal	74460250	4.6
9	Gujarat	42252909	2.6
10	Rajasthan	41495115	2.6
Total of top 10 States		1358820701	84.2
Others		254730804	15.8
Total		1613551505	100

Source: State/UT Tourism Departments. *Estimated using All India Growth Rate

Percentage share of top 10 states/UTs in India in Domestic Tourists Visits in 2016

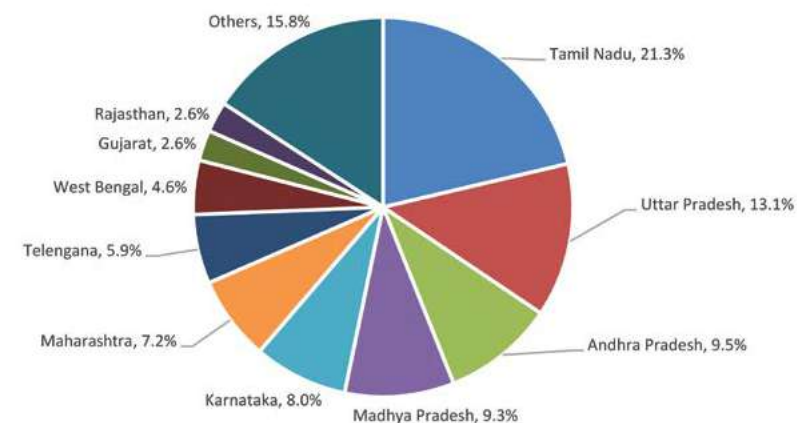


TABLE 19
Number of Foreign Tourist Visits to all States/UTs in India, 2000-2016

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
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	5.92

Source: State/ UT Tourism Departments

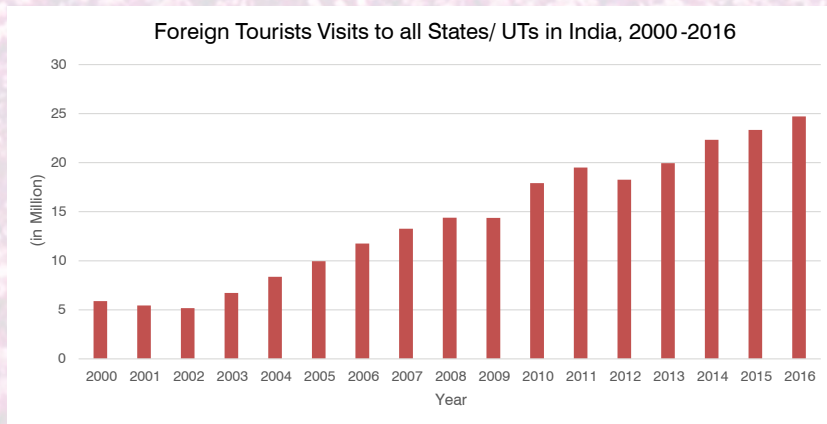


TABLE 20

Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2016

Rank	State/UT	Foreign Tourist Visits in 2016	
		Number	Percentage (%) Share
1	Tamil Nadu	4721978	19.1
2	Maharashtra *	4670048	18.9
3	Uttar Pradesh	3156812	12.8
4	Delhi #	2520083	10.2
5	West Bengal	1528700	6.2
6	Rajasthan	1513729	6.1
7	Kerala	1038419	4.2
8	Bihar	1010531	4.1
9	Goa	680683	2.8
10	Punjab	659736	2.7
	Total of Top 10	21500719	87
	Others	3207012	13
	Total	24707732	100

Source: State/ UT Tourism Departments.* Estimated using All India Growth Rate.
Estimating using Growth Rate of FTAs at Delhi Air Port
Share of top 10 States/UTs in India in number of Foreign Tourist Visits in 2016

Share of top 10 States/ UT in India in number of Foreign Tourist Visits in 2016

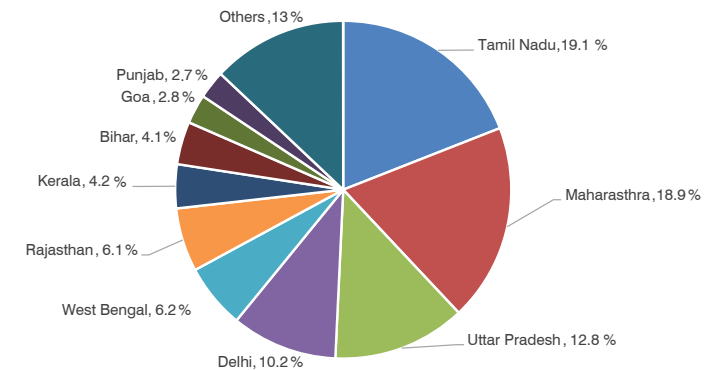


TABLE 21

Number of Hotels and Hotel Rooms in the Country, approved by Ministry of Tourism, as on 31st May, 2017.

S. No.	Category of Hotels	No. of Hotels	No. of Rooms
1	One Star	13	530
2	Two Star	53	1149
3	Three Star	419	17618
4	Four Star	208	9847
5	Five Star	128	15043
6	Five Star Deluxe	138	30032
7	Apartment Hotels	1	126
8	Guest House	6	110
9	Heritage Hotels	36	1163
10	Bed & Breakfast Establishment	481	2415
11	Unclassified	420	26256
	Total	1903	104289

TABLE 22

No. of operators in the country recognized by Ministry of Tourism, as on 31st December, 2016

S.No.	Operator	Nos.
1	Travel Agent	172
2	Inbound Tour Operator	420
3	Tourist Transport Operator	89
4	Adventure Tour Operator	37
5	Domestic Tour Operator	105
	Total	823

TABLE 23

Scheme-wise Outlay of Ministry of Tourism, 2016-17 and 2017-18

(Rs. In Crore)

S.No.	Name and Schemes	2016-17			2017-18
		BE	RE	Expenditure	BE
A	Centrally Sponsored Schemes (CSS)				
1	Infrastructure Development for Destination and Circuits UT PLAN	10.00	10.00	9.89	10.00
B	Central Sector Schemes (CS)				
1	Overseas Promotion and Publicity including Market Development Assistance	300.00	223.00	192.24	300.00
2	Assistance to IHMs/ FCIs/IITM/ NCHMT	95.00	85.00	89.99	95.00
3	Domestic Promotion and Publicity including Hospitality	110.00	75.00	78.85	110.00
4	Capacity Building for Service Providers	65.00	30.00	29.93	65.00
5	Computerization and Information Technology	30.00	19.98	18.09	30.00
6	Assistance for Large Revenue Generating Projects	0.99	0.99	3.27	2.99
7	Incentives to Accommodation Infrastructure	0.60	0.60	0.44	0.01
8	Externally Aided Projects	0.06	0.06	0.00	0.02
9	Assistance to Central Agencies for Infrastructure Development	70.00	70.00	61.30	70.00
10	Market Research including 20 years Perspective plan	11.00	11.00	8.50	6.00
11	Capital Outlay on Public Works (Bharat Paryatan Bhawan)	-	-	-	
12	Bharat Paryatan Bhawan (Major Works)	1.00	1.00	0.00	1.07
13	Swadesh Darshan-Integrated Development of Tourist Circuits on Specific Themes	706.35	972.40	971.23	959.91
15	National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)	100.00	100.00	97.71	100.00
	Total - Plan (CSS & CS)	1500.00	1599.03	1561.44	1750.00
	P: Provisional				

CHAPTER 9 ANNEXURES

ANNEXURE I IMPORTANT TOURIST DESTINATIONS & ATTRACTIONS

DISTRICTS	DESTINATIONS	ATTRACTIONS
Trivandrum	Thiruvananthapuram	The Capital of the State, Secretariat, Sri Padmanabha Swami Temple (Richest temple of the world), Napier Museum, Zoo, Kuthiramalika, etc.
	Kovalam	Internationally famous Beach.
	Ponmudi	Beautiful Hill Station
	Poovar	Beach, Boating, Fishing Harbour
	Varkala	Beach, Famous Sivagiri Mutt, Janardana Swami Temple also situated here.
Kollam	Kollam	Kollam is famous for the Cashew nut factories. One of the famous ancient Ports. Ashtamudi Lake, Historical Temples, Neendakara Harbour are other famous destinations.
	Kollam Beach	Internationally famous Beach
	Thenmala - Palaruvi	India's First Eco-Tourism Project & Palaruvi Waterfalls
	Mundakkal Beach	Beach
	Alamkadavu	Alamkadavu is where the first house boats in India were built
	Munrow thuruth (Island)	Coir Manufacturing center
Pathanamthitta	Paravoor -Thekkum bhagam	Coir Manufacturing center
	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.
Alappuzha	Erumeli	Erumeli Petta Thullal (A Religious Dance), Resting Place of Sabarimala Pilgrims
	Alappuzha	The Venice of the East, Famous for Coir Industries, Known as 'The Paddy Bowl of Kerala'. Paddy Fields, Beaches are important attractions
	Kuttanadu	Granary of Paddy, Banana Plantations, Waterways.

IMPORTANT TOURIST DESTINATIONS & ATTRACTIONS

Kottayam	Kumarakom	Kumarakom Bird Sanctuary, Vembanad Lake, House boats
Idukki	Munnar	Tea plantations; Thick forests, Neelakkurinji, Beautiful Hills, The natural Habitat of Varayadu (Nilgiri Thar) are the attractions.
	Thekkady	Periyar Wild life Sanctury, Famous BoatingCenter
	Wagamon	Beautiful Hills, Tea Plantations
	Kumbon para	
	Parunthumpara	The famous plantation town
	Thommankuthu	Water falls
Ernakulam	Aluva	Sivarathri Manappuram (River Bed), Aluva Palace
	Bhoothathankettu	A scenic dam site with boating facilities. It is situated in a vast virgin forest.
	Cherai Beach	One of the famous Beaches in Kerala, Rarely see the Dolphins, Coconut Plantations.
	Fort Kochi	Kochi is the 'Queen of Arabian Sea'. It is a vibrant city in Kerala. Kochi is also known as 'The Gate way to Kerala'.
	Kalady	Birth place of Saint Aadi Sankaracharya, Famous Sanskrit University.
	Kochi City	Queen of Arabian Sea, Chinese Fishing Net is the main attraction.
	Maradu	Backwaters, Convention Center
	Paravoor	Heritage Zone

IMPORTANT TOURIST DESTINATIONS & ATTRACTIONS

Thrissur	Athirappalli	Biggest Waterfall in Kerala
	Chalakkudi	Amusement Parks
	Chavakkad	An ideal place for scenic beauty lovers, is one of the best beaches along the west coast.
	Guruvayur	Famous Sri Krishna Temple, Mammiyoor Temple, Punnathoorkkottah (The elephant training center),
Palakkad	Malampuzha	Malampuzha Dam, Garden, The Famous statue 'Yakshi' (A Character in Kerala Mythology), Rock Garden, Rope way.
	Nelliyampathy	Beautiful Hills, The hills of Sahyadri (Western Ghats), Beautiful Forest, Orange Plantations.
	Parambikkulam	Wild life sanctuary, Boating Facilities, Erumadam (The House upon the Tree), Thick Forest
Malappuram	Kodikuthimala	Beautiful Hills
	Nilambur	Teak Plantations, Bamboo Plantations,
Kozhikode	Iringal - Kottakkal	Kunhalimarakkar (The Navigator of Samorin) Memorial is situated in Iringal. Kottakkal is famous for Ayurvedic Treatment
	Kakkayam	Kakkayam Dam, Adventure Tourism Facilities
	Kadalundi Nagaram	Bird Sanctuary, Kadalundi River
	Kozhikode City	Beautiful Beaches, Wildlife sanctuaries, Beautiful Rivers.
	Kappad	It is a Historical beach. Vasco da Gama, the first European visitor to India, landed here.
	Peruvannamoozhi	Hills, Dam, Boating Facilities, Historical Plantations
	Thusharagiri	Waterfalls
Wayanad	Wayanad	Pookkodu Lake, Kuruval Island, Wild life Sanctuaries
Kannur	Meenkunnu – Payyambalam	Famous Beaches in Kannur
	Muzhuppilangad	The only one Drive in Beach in Kerala.
	Parassinikkadavu	Pilgrim Center, Backwaters.
Kasaragod	Bekkal	Bekkal Fort, Important Beach

ANNEXURE II
Approved Tour Operators as on 30-04-2018

Org. name	Head office address	Telephone no	Email id	Website name
1 Discover Kerala Holidays	2nd Floor, Capital Tower, Main Road, Kumatarapuram, Medical College Po, Thiruvananthapuram, Pin-695011	0471-2440601 0471-2554604	manu@dkhhospitality.com	www.discoverkeralaholidays.com
2 Travelcart India Pvt. Ltd.	Vidhya Vihar Road, Near S H College, Thevatra - 682013	0484-2342000	mail@travelcartindia.com	www.travelcartindia.com
3 Chalukya Grace Tours Pvt. Ltd.	Tower House, Convent Road Trivandrum, Kerala - 695 001	0471-2470660 0471-4015181	mail@chalukyatours.com	www.chalukyatours.com
4 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
5 Jayasree Travels & Tours company	Tc 30/1897, Kannamoola, Pettah PO, Trivandrum - 695 024	0471-2743603	vikraman@jayasreetravels.com	www.jayasreetravels.com
6 Cosmos Tours & Travels	AMIRA 23, Karali Road, Chakkai Pettah, Trivandrum - 695024	0471-2503111 2503222	tours@cosmoskerala.com	www.cosmoskerala.com

Approved Tour Operators as on 30-04-2018

7 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
8 Great Escapes	126,1St Floor, DD Vyapar Bhavan, Kadavanthara, Cochin - 682 020 Kerala	0484-4000547	mail@greatindiantours.com	www.greatindiantours.com
9 Indus Holidays	34/1698, Ushus Building, edappally, Cochin - 682024	0484-4054543	mail@indusholidays.in	www.indusholidays.in
10 Intersight Holidays Pvt. Ltd.	1st Floor, Anna Building, N H Bypass, Thykoodam, Vyttila, Cochin - 682019	0484-4056211 2389022	thomas@intersight.in	www.intersightholidays.com
11 Intersight Tours & Travels Pvt. Ltd.	Anna Building, N H Bypass, Thykoodam, Vyttila, Cochin - 682019	0484-4056222 2389022	rajesh@intersight.in	www.intersighttours.com
12 IRIS Holidays Pvt. Ltd.	32/1822 A, Millennium Nagar, Padivatthom, Edappally Post, Kochi, Kerala - 682024	0484-4067561 2396666	info@irisholidays.com	www.irisholidays.com
13 STS Travels & tours	Opp. Thycaud Post Office, Thycaud PO, Trivandrum, Kerala - 695014	0471-2334504	info@ststravels.com	www.ststravels.com

Approved Tour Operators as on 30-04-2018

15	Suburban Travels	First Flr,Suburban Complex Mamangalam Palarivattom P O Cochin-682025	0484-2343333 2334333 2348883	info@suburban.in	www.suburban.travel
16	Kerala Destinations Pvt. Ltd. (KDPL)	Federal Pearl,Subash Chandrabose Rd., Jawahar Nagar, Kadavanthara, Kochi, Kerala, India, Pin-682020.	0484-6004000 2204101	jiby@kdpl.in,jiby@keraladestinationsnet contact@keraladestinations.net	www.keraladestinations.net
17	CATALYST Holidays	G2 Technomall Technopark, Trivandrum - 695581, Kerala, India	0471-2527098	info@catalystholidays.com	www.catalystholidays.com
18	Kerala Holidays Pvt. Ltd.	CC- 29 / 1706 G, Christa Sangam Building, 2nd Floor, Above Bread World N H Bypass, Thykooodam Vyttila, Cochin 682019, Kerala	0484-3321006 2389022	info@keralaholidays.com	www.keralaholidays.com
19	Kerala Tour Mart India Private Limited	Osaka Bhavan, Opp Municipal Office, Angamally, Pin-683 572 Ernakulam - Dist.	0484 - 2458304 3057777	pbboss@osakaair.com	www.keralatourmart.com

Approved Tour Operators as on 30-04-2018

20	Mangroves Hospitality Pvt. Ltd. (Nimbletrip)	1St Floor, 17- Divya Nagar, Pattathanam, Kollam, Kerala, India 691021	0474-6055558	nimbletrip@gmail.com	www.nimbletrip.com
21	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
22	International Pilgrimage Revolution Pvt. Ltd.	Vii/568 , K A P Commercial Center, R.S Road, Aluva Kerala- 683101	0484-2626205	info@gowithipr.com	www.gowithipr.com
23	KSA Tours & Travels Pvt. Ltd.	31/345, Kattithara Building, Paradise Road, Janatha Junction, Vyttila, Cochin - 19, Kerala	0484 4047771 4047770	accounts@safaridays.com, mail@ksa.co.in	www.ksa.co.in
24	Gateway Malabar Holidays Pvt. Ltd.	33/2402 -K, lind Floor, Thirunilath Buildings, Geethanjali, NH 47 Bypass, Vyttila, Kochi, Kerala - 682032	0484-4055500	sandeep@gatewaymalabar.com	www.gatewaymalabar.com
25	Marvel Tours Pvt. Ltd.	Earthen Cube, Maradu, Earthen Cube - 682304 Kerala, India.	0484-2707130 2707150	info@marveltour.net	www.marveltours.in

Approved Tour Operators as on 30-04-2018

26	Mystikal Holidays Pvt. Ltd.	C1, Green Earth House, Poriyampadam Link Road, Edappally PO, Kochi - 682024	0484-4061516	info@mystikalindia.com	www.mystikalindia.com
27	Khaleej Tours	Nh Bypass, Behind Holiday Inn, 33/2392C1A, Vennala PO, Kochi - 682028	0484-6454858	info@khaleejtours.com	www.khaleejtours.com
28	Pioneer Personalized Holidays Pvt. Ltd.	Pioneer House, G.V Iyer Road, W. Island, Kochi - 682003, Kerala	04842864000 2668490	pioneer@pner.com	www.pioneertravels.com
29	Seasonal Trip	28/447, Club Road, Girinagar Kadavanthra, Kochi Kerala-682020	9961622333 9961922333	mail@seasonaltrip.com	www.seasonaltrip.com
30	Flyzone Ventures	41/2770, Sulthan Chambers, Room No. 205, Near North Railway Station, Paramara Road, Cochin 682018	0484-2397668	flyzoneventures@gmail.com	www.flyzoneventures.com
31	The Great India Tour Company Pvt. Ltd.	1St Floor New Corporation Building, Palayam, Trivandrum 695 033	0471-2320643 233704	eiqbal@gitctour.com	www.gitc.in
32	The Travel Planners	Tc.36/1866(2), New Gardens, Sangamam Nagar, Enchakkal, Vallakadavu (P.O.), Thiruvananthapuram - 695008 Kerala	0471-2508951 2508952, 2508950	tour@ttpkerala.com	www.keralatourpackages.com

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33	Princy Travels	Near Town Hall, Ernakulam North, Cochin-682018, Kerala, India	0484-2373109, 2383085, 4023555	priar85@gmail.com, princy@bsnl.in	www.princytravels.com
34	Jaimaruti Holidays Tours & Travels	Valiamatom, West Fort, Mavelikara, Alappuzha -690101	0479-2342463 2342260	jmholidays@gmail.com	www.jmholidays.com
35	Voyages Kerala	Pgra - A50, TC.36/168(2), Opp. Old Ice Plant, Vallakkadavu P.O., Trivandrum-695 008, India	0471-2572070, 6451810 2572071	tours@voyageskerala.com	www.voyageskerala.com
36	Southern Odyssey Private Limited	135, Privadarshini Nagar, Paravattani, Thrissur 680 005, Kerala, India.	0487-2421243v	info@southernodyssey.com	www.southernodyssey.com
37	Focuz Medicare & Holidays	Kairali Complex, Near Calicut Airport Jn. Kolathoor, Kondotty, Malappuram, Kerala India 673 638	0494-2409400	admin@focuzholidayz.com	www.focuzholidayz.com
38	Srees Tours	Vaithara Building, Room No 290, Near Government Boat Jetty, Kumarakom, Kottayam - 686563	0481-2523935, 2523937	sreestours@gmail.com	www.sreestours.com
39	Moon Days	1st Floor, Peppermint Sadan, Ravipuram. MG Road, Cochin-16	04842368727, 04842368727	madhu@moondays.in	www.moondays.in
40	Indian Impressions	2 nd Floor Kooliyatt Building, Hill Palace Road Vyttila P.O., Thripunithura	0484-2779044	cok@indianimpressions.in	www.indianimpressions.in

**ANNEXURE III
DTPC Offices in Kerala**

Sl. No.	District	Office Address	DTPC Secretaries	Contact details	Email Id
1	Trivandrum	The Secretary District Tourism Promotion Council (DTPC) Opposite Raj Bhavan, Vellayambalam Thiruvananthapuram	Jayakumar		info@dtptchiruvananthapuram.com
2	Kollam	The Secretary District Tourism Promotion Council (DTPC) Near KSRTC, Bus Stand Kollam - 1	Santhosh Kumar C	9447722977 04742750170 (Land)	info@dtipcokollam.com contact@dtipcokollam.com
3	Pathanamthitta	The Secretary District Tourism Promotion Council (DTPC) Collectorate, Pathanamthitta	Shamsudeen	9447709944 04682311343 (Land)	ptadtpc@yahoo.co.in info@dtipcpathanamthitta.com
4	Alappuzha	The Secretary District Tourism Promotion Council (DTPC) Boat Jetty Road, Near KSRTC Bus Station Alappuzha - 11	Malin M	9447483308 04772251796 (Land)	info@dtipc.alappuzha.com dtipcapy@yahoo.com
5	Kottayam	The Secretary District Tourism Promotion Council (DTPC) Kodimatha Kottayam	Bindhu	9400428785 04812560479 (Land)	info@dtipc.kottayam.com
6	Idukki	The Secretary, District Tourism Promotion Council (DTPC) Civil Station, Kullii Mala Painavu P.O., Idukki	Jayan P Vijayan	9747182813 04862232248 (Land)	info@dtipc.idukki.com
7	Ernakulam	The Secretary, District Tourism Promotion Council (DTPC), Old Collectorat Bldg., Park Avenue Road Kochi - 11	Vijayakumar	9847332200 04842367334 (Land)	info@dtipc.ernakulam.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	Mahadevan	9249994112 9037508253 04872320800 (Land)	info@dtptchirissur.com
9	Malappuram	The Secretary District Tourism Promotion Council (DTPC) Uphill, Malappuram - 5	Binosh Kunjappan	9496142909 9946595909 04832731504 (land)	info@dtipc.malappuram.com
10	Palakkad	The Secretary District Tourism Promotion Council (DTPC) West Fort Road, Palakkad	Ajeesh	9947691651 04912538996 (Land)	info@dtipc.palakkad.com
11	Kozhikode	The Secretary District Tourism Promotion Council (DTPC) Mananchira, Kozhikode - 1	Binoy	9961702406 04952720012 (Land)	info@dtipc.kozhikode.com
12	Wayanad	The Secretary District Tourism Promotion Council (DTPC) Civil Station, North Kalpetta Wayanad - 673 122	Hussain.M (i/c)	04936202134 (Land)	info@dtipc.wayanad.com
13	Kannur	The Secretary, District Tourism Promotion Council (DTPC) Kannur - 2	Jitheesh Jose	9645454500 (Mob.) 04972706336 (Land)	info@dtipc.kannur.com
14	Kasaragode	The Secretary District Tourism Promotion Council (DTPC) Vidya Nagar, Kasaragod - 671 123	Biju R	9847856789 04994256450 (Land)	info@dtipc.kasaragod.com

**ANNEXURE IV
OFFICES OF KERALA TOURISM**

DIRECTORATE OF TOURISM

Department of Tourism, "Park View", Thiruvananthapuram -33, Kerala, India,
Phone: 091 471 322547, Fax: 091 471 322279, Website: www.keralatourism.org

JOINT DIRECTOR'S OFFICES

Office of the Joint Director , Dept. of Tourism, Govt. Guest House, Ernakulam.
Ph: 0484-2360502, 2360257

Office of the Joint Director, Department of Tourism, Kozhikode.
Ph: 0914 95-2373862

Office of the Joint Director, Dept. of Tourism, Thiruvananthapuram.
Ph: 0471-2335571

DEPUTY DIRECTORS OFFICES

The Deputy Director
District Office
Department of Tourism
Ashramam ,Kollam- 691002
Ph: 04742761555

The Deputy Director
District Office
Department of Tourism
Civil Station,
Pathanamthitta-689645
Ph: 04682326409

The Deputy Director
District Office
Department of Tourism
House Boat Terminal
building, Finishing Point,
Thattappally PO
Alappuzha-688013
Ph: 04772260722

The Deputy Director
District Office, Department
of Tourism, Kavanattinkara,
Kumarakom PO
Kottayam -686563
Ph: 04812524343

The Deputy Director
District Office
Department of Tourism
Kumily, Idukki-685509
Ph: 04869222620

The Deputy Director
Govt. Guest House
Department of Tourism,
Ramanilayam,
Chempukavu PO,
Thrissur-680020
Ph: 04872332419

The Deputy Director
District Office
Department of
Tourism
Palakkad-678001
Ph: 04912528996

The Deputy Director
District Office
Department of Tourism, Near
DTPC Uphill,
Malappuram- 676505
Ph: 04832733504

The Deputy Director
District Office
Department of Tourism
Kalpetta
Wayanad-673121
Ph: 04936204441

The Deputy Director
District Office
Department of Tourism
DTPC Building,
Taluk Office Compound
Kannur- 670001
Ph: 04972702515

The Deputy Director
District Office
Department of Tourism,
Kasargod- 671121
Ph: 04994230416

KERALA HOUSES

Kerala House, New Delhi

Phone:011-30411411,011-23342320

Kerala House, Mumbai

Phone : 022-27810106, 27810112

Kerala House, kanyakumari

Phone : 04652-246229

YATHRI NIVAS

Yatri Nivas, Devikulam

Phone : 04865-264200/264300

Yathri Nivas, Ernakulam

Phone : 0484-2339980

Yathri Nivas, Thiruvananthapuram

Phone : 0471-2337727

Yathri Nivas, Attingal

Phone : 0470-2622290

GUEST HOUSES

Guest House, Thiruvananthapuram

Phone : 0471-2329869, 2324453

Guest House, Kovalam

Phone : 0471-2480146

Guest House, Ponmudi

Phone : 0472-2890230

Guest House, Kollam

Phone : 0474-2743620

Guest House, Varkala

Phone : 0470-2602227

Guest House, Kottayam

Phone : 0481-2340219

Guest House, Pathanamthitta

Phone : 0468-228073, 228095

Guest House, Idukki

Phone : 04862-232205, 233086

Guest House, Devikulam

Phone : 04865-264223

Guest House, Guruvayoor

Phone : 0487-2556696

Guest House, Munnar

Phone : 04865-230385

Guest House, Alappuzha

Phone : 0477-2246504

Guest House, Ernakulam

Phone : 0484-2360558, 2360502

Guest House, Aluva

Phone : 0484-2623636, 2623637

Guest House, Cheruthuruthy

Phone : 14884-262498

Guest House, Malappuram

Phone : 0483-2734311

Guest House, Malampuzha

Phone : 0491-2815207

Guest House, Peerumed

Phone : 04869-232071

Guest House, Thrissur (Ramanilayam)

Phone : 0487-2332016, 2332300

Guest House, Kozhikode

Phone : 0495-2383920, 2380020

Guest House, Sulthan Bathery

Phone : 04936- 220225

Guest House, Kannur

Phone : 0497-2706426, 2701420

Guest House, Kasaragod

Phone : 0499-4230666, 4230876

Guest House, Palakkad

Phone : 0491-2505599

TOURIST INFORMATION OFFICES INSIDE KERALA

Tourism Facilitation Centre,
Park View, Thiruvananthapuram,
Ph: 091 471 2321132

Kerala Tourism Information Office,
International Airport
Thiruvananthapuram,
Ph: 091 471-2502298

Kerala Tourism Information Office,
Domestic Airport, Thiruvananthapuram,
Ph: 091 471-2501085

Kerala Tourism Information Office,
Central Bus Station, Thampanoor,
Thiruvananthapuram,
Ph: 091 471-2327224

Kerala Tourism Information Office,
Railway Station, Thampanoor,
Ph: 091 471-2334470

Kerala Tourism Facilitation Centre,
Kovalam.Ph.0471-2480085.

Tourist Anity Centre ,Varkala.
Ph:04702602227

Kerala Tourism Information Counter,
KSRTC Bus stand, Kollam.
Ph.0474 2475625.

Kerala Tourism Information Office,
Civil Station, Pathanamthitta-689 645
Ph:091 468 2326409.

Kerala Tourism Information Office,
House Boat Terminal Finishing Point,
Alappuzha
Ph: 091 2477 2260722

Kerala Tourism Information Office,
Kottayam,
Ph: 04812562558.

Kerala Tourism Information Office,
Kumily, Thekkady, Idukki,
Ph: 091 4869-222620

Kerala Tourism Information Office,
Boat Jetty Complex,
Merine Drive, Ernakulam
Ph.0484 2351015

Kerala Tourism Information Office,
International Airport,
Nedumbassery, Kochi,
Ph: 091 484 2611308

Kerala Tourism Information Office,
International Airport,
(Domestic Terminal)
Nedumbassery, Kochi,
Ph: 091 484 2611309

Kerala Tourism Information Office,
Fort Kochi, Ernakulam. Phone:
0484 2216656

Kerala Tourism Information office,
Railway Station, Kozhikode,
Ph: 091 495 2702606

Kerala Tourism Information Office,
Airport, Karipur, Kozhikode,
Ph: 091 493 2712762

Kerala Tourism Information Office,
Kalpetta, Wayanad
Phone: 91 4936-204441

Kerala Tourism Information Office,
Railway Station, Kannur.
Ph:0497 2703121

Tourist Information Counter,
Bus Station, Kasaragod
Phone: 954994-221886

TOURIST INFORMATION OFFICES OUTSIDE KERALA

Kerala Tourism Information Office,
TTDC Complex, Vallaja Road,
Chennai -600 002.
Email: keralatourismchennai@yahoo.com.
Ph: 091 44 25382639

Kerala Tourism Information Office,
Room No.256,Kerala House,
Jantar Mantar Road ,
New Delhi-110 001.
Email: keralatourism.del@bol.net.in
Ph: 091 11 23382067.

Kerala Tourism Information Office,
Dr. Kadamba Bus Station Building,
Panaji, Goa-403 001.
Ph: 091 +832+ - 2437797

Kerala Tourism Information Office,
74 World Trade Centre,Café Parade,
Mumbai -400 005
Email: ticktmumbai@hotmail.com
Ph: 091 022 22830491
Tele Fax: 2203049

Kerala Tourism Information Office,
22, Chinmayi Chatterji Sarani,
Kolkata - 700 033
Email: ticktkolkata@hotmail.com
Phone: 033 - 24249225

Kerala Tourism Information Office,
Mysore, K T I C Mayoora Yathri Nivas,
J L B Road, Hoisala Building Complex,
Mysore, Ph: 0821 2422811



DEPARTMENT OF TOURISM, PARK VIEW,
THIRUVANANTHAPURAM 695033, KERALA, INDIA
Ph.: 0471 2560425, Fax: 0471 2322279
E-mail: research@keralatourism.org
www.keralatourism.com

