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Tourism Survey for
Tamil Nadu (Jan – Dec 2014)

Final Report

Ministry of Tourism
(Market Research Division)
Government of India

By

Nielsen India Pvt. Ltd.

ACKNOWLEDGEMENT

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Executive Summary

E.1 Tourism in Tamil Nadu

Tamil Nadu, formerly known as Madras State, is located in the south eastern side of Indian peninsula with Kanyakumari as the southernmost tip of the land. This tip is the meeting point of Bay of Bengal, Indian Ocean and Arabian Sea. Tamil Nadu has a long eastern coastline dotted with enchanting beaches with Bay of Bengal in the east. Arabian Sea and the states of Kerala and Karnataka form the boundary in the west. The state is bounded in the north by the states of Karnataka and Andhra Pradesh The state language is Tamil and the main religions in the state are Hinduism, Christianity, Islam and Jainism. With forested slopes of the majestic hills of the Western Ghats, profuse incense of the towering temples and gourami, vibrant festivals of music and dance, shimmering silk fabrics of brilliant colors, and an endless array of silver lined beaches, Tamil Nadu also boasts of being the land of Dravidian culture and tradition.

Tamil Nadu is the eleventh largest state in India by area and the seventh most populous state. It is the second largest state economy in India as of 2012. The state ranked among the top 5 states in India in Human Development Index as of 2006. Tamil Nadu is also the most urbanized state in India. The state has the highest number of business enterprises and stands second in total employment in India, compared to the population share of about 6%.

Tamil Nadu has a long tradition of venerable culture. Tamil Nadu is known for its rich tradition of literature, music and dance which continue to flourish today. Unique cultural features like Bharatanatyam (dance), Tanjore painting, and Tamil architecture were developed and continue to be practiced in Tamil Nadu. Pongal, also called as Tamizhar Thirunaal (festival of Tamils) or Makara Sankranti elsewhere in India, a four-day harvest festival is one of the most widely celebrated festivals throughout Tamil Nadu.

Keeping this in mind the Market Research Division of Ministry of Tourism, Government of India has awarded Nielsen India Pvt. Ltd. (Formerly ACNielsen ORG-MARG), one of the largest market research and consultancy organizations in this part of the continent, to conduct a study for a period of one year for collection of Tourism Statistics.

E.2 Research Aim

The aim of the proposed research would be to collect relevant tourist related statistics, from the State of Tamil Nadu, which would enable analyzing subtle trends as well as preparation of month wise and annual estimates separately for foreign and domestic visitors –with a break –up of overnight tourists & same day visitors for the selected tourist destinations.

E.3 Research Objective

To achieve the aim of the study, the objectives for the proposed research, was as follows:-

a. To enlist prime tourist locations in the union territories and available accommodation facility thereof.

b. To generate details about available infrastructural facility at the prime tourist spots in the union territories.

c. To collate month wise information about domestic as well as foreign tourists availing accommodation in all facilities in those locations

d. To collate month wise expenditures made by the Union Government for development of tourism and its potential earnings

e. To accrue information on employment in the accommodation units, estimate direct employment generated in accommodation units at district & territory level.

The field survey in a union territory was conducted for a period of 12 months in all districts of the union territory. The survey was used to obtain the following month-wise information for each district:

a. Estimated number of visits

(i) Visits by overnight visitors- staying at accommodation units;

                   - staying with friends and relatives

- Others, such as those staying in tented accommodations provided by Union Govt. or by any other charitable organizations, etc.

(ii) Visits by same-day visitors

b. Profile of visitors, their expenditure pattern, purpose of visits, etc.

c. Occupancy rates and direct employment in accommodation units.

E.4 Terms of Reference

The terms of reference of the study as indicated are as under

- *Prepare a frame /list of all important places in the State*

- *As per the methodology developed by Ministry of Tourism for preparation of month wise & annual estimates, prepare the following estimate, separately for foreign and domestic visitors (with break-up of overnight tourists and same day visitors) for the selected tourist places, at district level and at State level.*

  - Total no: of tourists (overnight)
  - Total number of same day visitors
  - Total number of tourists staying with friends /relatives
  - Expenditure incurred by tourists (overnight)
  - Expenditure incurred by same day visitors
  - Expenditure incurred by tourists staying with friends / relatives
  - Profiling the tourists /visitors at district and state level in respect of age, sex, occupation, purpose of visit, state /UT of residence or country of origin, duration of stay, mode of journey, use of package tour etc.

- As per the methodology prepare month wise and annual estimates of occupancy rate of accommodation units at district and State levels.

- Conduct one-day Inception workshop for the officers of the State to be surveyed and a few other States and organizations. Total number of participants would be about 30. Details of the exercise and the proposed methodology to be adopted for estimating the number of tourists and other parameters mentioned in other paras of TOR will be explained by the

consultants in the workshop. Also organize a workshop in each state at the end of the survey to discuss the report of the survey.

- Prepare a frame/list of tourist place-wise all accommodation units, like Hotels, Dharamshallas, Guest houses, etc. for conduction State level survey on tourism, Update this frame/list on quarterly basis; and accordingly revise the coverage, This frame should include information on rooms, beds and employment, etc. Also conduct survey of selected tourists staying in accommodation units to identify the purpose of their visits.

- Based on the methodology collect, compile data about domestic and foreign tourists to provide information as mentioned at S. No. (ii) Above.

- Based on the information on employment in the accommodation units in the sampling frame, estimate direct employment generated in accommodation units at district and State levels.

- Collect information on the annual expenditure incurred by State Government at the selected tourist places, at district level and at the State level for development of tourism.

E.5 Research Methodology

However, to briefly define the methodology, the various steps of the operational methodology are given below:-

a. This study was conducted in the all districts of Tamil Nadu and at destinations of tourist interest

b. Selection of Tourist Destinations and Locations: Important destinations of tourist attraction and their location in the district were selected in consultation with the State Tourism Department

c. Survey Period: The field survey was conducted for a period of 12 months (January 2014 till December 2014) at selected destinations. In a particular month at a particular destination the survey was done for 7 days covering two specified weeks. The details are available at Annexure-1

d. **Survey Instruments:** The survey instruments or questionnaires given at Annexure - 3 covers three types of survey, namely, survey at destinations (Short Survey), survey at exit point(s) (Exit Point Survey) and survey at accommodation units (AUs) specified briefly below.

e. In total of 4 surveys were conducted for this study. They were:

> **The Counting Survey:** In this survey, head counts were taken at each tourist destination in the state. This survey was conducted every month from January 2014 till December 2014

> **The Short Survey:** In this survey, 600 tourists per district were interviewed at each tourist location and information regarding tourists' duration of visit, place of stay, frequency of visit, nationality/residence state, etc. was collected. This survey was conducted every month from January 2014 till December 2014

> **The Accommodation Survey:** In this survey, accommodation units in the district were visited and information regarding number of domestic and foreign guests staying, number of bed nights spent, employee details and residency state/ country of guests was collected. This survey was done every month from January 2014 till December 2014

> **The Exit Survey:** In this survey, information regarding, background of tourists, their expenditure, their place of stay, mode of traveling, etc. were collected. This survey was conducted on a quarterly basis and 400 tourists or visitors were interviewed per district each quarter in this survey.

f. Data from all the above surveys were used to calculate the number of tourists or visitors to the districts and hence to the UT of Tamil Nadu.

E.6 Tourist Destinations Covered

The destinations which were included in the study are given below. These destinations were included, based on secondary research and after discussions with officials from MR division of Ministry of Tourism, Government of India and officials from Tamil Nadu Tourism Ministry.

District	Destination
Ariyalur	Vettakudi - Karaivetti Bird Sanctuary
	Gangaikonda Cholapuram
	Elakurichi Church
	Kaliyaperumal Temple
Chennai	Marina Beach /Elliots Beach
	Guindy National park
	Aquarium / Planetorium
	Fort Saint George/Ann Square/Valluvar Kottam/ Light House
	Government Museum
	Kapaliswara temple
	Santhome Church
	MGR Memorial
Coimbatore	Perur Temple
	Cholyar Dam
	Kovaicourattala Falls
	Botanical Garden
	Barlikadu - Eco tourism Spot
	Marudamalai Temple
	Isha Foundation - Meditation Centre
	Anamalai Indira Gandhi wild life sanctuary
	Aliyar Dam/Park/Boat house
Cuddalore	Satyagyana Sabha - Meditation centre
	Devanathaswami Temple
	Chidambaram - Nataraja Temple
	Thillaikali Temple
	Virudhagiriswarar Temple
	Pichavaram Boat house
Dharmapuri	Hogenakal Water Falls
	Theerthamalai Temple
Dindigul	Dindigul fort
	Kodaikanal
	Palani Temple
Erode	Bhavani kooduthurai Temple
	Bhavanisagar Dam
	Bannari Amman Temple
Kanchipuram	Thirukkazukundram Temple
	Crocodile Park
	VGP Golden Beach & Amusement park
	Muttukadu Lake
	Anna Zoological park

District	Destination
	Vedanthangal Bird Sanctuary
	Mamallapuram Monuments
	Vardaraja Temple
	Kaanchikamachi Temple
	Ekambareeswarar Temple
	Kailashanathar Temple
Karur	Rathinagreeswara Temple
	Pasupatheeswarar Temple
Krishnagiri	ARULMIGU MARAGATHAMBIGAI CHANDRA CHOODESWARA TEMPLE
Kanyakumari	Kanyakumari Bagavathiammathan Temple
	Thiruvallur Statue /Vivekananda Memorial /Mahatma Gandhi Memorial/Kamraj Memorial
	Pechiparai Dam
	Peruncheani Dam
	Tirparappu Water Falls
	Udaigiri Fort
	Padmanabhapuram Palace
	Chitharal
	Mathoor Hanging Bridge
	Vattakotai (Circular Fort)
Madurai	Thirumalai Nayak Palace
	Gandhi Museum
	Mariamman Teppakulam
	Sri Meenakshi - Sundareswar Temple
	MuruganTemple
	Kallalagar Temple
Nagapattinam	Thirumanancheri
	Kodikarai Bird Sanctuary
	Tharangambadi Historical Museum & Fort
	Poompukar
	Thiruvenkadu Temple
	Thirukadaiyur Temple
	Keelaperumpallam Temple
	Velankani Church
	Nagore Dargah
	Vaitheeswarar Temple
Namakkal	Arthanareeswar Temple
	Kolimallai Hills - Akasa Gangai Waterfalls
	Angineyar Temple
The Nilgiris	Mudumalai Tiger Reserve
	Botanical Garden
	Ooty lake
	Rose Garden
	Doddabetta Peak
	Sim's Park
Perambalur	Sathanur Fossil Tree
	Siruvachur Temple

District	Destination
Pudukkottai	Thirumayam Fort / Temple
	Sithannavasal
	Narthamalai - Ancient Monuments
Ramanathapuram	Rameswaram Ramanatha Samy Temple
	Dhanushkodi
	Kundukal
	Erwadi dargah
	Thiru Uthira Kosa Mangai temple
	Thirupulani Temple
	Devipattinam Beach
	Oriyur Church
	Ramalingavilasam palace
Salem	Yercaud Lake/Pagoda point /Ladies point
	Kurumbapatti Zoological Park
	Metur Dam
	Tharamangalam temple
Sivaganga	Nattarasankottai Temple
	Chettinad palace / Kanadukathan palace
	Athangudi Palace
	Vetankudi Bird sanctuary
Thanjavur	Brahadeswara Temple & Monument
	Punnainallur Mariamman Koil
	Thanjavur Palace Complex
	Darasuram temple & Monument
	Kumbakonam Temples - 10-20 temples
	Kallanai Dam
Theni	Vaigai Dam
	Kumbakarai Falls
	Suruli Falls
	Meghamalai
	Kutchanur Saneeswaran Temple
Thoothukudi	Lord Subhramania Swami Temple
	Kazhugumalai - Jain cave Temple
	Kattabomman Memorial Fort
Tiruchirapalli	Rockfort Temple
	Ranganadaswami Temple
	Jumbukeshwar Temple
	Mariamman Temple
	Mukkumbu Park
Tirunelveli	Mundanthurai Tiger Reserve Wild Life Sanctuary
	Koonthankulam Bird Sanctuary
	Courtlam Waterfalls
	Kalakadu Monkey Sanctuary
	Nellaiappar Temple
Tiruppur	Amanalingeswara Temple
	Panchalingam Waterfalls
Tiruvallur	Veeraraghava Perumal Temple
	Pulicate Lake Bird Sanctuary

District	Destination
Tiruvannamalai	Arulmegu Annamalaiyar Temple
	Sathanur Dam
Tiruvarur	Bird Sanctuarie at VADUVOOR
	Bird Sanctuarie at UDAYAMARTHANDAPURAM
	Tiruvarur Temple & Museum
	Muthupet Lagoon
	Guru Temple
Vellore	Vellore Fort
	Sripuram Golden Temple
	Elaigiri Hills
Viluppuram	Gingee Fort
	Arulmigu Angalamman Temple
	Arulmigu Vakkirakaliyamman Temple
Virudhnagar	Grizelled Squirrel Sanctuary
	Sri Aandal temple
	Mariamman temple

E.7 Sample Distribution among Destinations for Short Survey

District	Destination	Monthly Sample	Total Monthly Sample
Ariyalur	Vettakudi - Karaivetti Bird Sanctuary	50	600
	Gangaikonda Cholapuram	250	3000
	Elakurichi Church	150	1800
	Kaliyaperumal Temple	150	1800
Chennai	Marina Beach /Elliots Beach	125	1500
	Guindy National park	100	1200
	Aquarium / Planetorium	50	600
	Fort Saint George/Ann Square/Valluvar Kottam/ Light House	50	600
	Government Museum	50	600
	Kapaliswara temple	75	900
	Santhome Church	50	600
	MGR Memorial	100	1200
Coimbatore	Perur Temple	120	1440
	Cholyar Dam	30	360
	Kovaicourattala Falls	25	300
	Botanical Garden	75	900
	Barlikadu - Eco tourism Spot	50	600
	Marudamalai Temple	125	1500
	Isha Foundation - Meditation Centre	120	1440
	Anamalai Indira Gandhi wild life sanctuary	25	300
	Aliyar Dam/Park/Boat house	30	360

District	Destination	Monthly Sample	Total Monthly Sample
Cuddalore	Satyagyana Sabha - Meditation centre	150	1800
	Devanathaswami Temple	100	1200
	Chidambaram - Nataraja Temple	100	1200
	Thillaikali Temple	75	900
	Virudhagiriswarar Temple	100	1200
	Pichavaram Boat house	75	900
Dharmapuri	Hogenakal Water Falls	150	1800
	Theerthamalai Temple	450	5400
Dindigul	Dindigul fort	50	600
	Kodaikanal	300	3600
	Palani Temple	250	3000
Erode	Bhavani kooduthurai Temple	250	3000
	Bhavanisagar Dam	100	1200
	Bannari Amman Temple	250	3000
Kanchipuram	Thirukkazukundram Temple	75	900
	Crocodile Park	50	600
	VGP Golden Beach & Amusement park	50	600
	Muttukadu Lake	50	600
	Anna Zoological park	50	600
	Vedanthangal Bird Sanctuary	50	600
	Mamallapuram Monuments	75	900
	Vardaraja Temple	50	600
	Kaanchikamachi Temple	50	600
	Ekambareeswarar Temple	50	600
	Kailashanathar Temple	50	600
Karur	Rathinagreeswara Temple	300	3600
	Pasupatheeswarar Temple	300	3600
Krishnagiri	ARULMIGU MARAGATHAMBIGAI CHANDRA CHOODESWARA TEMPLE	600	7200
Kanyakumari	Kanyakumari Bagavathiammathan Temple	100	1200
	Thiruvallur Statue /Vivekananda Memorial /Mahatma Gandhi Memorial/Kamraj Memorial	250	3000
	Pechiparai Dam	25	300
	Peruncheani Dam	25	300
	Tirparappu Water Falls	25	300
	Udaigiri Fort	25	300
	Padmanabhapuram Palace	50	600
	Chitharal	25	300
	Mathoor Hanging Bridge	50	600
	Vattakotai (Circular Fort)	25	300
Madurai	Thirumalai Nayak Palace	125	1500

District	Destination	Monthly Sample	Total Monthly Sample
	Gandhi Museum	75	900
	Mariamman Teppakulam	50	600
	Sri Meenakshi - Sundareswar Temple	250	3000
	MuruganTemple	50	600
	Kallalagar Temple	50	600
Nagapattinam	Thirumanancheri	50	600
	Kodikarai Bird Sanctuary	50	600
	Tharangambadi Historical Museum & Fort	100	1200
	Poompukar	50	600
	Thiruvenkadu Temple	50	600
	Thirukadaiyur Temple	50	600
	Keelaperumpallam Temple	75	900
	Velankani Church	75	900
	Nagore Dargah	50	600
	Vaitheeswarar Temple	50	600
Namakkal	Arthanareeswar Temple	250	3000
	Kolimallai Hills - Akasa Gangai Waterfalls	100	1200
	Angineyar Temple	250	3000
The Nilgiris	Mudumalai Tiger Reserve	25	300
	Botanical Garden	150	1800
	Ooty lake	175	2100
	Rose Garden	150	1800
	Doddabetta Peak	50	600
	Sim's Park	50	600
Perambalur	Sathanur Fossil Tree	100	1200
	Siruvachur Temple	500	6000
Pudukkottai	Thirumayam Fort / Temple	250	3000
	Sithannavasal	200	2400
	Narthamalai - Ancient Monuments	150	1800
Ramanathapuram	Rameswaram Ramanatha Samy Temple	100	1200
	Dhanushkodi	50	600
	Kundukal	50	600
	Erwadi dargah	75	900
	Thiru Uthira Kosa Mangai temple	75	900
	Thirupulani Temple	50	600
	Devipattinam Beach	75	900
	Oriyur Church	75	900
	Ramalingavilasam palace	50	600
Salem	Yercaud Lake/Pagoda point /Ladies point	350	4200

District	Destination	Monthly Sample	Total Monthly Sample
	Kurumbapatti Zoological Park	75	900
	Metur Dam	50	600
	Tharamangalam temple	125	1500
Sivaganga	Nattarasankottai Temple	250	3000
	Chettinad palace / Kanadukathan palace	150	1800
	Athangudi Palace	150	1800
	Vetankudi Bird sanctuary	50	600
Thanjavur	Brahadeswara Temple & Monument	100	1200
	Punnainallur Mariamman Koil	100	1200
	Thanjavur Palace Complex	100	1200
	Darasuram temple & Monument	100	1200
	Kumbakonam Temples - 10-20 temples	150	1800
	Kallanai Dam	50	600
Theni	Vaigai Dam	100	1200
	Kumbakarai Falls	50	600
	Suruli Falls	50	600
	Meghamalai	150	1800
	Kutchanur Saneeswaran Temple	250	3000
Thoothukudi	Lord Subhramania Swami Temple	250	3000
	Kazhugumalai - Jain cave Temple	200	2400
	Kattabomman Memorial Fort	150	1800
Tiruchirapalli	Rockfort Temple	125	1500
	Ranganadaswami Temple	150	1800
	Jumbukeshwar Temple	100	1200
	Mariamman Temple	125	1500
	Mukkumbu Park	100	1200
Tirunelveli	Mundanthurai Tiger Reserve Wild Life Sanctuary	50	600
	Koonthankulam Bird Sanctuary	75	900
	Courtlam Waterfalls	100	1200
	Kalakadu Monkey Sanctuary	75	900
	Nellaiappar Temple	300	3600
Tiruppur	Amanalingeswara Temple	525	6300
	Panchalingam Waterfalls	75	900
Tiruvallur	Veeraraghava Perumal Temple	500	6000
	Pulicate Lake Bird Sanctuary	100	1200
Tiruvannamalai	Arulmegu Annamalaiyar Temple	475	5700
	Sathanur Dam	125	1500
Tiruvarur	Bird Sanctuarie at VADUVOOR	75	900
	Bird Sanctuarie at UDAYAMARTHANDAPURAM	75	900
	Tiruvarur Temple & Museum	125	1500

District	Destination	Monthly Sample	Total Monthly Sample
	Muthupet Lagoon	150	1800
	Guru Temple	175	2100
Vellore	Vellore Fort	150	1800
	Sripuram Golden Temple	300	3600
	Elaigiri Hills	150	1800
Viluppuram	Gingee Fort	100	1200
	Arulmigu Angalamman Temple	250	3000
	Arulmigu Vakkirakaliyamman Temple	250	3000
Virudhnagar	Grizelled Squirrel Sanctuary	50	600
	Sri Aandal temple	250	3000
	Mariamman temple	300	3600

E.8 Sample Distribution among Districts for the Exit Survey

The sample size for each district to be covered in the Exit Survey was 400. The distribution of tourists interviewed in the Exit survey for each of the 4 Quarters (January2014, April 2014, July 2014 and October 2014) is given below.

District	January 2014		April 2014		July 2014		October 2014		Total		Gross Total
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	
Ariyalur	322	77	324	65	330	65	325	72	1301	279	**1580**
Chennai	248	148	245	150	265	132	243	152	1001	582	**1583**
Coimbatore	300	93	304	95	297	102	305	90	1206	380	**1586**
Cuddalore	350	44	348	42	355	42	361	38	1414	166	**1580**
Dharmapuri	351	47	352	45	350	48	354	45	1407	185	**1592**
Dindigul	350	42	348	47	345	45	352	44	1395	178	**1573**
Erode	320	75	323	72	330	72	329	70	1302	289	**1591**
Kanchipuram	250	143	252	144	258	141	255	141	1015	569	**1584**
Karur	350	46	351	43	345	48	363	35	1409	172	**1581**
Krishnagiri	347	45	350	46	349	42	355	43	1401	176	**1577**
Kanyakumari	250	147	247	148	259	140	257	142	1013	577	**1590**
Madurai	250	148	253	145	250	148	265	132	1018	573	**1591**
Nagapattinam	350	45	352	45	360	36	358	40	1420	166	**1586**
Namakkal	350	48	347	42	355	44	353	45	1405	179	**1584**
The Nilgiris	250	142	252	145	247	145	260	138	1009	570	**1579**
Perambalur	350	37	346	40	362	36	351	42	1409	155	**1564**
Pudukkottai	350	45	353	42	365	33	353	45	1421	165	**1586**
Ramanathapuram	345	41	348	45	360	38	360	38	1413	162	**1575**
Salem	350	38	352	40	355	42	357	35	1414	155	**1569**
Sivaganga	350	42	355	45	354	45	351	45	1410	177	**1587**
Thanjavur	350	45	346	45	360	38	353	43	1409	171	**1580**
Theni	351	38	350	42	354	39	352	40	1407	159	**1566**
Thoothukudi	355	33	357	37	355	42	358	31	1425	143	**1568**
Tiruchirapalli	350	37	353	36	349	45	355	42	1407	160	**1567**
Tirunelveli	357	42	352	45	365	29	355	40	1429	156	**1585**
Tiruppur	350	35	355	36	362	36	350	45	1417	152	**1569**
Tiruvallur	355	33	357	38	367	30	355	43	1434	144	**1578**
Tiruvannamalai	357	38	355	42	355	35	357	40	1424	155	**1579**
Tiruvarur	350	40	352	41	361	38	365	32	1428	151	**1579**
Vellore	352	45	346	44	357	41	355	40	1410	170	**1580**
Viluppuram	350	42	354	38	362	36	352	45	1418	161	**1579**
Virudhnagar	355	33	351	35	365	30	365	30	1436	128	**1564**
TOTAL	**10615**	**1954**	**10630**	**1965**	**10803**	**1883**	**10779**	**1903**	**42827**	**7705**	**50532**

E.9 Month Wise Short Survey Sample Covered For the Study

Month		Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Overnight Tourists	Foreigner	1120	925	608	524	720	806	750	825	703	760	812	856
	Domestic (from within the state)	3205	3312	2548	2650	3456	3308	3324	3012	3226	3519	3147	3412
	Domestic (from outside the state)	4134	4235	4326	4427	4380	4232	4125	4145	4215	4203	3010	4217
Same Day Visitor	Foreigner	0	0	0	0	0	0	0	0	0	0	0	0
	Domestic (from within the state)	7903	7825	8584	8744	7833	7743	7689	7732	7845	7814	9584	7740
	Domestic (from outside the state)	2232	2130	1955	2168	2203	2125	2203	2015	1425	2308	1824	2306
Total		18594	18427	18021	18513	18592	18214	18091	17729	17414	18604	18377	18531

E.10 Month Wise and District Wise Domestic Visitor in Tamil Nadu (January'2014 till December'2014)

District	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Ariyalur	46479	48250	40210	37755	41371	46847	46302	51084	51140	64110	75009	90019	**638576**
Chennai	1401114	1336250	1352459	1330485	1350371	1493597	1397948	1424267	1459260	1598338	1654062	1712038	**17510188**
Coimbatore	866315	815041	801636	781714	794950	840391	714413	732033	741711	778727	790500	832728	**9490158**
Cuddalore	370841	339525	326394	310471	318517	339086	338284	342655	358518	396784	425491	463452	**4330018**
Dharmapuri	652472	603352	588417	573807	590314	643085	623285	593254	591275	637342	648555	689514	**7434672**
Dindigul	1132516	1033748	991412	960745	973329	998392	967382	935351	902558	945301	954164	1014938	**11809837**
Erode	118096	108222	102152	95463	106364	112145	110330	106774	112669	137778	143915	171494	**1425402**
Kanchipuram	638265	576290	567577	549430	550927	578821	567644	544776	548691	579678	597853	652987	**6952940**
Karur	75593	69396	66501	62227	64002	71655	64269	62070	63424	79998	91365	105320	**875820**
Krishnagiri	46837	39146	35850	31395	39133	45140	41703	36199	43257	53113	60566	70912	**543251**

District	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Kanyakumari	878926	789250	788556	784550	794822	841489	821721	797677	783486	850258	893814	951308	**9975856**
Madurai	1091450	984173	958565	929476	937393	957731	949398	925154	921617	966689	976641	1062744	**11661031**
Nagapattinam	503137	424957	398131	413215	410850	425359	418349	396903	375126	455528	480376	515575	**5217505**
Namakkal	80666	68252	60484	57574	64904	70912	68984	61454	60713	74787	85046	93567	**847343**
The Nilgiris	667031	634243	619206	599464	607332	650190	629427	609702	592747	643687	670525	699154	**7622708**
Perambalur	121891	108977	97466	93092	103857	110778	107244	96197	86286	108996	123314	138550	**1296650**
Pudukkottai	50462	43296	38100	43434	44445	52200	46269	38009	34587	46675	56570	64513	**558560**
Ramanathapuram	858646	434338	652522	600575	617377	647231	628595	600861	603285	649218	686383	738230	**7717262**
Salem	769697	710861	683755	664546	674037	699173	683820	666140	653527	731217	756016	783649	**8476439**
Sivaganga	131323	117038	111191	106036	113390	120323	117934	99221	98150	122246	133599	142979	**1413429**
Thanjavur	905598	833649	788681	795363	789223	805260	800385	773063	750090	817598	832324	869804	**9761037**
Theni	127919	107809	98455	87031	93253	100279	98758	87661	85375	95950	106433	128076	**1217000**
Thoothukudi	593172	509020	471820	453825	467214	484200	461472	429103	411376	449734	466190	511639	**5708764**
Tiruchirapalli	639826	590365	564750	568201	575778	594422	584150	558075	542610	588779	611031	630682	**7048669**
Tirunelveli	309215	273932	248965	239618	251565	272324	262975	246018	229890	254188	267103	291315	**3147109**
Tiruppur	53053	43807	46470	46465	46747	54340	48667	42454	41992	52209	61273	72897	**610373**
Tiruvallur	154483	139197	132525	127255	135674	146044	142334	121272	114333	136666	147583	161321	**1658687**
Tiruvannamalai	762242	679649	657492	653005	672539	687420	680243	660201	639002	660546	671461	723915	**8147714**
Tiruvarur	195519	160593	143122	136284	148202	165339	154224	139746	138791	158862	172912	181340	**1894934**
Vellore	289739	262097	257611	254220	260293	280738	266129	254573	255572	290934	304309	324339	**3300555**
Viluppuram	120621	100400	97454	93535	96909	104446	101925	90080	93313	109161	121581	131472	**1260896**
Virudhnagar	109731	96313	89184	80319	88280	94174	90735	75944	77684	96430	105209	113339	**1117342**
TOTAL	**14762876**	**13081435**	**12877114**	**12560573**	**12823362**	**13533532**	**13035296**	**12597969**	**12462055**	**13631527**	**14171173**	**15133810**	**160670722**

E.11 Month Wise and District Wise Foreign Visitor in Tamil Nadu (January '2014 till December'2014)

District	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Ariyalur	17	14	14	12	10	5	4	7	5	9	12	21	**131**
Chennai	70545	66427	64536	62918	61922	51401	47183	51232	58768	65232	71283	80199	**751647**
Coimbatore	6169	5544	4837	5029	5122	3117	4453	5234	5543	6187	6312	6928	**64474**
Cuddalore	1885	1653	1594	1389	1211	783	617	776	665	779	792	1223	**13367**
Dharmapuri	2450	1990	2102	2012	1947	913	753	667	651	687	694	729	**15595**
Dindigul	22067	18310	16273	15262	14897	11121	10938	8998	8836	11231	11786	13172	**162891**
Erode	62	44	37	34	32	19	16	9	5	9	14	27	**308**
Kanchipuram	28821	25664	24152	22817	22790	18219	15364	13346	12543	13231	13562	17028	**227537**
Karur	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Krishnagiri	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Kanyakumari	43525	36928	33948	31829	31728	20125	27463	25676	24896	31343	35465	40121	**383047**
Madurai	32521	28942	26452	25164	24111	15178	20192	16787	15576	17876	19273	27865	**269937**
Nagapattinam	7177	5890	5536	5032	4820	2983	3374	2989	2657	3312	3782	5434	**52987**
Namakkal	0	0	0	0	0	0	0	0	0	0	0	0	**0**
The Nilgiris	19061	17950	16252	15029	14913	9174	11827	10987	11234	14343	17263	18671	**176705**
Perambalur	40	28	33	29	27	15	20	17	15	21	28	36	**309**
Pudukkottai	22	17	15	13	10	5	3	1	3	5	6	15	**115**
Ramanathapuram	6856	6124	5789	5513	5409	3124	4392	3767	3545	4123	4472	5765	**58880**
Salem	1695	1217	1029	918	883	495	647	556	542	578	588	1021	**10171**
Sivaganga	110	79	66	70	65	44	38	27	19	25	31	56	**630**
Thanjavur	18419	16619	15262	14829	14627	8817	10975	8785	8123	8975	9232	12716	**147380**
Theni	105	78	59	51	46	25	35	28	25	43	51	76	**622**
Thoothukudi	3192	2611	2413	2343	2215	1345	1789	1578	1324	1656	1837	2342	**24643**
Tiruchirapalli	10995	9958	9019	8452	8224	5543	6253	5634	4897	5120	5978	7869	**87941**
Tirunelveli	2217	1889	1627	1728	1522	912	1127	996	882	921	1011	1657	**16489**
Tiruppur	376	294	219	245	229	113	183	167	153	178	186	224	**2566**
Tiruvallur	952	827	762	706	591	372	445	335	331	355	372	551	**6597**
Tiruvannamalai	5851	4763	4019	4241	4003	2122	3748	3342	2949	3225	3821	4524	**46609**
Tiruvarur	147	108	91	83	77	51	64	55	42	52	63	98	**930**
Vellore	1454	1256	1011	918	905	579	767	723	685	771	798	1029	**10896**

District	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Viluppuram	156	101	89	79	71	44	66	52	44	52	66	87	**907**
Virudhnagar	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Total	**286887**	**255325**	**237237**	**226746**	**222404**	**156643**	**172737**	**162772**	**164958**	**190339**	**208778**	**249484**	**2534311**

E.12 Month Wise and District Wise Total Visitor Arrival in Tamil Nadu (January'2014 till December'2014)

District	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Ariyalur	46496	48264	40224	37767	41381	46852	46306	51091	51145	64119	75021	90040	**638707**
Chennai	1471659	1402676	1416995	1393402	1412293	1544998	1445131	1475500	1518028	1663570	1725345	1792237	**18261834**
Coimbatore	872484	820585	806473	786743	800072	843508	718866	737266	747254	784914	796812	839656	**9554632**
Cuddalore	372726	341177	327989	311860	319728	339869	338902	343431	359183	397563	426283	464675	**4343385**
Dharmapuri	654922	605343	590519	575819	592261	643998	624038	593921	591926	638029	649249	690243	**7450267**
Dindigul	1154583	1052058	1007685	976007	988227	1009513	978320	944349	911394	956532	965950	1028110	**11972728**
Erode	118158	108266	102189	95497	106396	112164	110347	106784	112674	137787	143929	171521	**1425711**
Kanchipuram	667086	601955	591729	572247	573717	597040	583009	558122	561234	592909	611415	670015	**7180477**
Karur	75593	69396	66501	62227	64002	71655	64269	62070	63424	79998	91365	105320	**875820**
Krishnagiri	46837	39146	35850	31395	39133	45140	41703	36199	43257	53113	60566	70912	**543251**
Kanyakumari	922451	826178	822504	816380	826550	861614	849183	823353	808382	881601	929279	991429	**10358903**
Madurai	1123971	1013115	985017	954640	961504	972909	969589	941941	937193	984565	995914	1090609	**11930967**
Nagapattinam	510314	430847	403667	418247	415669	428342	421723	399892	377783	458840	484158	521009	**5270492**
Namakkal	80666	68252	60484	57574	64904	70912	68984	61454	60713	74787	85046	93567	**847343**
The Nilgiris	686092	652193	635458	614493	622245	659364	641254	620689	603981	658030	687788	717825	**7799412**
Perambalur	121931	109005	97499	93121	103884	110793	107264	96214	86301	109017	123342	138586	**1296959**
Pudukkottai	50484	43313	38115	43447	44455	52205	46271	38011	34590	46680	56576	64528	**558675**
Ramanathapuram	865502	440462	658312	606089	622785	650355	632987	604629	606830	653341	690855	743995	**7776142**

District	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Salem	771392	712078	684785	665464	674920	699669	684468	666696	654069	731795	756604	784670	**8486610**
Sivaganga	131433	117117	111256	106106	113455	120367	117971	99247	98169	122271	133630	143035	**1414058**
Thanjavur	924017	850269	803943	810192	803850	814077	811360	781847	758213	826573	841556	882520	**9908417**
Theni	128025	107887	98514	87082	93299	100303	98793	87688	85400	95993	106484	128152	**1217622**
Thoothukudi	596363	511632	474232	456168	469429	485545	463260	430680	412700	451390	468027	513981	**5733407**
Tiruchirapalli	650822	600323	573769	576653	584002	599965	590403	563709	547507	593899	617009	638551	**7136611**
Tirunelveli	311433	275820	250593	241346	253087	273236	264101	247014	230772	255109	268114	292972	**3163598**
Tiruppur	53428	44100	46689	46710	46976	54453	48851	42620	42145	52387	61459	73121	**612939**
Tiruvallur	155435	140024	133287	127960	136265	146416	142779	121607	114664	137021	147955	161872	**1665284**
Tiruvannamalai	768093	684412	661511	657246	676542	689542	683991	663543	641951	663771	675282	728439	**8194324**
Tiruvarur	195666	160701	143213	136367	148279	165390	154288	139800	138833	158914	172975	181438	**1895864**
Vellore	291193	263353	258622	255138	261198	281317	266896	255297	256257	291705	305107	325368	**3311450**
Viluppuram	120777	100501	97543	93614	96980	104489	101991	90131	93357	109213	121647	131559	**1261803**
Virudhnagar	109731	96313	89184	80319	88280	94174	90735	75944	77684	96430	105209	113339	**1117342**
TOTAL	**15049763**	**13336760**	**13114351**	**12787319**	**13045766**	**13690175**	**13208033**	**12760741**	**12627013**	**13821866**	**14379951**	**15383294**	**163205033**

E.13 District Wise Details of Total Number of Accommodation Units in Tamil Nadu:

District	Total Accommodation Units	Total Rooms
Ariyalur	18	192
Chennai	896	34415
Coimbatore	161	3185
Cuddalore	30	364
Dharmapuri	30	340
Dindigul	45	743
Erode	67	1315
Kanchipuram	93	1552
Karur	41	975
Krishnagiri	30	212
Kanyakumari	40	656
Madurai	108	1931
Nagapattinam	96	1666
Namakkal	30	484
The Nilgiris	30	321
Perambalur	30	341
Pudukkottai	30	253
Ramanathapuram	30	214
Salem	36	791
Sivaganga	30	266
Thanjavur	30	362
Theni	30	336
Thoothukudi	23	407
Tiruchirapalli	58	2559
Tirunelveli	38	683
Tiruppur	45	1063
Tiruvallur	60	780
Tiruvannamalai	34	544
Tiruvarur	60	720
Vellore	340	6760
Viluppuram	41	717
Virudhnagar	13	256
TOTAL	2643	65403

#this does not include Company Guest houses, Guest houses run by trusts, Dormitories, free

dharamshalas, tourist bunglows and free accommodation units in the state of Tamil Nadu.

Tamil Nadu

Table – 1
Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors

Tamil Nadu	No. of Visits by Domestic Tourists / Same Day Visitors			No of visits by Foreign Tourists / Same Day Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	5913405	10229039	16142444	312122	0	312122
February'2014	5085131	9173751	14258882	277875	0	277875
Marhc'2014	4962506	8845852	13808358	257864	0	257864
April'2014	5039214	9214056	14253270	235961	0	235961
May'2014	5315563	9262178	14577741	231448	0	231448
June'2014	5839053	9616284	15455337	162486	0	162486
July'2014	5463541	9217956	14681497	180788	0	180788
August'2014	5215743	8975789	14191532	170348	0	170348
September'2014	5110335	8950914	14061249	172581	0	172581
October'2014	5635787	9528631	15164418	199260	0	199260
November'2014	5984857	9780371	15765228	218673	0	218673
December'2014	6521286	10311980	16833266	260983	0	260983
Total	66086422	113106800	179193222	2680389	0	2680389

As inferred from the table above the maximum no. of visits by domestic leisure visitors to tourist destinations in Tamil Nadu has been in the months of January & December. As far as foreign leisure tourists are concerned, maximum no. of visits to tourist destinations in Tamil Nadu is in the month January.

Table – 2
Total number of Domestic and Foreign Leisure Tourists / Same Day Visitors

Tamil Nadu	No. Domestic Tourists / Visitor			No of Foreign Tourists / Visitor		
	Overnight Tourists	Same Day Visitors	Total	Overnight Tourists	Same Day Visitors	Total
Month (1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	3243254	5469335	8712589	286887	0	286887
February'2014	2808229	4936034	7744263	255325	0	255325
Marhc'2014	2809817	4781387	7591205	237237	0	237237
April'2014	2621678	4530733	7152410	226746	0	226746
May'2014	2742421	4553063	7295484	222404	0	222404
June'2014	2962404	4716552	7678957	156643	0	156643
July'2014	3101337	4697670	7799006	172737	0	172737
August'2014	2964857	4559066	7523923	162772	0	162772
September'2014	2895248	4543636	7438884	164958	0	164958
October'2014	3213959	4886090	8100049	188568	0	188568
November'2014	3392327	5004717	8397044	206823	0	206823
December'2014	3677220	5292969	8970189	247171	0	247171
Total	36432751	57971252	94404003	2528272	0	2528272

The maximum no. of domestic leisure visitors to Tamil Nadu are spread across the months of October – January. For foreign leisure visitors to Tamil Nadu February and January have been the preferred months for visit.

Table – 3
Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Tamil Nadu	No. of Overnight Tourists			No. of Same Day Visitors		
Month	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	3243254	2062516	5305769	5469335	3987771	9457107
February'2014	2808229	1828871	4637100	4936034	3508301	8444335
Marhc'2014	2809817	1803124	4612942	4781387	3482785	8264173
April'2014	2621678	1838642	4460319	4530733	3569521	8100253
May'2014	2742421	1879693	4622114	4553063	3648186	8201248
June'2014	2962404	1990445	4952850	4716552	3864130	8580682
July'2014	3101337	1595510	4696847	4697670	3640780	8338449
August'2014	2964857	1550216	4515073	4559066	3523830	8082896
September'2014	2895248	1536732	4431977	4543636	3486442	8030078
October'2014	3213959	1726571	4940531	4886090	3804904	8690994
November'2014	3392327	1800380	5192714	5004717	3973748	8978465
December'2014	3677220	1921191	5598412	5292969	4242434	9535403
Total	36432751	21533890	57966648	57971252	44732832	102704083

Considering both leisure as well as non-leisure domestic tourists to Tamil Nadu, the maximum no. of overnight visitors are in the period November -January. A majority of the same day visitors visited Tamil Nadu in the months of December and January.

Table – 4
Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors

Tamil Nadu	No. of Overnight Tourists			No. of Same Day Visitors		
Month	Leisure	Non Leisure	Total (col.2+3)	Leisure	Non Leisure	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	286887	0	286887	0	0	0
February'2014	255325	0	255325	0	0	0
March'2014	237237	0	237237	0	0	0
April'2014	226746	0	226746	0	0	0
May'2014	222404	0	222404	0	0	0
June'2014	156643	0	156643	0	0	0
July'2014	172737	0	172737	0	0	0
August'2014	162772	0	162772	0	0	0
September'2014	164958	0	164958	0	0	0
October'2014	188568	1770	190339	0	0	0
November'2014	206823	1951	208778	0	0	0
December'2014	247171	2309	249484	0	0	0
Total	2528272	6030	2534311	0	0	0

Considering both leisure as well as non-leisure foreign tourists to Tamil Nadu, the maximum no. of overnight visitors are in the months of February and January.

Table – 5
Total Number of Domestic and Foreign Tourists and Day Visitors

Tamil Nadu	No. of Tourists			No. of Day Visitors		
Month	Domestic	Foreign	Total (col.2+3)	Domestic	Foreign	Total (col.5+6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January'2014	5305769	286887	5592657	9457107	0	9457107
February'2014	4637100	255325	4892426	8444335	0	8444335
March'2014	4612942	237237	4850179	8264173	0	8264173
April'2014	4460319	226746	4687065	8100253	0	8100254
May'2014	4622114	222404	4844518	8201248	0	8201248
June'2014	4952850	156643	5109493	8580682	0	8580682
July'2014	4696847	172737	4869584	8338449	0	8338449
August'2014	4515073	162772	4677845	8082896	0	8082896
September'2014	4431977	164958	4596935	8030078	0	8030078
October'2014	4940533	190339	5130872	8690994	0	8690994
November'2014	5192707	208778	5401485	8978466	0	8978466
December'2014	5598408	249484	5847892	9535402	0	9535402
Total	57966639	2534311	60500950	102704083	0	102704084

Collating the findings of the previous tables, the total no. of domestic and foreign overnight tourists are most in the months of January and December. The total no. of domestic day visitors to Tamil Nadu is most in the month of December and January.

Table – 6
Distribution of Domestic and Foreign Tourists by place of Stay

Tamil Nadu	No. Domestic Tourists				No of Foreign Tourists			
	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.2+3+4)	Staying at Hotels	Staying with F&R	Staying elsewhere	Total (col.6+7+8)
Month(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
January'2014	1988604	2074072	1243093	5305769	286887	0	0	286887
February'2014	1664187	1884915	1087999	4637100	255325	0	0	255325
March'2014	1650656	1863430	1098857	4612942	237237	0	0	237237
April'2014	1531371	1898358	1030591	4460319	226746	0	0	226746
May'2014	1577295	1995631	1049188	4622114	222404	0	0	222404
June'2014	1706801	2087807	1158241	4952850	156643	0	0	156643
July'2014	1720416	1817338	1159093	4696847	172737	0	0	172737
August'2014	1655795	1788935	1070344	4515073	162772	0	0	162772
September'2014	1618653	1785640	1027684	4431977	164958	0	0	164958
October'2014	1791419	1960713	1188399	4940531	188568	0	0	188568
November'2014	1883200	2060468	1249046	5192714	206823	0	0	206823
December'2014	2138961	2118198	1341253	5598412	247171	0	0	247171
Total	20927357	23335503	13703787	57966648	2528272	0	0	2528272

The above table presents the distribution of domestic and foreign tourists, visiting Tamil Nadu, by place of stay. As we can see the maximum no. of domestic visitors (20927357) to Tamil Nadu are staying at hotels,

followed by friends & relative's place (23335503). All the sample foreign tourists stayed at hotels during their visit to Tamil Nadu.

Table - 7
No. of accommodation units, Rooms / Beds Available and Occupancy Rate

Tamil Nadu Months	No. of Accommodation units	No. of Rooms Available per day	No. of Beds Available per day	No. of Beds Occupied per day	Occupancy Rate (%)(Col5 as % of Col4)
(1)	(2)	(3)	(4)	(5)	(6)
January'2014	2483	59206	112491	67495	60%
February'2014	2483	59206	112491	67495	60%
March'2014	2483	59206	112491	67495	60%
April'2014	2483	59206	112491	67495	60%
May'2014	2483	59206	112491	67495	60%
June'2014	2483	59206	112491	68620	61%
July'2014	2483	59206	112491	68620	61%
August'2014	2483	59206	112491	68620	61%
September'2014	2483	59206	112491	69744	62%
October'2014	2643	65403	124265	75802	61%
November'2014	2643	65403	124265	77044	62%
December'2014	2643	65403	124265	77044	62%

As evident from the table, it can be concluded that occupancy rate was the highest during the month of September, November and December.

Table - 8
Month wise Total Number of Guests checked-in, bed nights spent and average duration of stay at Accommodation Units

Tamil Nadu	No. of Guests checked-in			No. of bed nights spent			Average duration of Stay		
Month	Indians	Foreigners	Total (col.2+3)	Indians	Foreigners	Total (col.5+6)	Indians (Col.5/Col.2)	Foreigners (Col.6/Col.3)	Total (Col.7/Col.4)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
January'2014	4236213	286713	4522926	4496497	595830	5092327	1.06	2.08	1.13
February'2014	3678533	254733	3933266	4289287	547409	4836696	1.17	2.15	1.23
March'2014	1904050	236692	2140742	2131720	518335	2650055	1.12	2.19	1.24
April'2014	1841432	226444	2067876	1955428	471319	2426747	1.06	2.08	1.17
May'2014	2292583	219749	2512332	2418055	455323	2873378	1.05	2.07	1.14
June'2014	3111603	154868	3266471	5024382	407332	5431714	1.61	2.63	1.66
July'2014	3130834	171295	3302129	3279291	352746	3632037	1.05	2.06	1.10
August'2014	2107578	158771	2266349	2232077	331380	2563457	1.06	2.09	1.13
September'2014	2042442	161544	2203986	2253280	346851	2600131	1.10	2.15	1.18
October'2014	2281820	184221	2466041	2485129	391329	2876458	1.09	2.12	1.17
November'2014	2431810	204201	2636011	2667231	430717	3097948	1.10	2.11	1.18
December'2014	2688184	238964	2927148	2988042	508221	3496263	1.11	2.13	1.19
Total	31747082	2498195	34245277	36220419	5356792	41577211	1.14	2.14	1.21

The above table presents the statistical data on domestic and foreign tourist who checked-in and their duration of stay in Tamil Nadu month wise. As it can be seen the average duration of stay for domestic tourists is highest for the months of June and February. For foreigners, June is the peak month of stay.

Tables 9 – 14 give the quarterly data pertaining to information collected from accommodation survey held in the State of Tamil Nadu. As shown in the tables below, the no. of accommodation units surveyed were 2483 during the period January 2014 – December 2014. Most of the accommodations units are sole proprietorship/partnership entities. These accommodation units employ nearly 25000 persons. A majority of the accommodation units (2226) fall under the Non- Star category. The survey reveals that nearly 2515 accommodation units in Tamil Nadu come under Non – Classified category.

Table - 9
Number of Accommodation units, Rooms, Beds and Employment

Tamil Nadu Quarter	No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
				Temporary	Permanent	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	2483	59206	112491	12912	9931	**22843**
Quarter – 2	2483	59206	112491	13318	9913	**23231**
Quarter – 3	2483	59206	112491	13956	9941	**23897**
Quarter – 4	2643	65403	124265	14322	10392	**24714**

Table - 10
Distribution of Employees in Accommodation Units by Age Group

Tamil Nadu Quarter	No. of AUs	No. of Employees	Distribution of employees by age-group				
			18-25 yrs	26-30 yrs	31-40 yrs	41-50 yrs	> 51 yrs
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Quarter – 1	2483	**22843**	4560	7996	5710	3425	1152
Quarter – 2	2483	**23231**	4867	7950	5734	3557	1123
Quarter – 3	2483	**23897**	5010	8040	5840	3860	1147
Quarter – 4	2643	**24714**	5227	8642	5955	3738	1152

Table - 11
Distribution of Employees in Accommodation Units by Service

Tamil Nadu Quarter	No. of AUs	No. of Employees	Distribution of employees by service			
			Management	F&B	House Keeping	Others
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	2483	**22843**	4062	4743	6590	7448
Quarter – 2	2483	**23231**	4060	4804	6882	7485
Quarter – 3	2483	**23897**	4053	5217	7081	7546
Quarter – 4	2643	**24714**	4415	5423	7111	7765

Table - 12
Category-wise Distribution Accommodation Units

Tamil Nadu	No. of Accommodation units					
		Non-classified				
Quarter	Classified	Having more than 20 rooms	10-20 rooms	Less than 10 rooms	Sub-Total (Col. 3+4+5)	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Quarter – 1	128	1134	845	376	2355	2483
Quarter – 2	128	1134	845	376	2355	2483
Quarter – 3	128	1134	845	376	2355	2483
Quarter – 4	128	1224	903	388	2515	2643

Table - 13
Distribution Accommodation Units by Types

Tamil Nadu	No. of Accommodation units							
Quarter	Star Hotels	Apartment Hotels	Non-Star Hotels	Youth/ YMCA Hostels	Dharamshalas/ Sarais/ Musafirkhanas	Gurudwaras/ Temples/ Monastries	Bed & Breakfast Units	Motels	Total
Quarter – 1	128	21	2102	26	37	24	132	13	2483
Quarter – 2	128	21	2102	26	37	24	132	13	2483
Quarter – 3	128	21	2102	26	37	24	132	13	2483
Quarter – 4	128	21	2226	26	37	24	132	13	2643

Table - 14
Distribution Accommodation Units by Type of Ownership

State:	No. of Accommodation units								
Quarter	Central Govt.	State Govt.	Pvt. Ltd.	Prop./ Partnership	Public Limited	PSU	Charitable Trust/ Society	Others	Total
Quarter – 1	5	54	135	2277	0	0	2	10	2483
Quarter – 2	5	54	135	2277	0	0	2	10	2483
Quarter – 3	5	54	135	2277	0	0	2	10	2483
Quarter – 4	5	54	139	2433	0	0	2	10	2643

Visitors Profiling Tables
Table – 15
Age Distribution of Sample Visitors in the State

Age Group	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Male	Female	Male	Female	Male	Female
(1)	(2)	(3)	(5)	(6)	(8)	(9)
15 – 24 Years	25	27	28	30	15	17
25 – 34 Years	34	35	33	32	40	43
35 – 44 Years	22	18	22	23	25	20
45 – 60 Years	14	13	12	10	15	15
>60 Years	5	7	5	5	5	5
Total	**100**	**100**	**100**	**100**	**100**	**100**

It is to be noted from the table above that predominant age group was 25-34 years among domestic overnight, day and foreign visitors. Most of the visitors to Tamil Nadu are males with females comprising a smaller proportion.

Table – 16
Sex Distribution of Sample Visitors in the State

Gender	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Male	58	61	52
Female	42	39	48
Total	**100**	**100**	**100**

The gender wise distribution of sample visitors to Tamil Nadu is mentioned in the table above. Male visitors are in majority in both the categories of domestic overnight as well as domestic day visitors. The same is observed for foreign visitors too.

Table – 17
Marital Status of Sample Visitors in the State

Marital Status	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Married	37	41	36
Unmarried	62	58	63
Others	1	1	1
Total	**100**	**100**	**100**

It is clear from the table above that, majority of domestic visitors and foreign visitors have marital status as unmarried. Others mentioned above cover the Widows, Divorcee etc.

Table – 18
Educational Level of Sample Visitors in the State of

Level of Education	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
No Formal Education	0	2	0
Primary	3	4	0
Secondary	12	15	1
Higher Secondary	30	35	25
Graduate & Above	25	25	52
Technical & Professional of All Level	30	29	22
Total	100	100	100

The above table represents the education level of sample visitors to Tamil Nadu. It is evident from the table that majority of the sample domestic visitors have educational qualification as higher secondary and graduate and around 30% of the domestic visitors have a Technical and professional qualification. Majority of foreign visitors have graduate and above qualification.

Table – 19
Occupation Pattern of Sample Visitors in the State of

Occupation	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Industrialist / Trader / Shop Owner	15	12	7
Self Employed Professional	12	8	15
Government Service	12	10	10
Private Service	28	35	29
Student / Researcher	15	16	16
Business	7	10	20
Agriculture	3	2	0
Housewife	5	5	1
Other	3	2	2
Total	100	100	100

The above table represents the occupation pattern of sample visitors to Tamil Nadu. As it can be seen most of the visitors are either into private service. Self-employed professionals and Industrialists are in a very small proportion.

Table – 20

Purpose of visit by Sample Visitors in the State of

Purpose	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Business	10	8	4
Holidays, Leisure & Recreation	15	20	75
Social Activity	15	10	5
Pilgrimage / religious Activity	23	24	6
Education / Training	15	15	3
Health & Medical	10	15	2
Shopping	7	5	0
Others	5	3	5
Total	**100**	**100**	**100**

As it can be concluded from the table above, majority of the domestic visitors to Tamil Nadu, were for the purpose of pilgrimage and religious activity. Holidays, leisure & recreation activities drive majority or three quarters of foreign tourists to Tamil Nadu.

Table – 21

Mode of Transportation of Sample Domestic Visitors in the State

Mode of Transportation	%age of visitors from within the State		%age of visitors from Outside the State	
	Overnight Visitors	Same day Visitors	Overnight Visitors	Same day Visitors
(1)	(2)	(3)	(4)	(5)
Train	35	30	38	35
Bus	57	58	49	55
Air	0	0	3	0
Personal Vehicle	8	12	10	10
Total	**100**	**100**	**100**	**100**

The above table presents the mode of transportation used by sample domestic visitors in Tamil Nadu. Most of the domestic visitors from within the Tamil Nadu used bus to travel. For overnight visitors as well as day visitors from outside Tamil Nadu, bus followed by train is the prominent mode of transportation.

Table – 22
Mode of Transportation of Sample Foreign Visitors in the State

Mode of Transportation	%age of Foreign visitors Overnight Visitors
(1)	(4)
Train	35
Air	10
Taxi / Personal Vehicle	55
Total	**100**

The above table represents the mode of transportation used by foreign visitors to travel to Tamil Nadu. As clearly stated above, nearly 55% of foreign tourists traveled by vehicle to Tamil Nadu. Train is the next preferred option.

Table – 23
Travel Behavior of Sample Visitors in the State

Frequency of Visits	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Once a week or more often	1	1	0
Once a fortnight	2	3	0
Once a month	2	5	0
Once in 3 months	3	10	0
Once in 6 months	5	12	0
Once in a Year	20	15	2
Less Often	67	54	98
Total	**100**	**100**	**100**

The above table evaluates the travel behavior of sample visitors to Tamil Nadu. It is clear from the table above that for more than 50% of the domestic visitors to Tamil Nadu; the frequency of visit is less often For almost all (98%) of the foreign visitors, the frequency of travel to Tamil Nadu is again less often.

Table – 24
Propensity of availing package tour of Sample Visitors in the State of

	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Percentage of Tourists availing package tour	3	4	2

The above mentioned is the measure the propensity of availing package tour among the sample visitors in the state of Tamil Nadu. And we conclude less people avail package tours for traveling to Tamil Nadu.

Table – 25

Travel Arrangement Mode of Sample Visitors in the State

Travel Arrangement Mode	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Self	80	83	81
Office / Employer	5	7	1
Travel Agent	10	5	10
Tour Operator	5	5	8
Total	**100**	**100**	**100**

As concluded from the previous table that few people avail package tour, thus more than 80% of the visitors traveling to Tamil Nadu make their travel arrangements themselves, which can be justified from the findings presented in the above table.

Table – 26

Distribution of overnight visitors by place of stay of Sample Visitors in the State

Place of Stay	%age of Domestic Overnight Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)
Star Hotel	10	18
Non-Star Hotel	51	58
Motel	0	0
Govt. Guest House / Circuit House / Bhawan / Sadan	3	0
Private Guest House / Inn / Rest House / Tourist Bungalow	15	17
Dharamshala / Sarai / Musafirkhana	5	0
Gurudwara / Temple / Monastery / Other Temporary free stay in tent etc.	3	0
Friends & Relative	5	2
Bed & Breakfast Unit	0	0
Youth / YMCA Hostel	1	5
Other (Company guest house, Community Dharamshalas, etc.)	7	0
Total	**100**	**100**

The category wise details regarding the place of stay are presented above. It may be seen from the table above that majority or more than 50% of the overnight tourist preferred non-star hotel as the place of stay. Star hotels and private guest houses are the other prominent choice for place of stay.

Table – 27

Distribution of visitor by their preferred eating place of Sample Visitors in the State

Eating Place	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Restaurant	35	36	40
Fast Food Outlets	25	28	32
Cafeteria	7	5	10
Dhaba	7	7	2
Bars	3	5	5
Mobile Van	7	5	1
Refreshment Stand	3	5	2
Dharamshala / Sarai	1	1	0
Gurudwara / Temple / Monastery / Other free accommodation	1	1	0
Friends & Relatives	5	6	0
Other	1	1	1
Lodging Place	5	0	7
Total	100	100	100

The above table gives the percentage distribution of visitor by their preferred eating place of sample visitors in the district of Tamil Nadu. It may be seen that majority of visitors preferred Restaurants and fast food outlets for eating.

Table – 28

Satisfaction level of services by Sample Visitors in the State

Services	%age of Domestic Overnight Visitors		%age of Domestic Day Visitors		%age of Foreign Overnight Visitors	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Availability of Tour Operator	85	15	77	33	75	25
Availability of Transportation	90	10	80	20	85	15
Availability of Tourist Guide	86	14	76	24	80	20
Availability of good quality accommodation	90	10	0	0	85	15
Public Convenience	67	33	65	35	65	35
Eating Places	78	22	75	25	70	30
Information Centers	75	25	73	27	80	20
Souvenir Shops	80	20	59	41	75	25
Entertainment Places	78	22	60	40	60	40
Quality of Roads	85	15	77	23	75	25
Security	75	25	76	24	60	40
Behavior of Local People	85	15	84	16	75	25
Shops other than souvenir ones	80	20	69	31	80	20
Upkeep of tourist sites	75	25	80	20	70	30
Accommodation tariff	65	35	0	0	80	20
Quality of Information	85	15	80	20	75	25

Table – 29

Expectation level of their visit to district / State of Sample Visitors in the State

Expectation level	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Much Better than expectation	35	23	23
Somewhat better than expectation	25	33	20
As per expectation	36	42	55
Worse than expectation	2	1	2
Much worse than expectation	2	1	0
Total	**100**	**100**	**100**

The above table presents the percentage distribution across different expectation levels. There is a positive trend as most of the visitors found their visit to Tamil Nadu as per expectation or somewhat better than expectation.

Table – 30

Most visited tourist destination of Sample Visitors

District	Most Visited Tourist Destination	%age of Visitors	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
	(1)	(2)	(3)	(4)	(5)
Dindigul	Palani Temple	4.68%	4.99%	4.56%	2.13%
Dharmapuri	Theerthamalai Temple	3.42%	4.14%	3.07%	0.27%
Thanjavur	Kumbakonam Temples	2.80%	2.20%	3.16%	2.89%
Chennai	Kapaliswara temple	2.73%	2.42%	2.86%	4.94%
Tiruvanna malai	Sathanur Dam	2.54%	2.52%	2.58%	1.21%
Tiruvanna malai	Arulmegu Annamalaiyar Temple	2.48%	2.45%	2.54%	0.69%
Kanyakum ari	Kanyakumari Bagavathiammathan Temple	2.33%	2.83%	2.04%	1.91%
Salem	Tharamangalam temple	2.26%	1.99%	2.48%	0.07%
Chennai	Marina Beach	1.85%	1.61%	1.94%	4.45%
Madurai	Sri Meenakshi - Sundareswar Temple	1.70%	1.88%	1.61%	1.08%

* Is based on no. of visits as obtained from Short Survey at Tourist Destinations.

Table – 31

Popular Source of Information of tourist destination of the Sample Visitors in the State

Information Source	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors	%age of Foreign Overnight Visitors
(1)	(2)	(3)	(4)
Indian Embassy in your Country	0	0	10
Indian Tourism Bureau in your country	0	0	5
Indian Tourism Office in India	2	0	7
State Tourism department	3	0	5
Travel Agent	28	25	7
Internet	35	35	35
Travel Books / Guides / Magazines / Newspaper	20	25	25
Relatives / Friends	7	10	4
Other	5	5	2

The categories (Information Source) in the above table reflect on the popular source of information about tourist destinations in Tamil Nadu. As seen from the table above, internet and travel magazines have been the most popular source of information for visitors traveling to the district.

Table – 32
Annual Household income of the Sample Domestic Visitors in the State

HH Income (Rs.)	%age of Domestic Overnight Visitors	%age of Domestic Day Visitors
(1)	(2)	(3)
Less than Rs. 60,000	0	0
Rs. 60,001 – Rs. 1,00,000	7	8
Rs. 1,00,001 – Rs. 2,00,000	35	38
Rs. 2,00,001 – Rs. 5,00,000	44	42
Above Rs. 5,00,000	14	12
Total	**100**	**100**

The annual household income of the sample domestic visitors to Tamil Nadu is spread across different categories as mentioned in the table above. The visitors fall under three different categories ranging from Rs. 60,000 to Rs. 5, 00,000. Majority of domestic visitors have annual household income from Rs. 2,00,001 – Rs5,00,000.

Table – 33

Annual Household income of the Sample Foreign Visitors in the State

HH Income (US $)	%age Foreign Overnight Visitors
(1)	(2)
Less than $40,000	0
$40,001 – $60,000	17
$60,001 – $80,000	33
$80,001 – $1,00,000	35
Above $1,00,000	15
Total	**100**

The above table gives an idea about the household incomes of sample foreign visitors to Tamil Nadu. Most of the foreign tourists (35%) have household income in the range of $80,000 to $1, 00,000.

Table – 34

Average Expenditure of Sample Visitors in the State (Expenditure in INR) per Head per day

Non-Package Component	Avg. Expenditure of DOVs	Avg. Expenditure of DDVs	Avg. Expenditure of FOVs
(1)	(2)	(3)	(4)
Accommodation	700	0	2000
Food & Drinks	350	300	500
Transport	600	500	700
Shopping	500	250	600
Recreation, Leisure & Cultural Activities	300	200	500
Total	**2450**	**1250**	**4300**

Table – 35

Total number of Domestic Visitors from outside the State

State	Overnight Visitors		Domestic Day Visitors	
	Absolute Number	Percentage	Absolute Number	Percentage
(1)	(2)		(3)	
Andhra Pradesh/ Telengana	5352	26.5	3355	42
Assam	62	0.3		
Bihar	242	1.2		
Gujarat	1474	7.3		
Haryana	101	0.5		
Punjab	384	1.9		
Jharkhand	303	1.5		
Karnataka	4504	22.3	3035	38
Kerala	1757	8.7	1597	20
Madhya Pradesh	586	2.9		
Maharashtra	1959	9.7		
West Bengal	2020	10		
Rajasthan	1353	6.7		
Uttar Pradesh	101	0.5		
Total	20198	100	7987	100

The above table is a depiction of the proportion of people of respective states from where they come to visit Tamil Nadu. Maximum visitors come from its neighboring states like Andhra Pradesh / Telengana (27% for overnight & 42% for day visitors) and Karnataka (22% for overnight & 38% for day visitors).

Table – 36
Total number of Foreign Visitors (Including NRI) by their country of residence

Country	Foreigner Overnight Visitors	
	Absolute Number	Percentage
(1)	(2)	(3)
Australia	1002	13
China	231	3
Germany	616	8
France	1695	22
Japan	154	2
UAE	156	2
UK	770	10
USA	616	8
Switzerland	385	5
South Korea	154	2
Others	1926	25
Total	7705	100

The above table is a depiction of the proportion of people of respective countries from where they come to visit Tamil Nadu. Maximum visitors come from France, Australia and UK.

ANNEXURE – 1

Methodology for Estimation of Domestic and Foreign Tourists Visit at District Level in India

I. Introduction

Ministry of Tourism compiles data on domestic and foreign tourist visits in State/ UT based on the information received from the State/ UT Governments. Such information at State/ UT level is generally collected by State Tourism Departments on the basis of administrative records and returns. In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc. Doubts have been also expressed by experts about the reliability of the data on domestic and foreign tourist visits released every year. A need was felt to prepare a standard methodology for estimation of number of visitors at district level which can be used by the State/ UT Governments. This methodology should enable the compilation of such data on monthly basis. The methodology should also help in preparation of estimates of number of visitors for some period after the base line survey, mainly based on the information to be collected from the accommodation units without resorting to regular large scale survey. Keeping these requirements in view, a methodology has been prepared which will be initially used in the tourism surveys to be commissioned by the Ministry of Tourism in 5 states namely, Tamil Nadu, Delhi, Jharkhand, Maharashtra and Punjab. The details of the methodology are given in the subsequent paragraphs.

II. Definitions

The definitions of various terms to be used in the survey are given below.

Usual place of Residence: The **usual place of residence** of a person is the village/ town where the person has been staying continuously for at least 6 months prior to the date of the survey.

Usual Environment: The **usual environment** refers to the geographical boundaries within which a person moves within his/ her **regular routine of life**.

Trip: A **trip** refers to the travel by a person from the time of departure from his usual environment until he/ she returns. It, thus, refers to a round trip. A trip may be made up of visits to different places.

Visitor: A **visitor** is a traveller taking a trip to a main destination **outside his/ her usual environment** for any main purpose (business, leisure or other personal purpose) other than to be employed at the place visited.

Tourist: A visitor is classified as a **tourist** if his/ her trip includes an overnight stay. A tourist is also referred to as an **overnight visitor.**

Same-day visitor: A visitor is classified as a **same-day visitor** if his/ her trip does not include an overnight stay. A same-day visitor is also referred to as an **excursionist**.

Exclusion: The same-day visitors at a tourist destination for whom the tourism destination is part of their usual environment, are not considered same-day visitors for the purpose of this survey.

Foreign Visitor: A visitor having a foreign passport will be treated as a **foreign visitor**. Even a **Non- Resident Indian (NRI)** will be treated as a foreign visitor. NRIs have Indian passports but may be living, or are likely to live, in other countries for 6 months or more.

Domestic Visitor: A visitor, who is a resident Indian, will be treated as a **domestic visitor**.

Tourist Destination: The **tourist destinations** would generally be as defined by the State in terms of geographical area and tourist interest. A tourist destination should be a clearly identified area/ location. A tourist location could be a ticketed closed area, non-ticketed closed area, or an open area without clearly specified boundaries. It may be a location maintained by Central Govt., State Govt., local body or any other organization, including those run by the private sector. A tourist location may consist of more than one tourist spots. However, the following norms should be adhered to for identifying a tourist location as a tourist destination:
(i) Each ticketed tourist location will be considered as one tourist destination irrespective of the number of tourist spots at that location covered under the common ticket.
(ii) If there are 2 or more tourist spots within close proximity which are not ticketed, the location would be considered to be a single destination if a visitor usually visits most or all the spots in the same visit.

Town:
Definition of the town will be same as that used in 2001 Population Census of India.

III. Objective

The field survey in a State will be conducted for a period of 12 months in all districts of the State. The survey will be used to obtain the following month-wise information for each district:
a. Estimated number of visits
   (i) Visits by overnight visitors- staying at accommodation units;
          - staying with friends and relatives
          - others, such as those staying in tented accommodations provided by State Govt. or by any other charitable organizations, etc.
   (ii) Visits by same-day visitors
b. Profile of visitors, their expenditure pattern, purpose of visits, etc.
c. Occupancy rates and direct employment in accommodation units.

IV. Approach

To meet the objectives, first the tourist destinations have to be identified before the start of the survey. Two possible variables studied for identification of the tourist destination werenumber of tourists and number of accommodation units. However, interaction of the consultant with the state authority revealed that past data on number of tourists at various destinations are generally not available. Similarly, the analysis of the unit level data of Economic Census 2005 revealed that data on number of hotels below the district level are not available. Therefore, first towns important from tourist angle have to be identified. All the tourist destinations in the identified

towns will be covered in the survey. In the identified towns two types of survey, namely Survey at tourist destination and Survey of Accommodation units will be done. The survey of tourist destination will broadly provide the estimate of tourists for leisure purpose, however, the purpose of the survey is to have an estimate of tourists for all type of purposes such as visiting friends and relatives, business, etc. Similarly, the Survey at tourist destination and at Accommodation unit will not provide information about the visitors staying with friends and relatives and in accommodation units but not visiting any tourist destination as well as same day visitors not visitors not visiting any tourist destinations. To get these information surveys at important Entry/Exit Points of the district will be also conducted. The ratio obtained from this exit survey will be used to find out the estimate of tourist for non-leisure purposes. However, this adjustment will be done only at district level.

The district level estimates will be worked out by adding the leisure tourists at all the towns covered in the survey and multiplying it by the ratio of total urban population of the district to the total population of the towns covered in the survey. The estimate of non-leisure tourists will be worked out from the data of exit survey and added to the estimate of leisure tourists to find out the district level estimate of visitors. The state level estimate of visitors (tourists and same day visitors) will be worked out by adding the district level estimates of visitors.

V. Methodology

The methodology envisages three stage sampling. The first stage units will be the towns important from tourism perspective, the second stage units will be the tourist destinations in the selected town or linked to the selected town, and the visitors within a tourist destination will constitute the third stage units. The procedure for selection of first, second and third stage units are given below:

(i) Selection of Towns important for Tourism
In the absence of reliable information about the number of tourists or accommodation units at tourist destination, towns, which are important from tourism perspective, will be identified in each district in consultation with the State Government. Apart from such towns, the towns which cater to the accommodation needs of visitors to important tourist destinations located in non-urban areas will also be identified. For the latter cases, only one – the most important – town will be identified with one tourist destination. Therefore, as per this methodology, the first stage in this survey will be the identification of towns important for tourism purposes.

(ii) Selection of Tourist Destinations in the Selected Town
All the tourist destinations in a selected town will be covered in the survey. In case the number of tourist destinations in the selected town is large, only the important ones will be covered in the survey.

(iii) Selection of Visitors at a Tourist Destination for brief profiling

(a) Sample size of visitors at district level
The sample is required for estimating the number of visitors at district level from the data collected at destination/ spot level. Statistically, the sample size may be obtained from the following expression,

$$n = Z^2_{1-\alpha/2} \, p(1-p)/d^2$$

Where p= anticipated proportion to be estimated
    $100(1-\alpha/2)$ % is the confidence level and

d=absolute precision required on either side in the proportion in percentage points
Statistically, we require a sample size of about 400 respondents (384 to be exact) to get estimate of a parameter with a precision of 5% points and 95% level of confidence. As the data is required on monthly basis this sample size may be required on a monthly basis.

(iv) Distribution of Sample Size in Towns and at Tourist Destinations

(a) Distribution of sample size amongst selected towns in a district: The district sample size of 600 visitors will be distributed among the selected towns in proportion to the 2001 Census population of these towns.

(b) Distribution of sample size among tourist destinations in a selected town: If there are more than one tourist destinations in a selected town, the sample size allocated for the town will be equally distributed among the tourist destinations.

(c) Selection of days for survey of visitors in different months

The survey will be conducted during all the 12 months of the year at each selected destination. Information about important festivals, fairs, religious events at the selected tourist destinations will be collected in advance for the 12-month period. In a particular month at a particular destination, survey will be done during 2 weeks. In the first week, first 3 days of the week will be covered, and in the second week last 4 days of the week will be covered. For this purpose, first day of the month will be considered as the first day of the week. The dates of survey at a tourist destination during the 12 months will be as follows.

Month	Weeks	Days of weeks	Dates of the month
First	First and Third	1st week: 1-3 days 3rd week: 4-7 days	1,2,3,18,19,20,21
Second	Second and Fourth	2nd week: 1-3 days 4th week: 4-7 days	8,9,10, 25,26,27,28
Third	First and Fourth	1st week: 1-3 days 4th week: 4-7 days	1,2,3,25,26,27,28
Fourth	Second and Third	2nd week: 1-3 days 3rd week: 4-7 days	8,9,10,18,19,20,21
Fifth	First and Second	1st week: 1-3 days 2nd week: 4-7 days	1,2,3,11,12,13,14
Sixth	Third and Fourth	3rd week: 1-3 days 4th week: 4-7 days	15,16,17,25,26,27,28
Seventh to Twelve	Above pattern will be repeated		

The date and week on which important tourism event is scheduled to take place at the selected tourist destination will be positively covered. If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates will be substituted by the week/dates of the special event.
(d) Canvassing of schedules to the visitors for brief profile

The monthly sample size of visitors at a selected tourist destination should be distributed equally on the 7 days of the survey work (in 2 weeks) at the destination. The services of 2 investigators would be required on the selected days at non- ticketed tourist destinations. The first investigator will basically count the number of visitors and second investigator will canvass the schedule to seek the information about overnight/ same-day visitors, domestic/ foreign visitors, etc. At a ticketed tourist destinations perhaps one investigator will be able to canvass the schedule because counting of the visitors may not be required.

(v) Details of the Surveys

(A) Survey at Tourist Destinations

A survey of visitors at tourist destinations has to be done to obtain the following information:

(a) Total number of visits

(i) Ticketed Destinations:- If the tourist destination is a ticketed destination with differential pricing for domestic and foreign visitors, the data on number of foreign and domestic visits separately during any day would be available from sale record of tickets. If the destination has common ticket for both domestic and foreign visitors, then an assessment of the distribution of visits by domestic and foreign visitors would have to be made by counting the visitors at the entry point(s). To capture the variations in visitors' number on different days of the week as well as at different time periods of a day, this exercise would have to be carried out at different periods of time of the day, and on different days of the week. Many destinations attract large number of visitors during specific periods of the year, such as Kumbh Mela, Suraj Kund Mela, etc. Such periods should be identified in advance, and the survey should cover such specific periods.

(ii) Non-Ticketed Destinations:- In such cases, the total number of visitors, during the day, along with its break-up into domestic and foreign visitors, has to be assessed by counting the number of such visitors at specified time slot at entry point (s). If there are more than one entry points to the tourist destination, all should be covered by pre-specified rotation, for counting the number and broad distribution. If there is no specific entry point, investigator will have to notionally designate appropriate points as entry points based on the flow of visitors to such a destination.

(b) Brief Profile of Visitors

Break-up of number of visitors into overnight visitors staying at accommodation units, overnight visitors staying with friends and relatives, other overnight visitors, and the same-day visitors, separately for domestic and foreign visitors, has to be obtained. For this, a small questionnaire, comprising 5-6 questions, has to be canvassed. As getting this information is the prime objective of the survey, the sample size should be adequate to provide the desired breakup of different type of visits. In para IV (A)(ii)(a), the desired sample size at district level has been worked out to be 400 visitors. However, it has been decided that the number of visitors to be selected for this short profile survey will be 800 per district per month.

(B) Survey of Accommodation Units

All the accommodation units (hotels, tourist lodges, dharamshalas, motels, Govt. / private companies, guest houses, etc.) in the selected towns will be listed with the help of Municipal Corporations or other competent authorities. If a tourist destination not located in the town is linked to a non-urban tourist destination in terms of providing accommodation facilities to tourists

visiting that destination, the list of additional accommodation units located near such tourist destinations will also be included in the list of accommodation units of the town.

The accommodation units so listed will be grouped in the following categories:

(ii) Classified hotels

(iii) Other accommodation units

      a. Having more than 20 rooms

      b. Having 10-20 rooms

      c. Having less than 10 rooms

From all the selected accommodation units, the following 2 types of information will be collected:

(i) **Particulars of the accommodation unit**- Apart from the identification details, the information would be collected on number of rooms, number of beds, total number of persons employed, annual turnover, etc. This information would be collected initially, and thereafter updated every quarter along with the updating of the list of accommodation units.

(ii) **Information about overnight visitors-** Based on the records available with the accommodation units, information on number of guests checked-in, number of nights spent, whether domestic or foreign, residency status of the tourists (within the state, within country, outside country), etc. would be collected. This information has to be collected every month for the preceding month.

All the classified hotels would be covered for collecting both the information. For the remaining 3 categories of accommodation units, 10% of the units in each will be covered. These 10% accommodation units will be selected by using circular systematic sampling method.

In metropolitan cities, list of all the accommodation units will have to be prepared for the survey work.

For collecting information about the number of visitors and their other details as well as information about the accommodation units for a particular month, the selected accommodation units will be visited in the 1st week of the succeeding month.

(C) Survey at Entry/Exit Points of the district

The survey at the tourist destinations will not be able to capture the following categories of visitors:

      (a) Visitors staying with friends and relatives and not visiting any tourist destination;

      (b) Visitors staying in accommodation units but not visiting any tourist destination;

      (c) Same day visitors not visiting any tourist destination

For having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the above categories of visitors. To meet this objective, exit survey of the visitors at the major exit/ entry points of the district will be conducted to have information about the above mentioned categories of visitors as well as for detailed profiling of the visitors. In view of the fact that profiling of the visitors is not likely to change over a short time interval, profile of visitors will be generated only at district level on quarterly basis. The requirement of the sample size for this exercise would also be less. It has been decided to conduct the interview of 200 visitors every quarter in each district.

As the information collected in the exit survey used for estimating the number of non-leisure visitors in the district, the exit survey will be conducted only in the first month of the quarter so that its result can be used for the three months of the quarter. All the four weeks as well as the days (week days and weekends) in a month should be covered on representative basis.

Annexure – 2: Estimation Procedure

I. Estimation from survey at Entry / Exit points in a Quarter

From the survey at major entry/exit points of the district, we get the following:

$x^{DT-h\text{-}l}$ = no. of domestic leisure visitors to the district in the sample at all exit points covered who
        stayed at hotels.

$x^{DT-h\text{-}nl}$ = no. of domestic non-leisure visitors to the district in the sample at all exit points
        covered who stayed at hotels.

$a^{DT-h\text{-}l}$ = average no. of tourist destinations in the district visited by a domestic leisure tourist who
stayed at a hotel based on the survey at exit points.

Clearly, $a^{DT-h\text{-}l} \geq 1$

Similarly, we define

x^{DT-f-l} , $x^{DT-f-nl}$, a^{DT-f-l} for domestic tourists staying with Friends & Relatives

x^{DT-o-l} , $x^{DT-o-nl}$, a^{DT-o-l} for domestic tourists staying at other places

x^{DS-l} , x^{DS-nl}, a^{DS-l} for domestic same day visitors

x^{FT-h-l} , $x^{FT-h\text{-}nl}$, a^{FT-h-l} for foreign Tourist staying at hotels

x^{FT-f-l} , $x^{FT-f\text{-}nl}$, a^{FT-f-l} for foreign Tourist staying with friends and relatives

x^{FT-o-l} , $x^{FT-o\text{-}nl}$, a^{FT-o-l} for foreign tourists staying at other places

x^{FS-l} , x^{FS-nl}, a^{FT-l} for foreign same day visitors.

II. Estimation of tourists for a tourist destination in a month

Define the following notations:
Assume that i stands for ith destination selected in the selected town, j stands for jth day selected
for survey at the ith destination (j=1,2,…,d_i); k stands for the kth entry point at the ith destination
(k=1,2,,…,e_i); l stands for the lth entry hour at the kth entry point at ith destination (l=1,2,…,h_{ik}).

n_i^{DT} = **No. of visits by domestic tourists surveyed at the ith destination on all days of**
       survey at all entry points at all hours;

n_i^{DT-h} = No. of visits by domestic tourists surveyed at the ith destination and stayed in hotels,

n_i^{DT-f} = No. of visits by domestic tourists surveyed at the ith destination and staying with friends and relatives

n_i^{DT-o} = No. of visits by domestic tourists surveyed at the ith destination and stayed at other accommodation units.

n_i^{DS} = No. of visits by domestic same day visitors surveyed at the ith destination on all days of survey at all entry points at all hours;

n_i^{FT} = **No. of visits by foreign tourists surveyed at the ith destination on all days of survey at all entry points at all hours;**

n_i^{FT-h} = No. of visits by foreign tourists surveyed at the ith destination and stayed in hotels

n_i^{FT-f} = No. of visits by foreign tourists surveyed at the ith destination and staying with friends and relatives

n_i^{FT-o} = No. of visits by foreign tourists surveyed at the ith destination and stayed at other accommodation units.

n_i^{FS} = **No. of visits by foreign same day visitors surveyed at the ith destination on all days of survey at all entry points at all hours;**

$N_i^{DT}(s)$ = **Total number of visits by domestic tourists at the ith destination on all days of survey;**

$N_i^{DT-h}(s)$ = Total number of visits by domestic tourists at the ith destination who stayed in hotels

$N_i^{DT-f}(s)$ = Total number of visits by domestic tourists at the ith destination and staying with friends and relatives

$N_i^{DT-o}(s)$ = Total number of visits by domestic tourists at the ith destination and stayed at other accommodation units

$N_i^{DS}(s)$ = **Total number of visits by domestic same day visitors at the ith destination on all days of survey;**

$N_i^{FT}(s)$ = **Total number of visits by foreign tourists at the ith destination on all days of survey;**

$N_i^{FT-h}(s)$ = Total number of visits by foreign tourists at the ith destination and stayed in hotel

$N_i^{FT-f}(s)$ = Total number of visits by foreign tourists at the ith destination staying with friends and relatives

$N_i^{FT-o}(s)$ = Total number of visits by foreign tourists at the ith destination and stayed at other accommodation units

$N_i^{FS}(s) =$ **Total number of foreign same day visitors at the ith destination on all days of survey;**

$N_i^{DT} =$ **Total number of domestic tourists at the ith destination during the month**

$N_i^{DT-h} =$ Total number of visits by domestic tourists at the ith destination during the month and stayed in hotel

$N_i^{DT-f} =$ Total number of visits by domestic tourists at the ith destination during the month and staying with friends and relatives

$N_i^{DT-o} =$ Total number of visits by domestic tourists at the ith destination during the month and stayed at other accommodation units

$N_i^{DS} =$ **Total number of visits by domestic same day visitors at the ith destination during the month;**

$N_i^{FT} =$ **Total number of visits by foreign tourists at the ith destination during the month;**

$N_i^{FT-h} =$ Total number of visits by foreign tourists at the ith destination during the month and stayed in hotel

$N_i^{FT-f} =$ Total number of visits by foreign tourists at the ith destination during the month and staying with friends and relatives

$N_i^{FT-o} =$ Total number of visits by foreign tourists at the ith destination during the month and stayed at other accommodation units

$N_i^{FS} =$ **Total number of visits by foreign same day visitors at the ith destination during the month;**

$N_i =$ Total number of visits at the ith destination during the month
$= N_i^{DT} + N_i^{DS} + N_i^{FT} + N_i^{FS}$

From the survey at the destination, following distribution is available:

Domestic	Foreign
n_i^{DT-h}	n_i^{FT-h}
n_i^{DT-f}	n_i^{FT-f}
n_i^{DT-o}	n_i^{FT-o}
n_i^{DS}	n_i^{FS}

The estimation of number of visits at the three distinct types of destinations will be as follows:

Case I: Non-ticketed destinations

In this case, it may be observed that
i) N_i is not available;

ii) $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors;

iii)   An estimate of N_i is given by

$N_i = \left[N_i^D(s) + N_i^F(s)\right]$x(No. of days in the month/ d_i);   ($d_i = 7$)

iv)   Estimates of N_i^D and N_i^F are given by

$$N_i^D = N_i^D(s) \times 31^* / 7$$

$$N_i^F = N_i^F(s) \times 31^* / 7$$

* Number of days in the surveyed month

v)   Estimates for tourists and same day visitors will be obtained as

$$N_i^{DT-h} = \left[\frac{n_i^{DT-h}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FT-h} = \left[\frac{n_i^{FT-h}}{n_i^F}\right].N_i^F$$

$$N_i^{DT-f} = \left[\frac{n_i^{DT-f}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FT-f} = \left[\frac{n_i^{FT-f}}{n_i^F}\right].N_i^F$$

$$N_i^{DT-o} = \left[\frac{n_i^{DT-o}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FT-o} = \left[\frac{n_i^{FT-o}}{n_i^F}\right].N_i^F$$

$$N_i^{DS} = \left[\frac{n_i^{DS}}{n_i^D}\right].N_i^D \qquad\qquad N_i^{FS} = \left[\frac{n_i^{FS}}{n_i^F}\right].N_i^F$$

For special occasions like Kumbh Mela, Surajkund Mela etc., it would be advisable to work out average number of tourists per day on the respective destination, based on the sample days observed during the occasion (Mela) period and estimate the number of tourists in that destination for the occasion (Mela) by multiplying the average number of tourists per day by the number of Mela days. The estimates for non-Mela days may be obtained as usual and monthly estimates may be obtained by pooling number of tourists for Mela and non-Mela days.

Case II: Destinations with common ticketing
It may be observed that

i) N_i is available

ii) $N_i^D(s)$ and $N_i^F(s)$ are to be estimated by a count of visitors.

iii)   Steps (iv) and (v) of case I are to be followed. First divide N_i into N_i^D and N_i^F, and then N_i^D into N_i^{DT-h}, N_i^{DT-f}, N_i^{DT-o} and N_i^{DS}, and N_i^F into N_i^{FT-h}, N_i^{FT-f}, N_i^{FT-o} and N_i^{FS} respectively.

Case III: Destinations with differential ticketing

In this case,

i) N_i, N_i^D and N_i^F are available.

ii) N_i^D and N_i^F will be split as in step (V) of case I

Exclusion of visitors for whom the destination is part of 'usual environment'

In the case of a non-ticketed destination, the number of visitors, as recorded in the counting sheet, also includes persons for whom the tourist destination is part of their 'usual environment'. Such persons are not to be included for the estimation of number of visitors in the current survey. However, it is not possible to distinguish such persons while filling up the counting sheet. The number of such persons has to be assessed on the basis of the number of persons who are rejected for the short survey. For example, if 10 persons are interviewed for the short survey in a day, the investigator may actually have contacted 30 persons, with 20 being rejected for interview because the destination was part of their 'usual environment'. Then the total number of visitors to the destination would be assessed to be (10/30)*100% of the number available from the counting sheet.

Estimation for a month including a special tourist Event

For each identified destination, the list of important tourist events for the whole year, along with the corresponding time period, should be prepared in advance in consultation with the officials of State Tourism Departments.

The estimation of number of visitors for such destinations is outlined below with the help of an example:-

Suppose that the tourist destination is an important temple attracting (i) a very high number of visitors on a particular day of the week (say Monday), every week, and (ii) an exceptionally high number of visitors during a special event spanning a period of, say, 9 days of November. The field work and estimation of number of visitors in the months other than November and in the month of November would be done in different ways.

For the month of November

The field work and surveys would be done for the following 3 categories of days:-

(a) 9 days of the special event in November

(b) 3 (or 4) Mondays of November excluding the 9 days of the special event

(c) 18 (or 17) remaining days of November

For (a), field work for adequate number of days (may be 2 or 3 or 4) would be done. For (b), field work would be done on 1 Monday selected as per the procedure described in the methodology note. For (c), field work would be done for 2 or 3 or 4 days depending on the number of days of field work for category (a). The estimation of number of visitors at this destination would be done separately for the three categories of days.

For a month other than November (say January)

If there are any special events in January, the survey and estimation procedure would be as for November. If there are no such special events, the month would have the following two categories of days:-

(a) 4 (or 5) Mondays

(b) 27 (or 26) remaining days of the month

The 7 days of the survey work would be selected as per the prescribed methodology (these will include 1 Monday). The estimation of number of visitors would be done separately for the above two categories of days.

III. Estimation of tourists for a town in a month

Let the tourist destinations in u^{th} town be numbered 1, 2,,………………t_u. [Here, it may be noted that these destinations also include those that are not located in the town but are linked to the town from which the visitors visiting such destinations predominantly come from.]

Let M_u = No. of visits by visitors to tourist destinations in the uth town in the month

M_u^{DT-h} = No. of visits by domestic tourists staying in hotels to tourist destinations in the uth town in the month.

Similarly, we define $M_u^{DT\text{-}f}$. $M_u^{DT\text{-}o}$, M_u^{DS}, M_u^{DT}, M_u^{D}, and $M_u^{FT\text{-}h}$, $M_u^{FT\text{-}f}$, $M_u^{FT\text{-}o}$, M_u^{FS}, M_u^{FT}, M_u^{F}

Then,

$$M_u^{DT\text{-}h} = \sum_{i=1}^{t_u} N_i^{DT-h} \qquad\qquad M_u^{FT\text{-}h} = \sum_{i=1}^{t_u} N_i^{FT-h}$$

$$M_u^{DT\text{-}f} = \sum_{i=1}^{t_u} N_i^{DT-f} \qquad\qquad M_u^{FT\text{-}f} = \sum_{i=1}^{t_u} N_i^{FT-f}$$

$$M_u^{DT\text{-}o} = \sum_{i=1}^{t_u} N_i^{DT-o} \qquad\qquad M_u^{FT\text{-}o} = \sum_{i=1}^{t_u} N_i^{FT-o}$$

$$M_u^{DT} = M_u^{DT-h} + M_u^{DT\text{-}f} + M_u^{DT-o} \qquad\qquad M_u^{FT} = M_u^{FT-h} + M_u^{FT\text{-}f} + M_u^{FT\text{-}o}$$

$$M_u^{DS} = \sum_{i=1}^{t_u} N_i^{DS} \qquad\qquad M_u^{FS} = \sum_{i=1}^{t_u} N_i^{FS}$$

$$M_u^{D} = M_u^{DT} + M_u^{DS} \qquad\qquad M_u^{F} = M_u^{FT} + M_u^{FS}$$

$$M_u = M_u^{D} + M_u^{F}$$

Let the population of the town u   be p_u

IV. Estimation for a District in a month

Let Q = No. of visits by visitors at tourist destinations in all the surveyed towns (say u: 1, 2, …., t) in the district in the month.

$Q^{DT\text{-}h}$ = No. of visits by domestic visitors at tourist destinations in all the surveyed towns in the district in the month who stayed in hotels.

Similarly define $Q^{DT\text{-}f}$, $Q^{DT\text{-}o}$, Q^{DS}, Q^{DT}, Q^{D}, $Q^{FT\text{-}h}$, $Q^{FT\text{-}f}$, $Q^{FT\text{-}o}$, Q^{FS}, Q^{FT}, Q^{F}

Then,

$$Q^{DT\text{-}h} = \sum_{u=1}^{t} M_u^{DT-h} \qquad\qquad Q^{FT\text{-}h} = \sum_{u=1}^{t} M_u^{FT-h}$$

$$Q^{DT\text{-}f} = \sum_{u=1}^{t} M_u^{DT-f} \qquad\qquad Q^{FT\text{-}f} = \sum_{u=1}^{t} M_u^{FT-f}$$

$$Q^{DT\text{-}o} = \sum_{u=1}^{t} M_u^{DT-o} \qquad\qquad Q^{FT\text{-}o} = \sum_{u=1}^{t} M_u^{FT-o}$$

$$Q^{DS} = \sum_{u=1}^{t} M_u^{DS} \qquad\qquad Q^{FS} = \sum_{u=1}^{t} M_u^{FS}$$

$$Q^{DT} = Q^{DT-h} + Q^{DT\text{-}f} + Q^{DT-o} \qquad Q^{FT} = Q^{FT-h} + Q^{FT\text{-}f} + Q^{FT\text{-}o}$$

$$Q^{D} = Q^{DT} + Q^{DS} \qquad\qquad Q^{F} = Q^{FT} + Q^{FS}$$

$$Q = Q^{D} + Q^{F}$$

Let the population of all the surveyed towns in the district be P

Then $P = \sum_{u=1}^{t} p_u$

Let the urban population of the district be P*. That is , if the surveyed towns are numbered 1,2,3,……….., t and the other towns in the district are numbered t +1, t +2,…………t + s, then

Then $P^* = \sum_{u=1}^{t+s} p_u = \sum_{u=1}^{t} p_u + \sum_{u=t+1}^{t+s} p_u = P + \sum_{u=t+1}^{t+s} p_u$

Let Q* = No. of visits by visitors at tourist destination in the district in the month

Similarly define $Q^{*\,DT\text{-}h}$, $Q^{*\,DT\text{-}f}$, $Q^{*\,DT\text{-}o}$, $Q^{*\,DS}$, $Q^{*\,DT}$, $Q^{*\,D}$ and $Q^{*\,FT\text{-}h}$, $Q^{*\,FT\text{-}f}$, $Q^{*\,FT\text{-}o}$, $Q^{*\,FS}$, $Q^{*\,FT}$, $Q^{*\,F}$

Then, $Q^* = Q \times \dfrac{P^*}{P}$

$Q^{*\,DT-h} = Q^{DT-h} \times \dfrac{P^*}{P}$, and so on

Let $Q^{\#\,DT-h}$ = No. of visitors who visited tourist destination in the district and stayed in hotels.

Similarly define

$Q^{\#\,DT-f}$, $Q^{\#\,DT-o}$, $Q^{\#\,DS}$

And

$Q^{\#FT-h}, Q^{\#FT-f}, Q^{\#FT-o}, Q^{\#FS}$

Then,

$$Q^{\#DT-h} = Q^{*DT-h} / a^{DT-h-l} \qquad\qquad Q^{\#FT-h} = Q^{*FT-h} / a^{FT-h-l}$$

$$Q^{\#DT-f} = Q^{*DT-f} / a^{DT-f-l} \qquad\qquad Q^{\#FT-f} = Q^{*FT-f} / a^{FT-f-l}$$

$$Q^{\#DT-o} = Q^{*DT-o} / a^{DT-o-l} \qquad\qquad Q^{\#FT-o} = Q^{*FT-o} / a^{FT-o-l}$$

$$Q^{\#DS} = Q^{*DS} / a^{DS-l} \qquad\qquad Q^{\#FS} = Q^{*FS} / a^{FS-l}$$

V. Estimation of total visitors in the district

In the steps mentioned above, only leisure tourists (those visiting the destination) have been estimated. However, visitors also include the non-leisure tourists. Estimation of total number of visitors in a district will be done as follows.

Let R = No. of visitors (leisure + non- leisure) in the district

Similarly define,

$R^{DT-h}, R^{DT-f}, R^{DT-o}, R^{DS}, R^{DT}, R^{D}$

   and

$R^{FT-h}, R^{FT-f}, R^{FT-o}, R^{FS}, R^{FT}, R^{F}$

Then R^{DT-h} $\quad = \dfrac{x^{DT-h-l} + x^{DT-h-nl}}{x^{DT-h-l}}$ $\quad X\ Q^{\#DT-h}$

Similarly estimate

$R^{DT-f}, R^{DT-o}, R^{DS}$ and $R^{FT-h}, R^{FT-f}, R^{FT-o}, R^{FS}$

$R^{DT} = R^{DT-h} + R^{DT-f} + R^{DT-o}, R^{D} = R^{DT} + R^{DS}$
$R^{FT} = R^{FT-h} + R^{FT-f} + R^{FT-o}, R^{F} = R^{FT} + R^{FS}$

$R = R^{D} + R^{F}$

VI. Estimation of visitors at the State level

District level estimates are to be added to obtain the state level estimates.

State	
Dist	
Dest	

TOURIST SURVEY
(EXIT POINTS)

Month: [1] April   [2] May   [3] June   [4] July   [5] August   [6] September
          [7] October   [8] November [9] December [10] January   [11] February   [12] March

Week: [1] First   [2] Second   [3] Third   [4] Fourth

1. Survey Point **(RECORD BY TICKING ONE OPTION)**

[1] Railway Station   [2] Airport   [3] Bus Station [4] Hotel

DEMOGRAPHIC PROFILE:

(IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)
2. Type of tourist: [1] Over-night visitor   [2] Same-day visitor

3.Name: _____Telephone   No.   (With   STD/ISD
Codes)_____

4. Please tell me your approximate age? _____Years

5. Record gender: [1] Male   [2] Female

6. Are you?   [1] Married   [2] Recently Married [3] Never Married   [4] Others---------(Widow etc)

7. When did you arrive here? Date: _____

8. Are you traveling…? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] Alone   [2] With Family   [3] With Friends   [4] With Family and Friends

<IF ANSWER TO Q. 8 IS 2 OR 3 OR 4, THEN ASK Q. NO. 9 & 10 >

9. How many people have traveled with you?   _____

10. Please give the information about gender and age of people, who have traveled with you? **ASK & RECORD**

Male	Age Comp. Yrs	Female	Age Comp. YRS

11. How many nights have you spent in this place _____

12. Are you a… [1] Indian (GO TO Q.13)   [2] Foreigner (GO TO Q. 20)   [3] NRI (GO TO Q. 26)
<IF RESPONDENT IS AN INDIAN IN Q. 12, THEN ASK Q. 13>

13. Which state/ union territory of India do you reside in? _____

<ASK Q. 14 IF THE RESPONDENT BELONGS TO THE STATE OF (Name of the State) IN Q. 13 >

14. [1] Do you live in this city?   Y/N   [2] within same district   [3] other district of same state

15. Have you traveled to this city before?   [1] Yes   [2] No

16. How have you traveled to this city? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air
[4] By personal vehicle   [5] By taxi   [6] Any other

<ASK Q. 17 TO Q. 19 IF THE RESPONDENT BELONGS TO OTHER THAN THE STATE OF SURVEY

17. Is this your first visit to state?   [1] Yes   [2] No

18. Have you traveled to this STATE before?   [1] Yes   [2] No

19. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air
[4] By personal vehicle   [5] By taxi   [6] Any other_____

< IF RESPONDENT IS FOREIGNER IN Q. 12, THEN ASK Q. 20 TO Q. 25>

20. Which country do you reside in? _____

21. Is this your first visit to India?   [1] Yes   [2] No

22. Which was your port of entry in India? (Name of the port)_____

23. Is this your first visit to this state?   [1] Yes   [2] No

24. Have you traveled to this city before?   [1] Yes   [2] No

25. How have you traveled to this state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air
[4] By personal vehicle   [5] By taxi   [6] Any other_____

< IF RESPONDENT IS AN NRI IN Q. 10, THEN ASK Q. No.26 TO Q 31 >

26. In which country do you live? _____

27. How frequently you visit India?   [1] Once in 3 months   [2] Once in six months

 [3] Once in an year   [4] Once in 2 years [5] Once in 3 years

28. Which was your port of entry in India? **(NAME OF THE PORT)** _____

29. Is this your first visit to this state?   [1] Yes   [2] No
30. Have you traveled to this city before?   [1] Yes   [2] No

31. How have you traveled to this state? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] By train   [2] By bus   [3] By air

[4] By personal vehicle   [5] By taxi   [6] Any other_____

<ASK ALL>
32. What type of activities are you engaged in? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] Industrialist/ Trader/ Shop Owner
[2] Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor of a firm or institute)
[3] Government Service   [4] Private Service   [5] Student/ Researcher
[6] Business   [7] Agriculturist   [8] Housewife
[9] If any other, please specify_____

33. What is your educational qualification? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] No Formal Education   [2] Primary   [3] Secondary   [4] Higher Secondary
[5] Graduate & Above   [6] Technical / Professional of all levels [7]Any other, please specify_____

34. What is your approximate annual household income? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**
<ASK FROM INDIAN VISITOR>
[1] Less than Rs. 60,000   [2] Rs. 60,001 – Rs. 1,00,000   [3] Rs. 1,00,001 – Rs. 2,00,000
[4] Rs. 2,00,001 – Rs. 5,00,000 [5] Above Rs. 5,00,000

<ASK FROM FOREIGN VISITOR>
[1] Less than US $ 40,000   [2] US $ 40,001 – US $ 60,000   [3] US $ 60,001 – US $ 80,000
[4] US $ 80,001 – US $ 100,000   [5] Above US $ 100,000

TRAVEL BEHAVIOR:

35. How often do you travel? **READ OUT OPTIONS & TICK** (**SINGLE RESPONSE)**

[1] Once a week or more often   [2] Once a fortnight   [3] Once a month
[4] Once in 3 months   [5] Once in 6 months   [6] Once in a year
[7] Less often

36. What was your main purpose of visit? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSE**)

[1] Business   [2] Holidaying, leisure & recreation   [3]Social (visiting friends & relatives, attending marriages etc)   [4] Pilgrimage /Religious activity   [5] Education /Trainging
[6] Health & Medical   [7] Shopping   [8] Others

37 If in < Q 36 >, purpose is not [2} , THEN did you visit any tourist spot during your stay_____

38. Are you a part of an organized group/ package tour?   [1] Yes   [2] No

39 If in 38, YES, then ask what the package include

[1] Travel + Food   [2] Travel +Accommodation   [3] Travel +Transport +Accommodation
[4] Travel + Transport + Accommodation + Food   [5] Any other
40. How did you make your travel arrangement? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSES**)

[1] Self   [2] Office / Employer   [3] Travel Agent

[4] Tour Operator   [5] If any other, please specify_____

41. Where did you stay during your visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE**)

[1] 5 Star Deluxe Hotel   [2] 5 Star Hotel
[3] 4 Star Hotel   [4] 3 Star Hotel
[5] 2 Star Hotel   [6] 1 Star Hotel
[7] Apartment Hotel (Service Apartment)   [8] Heritage Hotel
[9] Non-star Hotel   [10] Motel
[11] Govt. Guest House/ Circuit House/ Bhawan/ Sadan [13] Dharamshala/ Sarai/ Musafirkhana

[15] Friends & Relatives   [14] Gurudwara / Temple/ Monastery /Other temporary free stay in tent etc
[12] Private Guest House/ Inn / Rest House / Tourist Bungalow
[16] Bed & Breakfast Unit   [17] Youth/ YMCA Hostel
18] If any other, please specify _____

42**.** Which of these eating-places did you eat in? **READ OUT OPTIONS & TICK (MULTIPLE CODES**)

[1] Restaurant   [2] Fast Food Outlets   [3] Cafeteria
[4] Dhaba   [5] Bars   [6] Mobile Van
[7] Food Kiosk   [8] Refreshment Stand   [9] Place of lodging
[10] Dharamshala/ Sarai   [12] Gurudwara/ Temple Monastery/Other free accommodation
[13] Friends & Relatives   [14] If any other, please specify _____

43. On an overall basis how satisfied or dissatisfied are you on account of…   **MENTION EACH PARAMETER?**
SHOW CARD No. 1 <Use 5 point scale>

[5] Highly Satisfied   **[4]** Satisfied   **[3]** Satisfied but not completely
[2] Dissatisfied   **[1]** completely dissatisfied

 ASK SATISFACTION LEVEL ONLY IF RESPONSE IS <YES>

	PARAMETER	Yes	No	Level of Satisfaction (Use Code)
1	**Availability of Tour Operator**			
2	**Availability of transportation**			
3	**Availability of tourist guide**			
4	**Availability of good quality accommodation**			
5	**Public convenience**			
6	**EATING PLACES**			
7	**Information centres**			
8	**Souvenir shops**			
9	**Entertainment places**			
10	**Quality of roads**			
11	**Security**			

12	**Behavior of local people**			
13	**Shops other than souvenir ones**			
14	**Upkeep of tourist sites**			
15	**Accommodation tariff**			
16	**Quality of information provided**			

44. Did you find your visit to this State better than or worse than or as per your expectations? **ASK & RECORD (SINGLE RESPONSE)**

[5] Much better than expectation   [4] Somewhat better than expectation   [3]] As per expectation

[2] Worse than expectation   [1] Much worse than expectation

45. Which places have you visited in this district?

46. From where did you get information about tourist destinations in this State? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSE**)

[1] Indian Embassy in you country   [2] Indian tourism bureau in your country
[3] Indian tourism offices in India   [4] State tourism department
[5] Travel agents   [6] Internet: a) WEBSITE OF MOT b) OTHER
WEBSITE
[7] Travel books/ guides/ magazines / newspaper [8] Relatives/ friends
[9] If any other, please specify _____

EXPENDITURE PATTERN:

47. Please tell us, how much have you spent DURING YOUR VISIT?
<READ OUT OPTIONS AND FILL THE AMOUNT> (MULTIPLE RESPONSES)
Package Component in INR_____

48. For Non Package Component, please ask the following

S No.	Accommodations	Before	During THE TRIP (Amt in INR)	TOTAL
1	Hotel			
2	Private Guest House			
3	Govt. Guest House/ Bhawan/ Sadan			
4	Dharamshala			
5	Rented house			
6	Friends & Relatives			
7	Others			
Total **(48)**				

49. Food & Drink

S No.	Food & Drink	Before	During THE TRIP (Amt in INR)	TOTAL
1	In the accommodation unit			
2	o/s accommodation unit & during journey and transit			
Total (49)				

50. Transport

S No.	Transport	Before	During THE TRIP (Amt in INR)	TOTAL
1	RAILWAYS			
2	Road			
3	WATER			
4	AIR			
5	Transport equipment rental			
6	Travel agency services / tour operator			
7	Others			
Total **(50)**				

51. Shopping

S No.	Shopping	Before	During THE TRIP (Amt in INR)	TOTAL
1	Clothing & garments			
2	Processed food			
3	Tobacco products			
4	Alcohol			
5	Travel related consumer goods			
6	Footwear			
7	Toiletries			
8	Gems & Jewellery			
9	Books. Journals, Magazines ,Stationery etc			
Total **(51)**				

52. Recreation, Leisure, Cultural, Sporting activities

S No.	Recreation, Leisure, Cultural, Sporting activities	Before	During THE TRIP (Amt in INR)	TOTAL
1	Cinema, theatre,amusement park			
2	Entry fee & other expenses at religious places			
3	Entry fee & other expenses at cultural sites			
4	Sporting activities			
5	Medicine & health related			
Total **(52)**				

53. Others

S No.	Others	Before	During THE TRIP (Amt in INR)	TOTAL
1				
2				

54. GRAND TOTAL (SUMMATION OF Q 48+49+50+51+52+53)

****

Name of the investigator: _____Date: _____
Back Check Done: [ ] Tick   Date: _____ Back Checked by: _____

COUNTING SHEET

Tourist Spot / Destination _____

State Code: _____   **District Code**_____   **Month:** ....   **Year:**................

DATE	Volume count of tourists (Hourly Count by tally mark method)							
	10 – 11 AM	11-12 AM	12 AM- 1PM	1-2PM	02-03PM	03-04PM	04-05PM	05-06PM

Use one sheet for each date

State	
Dist	
Dest	

Nielsen India Pvt. Ltd.

Short Survey Questionnaire:

Month: _____ **Year:** _____

Entry Point:_____

1. Are you a [1] Indian   [2] Foreigner   [3] NRI

2 If Indian, where do you reside

i) Within same city   ii) Same district   iii) Other district of the state
iv) Outside the state, specify state code

If the answer in 1 is WITHIN SAME CITY, ask the following

Frequency of visit to this Tourist spot

a) Once in 7 days   [   ]e in 15 days   [   ]ce in a month   [   ]

d) Once in six months   [   ]

If response is a) OR b) OR c) TERMINATE THE QUESTIONNAIRE

3. Type of Tourist

[1] Overnight visitor   [2] same day visitor

4. If Foreigner country of nationality_____

5. If NRI, country of residence _____

6. If overnight visitor, place of stay

[1] Hired accommodation [2] Friends & relatives [3] other free accommodation

7. Sex: MALE /FEMALE

Name of the investigator: _____Date: _____

Back Check Done: [ ] Tick   Date: _____ Back Checked by: _____

State	
Dist	
Dest	

**ACCOMODATION SURVEY
(CENSUS)**

1. Name of accommodation unit: (Pls collect visiting card)

2. Type of accommodation unit **RECORD BY TICKING (SINGLE CODE)**

[1] 5 Star Deluxe Hotel   [2] 5 Star Hotel

[3] 4 Star Hotel   [4] 3 Star Hotel

[5] 2 Star Hotel   [6] 1 Star Hotel

[7] Apartment Hotel (Service Apartment)   [8] Heritage Hotel

[9] Non-star Hotel   [10] Youth/ YMCA Hostel

[11] Dharamshala / Sarai/ Musafirkhana   [12]
Gurudwara/Temple/Monastry

[13] BED & Breakfast Unit   [14] Motel

3. Does your hotel belong to any group / chain of hotels?

[1] Yes, Please specify_____   [2] No

4. In which year it was established? Year: _____

5. Ownership **RECORD BY TICKING (SINGLE CODE)**

[1] Central Government   [2] State Government   [3]   Private
Limited

[4] Proprietorship/ Partnership   [5] Public Limited   [6]
PSU

[7] Charitable Trust/ Society   [8] If any other, please specify _____

6. Registered with…. **RECORD BY TICKING (MULTIPLE CODES)**

[1] State Tourism Department   [2] Ministry of Tourism, New Delhi   [3]   Municipal
Corporation
[4] Police Department   [5] Health Department   [6] None
[7] If any other, please specify _____

7. Please furnish the details of the following:

S. No.	Type of Room	Number of rooms	Number of beds	Room Tariff	
				Rs.	US Dollar (US $)
1	Single AC				
2	Double AC				
3	Deluxe AC				
4	Suits AC				
5	Single Non AC				
6	Double Non AC				
7	Deluxe Non AC				
8	Suits Non AC				
9	Dormitory / Hall				
10	Any other				
Total (Post Code)					

8. Total number of employees: _____ **(Permanent & Temporary)**

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
Other departments			
Total			

9. Number of people working in the age group of:

18 – 25yrs	26 – 30yrs	31 – 40yrs	41 – 50yrs	>50yrs

10. Category of accommodation unit for Sampling

[1] Classified hotels   [2] Having more than 20 rooms
[3] 10 -20 rooms   [4] less than 10 rooms

State	
Dist	
Dest	

ACCOMODATION SURVEY
(MONTHLY)

1. Name of accommodation unit: (Pls collect visiting card)

2. Total number of employees: _____   **(Permanent & Temporary)**

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			

Other departments			
Total			

3.1 Number of room days occupied in the last month: _____   3.**2**   Occupancy   **%** ____

(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)

3.3 Total number of customers: _____

3.4 Total number of domestic customers: _____

3.5 Total number of bed nights for domestic customers_____

3.6 Total number of foreign customers: _____

3.7 Total number of bed nights for foreign customers: _____

4. Please generate the following statistics in respect of tourist inflow

SI. No.	Type of Tourists (Domestic – 1 Foreign – 2)	Name of the State (In case of domestic tourists) / Name of the country (in case foreign tourists). Post the relevant state code/country code as provided in the list	Number of tourists	Bed night spent

TOTAL					
STATE CODES			**COUNTRY CODES**		
1	J & K	19	CHATTISGARH	1.	UK	19	UAE
2	H.P.	20	BIHAR	2.	USA	20	SPAIN
3	PUNJAB	21	JHARKHAND	3.	CANADA	21	SWITZERLAND
4	HARYANA	22	A.P	4.	GERMANY	22	CHINA
5	UTTARANCHAL	23	KARNATAKA	5.	EUROPE	23	SAUDI ARABIA
6	U.P.	24	KERALA	6.	AUSTRALIA	24	GREECE
7	DELHI	25	TAMIL NADU	7.	SRI LANKA	25	ARGENTINA
8	MANIPUR	26	ARUNACHAL PRADESH	8.	FRANCE	26	BELGIUM
9	TRIPURA	27	ASSAM	9.	JAPAN	27	MOROCO
10	MEGHALAYA	28	NAGALAND	10.	MALAYSIA	28	CAMBODIA
11	MIZORAM	29	GOA	11	SINGAPORE	29	MALDIVES
12	SIKKIM	30	ANDAMAN & NICOBAR	12	ITALY	30	NORWAY
13	WEST BENGAL	31	DAMAN & DIU	13	NEPAL	31	CYPRUS
14	ORISSA	32	LAKSHWADEEP	14	NETHERLANDS	32	PHILIPNIES
15	RAJASTHAN	33	PONDICHEERY	15	KOREA	33	DENMARK
16	GUJARAT	34	CHANDIGARH	16	ISRAEL	34	EGYPT
17	MAHARASHTRA	35	TAMIL NADU	17	PAKISTAN	35	SOUTH AFRICA
18	M.P.			18	BANGLADESH	36	FINLAND