

**FAIRS OF INDIA**

**INDIA भारत**

2007

*Assessment of impact of fairs & festivals being held in different parts of the country*

**500** PUSHKAR FAIR पुष्कर मेला

**INDIA भारत**

A Report  
By




Kantar IMRB

**500** BAUL MELA बाजल मेला



# *Introduction*



*This report presents findings i.e. report on 81 fairs/festivals across 36 states and union territories.*

# *Acknowledgements*

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We are thankful to the Ministry of Tourism, Government of India for assigning this study to study the impact of fairs / festivals on increase the tourist footfall in selected destinations in India. We are grateful to Smt. Rashmi Verma, the Secretary (Tourism) for this prestigious assignment.

We are grateful to Shri S. M. Mahajan, Additional Director General (MR), Shri R. K. Bhatnagar (former Additional Director General (MR)), Ms. Mini Prasannakumar, Joint Director (MR) and Ms. Neha Srivastava, Deputy Director (MR) for providing us the necessary guidance and periodical support for conducting the study. We would also like to thank Shri S. K. Mohanta, DPA, Grade 'B' (MR) for providing us the required support and help from time to time.

We would also like to thank various office holders of departments / boards of tourism in various states / union territories for their kind support.

Last, but not the least, we would like to thank our entire team of research professionals as well as our field staff and support team for their cooperation and team spirit for keeping up the momentum and time schedule of the study.

# Executive Summary

The Ministry of Tourism, of the Government of India, provides Central Financial Assistance (CFA) to governments / administrations of states and union territories of India every year for conducting fairs & festivals with an objective to boost the tourist inflow. Kantar IMRB (earlier known as IMRB International) was appointed by the Ministry to assess the impact of these fairs and festivals for inflow of tourists.

Over a period of one year, Kantar IMRB conducted extensive primary research across the country to achieve the objectives of the study. Key highlights of the primary survey were:

- 81 fairs & festivals spread across 36 states / union territories of India were covered.
- Close to 2,175 hotels, guest houses etc. were empanelled to participate in the study.
- Almost 60,000 interviews were conducted with tourists, both Indian and international:
  - Around 24,400 listing interviews at the place of stay.
  - More than 39,400 listing interviews at the fair/festival ground.
  - Around 4,750 main profiling interviews at the place of stay.

This report is a compilation of individual fair / festival reports. However, key findings from the study are presented below.

In the survey conducted in the fair ground, it was found that close to 40% of the visitors were those tourists who had specifically come to visit fair / festival. However, over 65% of these tourists stay in un-registered accommodations (such as camp sites etc.) or with their friends / family.

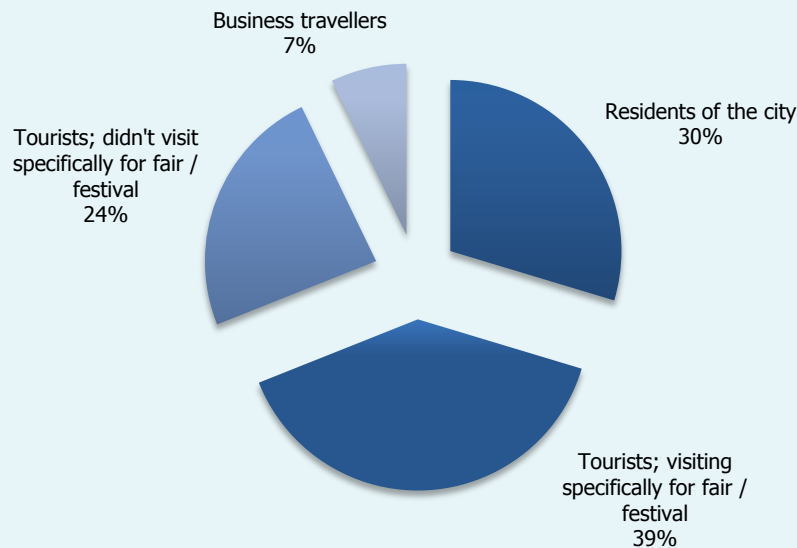
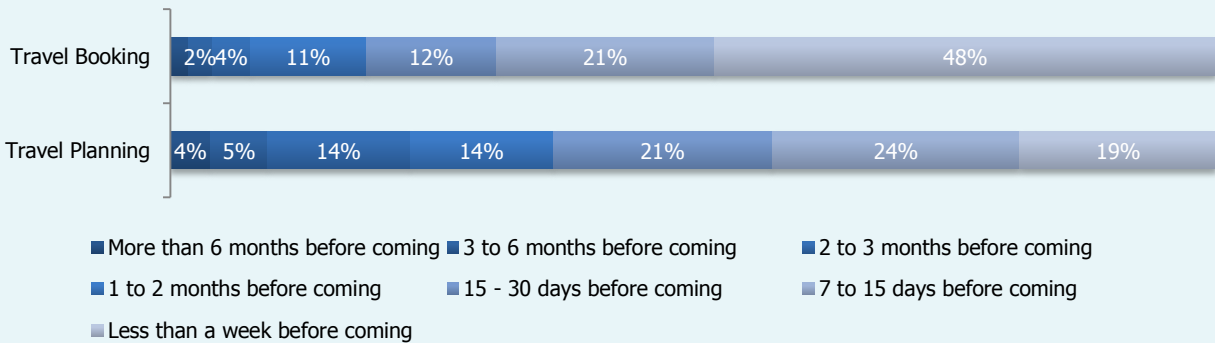


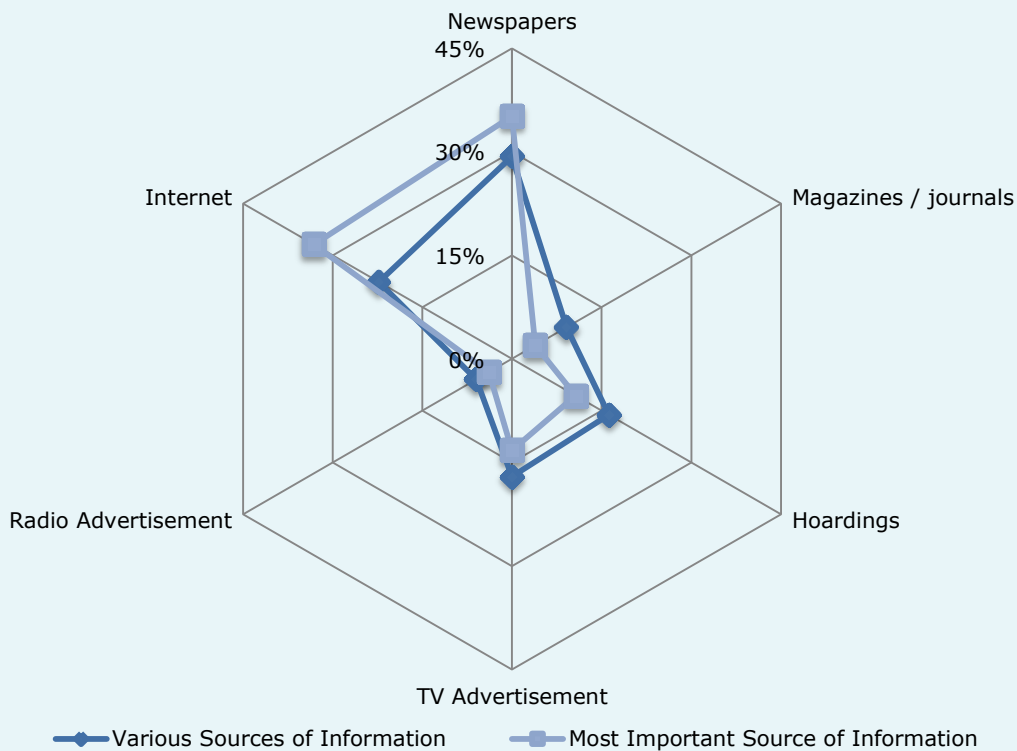
Chart on next page shows the planning process of tourists to visit the destination where fair / festival is being organized.

**When do tourists start planning their visit? When do they book their travel?**



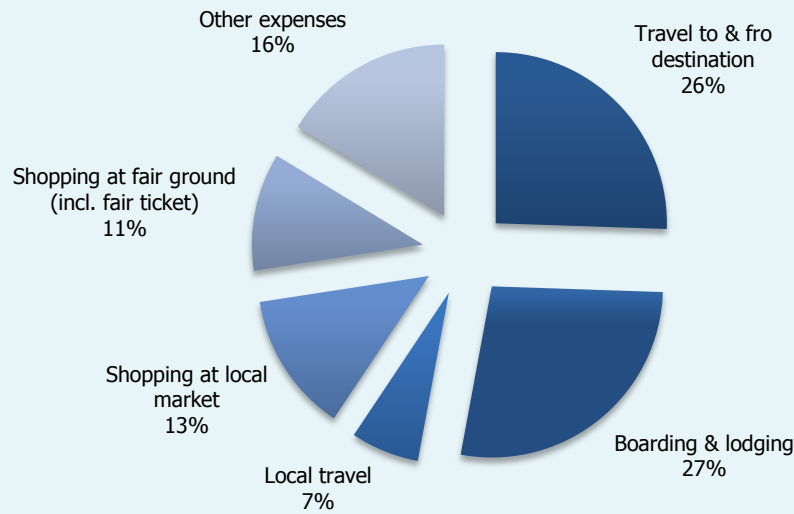
Subsequent chart shows major sources of information for the tourists visiting a destination where fair / festival is being organized.

**From where do tourists collect information about the destination & fairs / festivals?**



Two important sources of information – on the destination where fair / festival is being organized and the fair / festival itself – are newspapers and internet.

On an average, tourists spend around INR 23-24,000/- for a family / group of 3 to travel to the destination / location where fair / festival is being celebrated. Chart on next page shows break-up of expenses of a typical tourist group.



Travel to & from the destination comprises of around 26% of the total expenses. Boarding and lodging form around 27% of the total expenses. On an average, tourists tend to spend around 10-15% more in case they are visiting the fair/festival.

Tables on next few pages summarize key findings for each fair / festival.

Table below summarizes the total footfalls of Indian and foreign visitors to each fair & festival as well as increase in footfall due to fair / festival.

*Table 1: Fair / festival wise summary of visitor footfalls and increase in footfalls due to fair / festival*

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Total Footfalls				Increase in Footfalls Due to Fair / Festival			
				Tourists Staying At				Total Tourists	Visitors		Total
				Registered Accommodation		Unregistered Accommodation			Indian	Foreign	
				Indian	Foreign	Indian	Foreign				
1	Andaman & Nicobar	Beach Festival	17-19 Apr 2016	5,540	90	Negligible	Negligible	5,630	20	Negligible	20
2	Andaman & Nicobar	Island Tourism Festival	5-14 Jan 2016	6,250	230	Negligible	Negligible	6,480	30	Negligible	30
3	Arunachal Pradesh	Kameng River Festival	21-23 Jan 2016	60	Negligible	Negligible	Negligible	60	30	Negligible	30
4	Arunachal Pradesh	Nyokum Yullo Festival	24-26 Feb 2016	300	Negligible	Negligible	Negligible	300	100	Negligible	100
5	Bihar	Bodh Mahotsav	17-19 Jan 2016	550	1,160	55	60	1,825	250	330	580
6	Bihar	Dev Mahotsav	14-15 Feb 2016	10	Negligible	Negligible	Negligible	10	10	Negligible	10
7	Chandigarh	Chrysanthemum Show	11-13 Dec 2015	1,740	Negligible	Negligible	Negligible	1,740	Negligible	Negligible	Negligible
8	Chandigarh	Rose & Heritage Car Festival	19-23 Feb 2016	2,990	Negligible	Negligible	Negligible	2,990	Negligible	Negligible	Negligible
9	Chhattisgarh	Dongargarh Navratri Mela	1-10 Oct 2016	100	Negligible	270	Negligible	370	390	Negligible	390
10	Chhattisgarh	Rajyotsav	01 Nov 2016	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible
11	Dadra & Nagar Haveli	Tarpa Festival	25-27 Dec 2015	840	Negligible	Negligible	Negligible	840	330	Negligible	330
12	Delhi	Garden Tourism Festival	19-21 Feb 2016	1,420	Negligible	Negligible	Negligible	1,420	250	Negligible	250
13	Goa	Goa Carnival	25-28 Feb 2017	19,970	Negligible	Negligible	Negligible	19,970	10,350	Negligible	10,350
14	Goa	Serendipity Arts Festival	16-23 Dec 2016	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible
15	Gujarat	Chitra-Vichitra Fair	22 Apr 2016	600	Negligible	Negligible	Negligible	600	310	Negligible	310
16	Gujarat	Modhera Dance Festival	16-17 Jan 2016	730	Negligible	Negligible	Negligible	730	190	Negligible	190
17	Gujarat	Polo Cycle Race	21-24 Jan 2016	7,620	Negligible	Negligible	Negligible	7,620	4,960	Negligible	4,960

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Total Footfalls				Increase in Footfalls Due to Fair / Festival			
				Tourists Staying At				Total Tourists	Visitors		Total
				Registered Accommodation		Unregistered Accommodation			Indian	Foreign	
				Indian	Foreign	Indian	Foreign				
18	Haryana	Haryana Baisakhi Mela	13-14 Apr 2016	13,280	270	Negligible	Negligible	13,550	Negligible	Negligible	Negligible
19	Haryana	Surajkund Mela	1-15 Feb 2016	10,810	Negligible	Negligible	Negligible	10,810	310	Negligible	310
20	Himachal Pradesh	Anni Fair	7-9 May 2016	2,510	Negligible	Negligible	Negligible	2,510	1,690	Negligible	1,690
21	Himachal Pradesh	Dungari Fair	14-16 May 2016	3,290	40	Negligible	Negligible	3,330	620	Negligible	620
22	Himachal Pradesh	Kullu Spring Festival	28-30 Apr 2016	1,610	Negligible	Negligible	Negligible	1,610	470	Negligible	470
23	Himachal Pradesh	Sippy Fair	13-14 May 2016	90	Negligible	Negligible	Negligible	90	30	Negligible	30
24	Jammu & Kashmir	J&K Baisakhi Mela	13-14 Apr 2016	3,440	Negligible	Negligible	Negligible	3,440	400	Negligible	400
25	Jammu & Kashmir	Tulip Festival	13-14 Apr 2016	20,625	Negligible	175	Negligible	20,800	700	Negligible	700
26	Jharkhand	Sarhul Festival	10 Apr 2016	230	Negligible	Negligible	Negligible	230	140	Negligible	140
27	Karnataka	Hampi Festival	3-5 Nov 2016	2,280	20	Negligible	Negligible	2,300	1,460	10	1,470
28	Karnataka	Mysore Dussehra Festival	2-11 Oct 2016	8,690	300	2,040	30	11,060	8,130	130	8,260
29	Kerala	Anayadi Gajamela	7-8 Jan 2016	150	Negligible	Negligible	Negligible	150	10	Negligible	10
30	Kerala	Chinakkathoor Pooram	22 Feb 2016	400	Negligible	Negligible	Negligible	400	310	Negligible	310
31	Kerala	Cochin Carnival	27 Dec 2015-3 Jan 2016	9,500	1,515	400	15	11,430	3,980	430	4,410
32	Kerala	Kadamanitta Patayani	14-21 Apr 2016	50	Negligible	Negligible	Negligible	50	30	Negligible	30
33	Kerala	Kudal Manikyam	19-29 Apr 2016	260	Negligible	Negligible	Negligible	260	120	Negligible	120
34	Kerala	Mullackal Chirapp	20-27 Dec 2015	5,280	Negligible	Negligible	Negligible	5,280	700	Negligible	700
35	Kerala	Puthupally Perunaal	6-7 May 2016	280	Negligible	Negligible	Negligible	280	220	Negligible	220
36	Kerala	Uthralikkavu Pooram	03 Jan 2016	60	Negligible	Negligible	Negligible	60	20	Negligible	20



No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Total Footfalls				Increase in Footfalls Due to Fair / Festival			
				Tourists Staying At				Total Tourists	Visitors		Total
				Registered Accommodation		Unregistered Accommodation			Indian	Foreign	
				Indian	Foreign	Indian	Foreign				
37	Madhya Pradesh	Khajuraho Dance Festival	20-26 Feb 2017	770	360	70	30	1,230	460	220	680
38	Madhya Pradesh	Lokrang Festival	22-26 Feb 2017	430	40	Negligible	Negligible	470	70	Negligible	70
39	Madhya Pradesh	Tansen Music Festival	23-26 Jan 2016	1,315	25	625	5	1,970	620	Negligible	620
40	Maharashtra	Chikoo Festival	21-22 Jan 2017	130	Negligible	Negligible	Negligible	130	30	Negligible	30
41	Maharashtra	Kala Ghoda Arts Festival	4-12 Feb 2017	6,220	Negligible	Negligible	Negligible	6,220	1,640	Negligible	1,640
42	Maharashtra	Kalidas Festival	21-24 Nov 2016	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible
43	Maharashtra	Sawai Gandharva Festival	8-11 Dec 2016	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible
44	Maharashtra	Sunburn Festival	28-31 Dec 2016	37,040	Negligible	Negligible	Negligible	37,040	22,880	Negligible	22,880
45	Manipur	Kut Festival	01 Nov 2016	340	Negligible	Negligible	Negligible	340	150	Negligible	150
46	Manipur	Manipur Sanghai Festival	21-30 Nov 2016	460	80	Negligible	Negligible	540	310	80	390
47	Meghalaya	Cherrapunjee Festival	18 Dec 2016	270	10	Negligible	Negligible	280	Negligible	Negligible	Negligible
48	Meghalaya	Cherry Blossom Festival	14-17 Nov 2016	390	20	Negligible	Negligible	410	180	Negligible	180
49	Meghalaya	Nongkrem Dance Festival	07 Dec 2016	430	Negligible	80	Negligible	510	390	Negligible	390
50	Meghalaya	Wangala Dance Festival	10-12 Nov 2016	90	Negligible	Negligible	Negligible	90	50	Negligible	50
51	Mizoram	Thalfavang Kut	10-12 Dec 2015	30	Negligible	Negligible	Negligible	30	Negligible	Negligible	Negligible
52	Nagaland	Hornbill Festival	1-10 Dec 2016	545	80	45	10	680	470	90	560
53	Odisha	Dhuli-Kalinga Mahotsav	6-8 Feb 2016	1,810	120	Negligible	Negligible	1,930	130	70	200
54	Odisha	Konark Festival	1-5 Dec 2017	2,430	50	Negligible	Negligible	2,480	1,210	40	1,250
55	Odisha	Toshali National Crafts Mela	15-27 Dec 2016	2,940	120	Negligible	Negligible	3,060	490	90	580

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				Registered Accommodation		Unregistered Accommodation			Indian	Foreign	
				Indian	Foreign	Indian	Foreign				
56	Puducherry	International Yoga Festival	4-7 Jan 2016	17,910	950	1,020	Negligible	19,880	8,550	240	8,780
57	Puducherry	Liberation Day	01 Nov 2016	16,670	560	Negligible	Negligible	17,230	560	560	1,120
58	Punjab	Kila Raipur Rural Sports Festival	5-7 Feb 2016	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible
59	Punjab	Maghi Mela	12-14 Jan 2016	1810	Negligible	Negligible	Negligible	180	Negligible	Negligible	Negligible
60	Rajasthan	Bikaner Camel Festival	10-01-2016	1,870	10	120	Negligible	2,000	1,170	10	1,180
61	Rajasthan	Desert Festival	19-23 Feb 2016	3,600	70	Negligible	Negligible	3,670	2,830	60	2,890
62	Rajasthan	Mahaveerji Festival	15-17 Apr 2016	1,170	Negligible	Negligible	Negligible	1,170	1,150	Negligible	1,150
63	Rajasthan	Mewar Festival	9-11 Apr 2016	8,770	320	2,910	100	12,100	11,660	410	12,070
64	Rajasthan	Summer Festival	20-21 May 2016	1,590	Negligible	Negligible	Negligible	1,590	1,560	Negligible	1,560
65	Sikkim	Jorethang Maghey Mela	12-16 Jan 2016	20	Negligible	Negligible	Negligible	20	20	Negligible	20
66	Sikkim	Lampokhari Paryatan Mahotsav	14-16 Apr 2016	110	Negligible	60	Negligible	170	60	Negligible	60
67	Tamil Nadu	Mahamakam Festival	22-Feb-16	1,250	20	Negligible	Negligible	1,270	1,210	20	1,230
68	Tamil Nadu	Meenakshi Kalyanam	21 Apr 2016-2 May 2016	2,020	160	Negligible	Negligible	2,180	1,320	50	1,370
69	Tamil Nadu	Natyanjali Festival	07 Mar 2016	500	20	Negligible	Negligible	520	240	Negligible	240
70	Tamil Nadu	Ooty Flower Festival	27 May 2016	11,050	Negligible	Negligible	Negligible	11,050	4,020	Negligible	4,020
71	Tamil Nadu	Sarai Vizha	30 Jul – 06 Aug 2016	1,120	Negligible	Negligible	Negligible	1,120	660	Negligible	660
72	Tamil Nadu	Teppakulam Float Festival	24 Jan 2016	1,390	1,280	Negligible	Negligible	2,670	210	320	530
73	Uttar Pradesh	Lucknow Mahotsav	27 Jan 2016-8 Feb 2016	4,030	Negligible	Negligible	Negligible	4,030	2,950	Negligible	2,950
74	Uttar Pradesh	Sarnath Buddha Mahotsav	21-22 May 2016	6,010	80	Negligible	Negligible	6,090	2,260	Negligible	2,260

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				Tourists Staying At				Total Tourists	Visitors		Total
				Registered Accommodation		Unregistered Accommodation			Indian	Foreign	
				Indian	Foreign	Indian	Foreign				
75	Uttar Pradesh	Shravasti Buddha Mahotsav	21 May 2016	620	Negligible	Negligible	Negligible	620	620	Negligible	620
76	Uttarakhand	Late Gabbar Singh Mela	23 Apr 2016	1,760	Negligible	Negligible	Negligible	1,760	Negligible	Negligible	Negligible
77	Uttarakhand	Mussourie Winter Carnival	24-30 Dec 2015	9,210	Negligible	Negligible	Negligible	9,210	880	Negligible	880
78	Uttarakhand	Shahid Kesari Chand Mela	03 May 2016	100	Negligible	Negligible	Negligible	100	Negligible	Negligible	Negligible
79	West Bengal	Gangasagar Mela	12-17 Jan 2016	750	10	Negligible	Negligible	760	740	10	750
80	West Bengal	Shaniniketan Poush Mela	19-27 Dec 2016	650	10	Negligible	Negligible	660	640	Negligible	640
81	West Bengal	Vishnupur Festival	27-31 Dec 2016	390	Negligible	Negligible	Negligible	390	190	Negligible	190

Table below summarizes the time spent by tourists at the fair grounds and sightseeing as well as the average days taken to plan the visit and finalize the same. It also mentions popular places of interest visited / activities undertaken by the tourists.

Table 2: Destination visit - places visited, time spent in planning, finalizing and visiting

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
					1	Andaman & Nicobar	Beach Festival	17-19 Apr 2016	NA	NA	NA	NA
2	Andaman & Nicobar	Island Tourism Festival	5-14 Jan 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
3	Arunachal Pradesh	Kameng River Festival	21-23 Jan 2016	Papu Valley, Model Village, Tsang Tajo, New Seppa, Model Village, etc.	3	NA	1.3	NA	21	NA	0	NA
4	Arunachal Pradesh	Nyokum Yullo Festival	24-26 Feb 2016	IG Park, Barapani, Buddhist Monastery, etc.	2	NA	1	NA	11	NA	0	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
5	Bihar	Bodh Mahotsav	17-19 Jan 2016	Mahabodhi Temple, Japanese Temple, Tibet Temple, Rajgeer Kund, Nalanda, etc.	1.8	1.8	4.6	5.5	53	95	0	0
6	Bihar	Dev Mahotsav	14-15 Feb 2016	Dev Mandir, Umanga Mandir, Narayan Mandir, Savalni Mandir, etc.	1.8	NA	1.3	NA	137	NA	0	NA
7	Chandigarh	Chrysanthemum Show	11-13 Dec 2015	NA	NA	NA	NA	NA	NA	NA	NA	NA
8	Chandigarh	Rose & Heritage Car Festival	19-23 Feb 2016	Rock Garden, Sukhna Lake, Sector 17, Pinjore Garden, Elante Mall, etc.	1.4	NA	2.9	NA	33	NA	0	NA
9	Chhattisgarh	Dongargarh Navratri Mela	1-10 Oct 2016	Chhoti Bombleshwari Mandir, Shegaon, Pragyagiri, Koradi, etc.	1	NA	2.1	NA	7	NA	0	NA
10	Chhattisgarh	Rajyotsav	01 Nov 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
11	Dadra & Nagar Haveli	Tarpa Festival	25-27 Dec 2015	Deer Park, Vasona Lion Safari Park, Madhuban Dam Garden, Dudhni Lake, Tribal Cultural Museum, etc.	1.9	2	2.1	3	57	75	0	0
12	Delhi	Garden Tourism Festival	19-21 Feb 2016	Connaught Place, India Gate, Red Fort, Chandni Chowk, Karol Bagh, etc.	1.1	NA	2.3	NA	45	NA	0	NA
13	Goa	Goa Carnival	25-28 Feb 2017	include Old Goa, Calangute Beach, Mangesh Temple, Baga Beach, Fort Aguada, etc.	1.3	1	2.3	2	58	23	0	0
14	Goa	Serendipity Arts Festival	16-23 Dec 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
15	Gujarat	Chitra-Vichitra Fair	22 Apr 2016	Mota Ambaji temple, Idariyo gadh, Radhakrishna Temple, Vishwakarma Temple, Rani Mahal, etc.	1.6	NA	1.7	NA	13	NA	0	NA
16	Gujarat	Modhera Dance Festival	16-17 Jan 2016	Sun Temple, Mehasana Jain Temple, Shankheshwar Jain Temple, Delvada Dera, Bahucharaji, etc.	1.8	NA	1.6	NA	41	NA	0	NA
17	Gujarat	Polo Cycle Race	21-24 Jan 2016	Khedbrahma Ambaji Temple, Idariyo gadh, Chamunda Mandir, Shamlaji Mandir, Rani ki Vav, etc.	2.3	NA	1.6	NA	29	NA	0	NA
18	Haryana	Haryana Baisakhi Mela	13-14 Apr 2016	Pinjore Garden, Rock Garden, Kalkaji, etc.	1.5	2	1.5	2	103	4	0	0
19	Haryana	Surajkund Mela	1-15 Feb 2016	Red Fort, Qutub Minar, Connaught Place, India Gate, Gurudwara Bangla Sahib, etc.	1.5	NA	2.7	NA	75	NA	0	NA
20	Himachal Pradesh	Anni Fair	7-9 May 2016	NA	1.5	NA	1	NA	26	NA	0	NA
21	Himachal Pradesh	Dungari Fair	14-16 May 2016	NA	1.5	NA	1.4	NA	15	NA	0	NA
22	Himachal Pradesh	Kullu Spring Festival	28-30 Apr 2016	Manikaran, Rohtang, Manali, Parashar Lake, Bijli Mahadev, etc.	1.4	NA	1	NA	23	NA	0	NA
23	Himachal Pradesh	Sippy Fair	13-14 May 2016	Mall Road, Kufri, Jakhu Temple, etc.	1.1	NA	1.1	NA	10	NA	0	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
24	Jammu & Kashmir	J&K Baisakhi Mela	13-14 Apr 2016	Gulmarg, Pahalgam, etc.	1.5	NA	2.9	NA	33	NA	0	NA
25	Jammu & Kashmir	Tulip Festival	13-14 Apr 2016	Pahalgam, Gulmarg, Shankaracharya Temple, Nishat Bagh, etc.	1.1	1	3.9	2	43	45	0	0
26	Jharkhand	Sarhul Festival	10 Apr 2016	Pahari Mandir, Dewri Temple, etc.	1	1	1.3	NA	4	4	0	0
27	Karnataka	Hampi Festival	3-5 Nov 2016	Virupaksha Temple, Vijay Vittal Temple, Lotus Mahal, Queen's Bath, Ganesh Temple, etc.	2.8	NA	2.8	NA	56	NA	0	NA
28	Karnataka	Mysore Dussehra Festival	2-11 Oct 2016	Mysore Palace, Mysore Zoo, Yuva Dasara, etc.	3.3	3.5	2.8	3	26	11	0	0
29	Kerala	Anayadi Gajamela	7-8 Jan 2016	NA	1.5	NA	1	NA	40	NA	0	NA
30	Kerala	Chinakkathoor Pooram	22 Feb 2016	Chinkkathoor, Kotta, Mallampuzha, etc.	1.6	NA	1	NA	13	NA	0	NA
31	Kerala	Cochin Carnival	27 Dec 2015-3 Jan 2016	Marine Drive, Cherai Beach, Lulu Mall, Atirampally falls, Bolgatty Palace, etc.	1.3	2	1.5	3	28	45	0	0
32	Kerala	Kadamanitta Patayani	14-21 Apr 2016	Gavi, Kavni, Thannithode, etc.	1.6	NA	3.4	NA	31	NA	0	NA
33	Kerala	Kudal Manikyam	19-29 Apr 2016	Koodal Manikyam temple, Thrissur Pooram, Guruvayur Temple, etc.	2	NA	2	NA	63	NA	0	NA
34	Kerala	Mullackal Chirapp	20-27 Dec 2015	Light House, Boat Club, Cherai Beach, etc.	2.4	3	2.4	3	20	4	0	0
35	Kerala	Puthupally Perunaal	6-7 May 2016	Kumarokom, Puthupalli, etc.	1.6	NA	2.3	NA	66	NA	0	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
36	Kerala	Uthralikkavu Pooram	03 Jan 2016	NA	2.7	NA	3	NA	169	NA	0	NA
37	Madhya Pradesh	Khajuraho Dance Festival	20-26 Feb 2017	Jain Temple, Indian Tribal and Folk Art Museum, Western Temple, Art Market, etc.	2.7	6.5	2.6	4.5	60	135	0	0
38	Madhya Pradesh	Lokrang Festival	22-26 Feb 2017	NA	NA	NA	NA	NA	NA	NA	NA	NA
39	Madhya Pradesh	Tansen Music Festival	23-26 Jan 2016	Sun Temple, Sas Bahu Temple, Raja Man Singh Fort, Tansen Makbara, etc.	2.6	2.5	1.6	1.5	28	45	0	0
40	Maharashtra	Chikoo Festival	21-22 Jan 2017	Karmadi Bagh, Chikuki Bagh, etc.	1.1	NA	1.3	NA	32	NA	0	NA
41	Maharashtra	Kala Ghoda Arts Festival	4-12 Feb 2017	Gateway of India, Elephanta Caves, Siddhivinayak, Haji Ali, Alibag, etc.	1.3	NA	1.8	NA	39	NA	0	NA
42	Maharashtra	Kalidas Festival	21-24 Nov 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
43	Maharashtra	Sawai Gandharva Festival	8-11 Dec 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
44	Maharashtra	Sunburn Festival	28-31 Dec 2016	Keshnan Hills, Shaniwar Wada, etc.	1.5	NA	1.8	NA	12	NA	0	NA
45	Manipur	Kut Festival	01 Nov 2016	Kangla Fort, Loktak Lake, Sandra Place, Thangal Market, Leimaram Fall, etc.	1	NA	1.1	NA	19	NA	0	NA
46	Manipur	Manipur Sanghai Festival	21-30 Nov 2016	Manipur Polo Ground, Loktak Lake, Manipur Keibel Lamjao National Park, etc.	2	3	1.8	3	15	4	0	0
47	Meghalaya	Cherrapunjee Festival	18 Dec 2016	Cherrapunjee Falls, Cherrapunjee Cave, Sai Mi Kha, Elephant	1	1	1.1	1.3	19	56	0	0

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
				Fall, Shillong Peak, etc.								
48	Meghalaya	Cherry Blossom Festival	14-17 Nov 2016	Shillong Peak, Cherrapunjee, Laitumkhrach Cathedral, Elephant fall, Don Bosco Museum, etc.	1.3	1.5	1.2	1	16	4	0	0
49	Meghalaya	Nongkrem Dance Festival	07 Dec 2016	Nohkalikai Falls, Seven Sister Falls, Wards Lake, Elephant Falls, Shillong Peak, etc.	1.1	1	1.3	2	55	146	0	0
50	Meghalaya	Wangala Dance Festival	10-12 Nov 2016	Balphakram National Park, Tura Water Falls, Nehru Park, Eco Park, etc.	1.7	1.8	1	1	53	9	0	0
51	Mizoram	Thalfavang Kut	10-12 Dec 2015	Durtlang, Zarkawt, Millenium Centre, Bara Bazar, Khatla Shiva Mandir, etc.	1	1	1.8	2	35	75	0	0
52	Nagaland	Hornbill Festival	1-10 Dec 2016	World War 2 Cemetry, Kohima Village, Cathedral, Science College, etc.	1.6	2.5	1.4	2	53	110	0	0
53	Odisha	Dhauri-Kalinga Mahotsav	6-8 Feb 2016	Lingaraj Temple, Dhauri, Konark, Puri, Khandagiri, etc.	1.2	1.8	1.9	1.7	44	128	0	0
54	Odisha	Konark Festival	1-5 Dec 2017	Puri, Chandrabhaga, Bhubhaneshwar, Dhauri, Ram Chandi, etc.	1.4	2.1	1.8	3.3	36	78	0	0
55	Odisha	Toshali National Crafts Mela	15-27 Dec 2016	Konark, Lingaraj Temple, Chandrabhaga, Khandagiri, Nandan Kanan Zoological Park, etc.	1.1	1	2	2.7	45	67	0	0
56	Puducherry	International Yoga Festival	4-7 Jan 2016	Lord Ganesha Temple, Sacred Heart Church, Aurobindo	1.4	1.5	1.3	1.3	78	105	0	0



No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
				Ashram, Botanical Garden, Managala Vinayagar Temple, etc.								
57	Puducherry	Liberation Day	01 Nov 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
58	Punjab	Kila Raipur Rural Sports Festival	5-7 Feb 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
59	Punjab	Maghi Mela	12-14 Jan 2016	Govt College, Muktesar Sahib Gurudwara, Bhatinda, Malout Road, Kotakpur Road, etc.	2.7	3	2.7	3	12	11	0	0
60	Rajasthan	Bikaner Camel Festival	10-01-2016	Junagadh, Deshnaik, Karnimata Temple, Bikaner fort, Kolayat, etc.	1.7	2	1.2	1.2	24	53	0	0
61	Rajasthan	Desert Festival	19-23 Feb 2016	Golden Fort, Gadsisar Lake, Patwa Haveli, Desert Village, Sam Sand Dunes, etc.	1.8	1.5	1.1	1.5	62	69	0	0
62	Rajasthan	Mahaveerji Festival	15-17 Apr 2016	Mahavir Temple, Shantinath Temple, Kamal Temple, Krishan Bai Temple, Gwala Temple, etc.	1.6	NA	1.2	NA	23	NA	0	NA
63	Rajasthan	Mewar Festival	9-11 Apr 2016	Jagdish Temple, Pichila Lake, City Place, Fateh Sagar Jhil, Gulab Bagh, etc.	1.7	2	1.2	1.3	25	40	0	0
64	Rajasthan	Summer Festival	20-21 May 2016	Nakki Lake, Dilwara Mandir, Sunset Point, Polo Ground, Achalgarh Fort, etc.	1.4	NA	1	NA	22	NA	0	NA
65	Sikkim	Jorethang Maghey Mela	12-16 Jan 2016	NA	2	NA	NA	NA	165	NA	0	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
66	Sikkim	Lampokhari Paryatan Mahotsav	14-16 Apr 2016	Aritar Lake, Lampokhari Lake, Dzuluk, etc.	1.4	NA	1.2	NA	98	NA	0	NA
67	Tamil Nadu	Mahamakam Festival	22-Feb-16	Kumbeswarar Festival, Thirunageswaram, etc.	2.1	NA	1.4	NA	55	NA	0	NA
68	Tamil Nadu	Meenakshi Kalyanam	21 Apr 2016-2 May 2016	Meenakshi Amman Temple, Alagar Koyil, Rameshwari Temple, Rameshwaram, etc.	1.7	NA	1.6	NA	72	NA	0	NA
69	Tamil Nadu	Natyanjali Festival	07 Mar 2016	Kumbakonam Temple, Pappireddipatti, etc.	1.8	NA	2	NA	47	NA	0	NA
70	Tamil Nadu	Ooty Flower Festival	27 May 2016	Botanical Garden, Rose Garden, Doddabetta, Pykara Boat House, etc.	1.3	NA	1.3	NA	54	NA	0	NA
71	Tamil Nadu	Sarai Vizha	30 Jul – 06 Aug 2016	NA	1	NA	1.3	NA	20	NA	0	NA
72	Tamil Nadu	Teppakulam Float Festival	24 Jan 2016	NA	1	NA	1	NA	NA	NA	NA	NA
73	Uttar Pradesh	Lucknow Mahotsav	27 Jan 2016-8 Feb 2016	Janeshwar, Chidiyaghar, Lohiya Park, Amawadi, Kukrail Picnic Spot, etc.	1.1	NA	2.1	NA	12	NA	0	NA
74	Uttar Pradesh	Sarnath Buddha Mahotsav	21-22 May 2016	Durga Mandir, Tulsi Manas Mandir, Kashi Vishwanath Temple, Mahadevi Temple, etc.	1.4	NA	1.3	NA	32	NA	0	NA
75	Uttar Pradesh	Shravasti Buddha Mahotsav	21 May 2016	Thai Buddha Vihar, Angulimal Gufa, etc.	1	NA	2.3	NA	36	NA	0	NA
76	Uttarakhand	Late Gabbar Singh Mela	23 Apr 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
77	Uttarakhand	Mussourie Winter Carnival	24-30 Dec 2015	Mall Road, Lal Tibba, Cauty Fall, Company Garden, etc.	2.1	NA	1.5	NA	28	NA	0	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Other Activities / Places Visited	Total Time Spent At the Destination				Average Days Taken			
					Fair / Festival		Sightseeing		Planning		Finalizing	
					Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
78	Uttarakhand	Shahid Kesari Chand Mela	03 May 2016	NA	NA	NA	NA	NA	NA	NA	NA	NA
79	West Bengal	Gangasagar Mela	12-17 Jan 2016	Nag Mandir, Topo Ban, Dhabla Hat Monasha Mandir, etc.	4.1	8	2	1	60	270	0	0
80	West Bengal	Shaniniketan Poush Mela	19-27 Dec 2016	Vishva Bharati Temple, Kopai River, Tarapith, Bakeshwar, etc.	2.1	1	1.2	NA	62	23	0	0
81	West Bengal	Vishnupur Festival	27-31 Dec 2016	Jorbangla Mandir, Madan Mohan Temple, Itachuna Rajbari, Mukutmanipur, Mangal Mandir, etc.	1.8	NA	1.3	NA	28	NA	0	NA

Table below shows the average spending (in INR) by Indian and foreign tourists as well as increase in spending due to fair / festival.

*Table 3: Average spending by tourists and increase in spending due to fair / festival*

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Average Amount Spent (INR)		Increase in Spending Due to Fair / Festival	
				Indian	Foreign	Indian	Foreign
1	Andaman & Nicobar	Beach Festival	17-19 Apr 2016	NA	NA	NA	NA
2	Andaman & Nicobar	Island Tourism Festival	5-14 Jan 2016	NA	NA	NA	NA
3	Arunachal Pradesh	Kameng River Festival	21-23 Jan 2016	30,000	NA	39%	NA
4	Arunachal Pradesh	Nyokum Yullo Festival	24-26 Feb 2016	13,700	NA	12%	NA
8	Bihar	Bodh Mahotsav	17-19 Jan 2016	24,200	59,100	14%	7%
9	Bihar	Dev Mahotsav	14-15 Feb 2016	3,600	NA	3%	NA
10	Chandigarh	Chrysanthemum Show	11-13 Dec 2015	NA	NA	NA	NA
11	Chandigarh	Rose & Heritage Car Festival	19-23 Feb 2016	18,300	NA	9%	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Average Amount Spent (INR)		Increase in Spending Due to Fair / Festival	
				Indian	Foreign	Indian	Foreign
12	Chhattisgarh	Dongargarh Navratri Mela	1-10 Oct 2016	2,200	NA	37%	NA
13	Chhattisgarh	Rajyotsav	01 Nov 2016	NA	NA	NA	NA
14	Dadra & Nagar Haveli	Tarpa Festival	25-27 Dec 2015	20,000	17,000	20%	13%
15	Delhi	Garden Tourism Festival	19-21 Feb 2016	41,800	NA	0%	NA
16	Goa	Goa Carnival	25-28 Feb 2017	7,200	4,700	18%	12%
17	Goa	Serendipity Arts Festival	16-23 Dec 2016	NA	NA	NA	NA
18	Gujarat	Chitra-Vichitra Fair	22 Apr 2016	7,100	NA	33%	NA
19	Gujarat	Modhera Dance Festival	16-17 Jan 2016	5,400	NA	10%	NA
20	Gujarat	Polo Cycle Race	21-24 Jan 2016	12,600	NA	21%	NA
21	Haryana	Haryana Baisakhi Mela	13-14 Apr 2016	9,300	6,600	13%	2%
22	Haryana	Surajkund Mela	1-15 Feb 2016	72,500	NA	14%	NA
23	Himachal Pradesh	Anni Fair	7-9 May 2016	2,400	NA	18%	NA
24	Himachal Pradesh	Dungari Fair	14-16 May 2016	9,300	NA	11%	NA
25	Himachal Pradesh	Kullu Spring Festival	28-30 Apr 2016	7,500	NA	17%	NA
26	Himachal Pradesh	Sippy Fair	13-14 May 2016	3,800	NA	7%	NA
27	Jammu & Kashmir	J&K Baisakhi Mela	13-14 Apr 2016	32,600	NA	8%	NA
28	Jammu & Kashmir	Tulip Festival	13-14 Apr 2016	54,400	1,41,000	6%	8%
29	Jharkhand	Sarhul Festival	10 Apr 2016	12,800	1,800	1%	3%
30	Karnataka	Hampi Festival	3-5 Nov 2016	24,800	NA	12%	NA
31	Karnataka	Mysore Dussehra Festival	2-11 Oct 2016	12,400	9,900	40%	102%
32	Kerala	Anayadi Gajamela	7-8 Jan 2016	4,200	NA	83%	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Average Amount Spent (INR)		Increase in Spending Due to Fair / Festival	
				Indian	Foreign	Indian	Foreign
33	Kerala	Chinakkathoor Pooram	22 Feb 2016	1,900	NA	9%	NA
34	Kerala	Cochin Carnival	27 Dec 2015-3 Jan 2016	14,200	1,50,000	17%	NA
35	Kerala	Kadamanitta Patayani	14-21 Apr 2016	5,000	NA	8%	NA
36	Kerala	Kudal Manikyam	19-29 Apr 2016	7,100	NA	7%	NA
37	Kerala	Mullackal Chirapp	20-27 Dec 2015	29,300	15,000	15%	2%
38	Kerala	Puthupally Perunaal	6-7 May 2016	2,600	NA	12%	NA
39	Kerala	Uthralikkavu Pooram	03 Jan 2016	36,300	NA	11%	NA
40	Madhya Pradesh	Khajuraho Dance Festival	20-26 Feb 2017	12,700	5,47,500	18%	NA
41	Madhya Pradesh	Lokrang Festival	22-26 Feb 2017	NA	NA	NA	NA
42	Madhya Pradesh	Tansen Music Festival	23-26 Jan 2016	6,400	9,600	7%	NA
43	Maharashtra	Chikoo Festival	21-22 Jan 2017	5,200	NA	39%	NA
44	Maharashtra	Kala Ghoda Arts Festival	4-12 Feb 2017	11,900	NA	27%	NA
45	Maharashtra	Kalidas Festival	21-24 Nov 2016	NA	NA	NA	NA
46	Maharashtra	Sawai Gandharva Festival	8-11 Dec 2016	NA	NA	NA	NA
47	Maharashtra	Sunburn Festival	28-31 Dec 2016	19,500	NA	69%	NA
48	Manipur	Kut Festival	01 Nov 2016	11,000	NA	11%	NA
49	Manipur	Manipur Sanghai Festival	21-30 Nov 2016	16,900	8,400	13%	23%
50	Meghalaya	Cherrapunjee Festival	18 Dec 2016	16,700	64,000	13%	2%
51	Meghalaya	Cherry Blossom Festival	14-17 Nov 2016	12,000	9,500	21%	27%
52	Meghalaya	Nongkrem Dance Festival	07 Dec 2016	13,400	97,300	8%	2%
53	Meghalaya	Wangala Dance Festival	10-12 Nov 2016	12,300	17,100	32%	12%

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Average Amount Spent (INR)		Increase in Spending Due to Fair / Festival	
				Indian	Foreign	Indian	Foreign
54	Mizoram	Thalfavang Kut	10-12 Dec 2015	12,300	15,500	13%	20%
55	Nagaland	Hornbill Festival	1-10 Dec 2016	22,000	1,24,100	15%	6%
5	Odisha	Dhuli-Kalinga Mahotsav	6-8 Feb 2016	20,400	72,700	9%	12%
6	Odisha	Konark Festival	1-5 Dec 2017	11,900	2,64,400	11%	2%
7	Odisha	Toshali National Crafts Mela	15-27 Dec 2016	27,500	1,08,400	19%	7%
56	Puducherry	International Yoga Festival	4-7 Jan 2016	4,900	32,200	13%	NA
57	Puducherry	Liberation Day	01 Nov 2016	NA	NA	NA	NA
58	Punjab	Kila Raipur Rural Sports Festival	5-7 Feb 2016	NA	NA	NA	NA
59	Punjab	Maghi Mela	12-14 Jan 2016	19,300	NA	21%	NA
60	Rajasthan	Bikaner Camel Festival	10-01-2016	15,200	1,92,000	12%	11%
61	Rajasthan	Desert Festival	19-23 Feb 2016	15,400	1,74,100	15%	12%
62	Rajasthan	Mahaveerji Festival	15-17 Apr 2016	6,200	NA	24%	NA
63	Rajasthan	Mewar Festival	9-11 Apr 2016	19,300	1,62,300	15%	11%
64	Rajasthan	Summer Festival	20-21 May 2016	17,300	NA	16%	NA
65	Sikkim	Jorethang Maghey Mela	12-16 Jan 2016	4,200	NA	24%	NA
66	Sikkim	Lampokhari Paryatan Mahotsav	14-16 Apr 2016	48,400	NA	9%	NA
67	Tamil Nadu	Mahamakam Festival	22-Feb-16	31,100	NA	1%	NA
68	Tamil Nadu	Meenakshi Kalyanam	21 Apr 2016- 2 May 2016	15,600	NA	7%	NA
69	Tamil Nadu	Natyanjali Festival	07 Mar 2016	7,100	NA	4%	NA
70	Tamil Nadu	Ooty Flower Festival	27 May 2016	18,100	NA	9%	NA
71	Tamil Nadu	Sarai Vizha	30 Jul – 06 Aug 2016	13,500	NA	51%	NA

No	State / UT	Name of the Fair / Festival	Duration of Fair / Festival	Average Amount Spent (INR)		Increase in Spending Due to Fair / Festival	
				Indian	Foreign	Indian	Foreign
72	Tamil Nadu	Teppakulam Float Festival	24 Jan 2016	6,000	NA	0%	NA
73	Uttar Pradesh	Lucknow Mahotsav	27 Jan 2016-8 Feb 2016	6,800	NA	23%	NA
74	Uttar Pradesh	Sarnath Buddha Mahotsav	21-22 May 2016	7,100	NA	13%	NA
75	Uttar Pradesh	Shravasti Buddha Mahotsav	21 May 2016	5,500	NA	6%	NA
76	Uttarakhand	Late Gabbar Singh Mela	23 Apr 2016	NA	NA	NA	NA
77	Uttarakhand	Mussourie Winter Carnival	24-30 Dec 2015	21,700	NA	15%	NA
78	Uttarakhand	Shahid Kesari Chand Mela	03 May 2016	NA	NA	NA	NA
79	West Bengal	Gangasagar Mela	12-17 Jan 2016	11,600	4,700	24%	NA
80	West Bengal	Shaniniketan Poush Mela	19-27 Dec 2016	22,700	27,100	20%	124%
81	West Bengal	Vishnupur Festival	27-31 Dec 2016	10,400	NA	14%	NA

Detailed report for each fair / festival covered during the study is presented in a subsequent chapter.



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## ***Background of the Study***



# Introduction

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## **Background of the study**

The Ministry of Tourism, of the Government of India, provides Central Financial Assistance (CFA) to governments / administrations of states and union territories of India every year for conducting fairs & festivals. It is expected that organization of these fairs and festivals would give a boost to tourism – both domestic and international. In order to assess the impact of these fairs and festivals for inflow of tourist and consequent other economic activities, the Ministry appointed Kantar IMRB to conduct a study in this regard.

## **Objective of the study**

Objective of the study was **to assess the impact of the fairs & festivals being held in different parts of the country**. Sub-objectives of the study were as follows:

1. Listing of fairs & festivals
  - Prepare a list of Fairs & Festivals for each States/ UTs, in consultations with States/ UTs, which attract International/ Domestic Tourists.
2. Estimation of visitors
  - Estimate inflow of both domestic as well as foreign tourists at the destination of the Fairs & Festivals during the period.
  - Estimate the increase in the foot falls of both domestic as well as foreign tourists at the destination due to the Fairs & Festivals.
3. Detailed Visitor Profiling
  - Find out if the purpose of visit of the International / Domestic Tourists is just visiting place or attending the fair / festival – specifically.
  - Identify the source of information about the Fairs & Festivals for International / Domestic Tourists. – Website, periodical, magazine, book, etc.
  - Determine the number of months before which the International / Domestic Tourists plan their visit to the Fairs & Festivals.
  - Estimate the difference in the per capita spending of both domestic as well as foreign tourists during the Fairs & Festivals and other-wise.
  - For the Domestic Tourists, the following may also be ascertained:
    - Number of Days spent at the fair.
    - Number of days spent or planning to spend during the particular visit in sightseeing.

## **Research Methodology**

Different approaches and methodologies were used for undertaking each of the sub-objectives of the study. These are discussed below.

### **Listing & Selection of Fairs & Festivals**

As per the mandate of the study, around 2 to 5 fairs/festivals were to be covered from each state / union-territory. These fairs / festivals were selected in consultation with Ministry of Tourism and state tourism boards. In case direction was not provided by state tourism board, popular fairs / festivals from a state / union territory were chosen.

This report covers 81 fairs & festivals spread across 36 states / union territories of India. List of these fairs & festivals along with sample size covered for various segments is given in table below.

Table 4: List of fairs & festivals covered in this report along with sample size

No	State / UT	Fair / Festival	Hotels Empanelled	Tourist Sample Covered		
				Fair Visitor (Listing)	Accommodation Users (Listing)	Accommodation Users (Main)
01	Andaman & Nicobar	Beach Festival	81	409	288	95
02	Andaman & Nicobar	Island Tourism Festival	82	410	654	101
03	Arunachal Pradesh	Kameng River Festival	3	399	130	30
04	Arunachal Pradesh	Nyokum Yullo Festival	31	402	401	45
05	Bihar	Bodh Mahotsav	50	400	703	100
06	Bihar	Dev Mahotsav	17	405	87	48
07	Chandigarh	Chrysanthemum Show	25	400	74	0
08	Chandigarh	Rose & Heritage Car Festival	40	401	346	40
09	Chhattisgarh	Dongargarh Navratri Mela	2	433	102	28
10	Chhattisgarh	Rajyotsav	52	399	0	0
11	Dadra & Nagar Haveli	Tarpa Festival	30	405	712	101
12	Delhi	Garden Tourism Festival	60	402	707	16
13	Goa	Goa Carnival	42	653	147	86
14	Goa	Serendipity Arts Festival	15	340	0	0
15	Gujarat	Chitra-Vichitra Fair	7	373	344	15
16	Gujarat	Modhera Dance Festival	31	400	659	96
17	Gujarat	Polo Cycle Race	21	405	635	103
18	Haryana	Haryana Baisakhi Mela	10	361	409	6
19	Haryana	Surajkund Mela	50	405	729	98
20	Himachal Pradesh	Anni Fair	16	400	112	25
21	Himachal Pradesh	Dungari Fair	25	400	204	29

No	State / UT	Fair / Festival	Hotels Empanelled	Tourist Sample Covered		
				Fair Visitor (Listing)	Accommodation Users (Listing)	Accommodation Users (Main)
22	Himachal Pradesh	Kullu Spring Festival	25	400	159	19
23	Himachal Pradesh	Sippy Fair	19	408	99	20
24	Jammu & Kashmir	J&K Baisakhi Mela	12	400	71	16
25	Jammu & Kashmir	Tulip Festival	10	394	409	8
26	Jharkhand	Sarhul Festival	50	406	699	394
27	Karnataka	Hampi Festival	20	400	408	92
28	Karnataka	Mysore Dussehra Festival	21	410	663	93
29	Kerala	Anayadi Gajamela	22	400	124	99
30	Kerala	Chinakkathoor Pooram	25	399	130	100
31	Kerala	Cochin Carnival	30	418	584	101
32	Kerala	Kadamanitta Patayani	17	400	246	99
33	Kerala	Kudal Manikyam	19	379	205	82
34	Kerala	Mullackal Chirapp	18	399	614	101
35	Kerala	Puthupally Perunaal	25	397	118	102
36	Kerala	Uthralikkavu Pooram	24	401	347	93
37	Madhya Pradesh	Khajuraho Dance Festival	49	397	503	50
38	Madhya Pradesh	Lokrang Festival	45	403	418	0
39	Madhya Pradesh	Tansen Music Festival	50	404	699	100
40	Maharashtra	Chikoo Festival	7	294	132	45
41	Maharashtra	Kala Ghoda Arts Festival	12	412	167	89
42	Maharashtra	Kalidas Festival	6	122	0	0
43	Maharashtra	Sawai Gandharva Festival	15	365	0	0
44	Maharashtra	Sunburn Festival	20	417	37	6
45	Manipur	Kut Festival	20	317	283	50

No	State / UT	Fair / Festival	Hotels Empanelled	Tourist Sample Covered		
				Fair Visitor (Listing)	Accommodation Users (Listing)	Accommodation Users (Main)
46	Manipur	Manipur Sanghai Festival	19	384	404	91
47	Meghalaya	Cherrapunjee Festival	21	401	365	27
48	Meghalaya	Cherry Blossom Festival	26	400	366	65
49	Meghalaya	Nongkrem Dance Festival	19	399	345	93
50	Meghalaya	Wangala Dance Festival	8	400	258	51
51	Mizoram	Thalfavang Kut	20	389	325	52
52	Nagaland	Hornbill Festival	28	398	689	100
53	Odisha	Dhuli-Kalinga Mahotsav	42	402	669	101
54	Odisha	Konark Festival	60	402	699	100
55	Odisha	Toshali National Crafts Mela	67	410	686	99
56	Puducherry	International Yoga Festival	24	159	140	100
57	Puducherry	Liberation Day	24	120	26	0
58	Punjab	Kila Raipur Rural Sports Festival	10	401	56	0
59	Punjab	Maghi Mela	16	399	70	20
60	Rajasthan	Bikaner Camel Festival	0	404	755	104
61	Rajasthan	Desert Festival	50	404	746	107
62	Rajasthan	Mahaveerji Festival	50	401	677	100
63	Rajasthan	Mewar Festival	51	399	708	103
64	Rajasthan	Summer Festival	50	310	449	87
65	Sikkim	Jorethang Maghey Mela	10	405	37	5
66	Sikkim	Lampokhari Paryatan Mahotsav	7	410	19	19
67	Tamil Nadu	Mahamakam Festival	25	408	74	28
68	Tamil Nadu	Meenakshi Kalyanam	30	403	240	35

No	State / UT	Fair / Festival	Hotels Empanelled	Tourist Sample Covered		
				Fair Visitor (Listing)	Accommodation Users (Listing)	Accommodation Users (Main)
69	Tamil Nadu	Natyanjali Festival	20	400	35	5
70	Tamil Nadu	Ooty Flower Festival	30	400	206	21
71	Tamil Nadu	Sarai Vizha	20	401	9	9
72	Tamil Nadu	Teppakulam Float Festival	40	402	42	1
73	Uttar Pradesh	Lucknow Mahotsav	27	446	31	20
74	Uttar Pradesh	Sarnath Buddha Mahotsav	48	172	145	25
75	Uttar Pradesh	Shravasti Buddha Mahotsav	2	44	9	9
76	Uttarakhand	Late Gabbar Singh Mela	3	50	14	0
77	Uttarakhand	Mussourie Winter Carnival	26	289	236	99
78	Uttarakhand	Shahid Kesari Chand Mela	2	194	4	0
79	West Bengal	Gangasagar Mela	14	403	142	100
80	West Bengal	Shaniniketan Poush Mela	16	401	75	61
81	West Bengal	Vishnupur Festival	15	438	101	101
<b>Total Sample Size Covered</b>			<b>2,171</b>	<b>30,392</b>	<b>24,410</b>	<b>4,759</b>

As the first step of the study, an exhaustive list of fairs and festivals organized across various states and union territories was prepared. This master list comprised of those fairs and festivals which fulfil the following criteria:

- Must be organized/celebrated over a fixed number of day(s),
- Must have at least one or more fair locations where the congregation of tourists is likely, and,
- **Priority was given to those fairs & festivals which (1) were provided by various states / union territories and (2) are receiving funds under Central Finance Assistance (CFA) to states/union territories.**

Out of the master list a total number of 81 fairs/festivals were selected for the actual survey. This number was distributed across various states/union territories based on the tourist footfall in the state/union territory in a given year. A minimum of 2 and a maximum of 5 fairs/festivals were allotted to each state/union territory<sup>1</sup>. Average number of total

<sup>1</sup> Minimum number is subject to number of fairs and festivals



tourists (domestic + foreign) was used to calculate the number of fairs & festivals that need to be selected<sup>2</sup>.

However, fairs / festivals in some states / union territories were not covered due to various reasons such as:

- List of fairs / festivals was neither available in public domain nor was provided by the respective state / union territory.
- Exact dates of fairs / festivals to be covered were not available in public domain nor were provided by the respective state / union territory.
- In few states (such as Andhra Pradesh and Telangana), the selected fairs / festivals were not organized
- Some fairs / festivals (e.g. in Lakshadweep), did not fulfil the criteria as laid out above.

For such states / union territories, substitute fairs / festivals were covered in other states / union territories to keep the overall number of fairs / festivals covered as 81 (as accepted as per inception report). State / union territory wise detail of all fairs / festivals covered is given in table below.

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<sup>2</sup> In order to calculate this number, the following process is adopted: (1) Average annual number of tourists – both domestic & foreign – visiting a given state/UT over the period 2009-12 is determined. This is given in table above. (2) Number of tourists for the state/UT having the minimum number of tourists and the number of tourists for the state/UT having the maximum number of tourists are determined. (3) This range (i.e. maximum – minimum i.e. 8,767 for Lakshadweep and 168,723,157 for Andhra Pradesh) was divided into 4 quartiles. These quartiles were as follows: QI (8,767 to 42,178,597), QII (42,178,598 to 84,357,194), QIII (84,357,195 to 126,535,792) and QIV (126,535,793 to 168,714,390). (4) States with tourist falling in a particular quartile were awarded sample as follows: Quartile I: 2 fairs/festivals, Quartile II: 3 fairs/festivals, Quartile III: 4 fairs/festivals and Quartile IV: 5 fairs/festivals.

State / UT	Planned Sample <sup>3</sup>	Achieved Sample <sup>4</sup>	Fairs / Festivals Covered	Remarks
Andaman & Nicobar	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>Island Tourism Festival (8-18 Jan 2016)</li> <li>Beach Festival (17-19 Apr 2016)</li> </ul>	<b>Covered</b> ; both within the same state / UT
Andhra Pradesh	3	0 / 3 (0)	<ul style="list-style-type: none"> <li>---</li> </ul>	<p><b>Covered</b>; both as a substitute in another state / UT</p> <p><b>Note 1:</b> List of fairs &amp; festivals to be covered was provided by Andhra Pradesh administration. We had planned to cover 5 out of the following 6 fairs (Lumbini Annual Festival, HBD Book fair, Vishakha Utsav, Hyderabad Literary Festival, Krishnakriti Annual Festival, Deccan Festival). However, since then there is no clarity on dates on which these fairs / festivals will be organized. There is also a lack of clarity as to which fair / festival will be covered by Andhra Pradesh government and which by Telangana government. We have been in touch with Mrs. Gnanaveni (District Tourism Officer, Hyderabad). So far we have clarity only on Lumbini Festival which will be covered in mid-December</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Kadamanitta Patayani (14-21 Apr 2016) in Kerala</li> <li>Kudal Manikyam (19-29 Apr 2016) in Kerala</li> <li>Puthupally Perunaal (6-7 May 2016) in Kerala</li> </ul>
Arunachal Pradesh	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>Kameng River Festival (21-23 Jan 2016)</li> <li>Nyokum Yullo Festival (24-26 Feb 2016)</li> </ul>	<b>Covered</b> ; both within the same state / UT
Assam	2	0 / 2 (0)	<ul style="list-style-type: none"> <li>---</li> </ul>	<p><b>Covered</b>; both as substitute from another state / UT</p> <p><b>Note 1:</b> List of fairs &amp; festivals to be covered was provided by the State Tourism Board after a substantial follow-up. However, since then there is no clarity on dates on which these fairs / festivals will be organized. We have been in touch with several officials such as Mr. R Thakuria (Deputy Director), Mr. Samir Tati (Deputy Director) and Mr. Mohan Bharhmo (Tourism Officer of Bodoland). IMRB had identified Chandauli Festival (celebrated on 30<sup>th</sup> Festival) to be covered in this state. However, the same was found to be a local festival with negligible tourist inflow and hence has not been covered.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Cherry Blossom Festival (14-17 Nov 2016) in Meghalaya</li> <li>Nongkrem Dance Festival (7th Dec 2016) in Meghalaya</li> </ul>
Bihar	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>Bodh Mahotsav (17-19 Jan 2016)</li> <li>Dev Mahotsav (14-15 Feb 2016)</li> </ul>	<b>Covered</b> ; both within the same state / UT

<sup>3</sup> Number of fairs / festivals to be evaluated as per inception report

<sup>4</sup> Legend: x / y (z); where x represents total fair / festival sample covered from this state / UT and y represents fair / festival sample covered in other state / UT as a substitute. z refers to additional fair / festivals covered in this state / UT as a substitute for some other state / UT. See remarks for details.

Chandigarh	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>Chrysanthemum Show (11-13 Dec 2015)</li> <li>Rose &amp; Heritage Car Festival (19-23 Feb 2016)</li> </ul>	<b>Covered;</b> both within the same state / UT
Chhattisgarh	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>Dongargarh Navratri Mela (1-10 Oct 2016)</li> <li>Rajyotsav (1<sup>st</sup> Nov 2016)</li> </ul>	<b>Covered;</b> both within the same state / UT
Dadra & Nagar Haveli	2	1 / 1 (0)	<ul style="list-style-type: none"> <li>Tarpa Festival (25-27 Dec 2015)</li> </ul>	<p><b>Partially covered;</b> one festival covered within the state / UT</p> <p><b>Note 1:</b> No information on fairs &amp; festivals was provided by the union territory administration. As per list provided by Ministry of Tourism, only one festival (Tarpa festival) was listed. This has been covered already.</p> <p><b>Note 2:</b> : We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Chikoo Festival (21-22 Jan 2017) in Maharashtra</li> </ul>
Daman & Diu	2	0 / 2 (0)	<ul style="list-style-type: none"> <li>---</li> </ul>	<p><b>Partially covered;</b> as a substitute in another state / UT</p> <p><b>Note 1:</b> No information on fairs &amp; festivals was provided by the union territory administration or Ministry of Tourism. Despite our best efforts we have not been able to find any fair / festival to be covered.</p> <p><b>Note 3:</b> : We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Chitra-Vichitra Fair (22nd April 2016) in Gujarat</li> <li>Kala Ghoda Arts Festival (4-12 Feb 2017) in Maharashtra</li> </ul>
Delhi	2	1 / 1 (0)	<ul style="list-style-type: none"> <li>Garden Tourism Festival (19-21 Feb 2016)</li> </ul>	<p><b>Covered;</b> one within the state and one as substitute in another state / UT</p> <p><b>Note 1:</b> We had planned to cover Dilli Ke Pakwan Festival which was scheduled to be organized in December 2015. However, it has been postponed and so far there is no information on this. As a substitute, we had planned to cover Mango Festival for which the date was provided in second week of July 2016. In the event the festival was celebrated in June itself due to which we could not cover the same.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Mewar Festival (9-11 Apr 2016) in Rajasthan</li> </ul>
Goa	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>Serendipity Arts Festival (16-23 Dec 2016)</li> <li>Goa Carnival (25-28 Feb 2017)</li> </ul>	<b>Covered;</b> both within the same state / UT
Gujarat	2	3 / 0 (1)	<ul style="list-style-type: none"> <li>Modhera Dance Festival (16-17 Jan 2016)</li> <li>Polo Cycle Race 2016 (21-24 Jan 2016)</li> <li>Chitra-Vichitra Fair (22<sup>nd</sup> April 2016)</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p> <p><b>Note 1:</b> While the original sample size for the state was 2, we have covered 3 festivals in this state. This additional fair covers shortfall for fair / festival in Daman &amp; Diu.</p>
Haryana	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>Surajkund Mela (1-15 Feb 2016)</li> <li>Baisakhi Mela (13-14 Apr 2016)</li> </ul>	<b>Covered;</b> both within the same state / UT

Himachal Pradesh	2	4 / 0 (2)	<ul style="list-style-type: none"> <li>• Spring Festiva Kullu (28-30 Apr 2016)</li> <li>• Anni Fair (7-9 May 2016)</li> <li>• Sippy Fair (13-14 May 2016)</li> <li>• Dungari Fair (14-16 May 2016)</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p> <p><b>Note:</b> While the original sample size for the state was 2, we have covered 4 festivals in this state. These two additional fairs / festivals cover shortfall for both fair / festivals in Tripura (similarity to due border / difficulty in access states (and hence expected similarity in tourist footfall).</p>
Jammu & Kashmir	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>• Tulip Festival (13-14 Apr 2016)</li> <li>• Festival of Baisakhi in Kashmir (13-14 Apr 2016)</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p>
Jharkhand	2	1 / 1 (0)	<ul style="list-style-type: none"> <li>• Sarhul Festival (10 Apr 2016)</li> </ul>	<p><b>Covered;</b> one within the state and one as substitute in another state / UT</p> <p><b>Note 1:</b> No information on fairs &amp; festivals was provided by the state administration. As per list provided by Ministry of Tourism, we have covered Sarhul Festival. In absence of any information from state administration, we have relied on secondary sources to find out dates for festivals like Tusu Parab, Lawalong Mela, Kunda Mela, Karam and Jawa Festival. However this information is not available. Our team on ground has reported that these are largely local / tribal festivals with minimal domestic / foreign tourist inflow. Therefore, these have not been covered.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>• Toshali National Crafts Mela (15-27 Dec 2016) in Odisha</li> </ul>
Karnataka	3	2 / 1 (0)	<ul style="list-style-type: none"> <li>• Mysore Dussehra Festival (2-11 Oct 2016)</li> <li>• Hampi Festival (3-5 Nov 2016)</li> </ul>	<p><b>Covered;</b> two within the state and one as substitute in another state / UT</p> <p><b>Note 1:</b> List of fairs &amp; festivals to be covered was provided by the State Tourism Department after multiple visits and efforts. However, the dates for these fairs / festivals were not provided. We have covered one fair / festival in Madhya Pradesh. However, despite our best efforts we could not locate the date of other fairs / festivals in advance and hence could not be covered.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>• Sarai Vizha (30 Jul-06 Aug 2016) in Tamil Nadu</li> </ul>
Kerala	2	8 / 0 (6)	<ul style="list-style-type: none"> <li>• Mullackal Chirapp Fest (20-27 Dec 2015)</li> <li>• Cochin Carnival (27 Dec 2015 – 3 Jan 2016)</li> <li>• Uthralikkavu Pooram (3 Jan 2016)</li> <li>• Anayadi Gajamela (7-8 Jan 2016)</li> <li>• Chinakkathoor Pooram (22 Feb 2016)</li> <li>• Kadamanitta Patayani (14-21 Apr 2016)</li> <li>• Kudal Manikyam (19-29</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p> <p><b>Note:</b> While the original sample size for the state was 2, we have covered 8 festivals in this state. These additional 6 fairs cover shortfall for the following:</p> <ul style="list-style-type: none"> <li>• 1 fairs / festivals in Lakshadweep</li> <li>• 2 in Telangana</li> <li>• 3 in Andhra Pradesh</li> </ul>

			Apr 2016) • Puthupally Perunaal (6-7 May 2016)	
Lakshadweep	2	0 / 1 (0)	• ---	<b>Partially covered;</b> as a substitute in another state / UT <b>Note 1:</b> No information on fairs & festivals was provided by the union territory administration despite several follow-ups. As per list provided by Ministry of Tourism, only National Minicoy Festival was listed. However, during our ground work we were told that the footfall of tourists (during the fair) is very low. Also, there are no registered accommodations in Minicoy (and only home stays) which are an integral part of our methodology to estimate tourist footfall. <b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state: • Lokrang Festival (22-26 Feb 2017) in Madhya Pradesh
Madhya Pradesh	2	3 / 0 (1)	• Tansen Music Festival (23-26 Jan 2016) • Khajuraho Dance Festival (20-26 Feb 2017) • Lokrang Festival (22-26 Feb 2017)	<b>Covered;</b> both within the same state / UT <b>Note 1:</b> While the original sample size for the state was 2, we have covered 3 festivals in this state. This 1 additional fair covers shortfall for fair / festival in Lakshadweep.
Maharashtra	3	5 / 0 (2)	• Kalidas Festival (21-24 Nov 2016) • Sawai Gandharva Festival (8-11 Dec 2016) • Sunburn Festival (28-31 Dec 2016) • Chikoo Festival (21-22 Jan 2017) • Kala Ghoda Arts Festival (4-12 Feb 2017)	<b>Covered;</b> all three within the same state / UT <b>Note 1:</b> While the original sample size for the state was 2, we have covered 4 festivals in this state. These two additional fair covers shortfall for fair / festivals in Daman & Diu and Dadra & Nagar Haveli
Manipur	2	2 / 0 (0)	• Kut Festival (1 <sup>st</sup> Nov 2016) • Manipur Sangai Festival (21-30 Nov 2016)	<b>Covered;</b> both within the same state / UT
Meghalaya	2	4 / 0 (2)	• Cherrapunjee Festival (18 Dec 2016) • Wangala Dance Festival (10-12 Nov 2016) • Cherry Blossom Festival (14-17 Nov 2016) • Nongkrem Dance Festival (7 <sup>th</sup> Dec 2016)	<b>Covered;</b> both within the same state / UT <b>Note 1:</b> While the original sample size for the state was 2, we have covered 4 festivals in this state. These two additional fair covers shortfall for fair / festival in Assam.
Mizoram	2	1 / 1 (0)	• Thalfavang Kut (10-12 Dec 2015)	<b>Covered;</b> one within the state and one as a substitute in another state / UT <b>Note 1:</b> State Tourism Board had provided us information on two fairs & festivals – Thalfavang Kut and Anthurium Festival. While we have covered Thalfavang Kut, latter could not be covered due to some lack of clarity on dates.

				<p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>• Vishnupur Festival (23-27 Dec 2016) in West Bengal</li> </ul>
Nagaland	2	1 / 1 (0)	<ul style="list-style-type: none"> <li>• Hornbill Festival (1-10 Dec 2016)</li> </ul>	<p><b>Covered;</b> one within the state and one as a substitute in another state / UT</p> <p><b>Note 1:</b> State Tourism Board had provided us information on Hornbill Festival which has been covered. However, information on no other fair / festival has been provided. Further, due to insurgency and security issues, considerable difficulty was faced to collect information on any other fair / festival.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p>
Odisha	2	3 / 0 (1)	<ul style="list-style-type: none"> <li>• Konark Festival (1-5 Dec 2016)</li> <li>• Dhauli-Kalinga Mahotsav (6-8 Feb 2016)</li> <li>• Toshali National Crafts Mela (15-27 Dec 2016)</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p> <p><b>Note:</b> While the original sample size for the state was 2, we have covered 3 festivals in this state. This additional fair covers shortfall for one fair / festival in Jharkand.</p>
Puducherry	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>• International Yoga Festival (4-7 Jan 2016)</li> <li>• Liberation Day (1<sup>st</sup> Nov 2016)</li> </ul>	<b>Covered;</b> both within the same state / UT
Punjab	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>• Makar Sankranti / Maghi Mela (12-14 Jan 2016)</li> <li>• Kila Raipur Rural Sports Festival (5-7 Feb 2016)</li> </ul>	<b>Covered;</b> both within the same state / UT
Rajasthan	2	5 / 0 (3)	<ul style="list-style-type: none"> <li>• Bikaner Camel Festival (9-10 Jan 2016)</li> <li>• Desert Festival (19-23 Feb 2016)</li> <li>• Mewar Festival (9-11 Apr 2016)</li> <li>• Mahaveerji Festival (15-17 Apr 2016)</li> <li>• Summer Festival (20-21 May 2016)</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p> <p><b>Note:</b> While the original sample size for the state was 2, we have covered 5 festivals in this state. These additional 3 fairs cover shortfall for one fairs / festival each in Uttar Pradesh, Delhi and Madhya Pradesh</p>
Sikkim	2	2 / 0 (0)	<ul style="list-style-type: none"> <li>• Jorethang Maghey Mela (12-16 Jan 2016)</li> <li>• Lampokhari Paryatan Mahotsav (14-16 Apr 2016)</li> </ul>	<b>Covered;</b> both within the same state / UT
Tamil Nadu	5	6 / 0 (1)	<ul style="list-style-type: none"> <li>• Teppakulam Float Festival (24 Jan 2016)</li> <li>• Mahamakam Festival (22 Feb 2016)</li> <li>• Natyanjali Festival (7 Mar 2016)</li> <li>• Meenakshi Kalyanam</li> </ul>	<p><b>Covered;</b> all five within the same state / UT</p> <p><b>Note:</b> While the original sample size for the state was 5, we have covered 6 festivals in this state. This additional fair has been covered as a substitute for one fair / festival in Karnataka.</p>

			<ul style="list-style-type: none"> <li>Festival (21 Apr-2 May 2016)</li> <li>Ooty Flower Festival (27 May 2016)</li> <li>Sarai Vizha (30 Jul-06 Aug 2016)</li> </ul>	
Telangana	2	0 / 2 (0)	• ---	<p><b>Covered;</b> both as a substitute in another state / UT</p> <p><b>Note 1:</b> No information was provided on fairs &amp; festivals by the Telangana administration. Also, there is no confirmation as to which fair / festival will be covered by Andhra Pradesh government and which by Telangana government.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Anayadi Gajamela (7-8 Jan 2016) in Kerala</li> <li>Chinakathoor Pooram (22 Feb 2016) in Kerala</li> </ul>
Tripura	2	0 / 2 (0)	• ---	<p><b>Covered;</b> both as a substitute in another state / UT</p> <p><b>Note 1:</b> No information on fairs / festivals was provided by the state tourism board for this state. Despite best efforts, we could not collect information on the fairs / festivals being organized in this state / UT.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Sippy Fair (13-14 May 2016) in Himachal Pradesh</li> <li>Dungari Fair (14-16 May 2016) in Himachal Pradesh</li> </ul>
Uttar Pradesh	5	3 / 2 (0)	<ul style="list-style-type: none"> <li>Lucknow Mahotsav (27 Jan-8 Feb 2016)</li> <li>Buddha Mahotsav, Shravasti (21 May 2016)</li> <li>Buddha Mahotsav, Sarnath (21-22 May 2016)</li> </ul>	<p><b>Covered;</b> three within the state and two as a substitute in another state / UT</p> <p><b>Note 1:</b> List of fairs / festivals organized in Uttar Pradesh was provided by State Tourism Board as well as Ministry of Tourism. However, due to lack of clarity on firm dates of most of these fairs / festivals, we could cover 3 (out of 5) fairs / festivals.</p> <p><b>Note 2:</b> We request that the following fairs / festivals covered additionally in another state / UT be accepted as substitute for this state:</p> <ul style="list-style-type: none"> <li>Shahid Kesari Chand Mela (2-3 May 2016) in Uttarakhand</li> <li>Mahaveerji Festival (15-17 Apr 2016) in Rajasthan</li> </ul>
Uttarakhand	2	3 / 0 (1)	<ul style="list-style-type: none"> <li>Mussourie Winter Carnival (24-30 Dec 2016)</li> <li>Late Gabbar Singh Mela (23 Apr 2016)</li> <li>Shahid Kesari Chand Mela (2-3 May 2016)</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p> <p><b>Note 1:</b> While the original sample size for the state was 2, we have covered 3 festivals in this state. This additional fair covers shortfall for fair / festival in Uttar Pradesh.</p>
West Bengal	2	3 / 0 (1)	<ul style="list-style-type: none"> <li>Shantiniketan Poush Mela (19-27 Dec 2016)</li> <li>Gangasagar Mela (12-17 Jan 2016)</li> <li>Vishnupur Festival (23-27 Dec 2016)</li> </ul>	<p><b>Covered;</b> both within the same state / UT</p> <p><b>Note:</b> While the original sample size for the state was 2, we have covered 3 festivals in this state. This additional festival has been covered as a substitute for one fair / festival in Mizoram</p>
<b>Total Sample</b>	<b>81</b>	<b>81 / 20 (21)</b>	<b>81 Fairs &amp; Festivals</b>	<b>---</b>

### **Definition of Tourists**

The below definition of tourists/visitors, as given in definitions section of India Tourism Statistics 2012, was used in the study:

#### **Foreign Visitors**

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

#### **Foreign Tourist**

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

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

The following are not regarded as 'foreign tourists':

- Persons arriving with or without a contract, to take up an occupation or engage in activities remunerated from within the country;
- Persons coming to establish residence in the country;
- "Same Day Visitors" i.e. temporary visitors staying less than twenty four hours in the country (including travellers on cruises).
- Excursionist: A visitor in accordance with the foregoing definition and staying less than 24 hours in the country is treated as "Same Day Visitor" or "Excursionist".
- Cruise Passenger: A visitor, as defined above, who arrives in the country aboard a cruise ship and does not spend a night at an accommodation establishment in the country is treated as a cruise passenger.

#### **Domestic Tourist**

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

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

The following are not regarded as domestic tourists:

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



### **Estimation of Tourist Footfall**

The study needed to estimate the following two values:

- Inflow of both domestic as well as foreign tourists at the destination of the Fairs & Festivals during the period.
- Increase in the foot falls of both domestic as well as foreign tourists at the destination due to the Fairs & Festivals.

During any fair/festival season in a destination, multiple types of people who were be found in the city. These are explained below:

- 1. Residents:** These are either the residents of the destination itself or had come from a nearby location<sup>5</sup>. These were of two types:
  - a. Residents who visit the fair, and,**
  - b. Residents who do not visit the fair.**
- 2. Travellers/visitors:** These are those people who had come to the destination from outside. These were further classified into two.
  - a. Business travellers:** These were those travellers who had come to the destination with business/MICE (but not related to fair/festival in question) as their main objective. These were be further classified into two.
    - i. Business travellers who visited the fair.** These were either domestic or international.
    - ii. Business travellers who did not visit the fair.** These were either domestic or international.
  - b. Leisure travellers:** These were those travellers who had come to the destination for leisure/tourism purposes. However, this segment also comprised of tourists who had come for the purpose of business related to fair/festival. **Total number of such travellers is the inflow of tourists at the destination of fairs and festivals during the period.** These can be either domestic or international. These can be classified as:
    - i. Leisure travellers who had come with a specific objective of visiting the fair.** These tourists were the direct impact of fair/festival in increasing tourism at the destination and, hence, constituted the **increase the footfall of tourists at the destination due to fairs/festivals.**
    - ii. Leisure travellers who didn't come with a specific objective of visiting the fair but nevertheless visited the fair once in the city.**
    - iii. Leisure travellers who didn't come with a specific objective of visiting the fair and also didn't visit it.**

For the purpose of clarity, these are shown below in the figure.

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<sup>5</sup> As per definition given in Terms of Reference provided by the Ministry of Tourism, domestic travellers would be those who have come from a different state/union territory or stay at least 300 kilometres away from the fair location.



**Note:** All the above type of travellers/tourists can be either Indian or international.

**Note:**

1. Anyone who travels to a destination may either be a day traveller (i.e. a person who leaves the destination on the same day as his/her arrival) or an overnight-stay traveller.
  - a. The two segments under study i.e. domestic travellers (those staying in a different state and/or staying at least 300 kilometres away from the fair location) are bound to be overnight-stay travellers due to the distance involved.
  - b. Since all such visitors to a destination must be lodged somewhere (at least for one night), a survey at accommodation units was deemed to be best suited for estimation of tourist inflow. Various steps that were undertaken to achieve this are outlined below:
2. An overnight-stay visitor to a destination may stay at a variety of locations. These may include:
  - a. Registered/commercial accommodation units such as hotels, guest houses, tourist hostels, dharamshalas, etc., or,
  - b. Un-registered/non-commercial accommodation options such as with friends/family, temporary shelters, camping sites etc.

Various steps to estimate the two required tourist footfalls as mentioned above are discussed below.

### **Step I: Preparation of Sampling Frame**

First of all, an exhaustive database was built-up to list all the registered/commercial accommodation units at a destination. Subsequently, following information was collected for each of the accommodation units:

- Number of rooms/beds<sup>6</sup>
- Average cost per room/beds

The above information was used to further classify these accommodation units in terms of their size and cost. The above data collection was done as follows:

- List of accommodation units comprising of hotels, guest houses, tourist hotels, dharamshalas etc. obtained from Tourism Development Boards/Departments of the concerned states/UTs.
- Information on number of rooms/beds and average cost would be compiled using secondary sources such as lists provided by the state/UTs, hotel websites, travel websites (for e.g. Yatra, Make-my-trip etc.). In case any gaps, each of these accommodation units would be contacted (either over phone or in person) and such details would be collected and compiled.
- Collection of relevant information from local hotel associations.

**This information was collected at least one week before the commencement of fair/festival at the destination.**

**Note:** It is very difficult and time & cost consuming exercise to develop a sampling frame for un-registered/non-commercial accommodation options such as friends/family, temporary shelters, camping sites. Therefore, in order to estimate number of tourists staying at these locations, a separate methodology was used (discussed in a subsequent section).

### **Step II: Estimation of Tourist Footfall**

In order to estimate the total tourist footfall at a destination during the time of fair/festival and the increase in rise of tourist footfall due to fair/festival, following methodology was adopted.

#### **Step II.A: Empanelment of Accommodation Units**

1. Based on the list of accommodation units prepared in a previous step, a sample of registered accommodation units were selected in such a way that the sample remained representative in terms of geographical spread, type, etc.
  - Some buffer sample was also selected so that these can be contacted in case the main selected units refuse to participate in the survey.
2. These selected units were contacted and requested to participate in the survey. T

#### **Step II.B: Estimation of Total Visitors Staying in Registered Accommodations**

From each of the empanelled accommodation unit, data on average occupancy rates (percentage of rooms/beds occupied at any given point of time) was collected both for the time fair/festival was being organized at the destination and during the time it is not being organized.

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<sup>6</sup> In case of dormitories

This data was averaged for each type of accommodation unit sub-classified based on the average room rates and presented as in the table below (*sample values*).

Accommodation Details		Total Beds In Destination (Universe <sup>7</sup> )	Average Occupancy Rates (Averaged)		Total Travellers (Staying in Registered Accommodations)	
Type	Class		Non Fair Season	During Fair /Festival	Non Fair Season	During Fair /Festival
Hotels	Premium	100	40%	70%	40	70
	Economy	300	50%	80%	150	240
Guest Houses	Premium	40	10%	80%	4	32
	Economy	100	50%	80%	50	80
Tourist Hostels	Premium	10	20%	50%	2	5
	Economy	30	60%	70%	18	21
Dharamshalas	Premium	50	60%	70%	30	35
	Economy	200	70%	80%	140	160
<b>Total</b>		<b>830</b>	<b>---</b>	<b>---</b>	<b>434</b>	<b>643</b>

The above process resulted in estimation of the number of total travellers staying in registered accommodations of various types and classes. For future reference, let this number be 'T'. Assuming that the total visitors to the destination (irrespective of stay locations) be 'V',

$$V = T + X$$

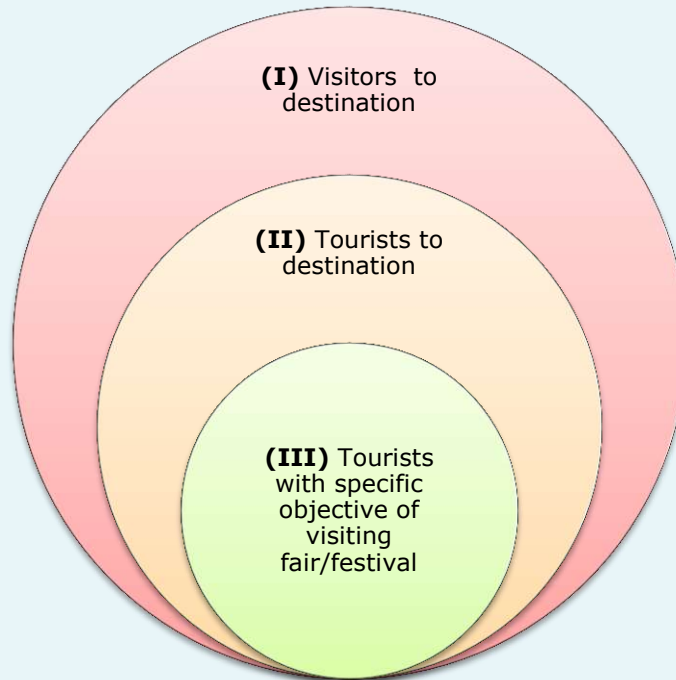
Where,

X is the total number of visitors staying at un-registered accommodations such as with friends/family, camping sites etc.

#### Step II.C: Classification of Visitors

The number of visitors estimated in the previous step comprised of tourists, people on personal visit, as well as those on business travel. Even among tourists there were those who had come to the destination with the specific objective of visiting the fair/festival. This is shown below:

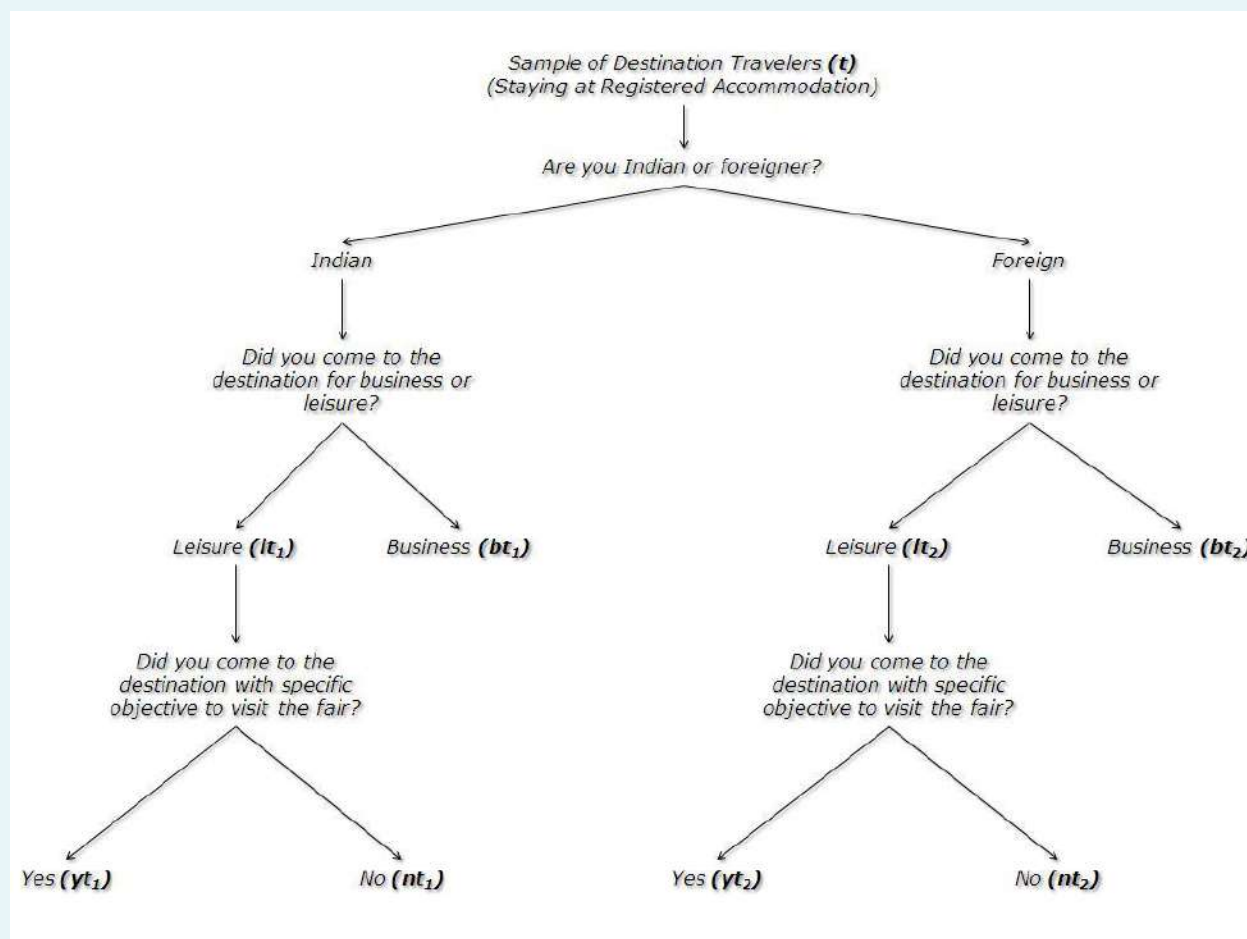
<sup>7</sup> This has been estimated and listed in Step I



These various subsets need to be estimated.

- Thus, subset II is the inflow of tourists (domestic & international) at the destination of the fairs/festival during the period.
- Since subset III comprises of tourists who came to the destination with specific objective of visiting the fair/festival, this number is the increase in the foot fall of tourists (domestic & international) due to fair/festival.

This classification of tourists was done by a sample survey of respondents staying at the empanelled accommodation units. These accommodation units, i.e. those who agree to participate in the survey, were provided a set of small self-administered questionnaire. This questionnaire was to be filled by the guests while they were checking-out during the period in which fair/festival is being organized in the city. Broad format of the questionnaire was as follows:

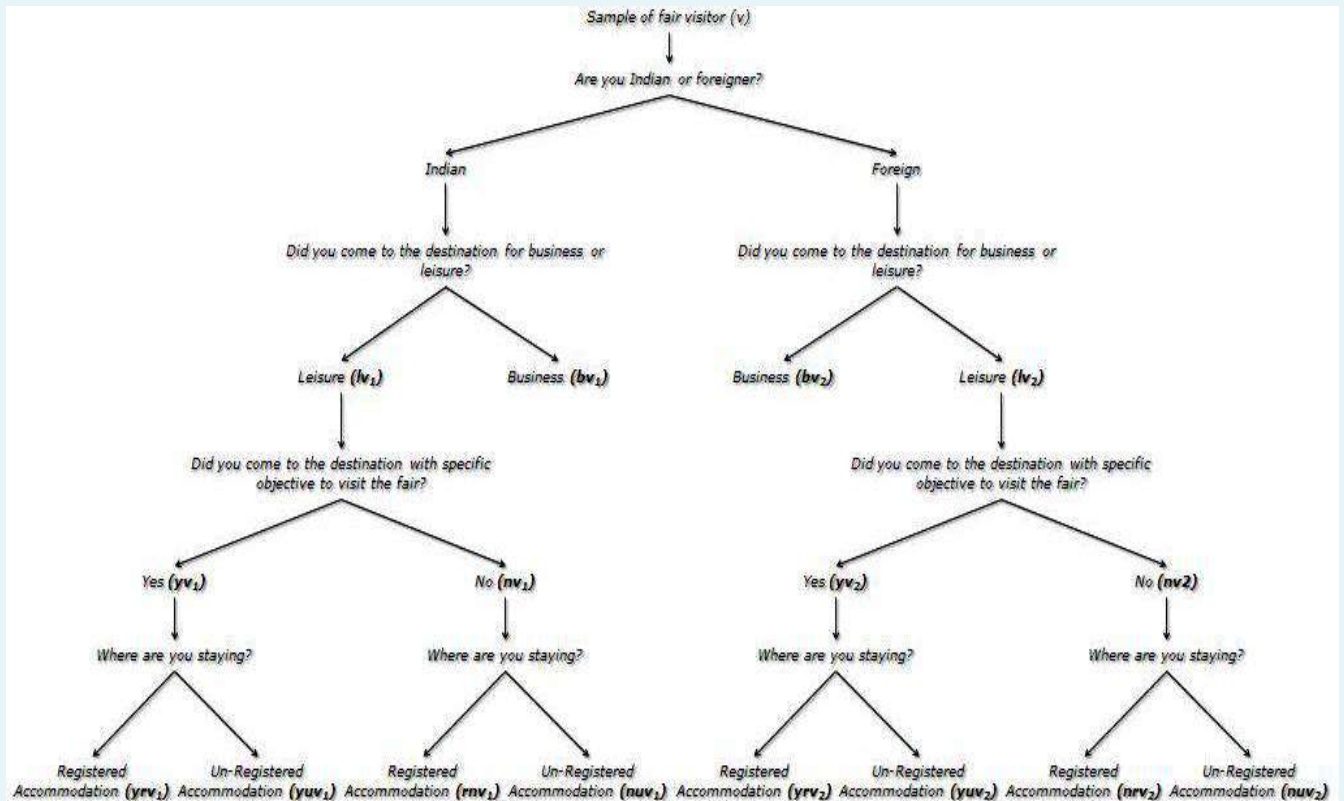


Results obtained from the above sample survey were projected to the total number of visitors to the destination as estimated in step II.B above. A separate estimation would be done for domestic and foreign tourists.

#### Step II.D: Visitors Staying at Un-Registered Places

There was also a relatively rare population of visitors to the destination who usually stay at various un-registered/non-commercial accommodation units such as with friends/family, camp-sites, temporary shelters etc. Since it was difficult to contact these visitors at their place of stay, the estimation of their number was made using a sample survey done at the location of fair/festival itself. The process would be as follows:

1. A sample of fair/festival visitors was met at the site of fair itself. The sampling used will be stratified random sampling with systematic selection of respondents.
2. Once a respondent was selected, a questionnaire of following format was administered to them.



3. Results from this exercise provided information on what percentage of tourists who visited the fair were staying at registered accommodations.
4. Since, the total number of such tourists has already been calculated in Step II.C above; number of tourists staying at un-registered/non-commercial places can be accordingly calculated.

### **Understanding the Visitors**

A detailed survey would be conducted among the tourists who have visited the destination select group of respondents who have visited the destination. This survey would be conducted to understand the following:

- Purpose of the visit
  - Whether it is to just visit the destination or to specifically attend the fair/festival?
  - What were the other activities / places visited during the duration?
  - Total time (days) spent at the destination
    - Total time (days) spent at the fair
    - Total time (days) spent in other sightseeing
- Planning the visit
  - How many months before the visit the planning starts
  - Time taken to finalize the plan
  - Sources of information used about the fairs/festivals
- Spending patterns
  - Different heads of spending (travel, boarding & lodging, food, shopping etc.)
  - Amount spent in different heads
  - Increase in spending due to fair / festival. Increase in spending has been calculated by enumerating those expenses which are due to specific expenses made during fair / festival such as ticketing for fair and purchases made at fair / festival.



# *Findings from the Study*



Image source: [http://www.dainikhabre.com/UploadImages/794071map\\_mela.jpg](http://www.dainikhabre.com/UploadImages/794071map_mela.jpg)

## *Findings from the study*

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This chapter presents detailed findings for 59 fairs/festivals across 26 states / union territories. For the remaining fairs / festivals, findings would be presented in the next version of report which is currently under preparation.

**Note:** Unless otherwise specified, all findings and figures in this chapter are based on analysis of primary survey conducted by Kantar IMRB.

## Andaman & Nicobar Islands

Andaman & Nicobar Islands, one of the seven union territories of India, lie at the juncture of Bay of Bengal and Andaman Sea. In total, it comprises of 572 islands. It became part of India in 1950 and was declared as a union territory in 1956.

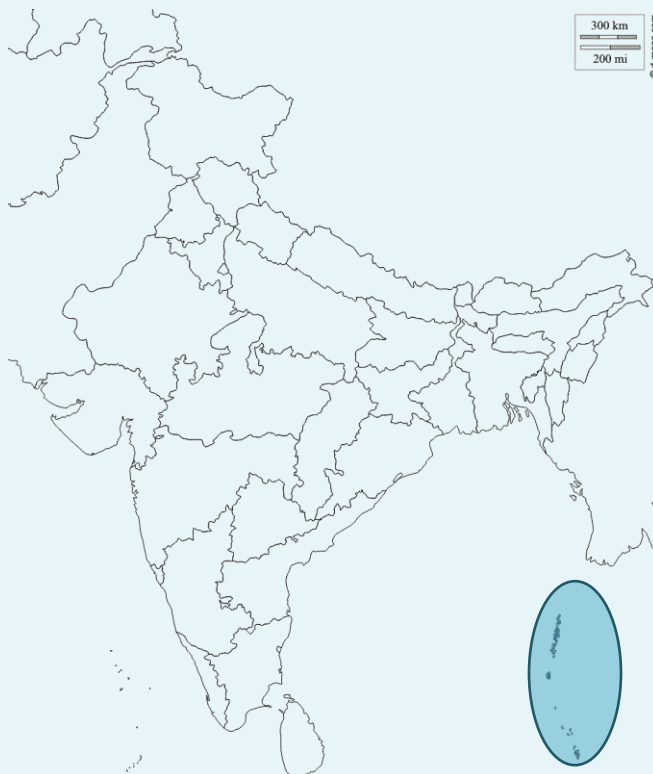


Figure 1: Andaman & Nicobar Islands and their location in India

As per 2011 census, the population of this union territory was 379,944. While Hindi and English are the official languages, Bengali is the most spoken language. Majority of the people are Hindus. Few indigenous tribes, especially Jarawa, Sentinelese etc. still inhabit the islands and usually maintain independence as also averseness to any contact.

Andaman & Nicobar Islands are a popular tourism hub with pristine beaches, historical monuments, museums, adventure sports etc.

In 2014, over 300,000 tourists visited Andaman & Nicobar Islands of which 6% tourists were foreign. Tourism has seen a growth (CAGR<sup>8</sup>) of more than 14% since 2009. Chart on next page shows the tourism statistics<sup>9</sup> for the state from 2009 to 2015.

<sup>8</sup> Compounded annual growth rate

<sup>9</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

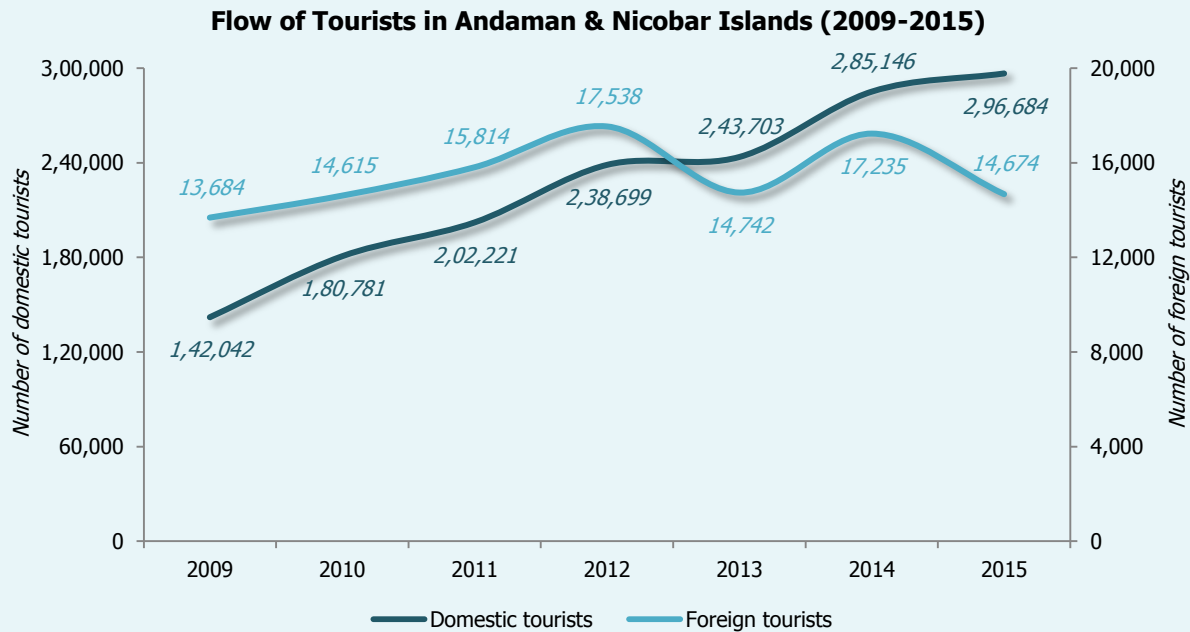


Figure 2: Inflow of tourists, both domestic & foreign, to Andaman & Nicobar Islands from 2009 to 2015

Andaman & Nicobar Islands contributed to 0.02% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the present study, two fairs/festivals were covered. These are:

1. Island Tourism Festival, from 5<sup>th</sup> to 14<sup>th</sup> January 2016
2. Beach Festival, from 17<sup>th</sup> to 19<sup>th</sup> April 2016

## **Island Tourism Festival**

Island Tourism Festival is the annual event organized for promotion of tourism in the Islands. While the main events are held in Port Blair (at ITF Grounds), some programmes are also organized at Wimberlygunj, Wandoor, Neil, Havelock, Rangat, Mayabunder, Diglipur, Hut Bay, Car Nicobar, Kamorta, Campbell Bay etc.

Events comprise of exhibitions, displaying arts and crafts, flora and fauna and marine life as well as aqua sports and para-sailing.



*Figure 3: Island Tourism Festival in Andaman & Nicobar Islands*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Island Tourism Festival organized in Andaman & Nicobar, around 7500 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 6250 were Indian tourists whereas there were 230 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 30 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Island Tourism Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Island Tourism Festival is around 1% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Beach Festival**

Beach Festival is organized in April at Corbyn's Cove beach. Various events such as Tug of war, Beach Volleyball, Coconut Tree Climbing is organized.



*Figure 4: Beach Festival in Andaman & Nicobar Islands*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Beach Festival organized in Andaman & Nicobar, around 6510 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 5540 were Indian tourists whereas there were 90 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 20 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Beach Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Beach Festival is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Andhra Pradesh

Andhra Pradesh is the eighth largest state of India and is situated on the south eastern coast. In June 2014, the north-western region of the state was bifurcated to form a new state of Telangana. Hyderabad will remain the capital of both Telangana and Andhra Pradesh till not beyond 2024. Amravati, in Guntur district, is being developed as the new capital of the state.



Figure 5: Andhra Pradesh and its location in India

As per 2011 census, the state had a population of around 50 million people. Telugu is the official language of the state. Other languages spoken in the state include Tamil, Kannada and Odia. The state is divided into two regions – Coastal Andhra and Rayalseema – having nine and four districts respectively.

Andhra Pradesh, marketed as Koh-i-Noor of India, by Andhra Pradesh Tourism Development Corporation (APTDC) is famous for its beaches, Buddhist caves, religious destinations etc.

In 2014, over 93 million tourists visited Andhra Pradesh of which just 0.1% tourists were foreign. Tourism has been declining in the state since<sup>10</sup> 2009 at a just sub-zero rate (CAGR<sup>11</sup>) over 2009. Decline is much steep in case of foreign tourists. Subsequent chart shows the tourism statistics<sup>12</sup> for the state from 2009 to 2015.

<sup>10</sup> India Tourism Statistics publishes separate data for Telangana since 2013. For the purpose of current representation, for 2009 to 2012, total tourist inflow has been divided among Andhra Pradesh and Telangana in the same ratio as total tourist inflow in 2013 and 2014 (separately for domestic and foreign tourists).

<sup>11</sup> Compounded annual growth rate

<sup>12</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

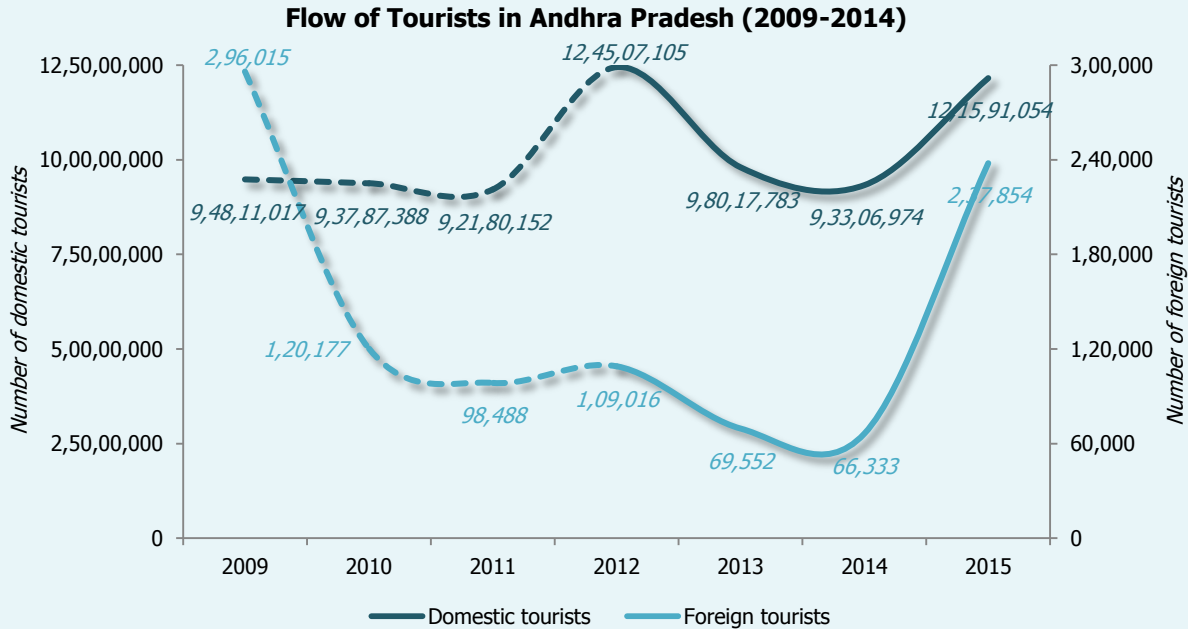


Figure 6: Inflow of tourists, both domestic & foreign, to Andhra Pradesh from 2009 to 2015

Andhra Pradesh has contributed to over 10% of total tourists (domestic + foreign) in India over 2009 to 2015.

**Note:** List of fairs & festivals to be covered was provided by Andhra Pradesh administration. We had planned to cover 5 out of the following 6 fairs (Lumbini festival, HBD Book fair, Vishakha Utsav, Hyderabad Literary Festival, Krishnakriti Annual Festival, Deccan Festival). However, since then there was no clarity on dates on which these fairs / festivals will be organized. There was also a lack of clarity as to which fair / festival will be covered by Andhra Pradesh government and which by Telangana government. Therefore, no fairs / festivals have been covered in this state and substitute festivals have been covered in other state(s). For details of substitution refer Annexure B.



## Arunachal Pradesh

Arunachal Pradesh, bordering the states of Assam and Nagaland to the south, holds the north-eastern position among states in the NE region of India. It shares international border with Bhutan in the west, Burma in the east and China in the North. Constituted on 20th February 1987, and spread over an area of 88,743 sq.km, the state has a population of 13,82,611 (Census 2011). Administratively, the state is divided into 20 districts with Itanagar as the capital.



Figure 7: Arunachal Pradesh and its location in India

People of the state trace their origins to the Tibeto-Burman people. Arunachal Pradesh can be roughly divided into a set of semi-distinct cultural spheres, on the basis of tribal identity, language, religion and material culture: the Tibetic area bordering Bhutan in the west, the Thanyi area in the centre of the state, the Mishmi area to the east of the Thanyi area, the Tai/Singpho/Tangsa area bordering Myanmar, and the "Naga" area to the south, which also borders Myanmar.

The state is a botanist's paradise with its rich flora and fauna and is also known as the "Orchid State of India". Popular tourist attractions include Tawang monastery, Ziro (which holds cultural festivals), Yomcha, the Namdapha tiger project in Changlang district and Sela lake near Bomdila with its bamboo bridges overhanging the river.

In 2014, close to 186,000 tourists visited Arunachal Pradesh of which just below 3% tourists were foreign. Tourism has seen a de-growth (CAGR<sup>13</sup>) of around 1.3% since 2009. Subsequent chart shows the tourism statistics<sup>14</sup> for the state from 2009 to 2015.

<sup>13</sup> Compounded annual growth rate

<sup>14</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

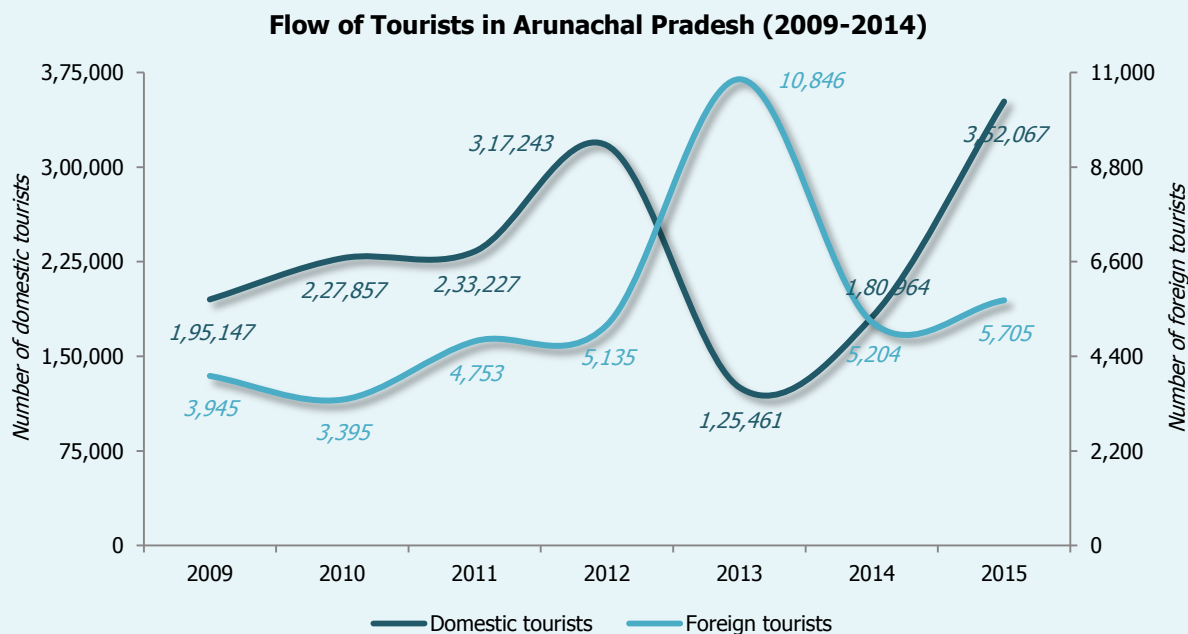


Figure 8: Inflow of tourists, both domestic & foreign, to Arunachal Pradesh from 2009 to 2015

Arunachal Pradesh has contributed to 0.02% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the present study, two fairs/festivals were covered. These are:

1. Kameng River Festival, from 21<sup>st</sup> to 23<sup>rd</sup> January 2016
2. Nyokum Yullo Festival, from 24<sup>th</sup> to 26<sup>th</sup> February 2016

## **Kameng River Festival**

The maiden Kameng River Festival was launched in 2016 at picturesque Pacha Morang village on the west bank of mighty Kameng River. The festival saw a host of activities like demonstration of folk songs and dances, indigenous games and sports events like bamboo stilt walk, archery, pole climbing, hop jump, adventure sports like white water rafting, para gliding and angling besides ethnic fashion show, food festival and traditional exhibitions.

The festival was jointly organized by East Kameng Social Welfare and Cultural Organisation (EKSWCO), district administration and state tourism department, showcasing the hidden cultural diversity of the five tribes namely Nyishi, Puroik, Aka, Sajolang and the Galo.



*Figure 9: Kameng River Festival<sup>15</sup> in Arunachal Pradesh*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Kameng River Festival organized in Arunachal Pradesh, around at least 130 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 60 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 30 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kameng River Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kameng River Festival is around 46% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

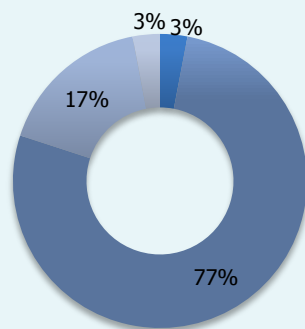
- Understand the planning process and time taken to finalize the booking,

<sup>15</sup> Image source: [http://www.nelive.in/sites/default/files/styles/juicebox\\_medium/public/21-01-16%20Itanagar-%20Kamwng%20River%20Festival%20opening%20ceremony%20\(2\).jpg?itok=SbrXQUIv](http://www.nelive.in/sites/default/files/styles/juicebox_medium/public/21-01-16%20Itanagar-%20Kamwng%20River%20Festival%20opening%20ceremony%20(2).jpg?itok=SbrXQUIv)

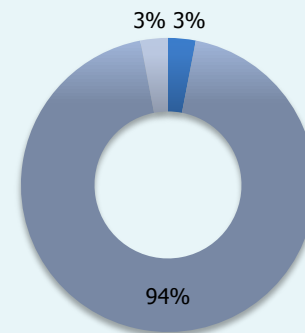
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 10: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Kameng River Festival*

While 77%, of respondents started planning their travel to this destination less than one month before actual travel, 94% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic on the next page shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

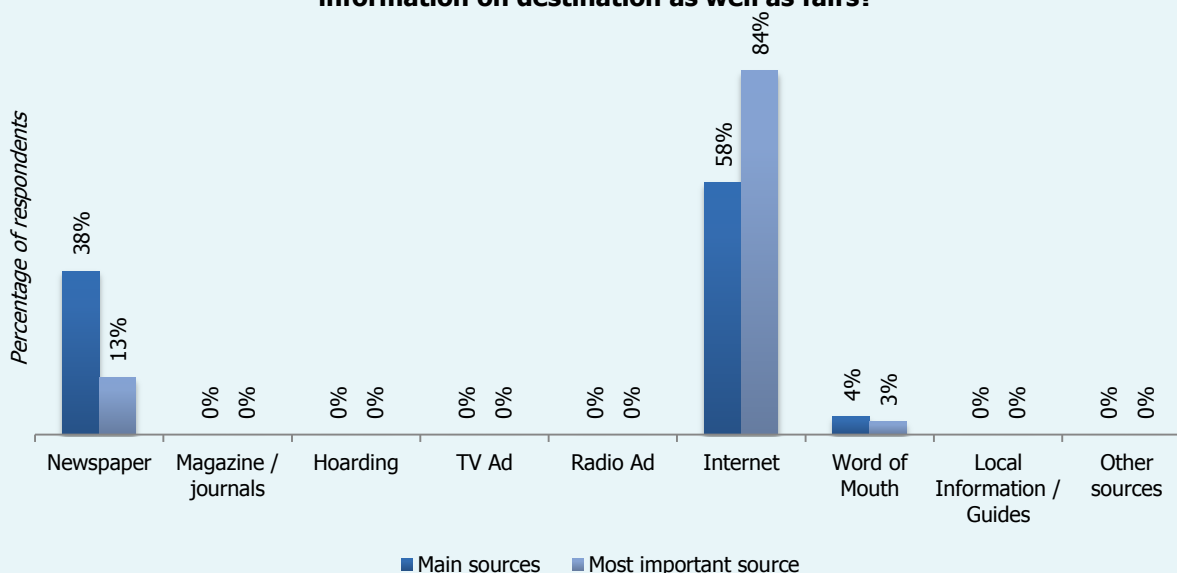


Figure 11: Various sources of information for destination & fair for domestic tourists during Kameng River Festival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 83% of respondents

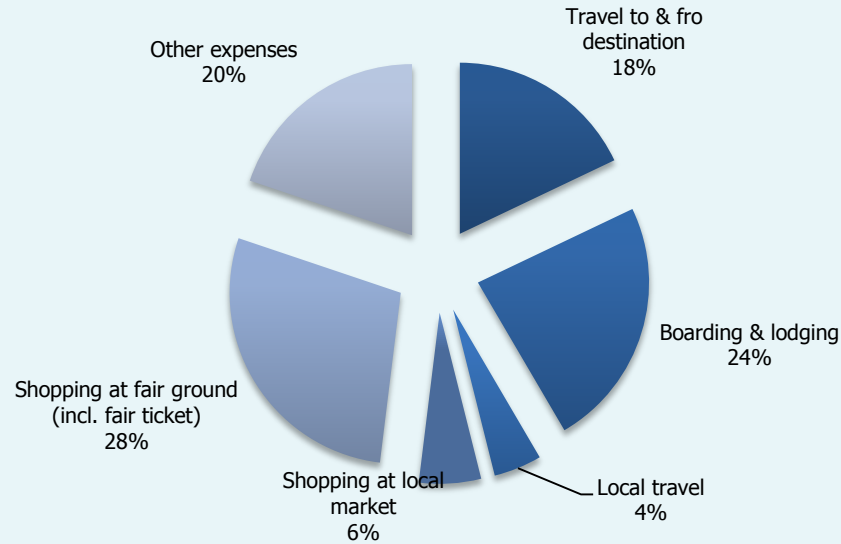
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 5: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Kameng River Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 4 days
Number of days for visiting fair/festival	~ 3 days
Number of days spent to visit other attractions	~ 1 day

Other places of interest visited by tourists during their stay at the destination include Papu Valley, Model Village, Tsang Tajo, New Seppa, Model Village, etc.

On an average, a single tourist group / family spent around **INR 30,000** for its visit to the destination while Kameng River Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 12: Break-up of expenses by a typical domestic tourist group / family during Kameng River Festival*

During celebration of Kameng River Festival, a typical family is expected to spend around **39%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Nyokom Yullo Festival**

Nyokum Yullo Festival is an agricultural festival celebrated by the Nyishi tribe, one of the principal tribes of the state of Arunachal Pradesh. The festival is marked with a rich display of the age-old cultural heritage, with young and old all alike coming in their best traditional attires. The main attractions of the festival are the traditional group dances and more importantly the Rikam Pada dances presented by various tribes.



Figure 13: Nyokum Yullo<sup>16</sup> Festival in Arunachal Pradesh

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Nyokum Yullo Festival organized in Arunachal Pradesh, around 860 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 300 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 100 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Nyokum Yullo Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Nyokum Yullo Festival is around 32% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

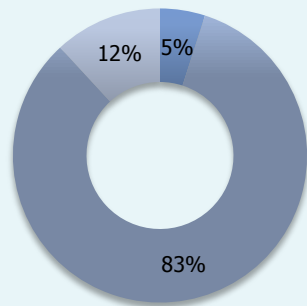
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

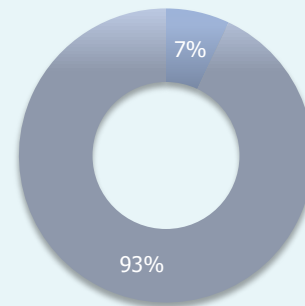
<sup>16</sup> Image source: [https://en.wikipedia.org/wiki/Nyishi\\_\(Tribe\)#/media/File:Nyokum\\_festival\\_Nyishi.JPG](https://en.wikipedia.org/wiki/Nyishi_(Tribe)#/media/File:Nyokum_festival_Nyishi.JPG)

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 14: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Nyokom Yullo Festival*

While 84%, of respondents started planning their travel to this destination less than 15 days before actual travel, 93% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



**What were various sources of information which were used to collect information on destination as well as fairs?**

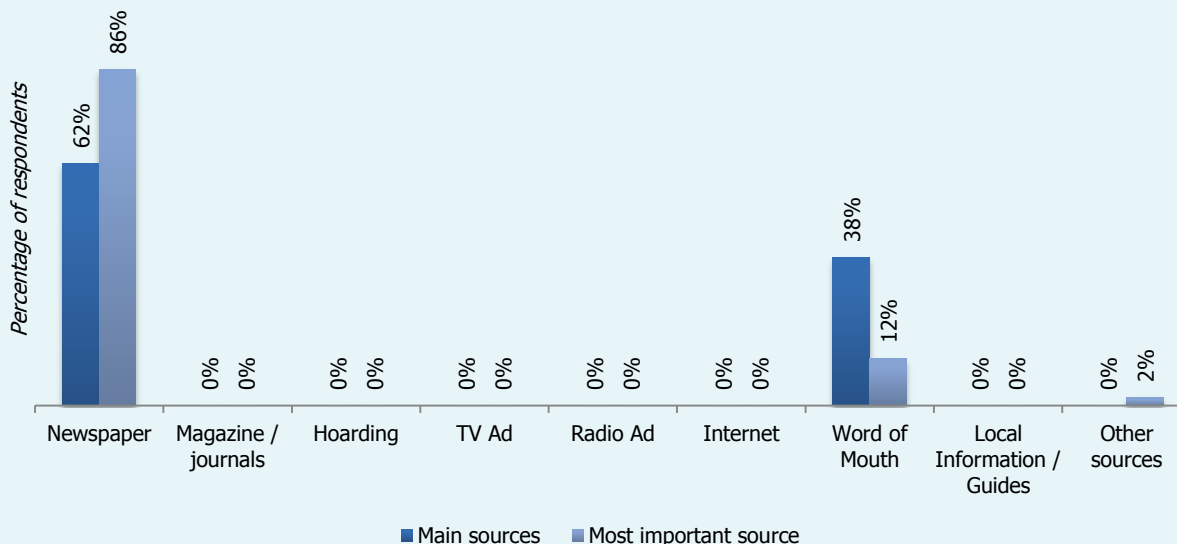


Figure 15: Various sources of information for destination & fair for domestic tourists during Nyokom Yullo Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 86% of respondents

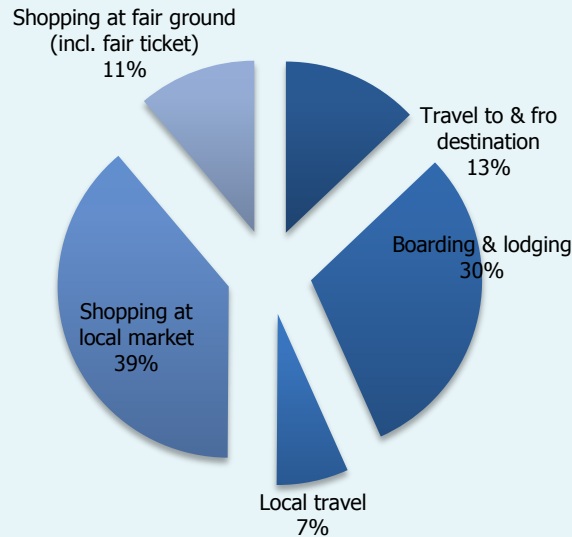
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 6: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Nyokom Yullo Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 3 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	~ 1 day

Other places of interest visited by tourists during their stay at the destination include IG Park, Barapani, Buddhist Monastery, etc.

On an average, a single tourist group / family spent around **INR 13-14,000** for its visit to the destination while Nyokom Yullo Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 16: Break-up of expenses by a typical domestic tourist group / family during Nyokom Yullo Festival*

During celebration of Nyokom Yullo Festival, a typical family is expected to spend around **12%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Assam

Assam, comprising the Brahmaputra Valley and Barak Valley, is the gateway to the North-East India. With a population of 31,205,576, Assam is the most populous state of NE India and spreads over 78,000 sq. km and is administratively divided into 32 districts.



Figure 17: Assam and its location in India

Kamrup, Nagaon, Sonitpur, Barpeta, Dhrubri and Cachar are the most populous districts. Assamese and Bodo are the major indigenous language while Bengali holds official status.

Assam is known globally for Assam tea and silk. The economy is further boosted by wildlife tourism – Kaziranga National Park and Manas National Park.

In 2014, close to 4.9 million tourists visited Assam of which around 0.4% tourists were foreign. Tourism has seen a growth (CAGR<sup>17</sup>) of around 4.6% since 2009. Subsequent chart shows the tourism statistics<sup>18</sup> for the state from 2009 to 2015.

<sup>17</sup> Compounded annual growth rate

<sup>18</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

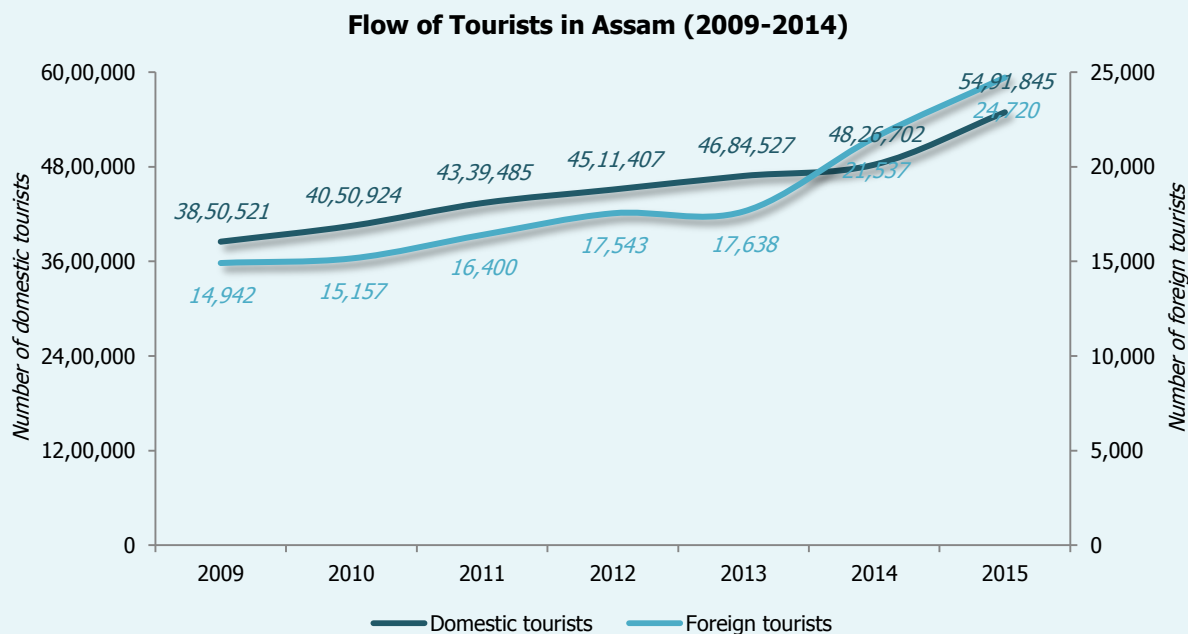


Figure 18: Inflow of tourists, both domestic & foreign, to Assam from 2009 to 2015

Assam has contributed to just below 0.5% of total tourists (domestic + foreign) in India over 2009 to 2015.

List of fairs & festivals to be covered was provided by the State Tourism Board after a substantial follow-up. However, since then there was no clarity on dates on which these fairs / festivals will be organized. IMRB had identified Chandauli Festival (celebrated on 30th Festival) to be covered in this state. However, the same was found to be a local festival with negligible tourist inflow and hence has not been covered. Therefore, no fairs / festivals have been covered in this state and substitute festivals have been covered in other state(s). For details of substitution refer Annexure B.

## Bihar

Bihar is the 13th largest state of India with an area of over 94,000 sq. km and the third largest state in terms of population – over 103 million as per Census 2011. The state was the centre of power for the Maurya Empire (325 BC) which saw the emergence of Buddhism and the Gupta Empire (240 AD) which is referred as the Golden Age of India in science, mathematics, astronomy, commerce, religion and Indian philosophy.



Figure 19: Bihar and its location in India

Modern day Bihar is administratively divided into 38 districts with its state capital in Patna. Other districts include Gaya, Bhagalpur and Muzaffarpur.

Bodh Gaya, Rajgir and Vaishali are some of the important tourist destinations in the state attracting foreign tourists and reminiscent of the state's rich cultural diversity especially Buddhism.

In 2014, close to 23.37 million tourists visited Bihar of which around 3.7% tourists were foreign. Tourism has seen a growth (CAGR<sup>19</sup>) of around 7.6% since 2009. Subsequent chart shows the tourism statistics<sup>20</sup> for the state from 2009 to 2015.

<sup>19</sup> Compounded annual growth rate

<sup>20</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

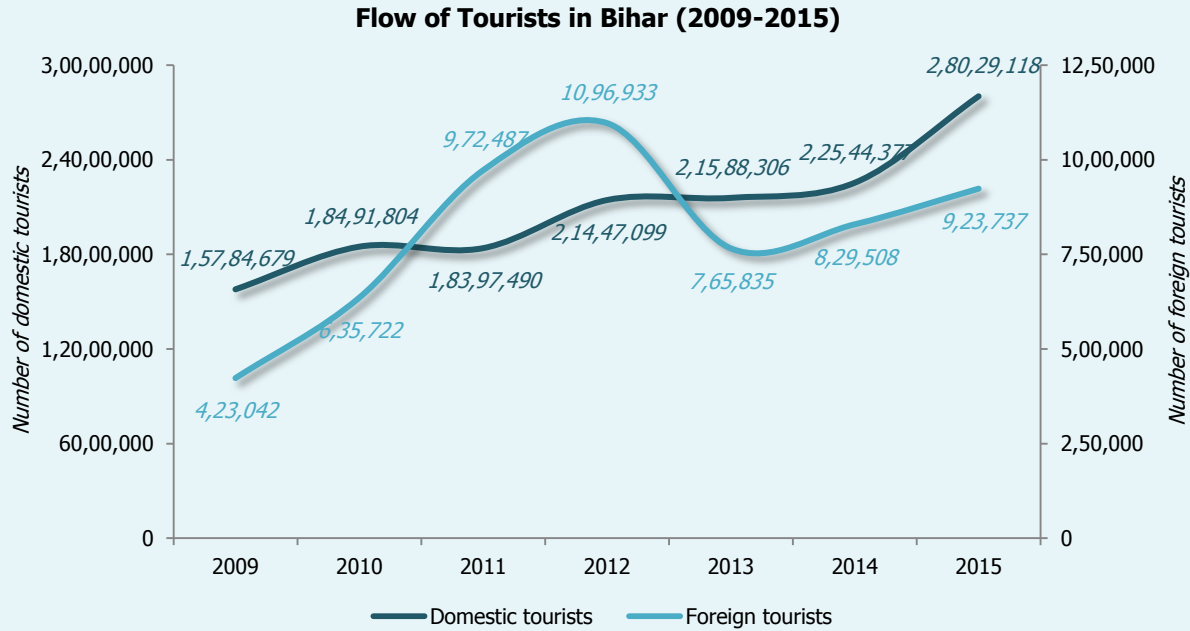


Figure 20: Inflow of tourists, both domestic & foreign, to Bihar from 2009 to 2015

Bihar has contributed to just over 2% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the present study, two fairs/festivals were covered. These are:

1. Bodh Mahotsav at Gaya, from 17<sup>th</sup> to 19<sup>th</sup> January 2016
2. Deo Mahotsav at Aurangabad, on 14<sup>th</sup> and 15<sup>th</sup> February 2016

## **Bodh Mahotsav**

Bodh Mahotsav is an annual international event organized at Bodh Gaya, jointly by the Tourism Department, Govt. of Bihar and District administration of Gaya District. Renowned artists from India and abroad perform during this three day festival. This year saw performances from artists from Sri Lanka, Vietnam, Myanmar and Bhutan apart from renowned national and regional vocalists and musicians. The festival is well attended by national and international pilgrims and tourists.



Figure 21: Bodh Mahotsav<sup>21</sup> in Gaya, Bihar

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Bodh Mahotsav organized in Bihar, around 1670 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 550 were Indian tourists whereas there were 1160 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 250 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 330 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Bodh Mahotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Bodh Mahotsav is around 51% for Indian tourists and around 29% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

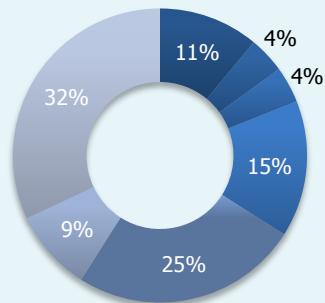
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

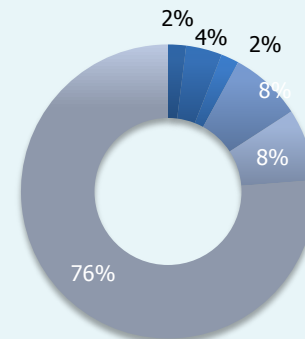
<sup>21</sup> Image source: <http://www.bodhgayatemple.com/bodh%20mahotsav%202016/images/b.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 22: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Bodh Mahotsav*

While 32%, of respondents started planning their travel to this destination less than a week before actual travel, 77% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



### What were various sources of information which were used to collect information on destination as well as fairs?

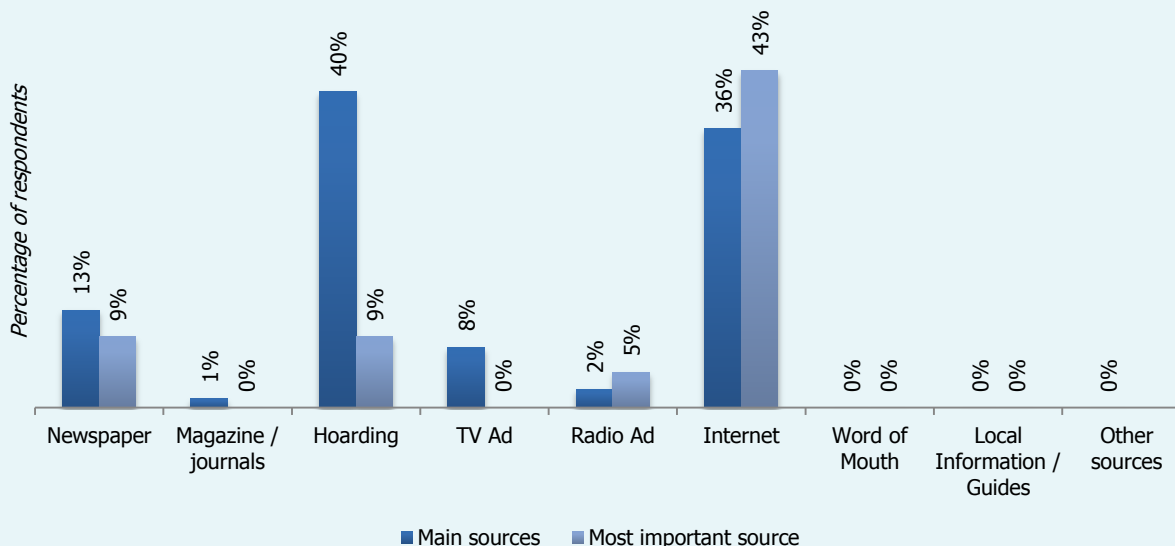


Figure 23: Various sources of information for destination & fair for domestic tourists during Bodh Mahotsav

Hoarding, among others, is one of the important sources of information for the tourists. However, for 43% of respondents, internet is the most important source of information

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 7: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Bodh Mahotsav

Utilization of time at the destination	Average duration
Total stay duration at the destination	9 – 10 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	4 – 5 days

Other places of interest visited by tourists during their stay at the destination include Mahabodhi Temple, Japanese Temple, Tibet Temple, Rajgeer Kund, Nalanda, etc.

On an average, a single tourist group / family spent around **INR 24-25,000** for its visit to the destination while Bodh Mahotsav was being organized. Subsequent chart provides average break-up of this expense into various heads.

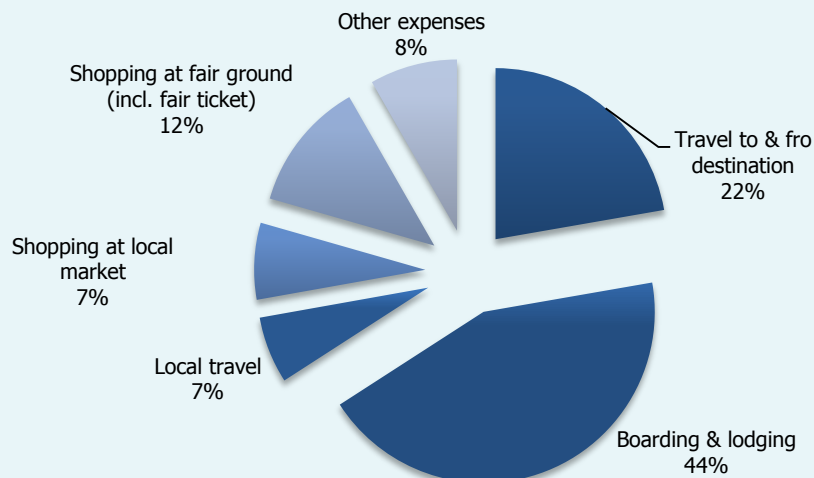


Figure 24: Break-up of expenses by a typical domestic tourist group / family during Bodh Mahotsav

During celebration of Bodh Mahotsav, a typical family is expected to spend around **14%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

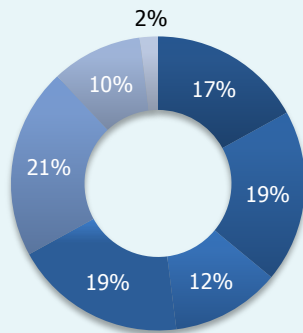
### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

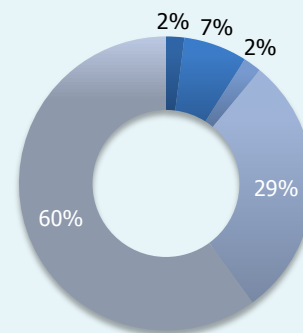
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

Figure 25: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Bodh Mahotsav

While 21%, of respondents started planning their travel to this destination less than one month before actual travel, 60% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

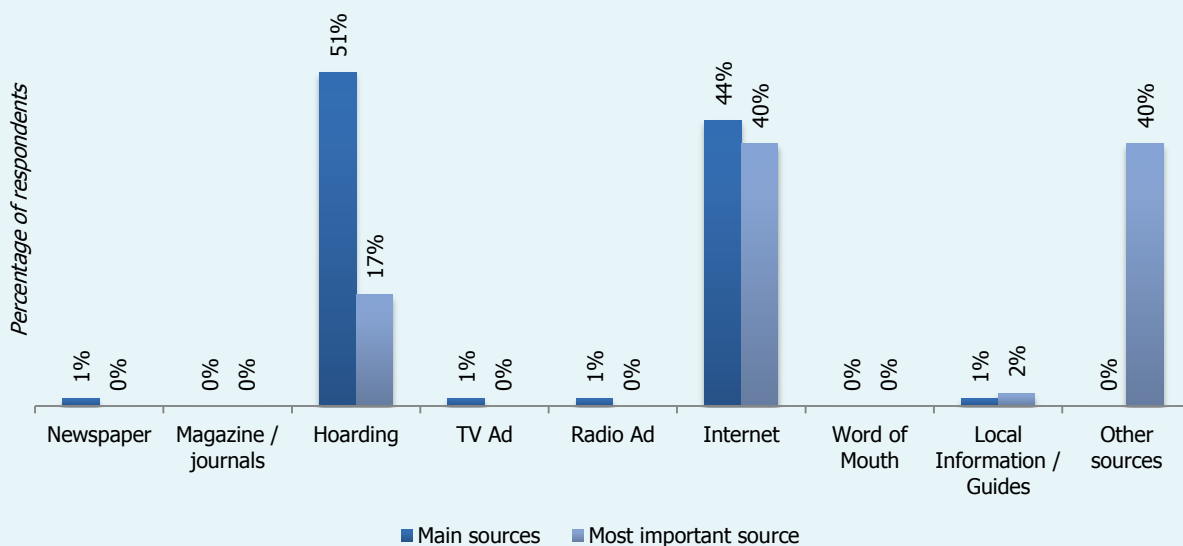


Figure 26: Various sources of information for destination & fair for foreign tourists during Bodh Mahotsav

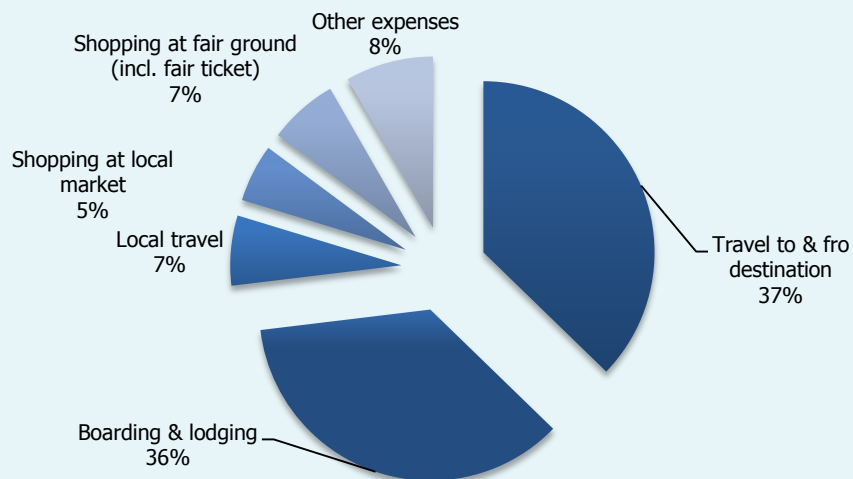
Hoarding, among others, is one of the important sources of information for the tourists. However, for 40% of respondents, internet is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 8: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Bodh Mahotsav*

Utilization of time at the destination	Average duration
Total stay duration at the destination	9 – 10 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	5 – 6 days

On an average, a single tourist group / family spent around **INR 60,000** for its visit to the destination while Bodh Mahotsav was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 27: Break-up of expenses by a typical foreign tourist group / family during Bodh Mahotsav*

During celebration of Bodh Mahotsav, a typical family is expected to spend around **7%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Deo Mahotsav**

Deo Mohatsav is celebrated in Aurangabad District of Bihar, on the grounds of the famous Deo Sun Temple. The fair is organized by the District administration of Aurangabad and sees cultural performances by renowned folk artists of Bihar.



Figure 28: Deo Mahotsav<sup>22</sup> at Aurangabad, Bihar

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Dev Mahotsav organized in Bihar, around 380 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 10 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 10 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Dev Mahotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Dev Mahotsav is around 100% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

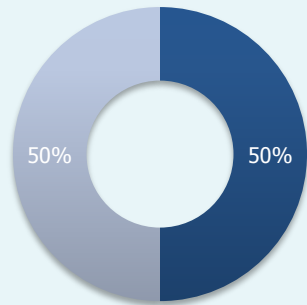
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

<sup>22</sup> Image source: <http://aurangabad.bih.nic.in/deosuryamandir/gallery-2014.html>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



■ More than 6 months before coming

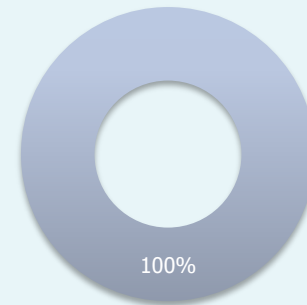
■ 1 to 2 months before coming

■ Less than a week before coming

■ 3 to 6 months before coming

■ 15 - 30 days before coming

#### When was actual booking done?



■ 2 to 3 months before coming

■ 7 to 15 days before coming

*Figure 29: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Deo Mahotsav*

While 50%, of respondents started planning their travel to this destination more than 6 months before actual travel, 100% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

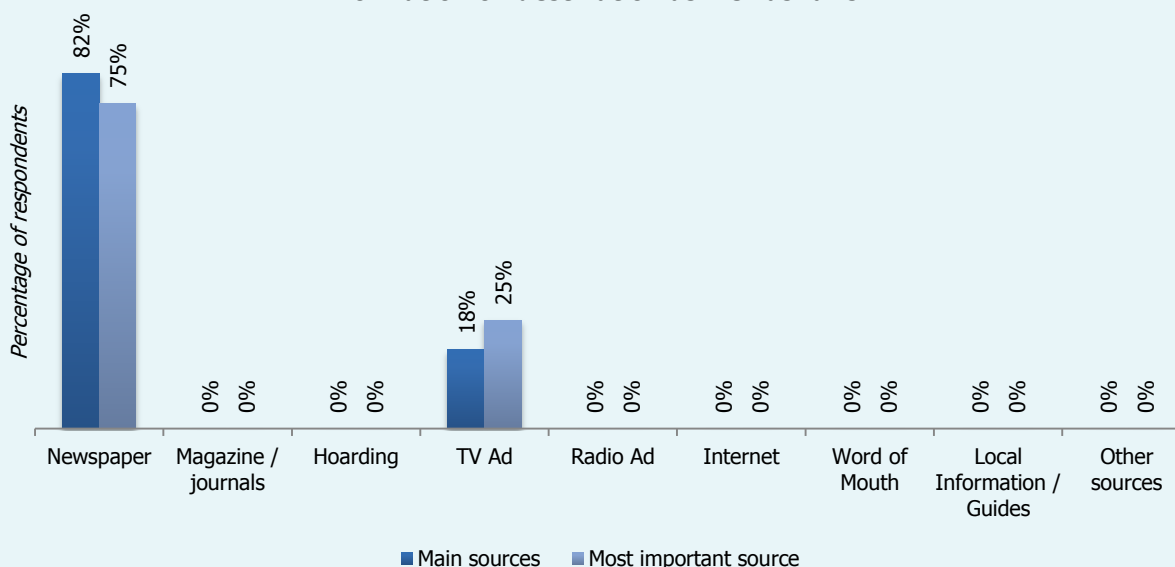


Figure 30: Various sources of information for destination & fair for domestic tourists during Deo Mahotsav

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 75% of respondents

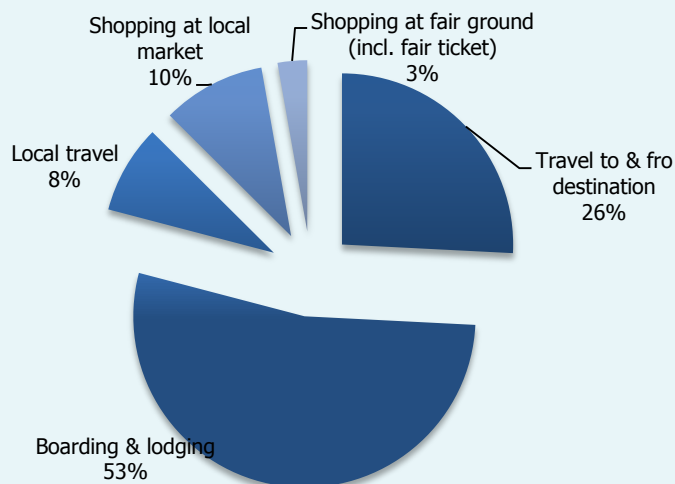
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 9: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Deo Mahotsav

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 5 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Dev Mandir, Umanga Mandir, Narayan Mandir, Savalni Mandir, etc.

On an average, a single tourist group / family spent around **INR 3-4,000** for its visit to the destination while Deo Mahotsav was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 31: Break-up of expenses by a typical domestic tourist group / family during Deo Mahotsav*

During celebration of Deo Mahotsav, a typical family is expected to spend around **3%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## Chandigarh

Chandigarh is a city and union territory that serves as the capital of the states of Punjab and Haryana. Chandigarh and the adjoining cities of Mohali in Punjab and Panchkula in Haryana are together referred to as Chandigarh Tricity.

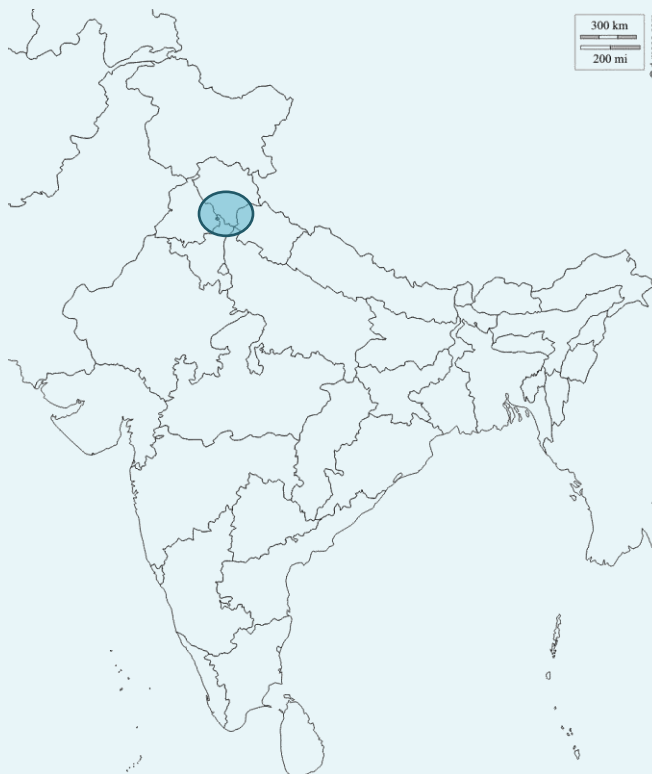


Figure 32: Chandigarh and its location in India

The city was one of the early planned cities of modern day India in the post-independence era, designed by renowned architect Le Corbusier. The city with a population of just over a million as per Census 2011, tops the list of Indian States and Union Territories by per capita income followed by Haryana and Delhi. The city has been selected as one of the 100 Indian smart cities being developed under the Smart Cities Mission.

In 2014, close to 1.1 million tourists visited Chandigarh of which 2.7% tourists were foreign. Tourism has seen a growth (CAGR<sup>23</sup>) of around 2.7% since 2009. Subsequent chart shows the tourism statistics<sup>24</sup> for the state from 2009 to 2015.

<sup>23</sup> Compounded annual growth rate

<sup>24</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

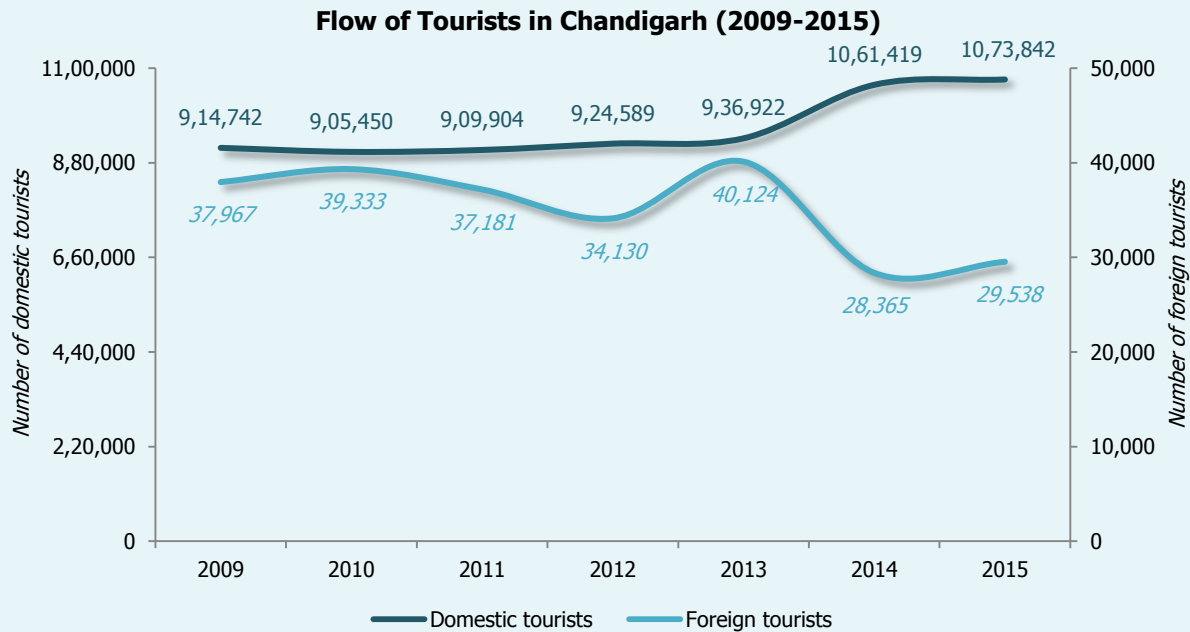


Figure 33: Inflow of tourists, both domestic & foreign, to Chandigarh from 2009 to 2015

Chandigarh has contributed to 0.1% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the present study, two fairs/festivals were covered. These are:

1. Chrysanthemum Show; from 11<sup>th</sup> to 13<sup>th</sup> December 2015
2. Rose & Heritage Car festival; from 19<sup>th</sup> to 23<sup>rd</sup> February 2016

## **Chrysanthemum Show**

Chrysanthemum Show is amongst the major flower show of the country organized every year at Terraced Garden in Chandigarh. The show which is usually organized in the month of December, offers a host of competition activities for visitors to participate in related to gardening like flower arrangement and other creative competitions. The show dates back to over ten years further strengthening the popularity and following which this flower show has gathered amongst its growing number of connoisseurs flocking the city.



Figure 34: Chrysanthemum Flower Show<sup>25</sup> at Chandigarh

### **Visitor Footfall Estimation**

It is estimated that in the 2015 edition of Chrysanthemum Show organized in Chandigarh, around 4760 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1740 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Chrysanthemum Show (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Chrysanthemum Show is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

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<sup>25</sup> Image source: <http://chandigarhmetro.com/wp-content/uploads/2015/12/Chrysanthemum-flower-show-terraced-garden-Chandigarh-2015.png>

## **Rose & Heritage Car Festival**

Rose Festival is a 3 day event that is organized every year in the month of February at Rose Garden, Chandigarh. Rose Festival is also one of the oldest and a large scale event which is organized by Chandigarh Administration in association with Chandigarh Tourism Department. The fest witnesses huge crowds amounting to lakhs of people during the 3 days. It has a variety of events ranging from photography exhibition, flower display, beauty shows, vintage car rally, dance performances and a lot more.



Figure 35: Rose<sup>26</sup> & Heritage Car Rally Festival at Chandigarh

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Rose & Heritage Car Festival organized in Chandigarh, around 6200 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 2990 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Rose & Heritage Car Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Rose & Heritage Car Festival is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

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<sup>26</sup> Image source:

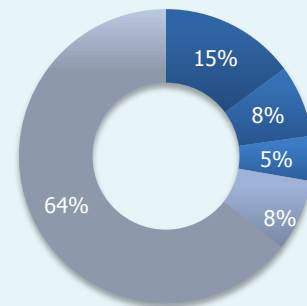
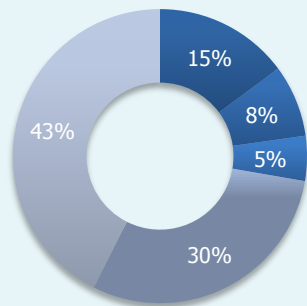
[http://images.tribuneindia.com/cms/gall\\_content/2015/2/2015\\_2\\$largeimg21\\_Feb\\_2015\\_014257763.jpg](http://images.tribuneindia.com/cms/gall_content/2015/2/2015_2$largeimg21_Feb_2015_014257763.jpg)

- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 36: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Rose & Heritage Car Festival*

While 43%, of respondents started planning their travel to this destination less than a week before actual travel, 64% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

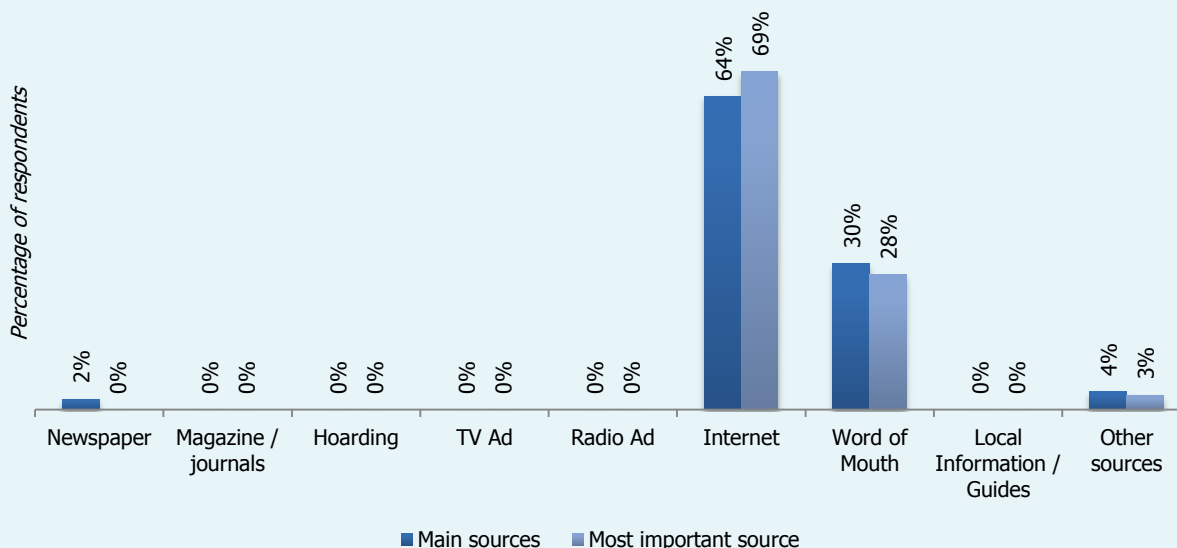


Figure 37: Various sources of information for destination & fair for domestic tourists during Rose & Heritage Car Festival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 70% of respondents

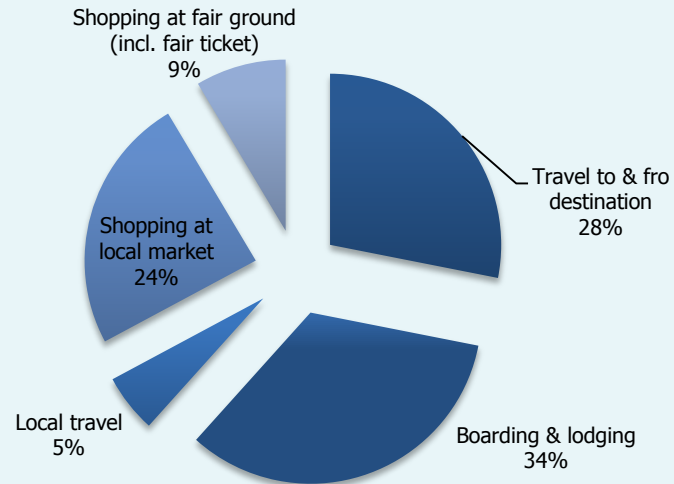
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 10: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Rose & Heritage Car Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 4 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	~ 3 days

Other places of interest visited by tourists during their stay at the destination include Rock Garden, Sukhna Lake, Sector 17, Pinjore Garden, Elante Mall, etc.

On an average, a single tourist group / family spent around **INR 18-19,000** for its visit to the destination while Rose & Heritage Car Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 38: Break-up of expenses by a typical domestic tourist group / family during Rose & Heritage Car Festival*

During celebration of Rose & Heritage Car Festival, a typical family is expected to spend around **9%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Chhattisgarh

Chhattisgarh is located in central India and is the 10th largest state of India with an area of over 135,000 sq. km and a population of 25.5 million. Formed in November 2000 by partitioning 16 Chhattisgarhi speaking south-eastern districts of the state of Madhya Pradesh, today Chhattisgarh is also the main source of electricity and steel for India and on account of the same amongst the fastest developing states of India. Currently the state comprises of 27 districts with its capital at Raipur. Durg, Bilaspur and Korba are the other key districts.

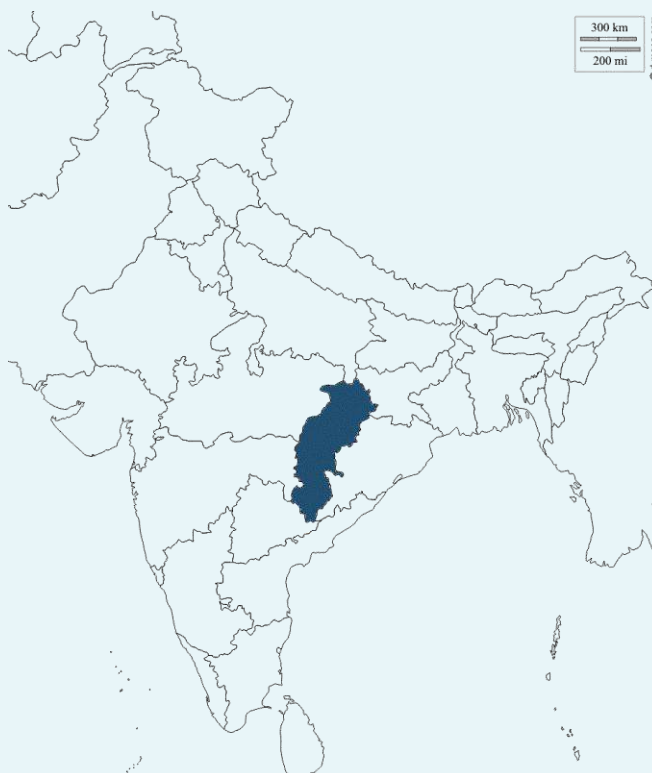


Figure 39: Chhattisgarh and its location in India

Being endowed with a rich cultural heritage and natural diversity, the state has been a tourist destination and is further gaining popularity with improvement in connectivity and urban infrastructure.

In 2014, just below 25 million tourists visited Chhattisgarh of which 0.03% tourists were foreign. Tourism has seen a growth (CAGR<sup>27</sup>) of over 115% since 2009. Subsequent chart shows the tourism statistics<sup>28</sup> for the state from 2009 to 2015.

<sup>27</sup> Compounded annual growth rate

<sup>28</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India



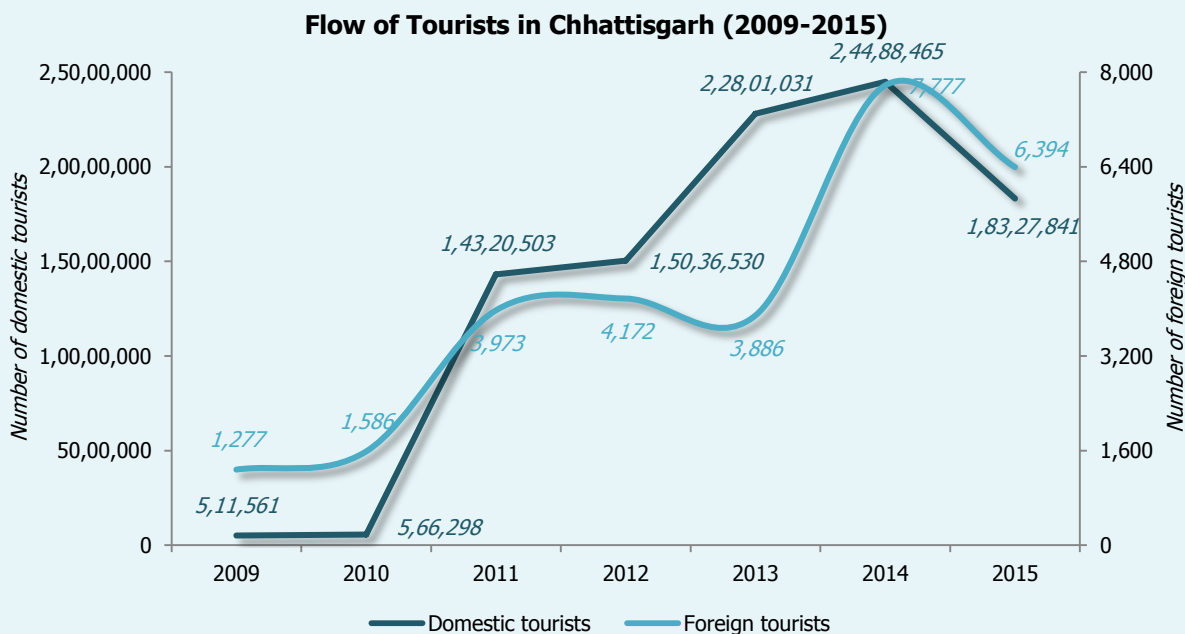


Figure 40: Inflow of tourists, both domestic & foreign, to Chhattisgarh from 2009 to 2015

Chhattisgarh contributed to 1.33% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the present study, two fairs/festivals were covered. These are:

- Dongargarh Navratri Mela (1-10 Oct 2016)
- Rajyotsav (1st Nov 2016)

## **Dongargarh Navratri Mela**

This festival is held at Dongargarh, which is around 100kms from the state capital, Raipur. During Navratris, fairs are held at Badi Bambleshwari temple, which is one of the main tourist attractions in the region.



*Figure 41: Dongargarh Badi Bambleshwari Temple<sup>29</sup> in Chhattisgarh*

Exhibitions are also held during the festival where many organization display their products and services to meet potential buyers. Special trains are also initiated by the Railways of India during the festival to help the tourists reach the locations and join in the celebrations at the ten-day long festival.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Dongargarh Navratri Mela organized in Chhattisgarh, around at least 100 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 370 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 390 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Dongargarh Navratri Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Dongargarh Navratri Mela is around 388% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

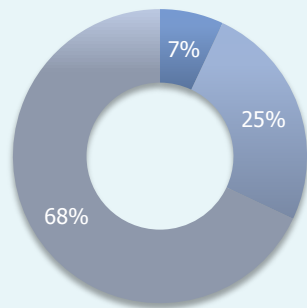
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

<sup>29</sup> Image source: <http://www.patrika.com/news/rajnandgaon/rajnandgaon-dongargarh-devi-temple-faith-fair-will-from-tomorrow-1262139/>

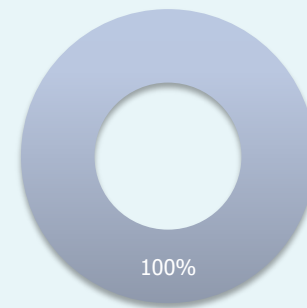
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 42: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Dongargarh Navratri Mela*

While 68%, of respondents started planning their travel to this destination less than a week before actual travel, 100% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

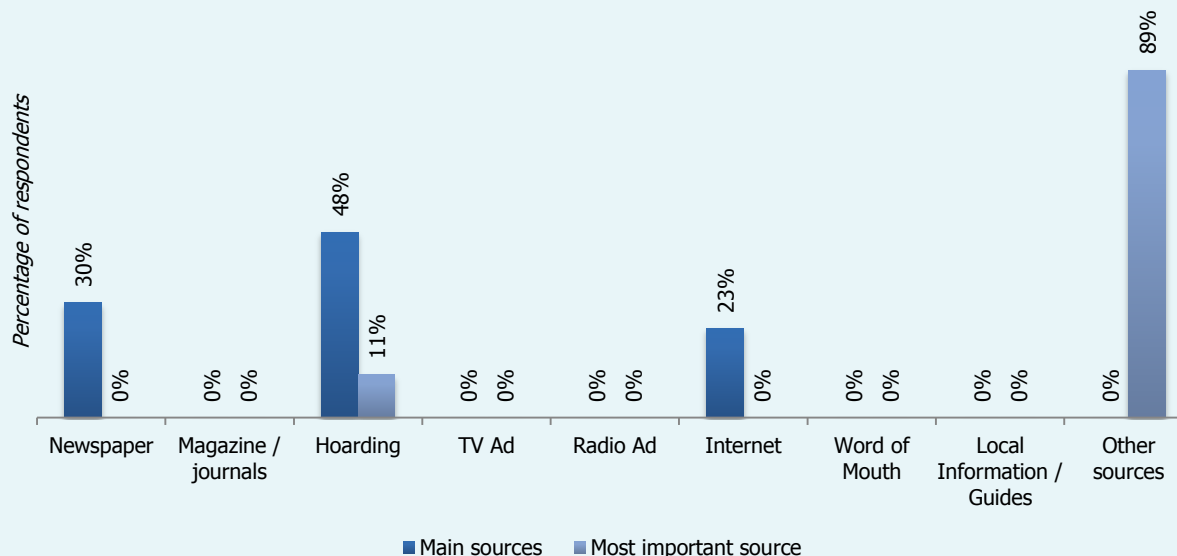


Figure 43: Various sources of information for destination & fair for domestic tourists during Dongargarh Navratri Mela

Hoarding, among others, is one of the important sources of information for the tourists. However, for 89% of respondents, other sources is the most important source of information

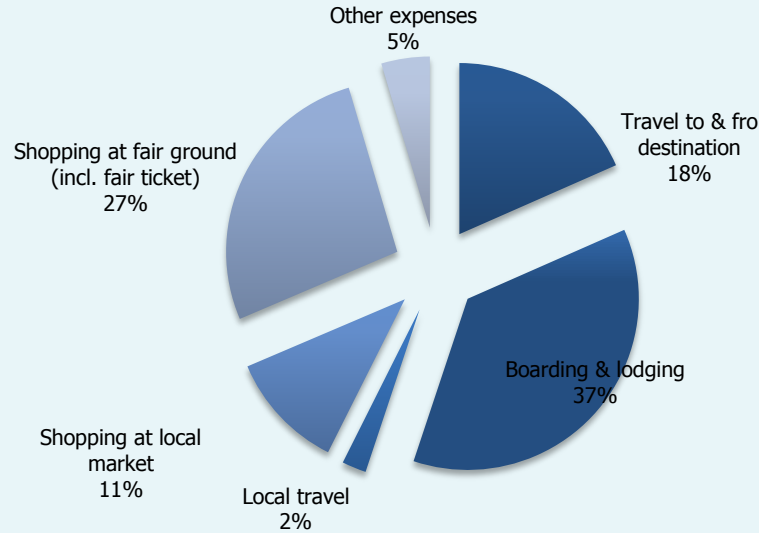
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 11: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Dongargarh Navratri Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 2 days
Number of days for visiting fair/festival	1 day
Number of days spent to visit other attractions	~ 2 days

Other places of interest visited by tourists during their stay at the destination include Chhoti Bombleshwari Mandir, Shegaon, Pragyagiri, Koradi, etc.

On an average, a single tourist group / family spent around **INR 2,000 – 2,100** for its visit to the destination while Dongargarh Navratri Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 44: Break-up of expenses by a typical domestic tourist group / family during Dongargarh Navratri Mela*

During celebration of Dongargarh Navratri Mela, a typical family is expected to spend around **37%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Rajyotsav**

This festival marks the founding day of Chhattisgarh which was formed on November 1st 2000. The festival involves spreading information about the cultural heritage of the state with the help of tribal music and dance performances. The festival is also accompanied with Trade Fair cum Exhibition where different government departments and PSU's participate in order to meet potential buyers.



Figure 45: Rajyotsav<sup>30</sup> in Chhattisgarh

The festival is held at Naya Raipur, the capital city of the state and is a great platform to bring in the different culture of the state and helps the visitors to get a glimpse of the best of Chhattisgarh.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Rajyotsav organized in Chhattisgarh, around 5410 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these there were no Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Rajyotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Rajyotsav is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

<sup>30</sup> Image source: <http://jansamachar.com/khas-khabar/the-prime-minister-launched-the-chhattisgarh-rajyotsava-hindi-news/>

## Dadra & Nagar Haveli

Dadra & Nagar Haveli is a union territory with Nagar Haveli wedged between Maharashtra and Gujarat and Dadra around 1 Km to its north-west. Capital of the union territory is Silvassa. The area was ruled by Portuguese from 1779 to 1954, when it gained de facto independence. Finally, on 31<sup>st</sup> December 1974 an agreement was signed between India and Portugal recognizing India's sovereignty of India over Goa, Daman & Diu and Dadra & Nagar Haveli.



Figure 46: Dadra & Nagar Haveli and its location in India

The union territory had a population of around 340,000 people as per the 2011 census. Bulk of the population is comprised of tribal groups. Hinduism is the predominant religion of the people in the area.

Tourism is one of the major sources of income for the union territory. In 2014, somewhat below 600,000 tourists visited Dadra & Nagar Haveli of which 0.31% tourists were foreign. Tourism has seen a growth (CAGR<sup>31</sup>) of around 2.5% since 2009. However, number of incoming foreign tourists has fallen drastically. Subsequent chart shows the tourism statistics<sup>32</sup> for the state from 2009 to 2015.

<sup>31</sup> Compounded annual growth rate

<sup>32</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

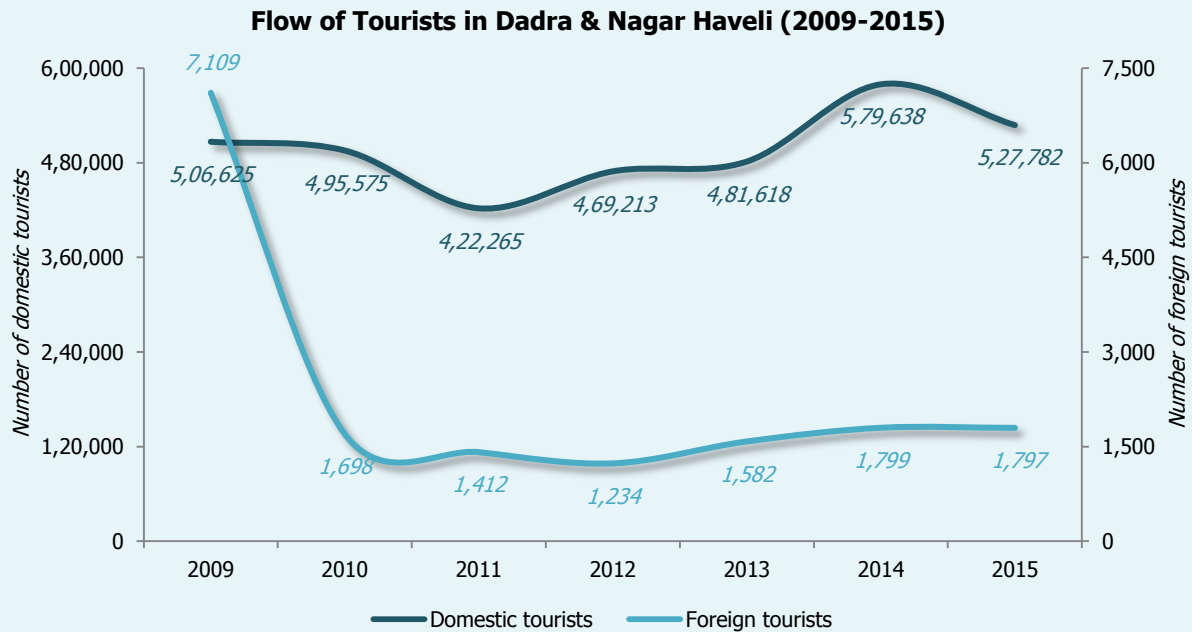


Figure 47: Inflow of tourists, both domestic & foreign, to Dadra & Nagar Haveli from 2009 to 2015

Dadra & Nagar Haveli has contributed to 0.05% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the present study, Tarpa Festival which is celebrated from 25<sup>th</sup> to 27<sup>th</sup> December 2015 was covered.



## **Tarpa Festival**

Tarpa Festival derives its name from the famous and extremely popular folk dance of Dadra & Nagar Haveli- the Tarpa Dance. This tribal dance form is quite popular amongst the Varli, Kokna and Koli tribes of Dadra & Nagar Haveli. The festival also sees other events like boat racing and other competitions to offer the visitors a chance to mingle and get close to the cultural diversity of this Union Territory.



Figure 48: Tarpa Festival<sup>33</sup> in Dadra & Nagar Haveli

### **Visitor Footfall Estimation**

It is estimated that in the 2015 edition of Tarpa Festival organized in Dadra & Nagar Haveli, around 990 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 840 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 330 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Tarpa Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Tarpa Festival is around 39% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

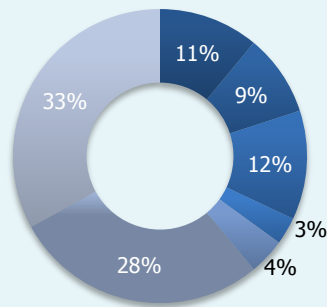
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

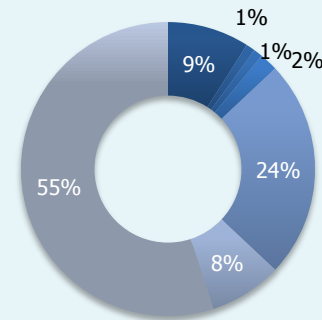
<sup>33</sup> Image source: <http://stylesatlife.com/wp-content/uploads/2014/02/Dadra-and-Nagar-Haveli2.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 49: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Tarpa Festival*

While 33%, of respondents started planning their travel to this destination less than a week before actual travel, 55% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

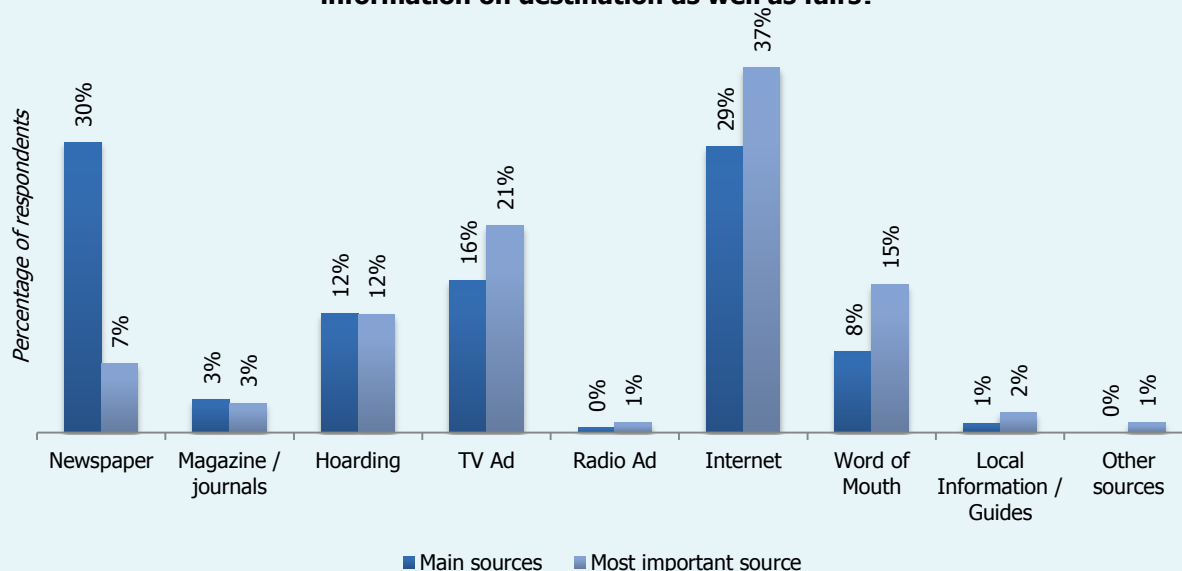


Figure 50: Various sources of information for destination & fair for domestic tourists during Tarpa Festival

Newspaper, among others, is one of the important sources of information for the tourists. However, for 37% of respondents, internet is the most important source of information

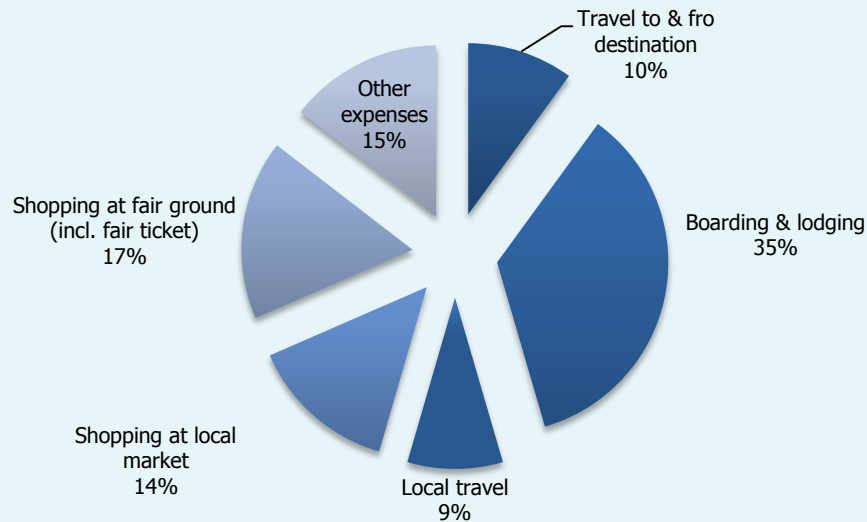
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 12: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Tarpa Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 3 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	~ 2 days

Other places of interest visited by tourists during their stay at the destination include Deer Park, Vasona Lion Safari Park, Madhuban Dam Garden, Dudhni Lake, Tribal Cultural Museum, etc.

On an average, a single tourist group / family spent around **INR 20,000** for its visit to the destination while Tarpa Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 51: Break-up of expenses by a typical domestic tourist group / family during Tarpa Festival*

During celebration of Tarpa Festival, a typical family is expected to spend around **20%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Daman & Diu

Daman & Diu, a coastal union territory of India, was a part of the Portuguese dominions for over 400 years till 1961. It was liberated in this year by India using military means. Till 1987 it was covered along with Goa when it became a separate union territory when Goa attained statehood.



Figure 52: Daman & Diu and their location in India

As per 2011 census, population of this union territory was recorded at around 240,000 people. Gujarati, Marathi, English and Hindi are commonly used languages here.

Daman & Diu have various buildings and monuments with Portuguese style architecture.

In 2014, close to 800,000 tourists visited Daman & Diu of which just below 0.6% tourists were foreign. Tourism has seen a growth (CAGR<sup>34</sup>) of around 7% since 2009. Subsequent chart shows the tourism statistics<sup>35</sup> for the state from 2009 to 2015.

<sup>34</sup> Compounded annual growth rate

<sup>35</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

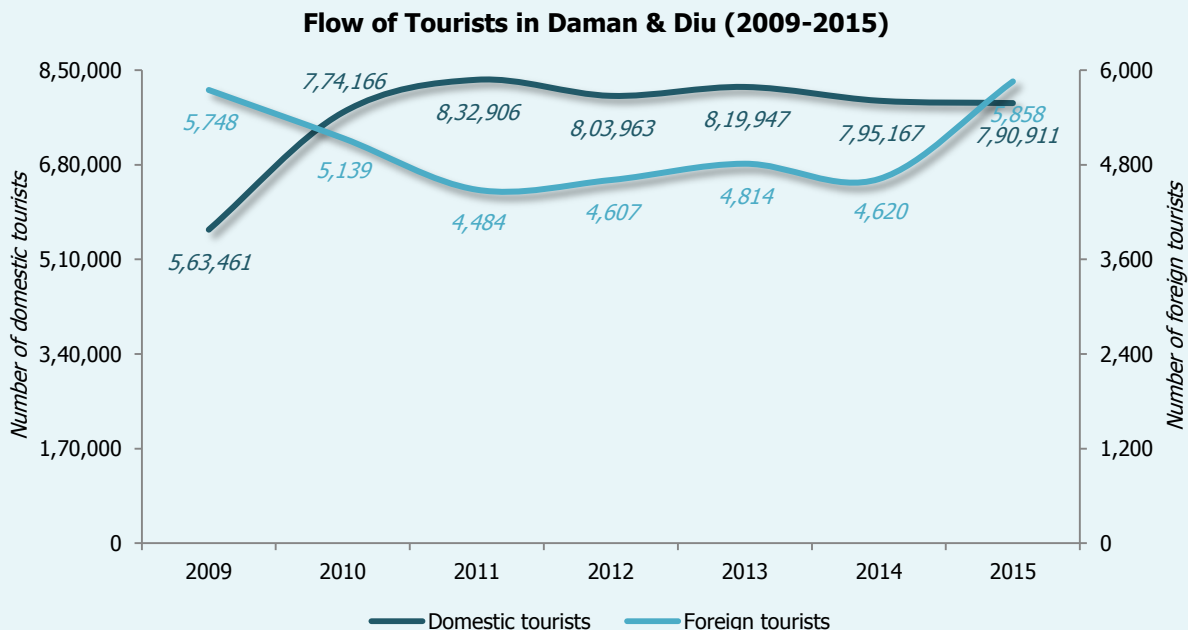


Figure 53: Inflow of tourists, both domestic & foreign, to Daman & Diu from 2009 to 2015

Daman & Diu contributed to 0.08% of total tourists (domestic + foreign) in India over 2009 to 2015.

No information on fairs & festivals was provided by the union territory administration or Ministry of Tourism. Despite our best efforts we have not been able to find any fair / festival to be covered. Therefore, no fairs / festivals have been covered in this state and substitute festivals have been covered in other state(s). For details of substitution refer Annexure B.

## Delhi

Delhi, officially known as National Capital Territory (NCT) of Delhi, is the national capital. It is bordered by Haryana to the west and Uttar Pradesh to the east. Delhi and its environs have been inhabited since second millennium B.C. and have been destroyed and made anew numerous times since then.



Figure 54: Delhi and its location in India

As per 2011 census, population of Delhi was over 16.7 million people. Culture of Delhi is rich, having influenced by its long history and influx of migrants of many nationalities and ethnicities. It is one of the most popular tourist places in India and is famous for its historical monuments, markets and festivals.

In 2014, close to 25 million tourists visited Delhi of which just over 10% tourists were foreign. Tourism has seen a growth (CAGR<sup>36</sup>) of over 18% since 2009. Subsequent chart shows the tourism statistics<sup>37</sup> for the state from 2009 to 2015.

<sup>36</sup> Compounded annual growth rate

<sup>37</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

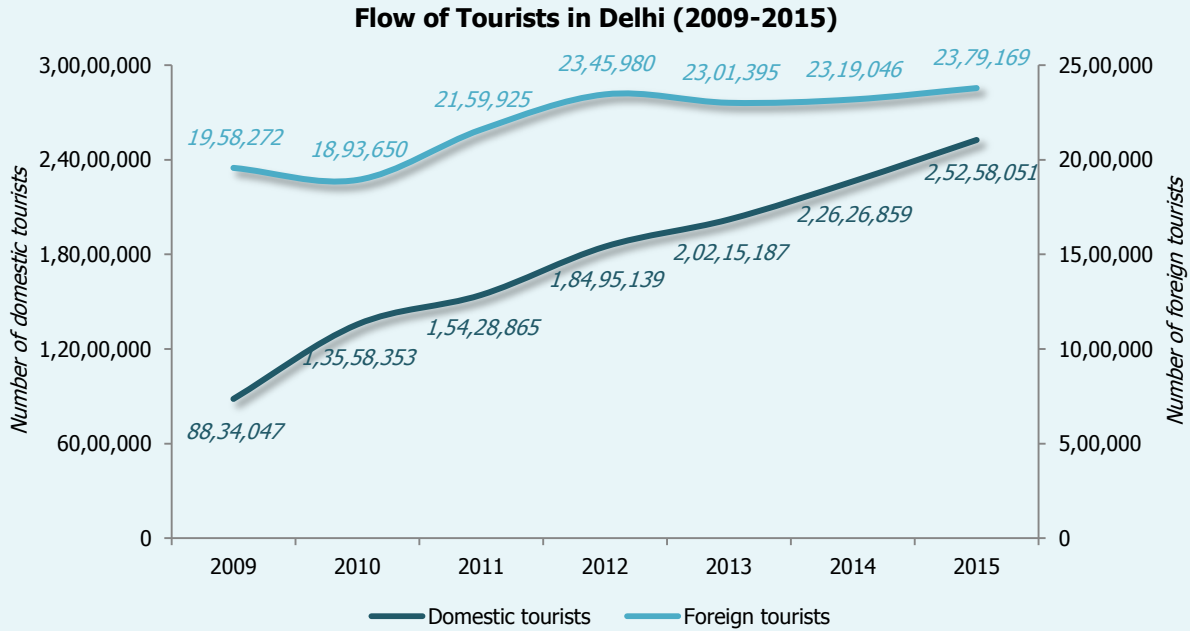


Figure 55: Inflow of tourists, both domestic & foreign, to Delhi from 2009 to 2015

Delhi has contributed to just below 2% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the present study, Garden Tourism Festival – organized from 19<sup>th</sup> to 21<sup>st</sup> February 2016 – has been covered.



## **Garden Tourism Festival**

The now famous Garden Tourism Festival started in the year 2004 and since then has become an annual affair. The festival is held at the Garden of Five Senses at Said-ul-Ajaib in South Delhi by the Delhi Tourism Board. Apart from flower shows and flower arrangements, the festival also has cultural performances that other events especially targeted at children like painting competition and art camps.



*Figure 56: Delhi Garden Tourism<sup>38</sup> Festival*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Garden Tourism Festival organized in Delhi, around 59030 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1420 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 250 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Garden Tourism Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Garden Tourism Festival is around 18% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

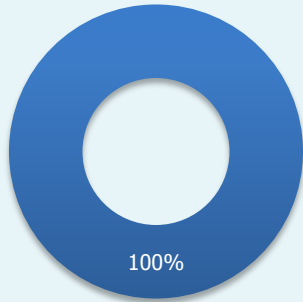
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

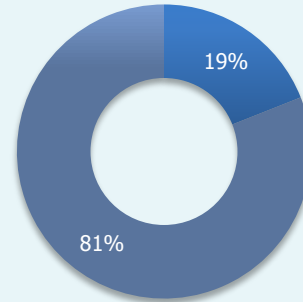
<sup>38</sup> Image source: <http://www.thetravelboss.com/userfiles/Delhi-Garden-Tourism-Festival.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 57: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Garden Tourism Festival*

While 100%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 81% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

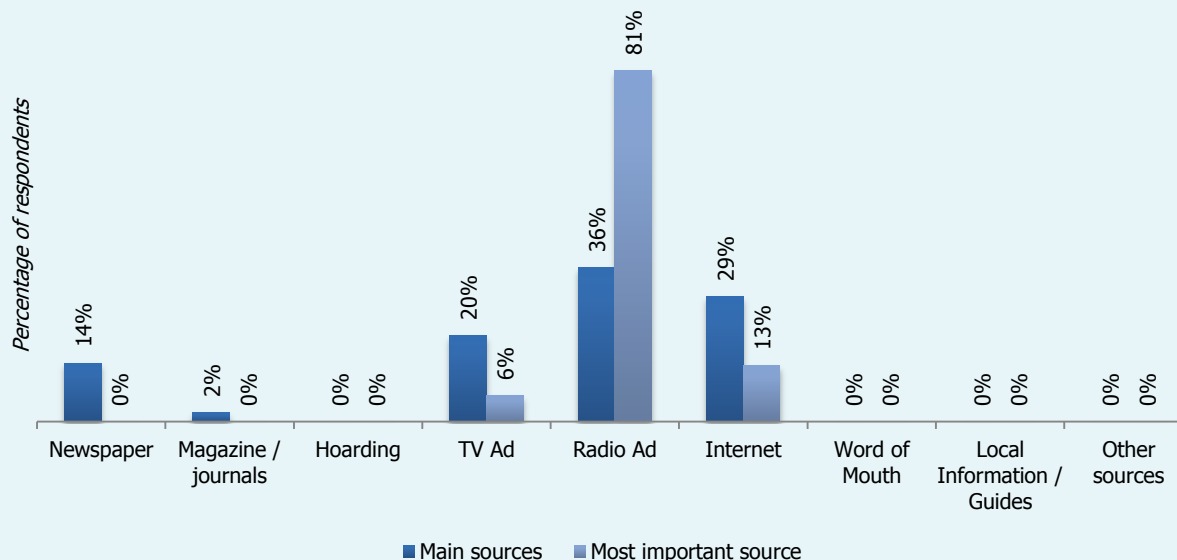


Figure 58: Various sources of information for destination & fair for domestic tourists during Garden Tourism Festival

Radio advertisement, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 81% of respondents

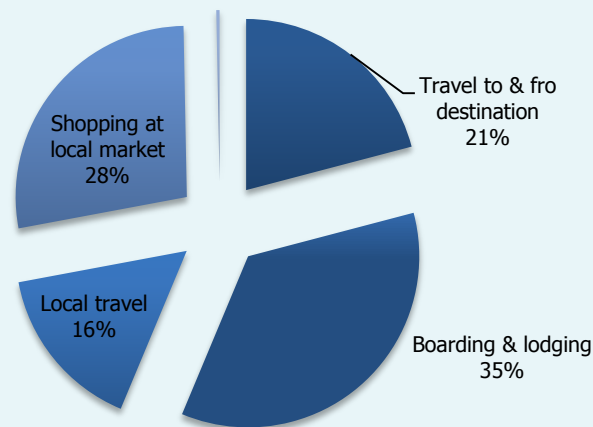
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 13: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Garden Tourism Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	4 - 5 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Connaught Place, India Gate, Red Fort, Chandni Chowk, Karol Bagh, etc.

On an average, a single tourist group / family spent around **INR 41-42,000** for its visit to the destination while Garden Tourism Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 59: Break-up of expenses by a typical domestic tourist group / family during Garden Tourism Festival*

During celebration of Garden Tourism Festival, a typical family is expected to spend nothing additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Goa

Goa, bounded by Maharashtra and Karnataka is a state in south-west of India. It is the smallest state of India by area.



Figure 60: Goa and its location in India

As per 2011 census, Goa had a population of 1.34 million people. Hinduism and Christianity are the major religions in Goa. Konkani and Marathi are the most commonly spoken languages in the state.

Goa is one of the most popular places in India for tourism. It has an abundance of historic sites, pristine beaches, churches, casinos and night life etc. In 2014, just over 4 million tourists visited Goa of around 15% tourists were foreign. Tourism has seen a growth (CAGR<sup>39</sup>) of over 10% since 2009. Subsequent chart shows the tourism statistics<sup>40</sup> for the state from 2009 to 2015.

<sup>39</sup> Compounded annual growth rate

<sup>40</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

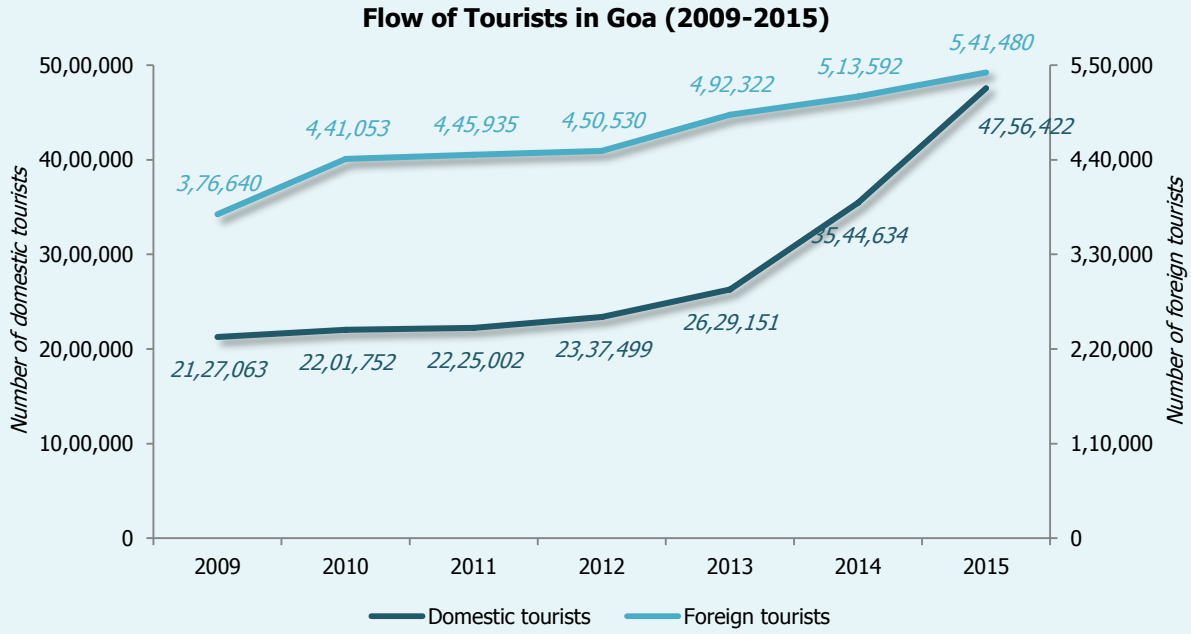


Figure 61: Inflow of tourists, both domestic & foreign, to Goa from 2009 to 2015

Goa has contributed to 0.3% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, two fairs / festivals were covered. These are:

- Serendipity Arts Festival (16-23 Dec 2016)
- Goa Carnival (25-28 Feb 2017)

## **Serendipity Arts Festival**

The festival, which is spanned across eight days, is a cultural festival which focusses on changing the minds of the people towards arts. The festival includes exhibitions and performances in the fields of music, dance and theatre, visual and culinary arts. The festival is a great platform for artists all over the country to exhibit their talent along the river Mandovi, which is primarily the venue for the festival.



*Figure 62: Serendipity Arts Festival<sup>41</sup> in Goa*

It is also a great chance for the budding artists to interact with the celebrities that have excelled in the field of art. After its huge success in Goa, the festival has also been introduced in the New Delhi, the capital of the country in order to encourage the artisans and their talent.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Serendipity Arts Festival organized in Goa, around 21120 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Serendipity Arts Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Serendipity Arts Festival is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

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<sup>41</sup> Image source: <http://www.sundayguardianlive.com/art/8728-go-a-s-serendipity-arts-festival-travels-new-delhi-year>

## **Goa Carnival**

The three-day long festival marks the celebration of starting of Lent, which involves eating no meat. The festival was introduced by the Portuguese settlers, who ruled the state for around 5 centuries and is now celebrated all across Goa with great enthusiasm. The festival includes parades which are carried throughout the day and night.



*Figure 63: Goa Carnival<sup>42</sup>*

People all over the state indulge in feasting, drinking and partying which are the core of the festival. The streets are also decorated keeping in the mind the festive mood of the residents as well as travellers who visit the state during the carnival.

### **Visitor Footfall Estimation**

It is estimated that in the 2017 edition of Goa Carnival organized in Goa, around 21120 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 19,970 were Indian tourists. Further, around 10350 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) came to the destination specifically to visit Goa Carnival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Goa Carnival is around 52% for Indian. Due to low sample coverage of foreign tourists (mainly due to refusal to participate), this segment has not been covered.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

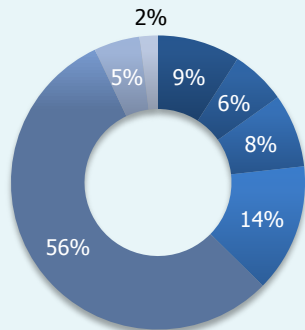
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

<sup>42</sup> Image source: <https://goa-tourism.com/GTDC-holidays/images/events-images/carnaval-gal-2.jpg>

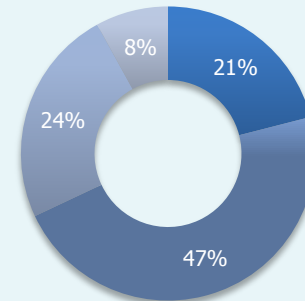


Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 64: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Goa Carnival*

While 56%, of respondents started planning their travel to this destination less than one month before actual travel, 47% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

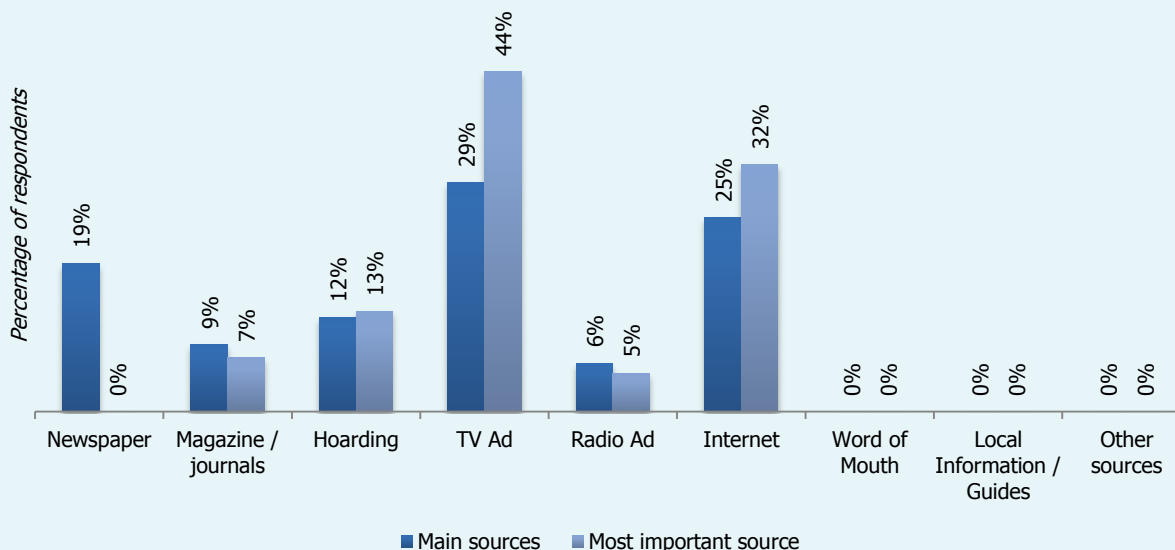


Figure 65: Various sources of information for destination & fair for domestic tourists during Goa Carnival

Television advertisement, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 44% of respondents

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 14: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Goa Carnival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Old Goa, Calangute Beach, Mangesh Temple, Baga Beach, Fort Aguada, etc.

On an average, a single tourist group / family spent around **INR 7-8,000** for its visit to the destination while Goa Carnival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 66: Break-up of expenses by a typical domestic tourist group / family during Goa Carnival*

During celebration of Goa Carnival, a typical family is expected to spend around **19%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Gujarat

Gujarat is the western most state of India and is bounded by Rajasthan to the north, Madhya Pradesh to the east and Maharashtra to the south. Arabian Sea to the west provides excellent seaboard to the state.



Figure 67: Gujarat and its location in India

As per 2011 census data, population of the state was over 60 million people with majority of people speaking Gujarati. Hinduism is followed by a majority of its populace. Gujarat is one of the most popular states in India for tourism. Its long history, rich culture, plethora of museums, religious sites, fairs & festivals etc. make it a tourist's paradise.

In 2014, more than 31 million tourists visited Gujarat of which around 0.75% tourists were foreign. Tourism has seen a growth (CAGR<sup>43</sup>) of just below 15% since 2009. Subsequent chart shows the tourism statistics<sup>44</sup> for the state from 2009 to 2015.

<sup>43</sup> Compounded annual growth rate

<sup>44</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

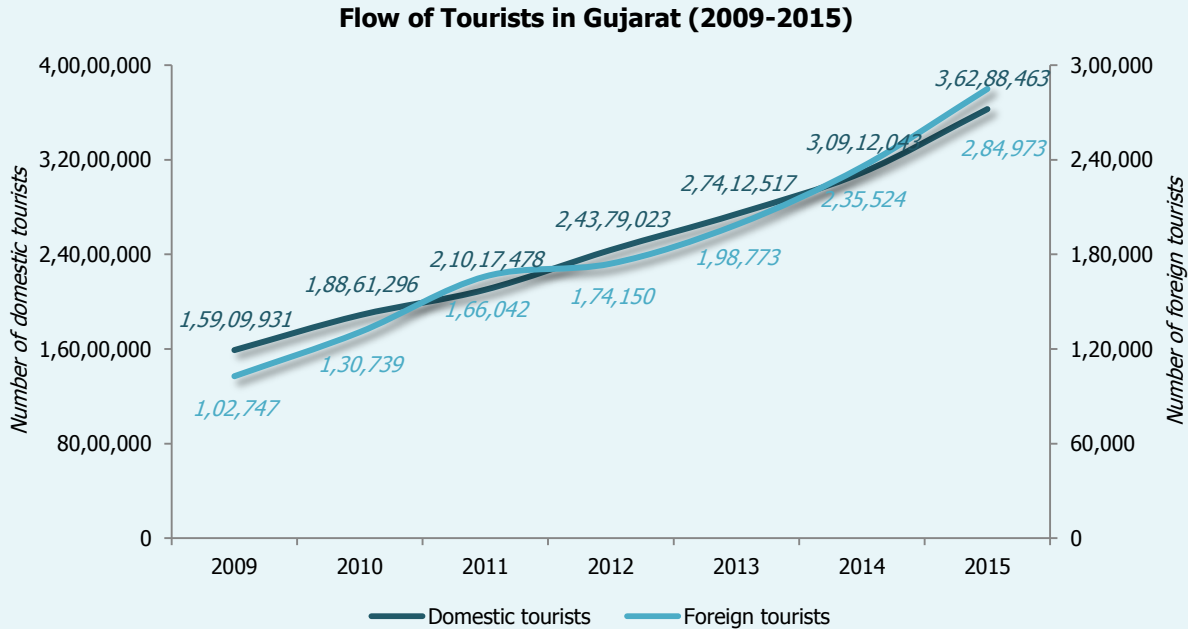


Figure 68: Inflow of tourists, both domestic & foreign, to Gujarat from 2009 to 2015

Gujarat has contributed to 2.38% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of study, three fairs were covered. These are:

1. Modhera Dance Festival; organized on 16<sup>th</sup> and 17<sup>th</sup> January 2016
2. Polo Cylce Race; organized from 21<sup>st</sup> to 24<sup>th</sup> January 2016
3. Chitra Vichitra Festival; organized on 22<sup>nd</sup> April 2016

## **Modhera Dance Festival**

Modhera Dance Festival is held in Modhera in Mehsana district after the festival of Uttarayan. The backdrop of the festival is Sun Temple at Modhera. Dancers from across India participate in this event.



*Figure 69: Modhera Dance Festival<sup>45</sup> in Gujarat*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Modhera Dance Festival organized in Gujarat, around 730 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 730 were Indian tourists whereas there were 0 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 190 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Modhera Dance Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Modhera Dance Festival is around 25% for Indian tourists and around 100% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

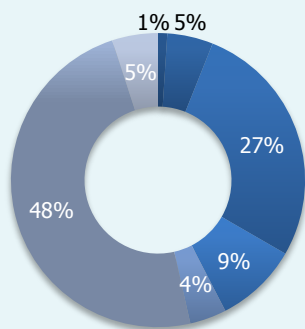
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

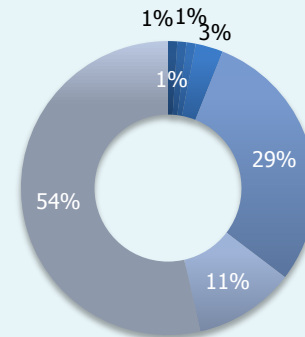
<sup>45</sup> Image source: [https://en.wikipedia.org/wiki/Modhera\\_Dance\\_Festival](https://en.wikipedia.org/wiki/Modhera_Dance_Festival)

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 70: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Modhera Dance Festival*

While 48%, of respondents started planning their travel to this destination less than 15 days before actual travel, 53% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

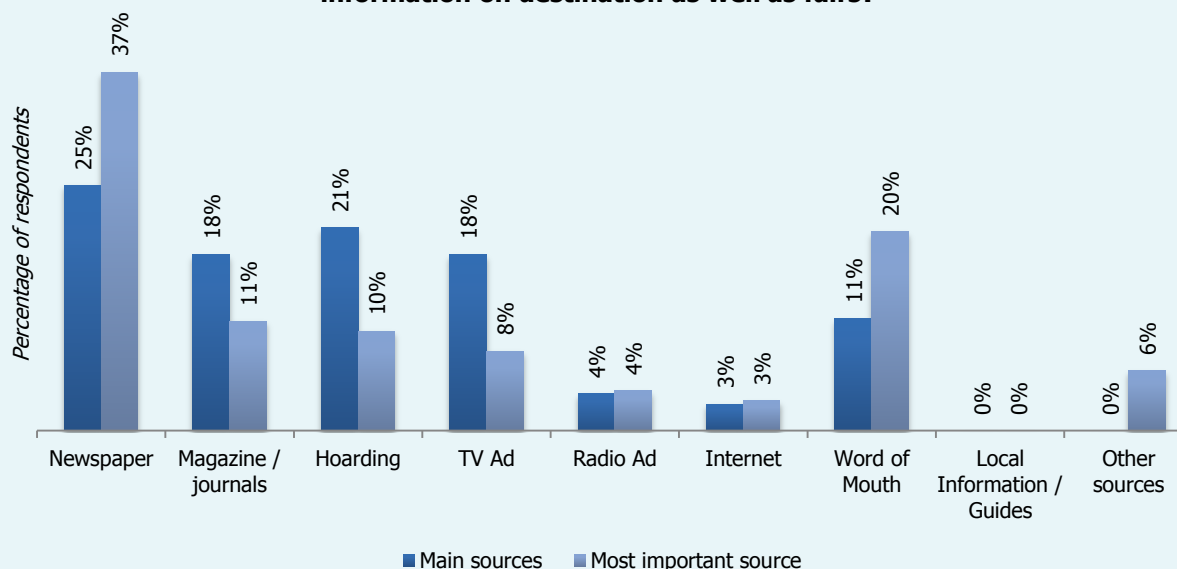


Figure 71: Various sources of information for destination & fair for domestic tourists during Modhera Dance Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 36% of respondents

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

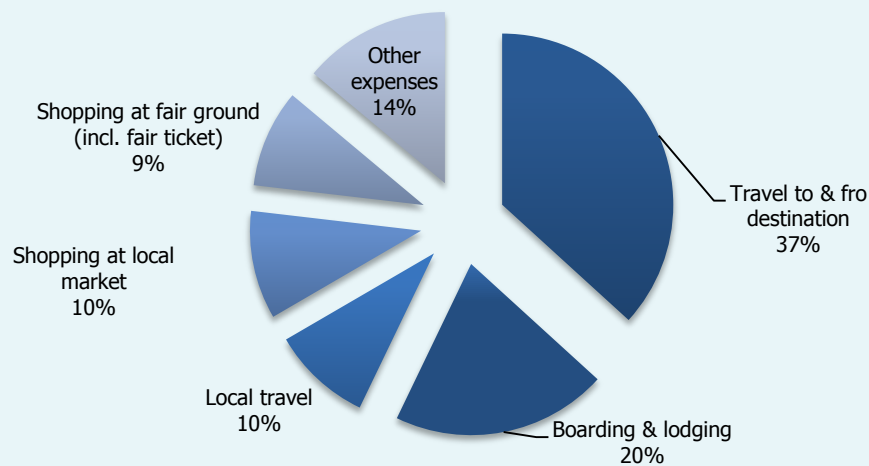
Table 15: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Modhera Dance Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Sun Temple, Mehasana Jain Temple, Shankheshwar Jain Temple, Delvada Dera, Bahucharaji, etc.

On an average, a single tourist group / family spent around **INR 5,300 – 5,500** for its visit to the destination while Modhera Dance Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.





*Figure 72: Break-up of expenses by a typical domestic tourist group / family during Modhera Dance Festival*

During celebration of Modhera Dance Festival, a typical family is expected to spend around **10%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Polo Cycle Race**

Polo cycle race, also called Impossible Race, is held in the forest of Polo. It is a three day stage race covering 151 Km through dense forests, fields, narrow ridges, rocky descents, tarmac and hike sections.



Figure 73: Polo Cycle Race<sup>46</sup> in Gujarat

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Polo Cycle Race organized in Gujarat, around 8140 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 7620 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 4960 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Polo Cycle Race (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Polo Cycle Race is around 65% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

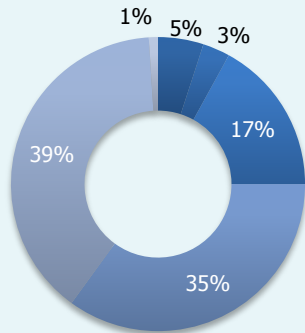
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

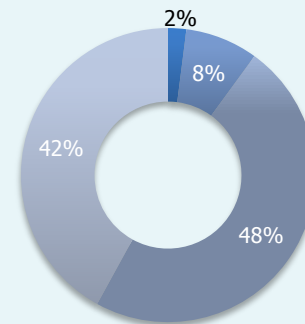
<sup>46</sup> Image source: <http://www.gujarattourism.com/fairs-festivals/adventure-activities/polo-cycle-race>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 74: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Polo Cycle Race*

While 39%, of respondents started planning their travel to this destination less than 15 days before actual travel, 48% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

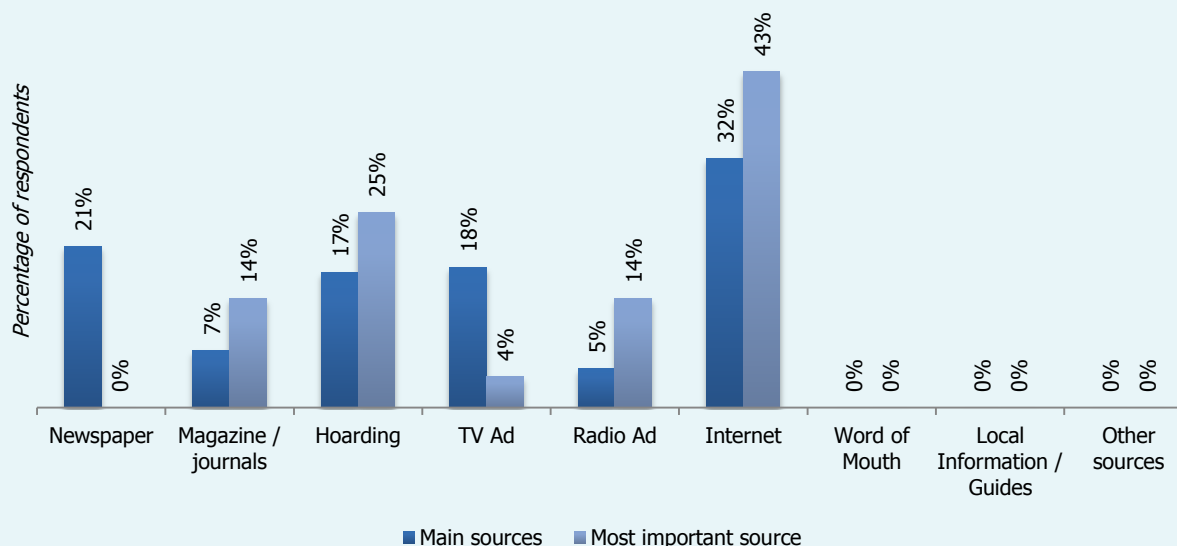


Figure 75: Various sources of information for destination & fair for domestic tourists during Polo Cycle Race

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 43% of respondents

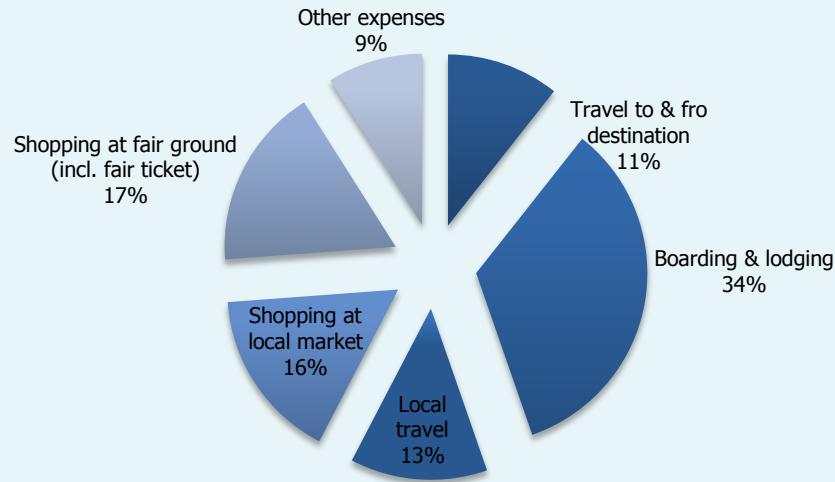
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 16: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Polo Cycle Race

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	2 - 3 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Khedbrahma Ambaji Temple, Idariyo gadh, Chamunda Mandir, Shamlaji Mandir, Rani ki Vav, etc.

On an average, a single tourist group / family spent around **INR 12-13,000** for its visit to the destination while Polo Cycle Race was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 76: Break-up of expenses by a typical domestic tourist group / family during Polo Cycle Race*

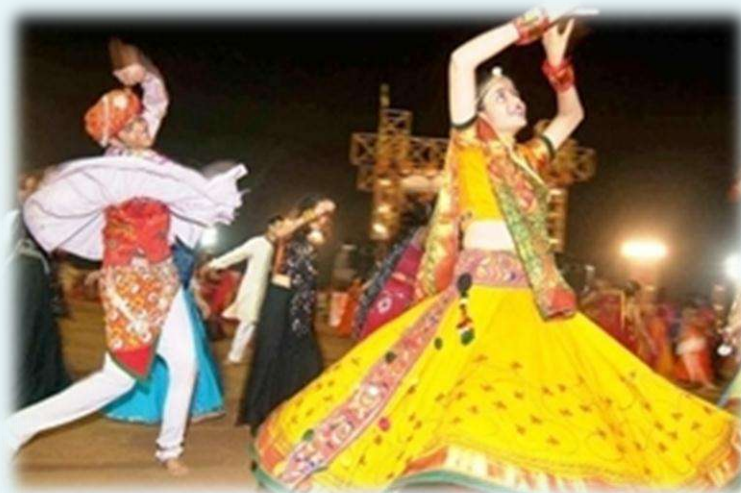
During celebration of Polo Cycle Race, a typical family is expected to spend around **20%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Chitra Vichitra Festival**

Each year the Chitra Vichitra Fair plays itself out within the limits of the village Gunbhakhari in the border area of the Sabarkantha district adjoining Rajasthan, 32 kms away from the nearest railway station of Khed Brahma. The main temple of the fair is situated on a picturesque site called the Triveni Sangam, the sacred confluence of the three rivers Sabarmati, Akul and Vyakul, amid the foothills of the Aravalis.

The festival begins on the eve of the new moon when the women gather at the river and mourn for their dead through the night. The next day the fair sets off with a generous splashing of dazzling colors and drumming.



*Figure 77: Chitra Vichitra Fair<sup>47</sup> in Gujarat*

The tribal men's costume generally consists of a blue shirt, dhoti and a red or saffron turban. The woman wears ghagharas and is covered from head to feet with ornate and heavy silver jewellery.

Every group visiting the fair carries its own drum, so that the atmosphere comes alive with a nonstop beat of drumming. The women sing folk songs in shrill choruses, and everyone dances near the main temple. Over a hundred stalls hold food and drink, and sweets of various kinds. Silver ornaments and household items are out for sale. There is also a giant wheel and a merry-go-round. The dancing and drumming continue for hours until everyone is left exhausted.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Chitra-Vichitra Fair organized in Gujarat, around 640 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 600 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 310 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Chitra-Vichitra Fair (the rest of fair visitors being local

<sup>47</sup> Image source: <http://www.indianholiday.com/fairs-and-festivals/gujarat/chitra-vichitra-fair.html>

residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Chitra-Vichitra Fair is around 51% for Indian tourists and negligible for foreign tourists.

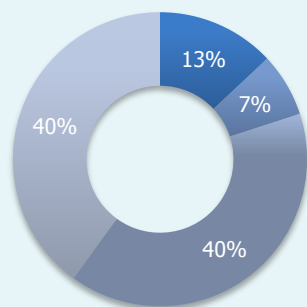
### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

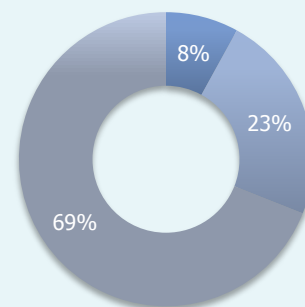
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### **When did travel planning begin?**



#### **When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 78: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Chitra Vichitra Festival*

While 40%, of respondents started planning their travel to this destination less than 15 days before actual travel, 69% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

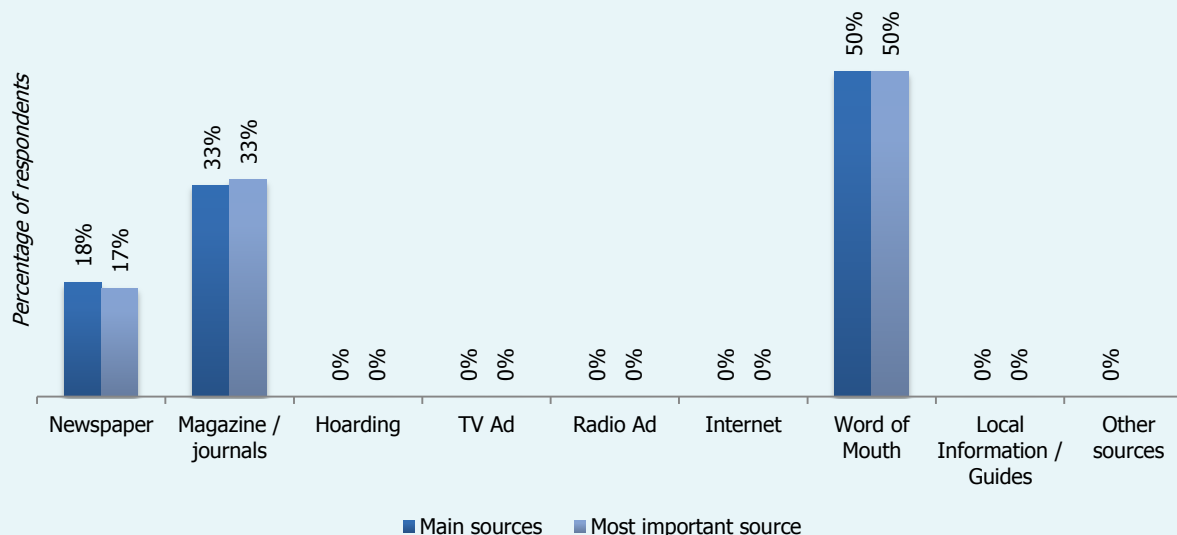


Figure 79: Various sources of information for destination & fair for domestic tourists during Chitra Vichitra Festival

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. Also, for 50% of respondents, it is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

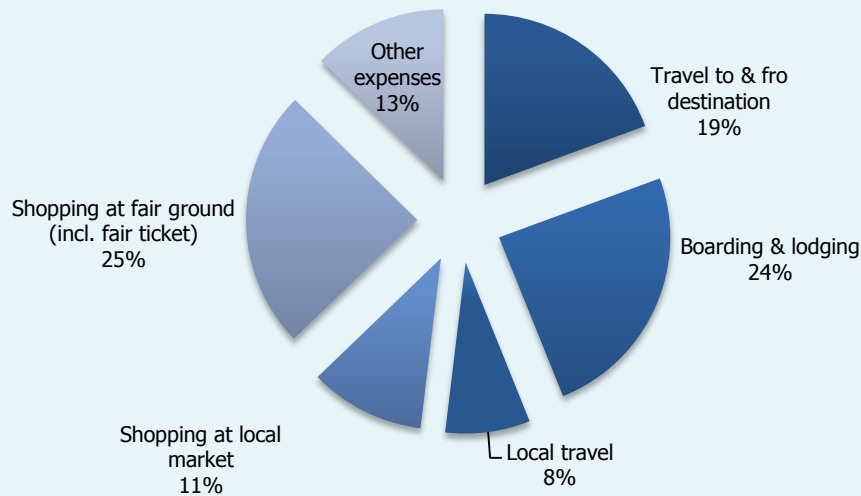
Table 17: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Chitra Vichitra Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Mota Ambaji temple, Idariyo gadh, Radhakrishna Temple, Vishwakarma Temple, Rani Mahal, etc.

On an average, a single tourist group / family spent around **INR 7-8,000** for its visit to the destination while Chitra Vichitra Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.





*Figure 80: Break-up of expenses by a typical domestic tourist group / family during Chitra Vichitra Festival*

During celebration of Chitra Vichitra Festival, a typical family is expected to spend around **33%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Haryana

Haryana, a north Indian state, was carved out of state of Punjab in November 1966. It is one of the wealthier states in India. It is bordered by Himachal Pradesh to the north, Punjab to the north-west, Uttar Pradesh and Delhi to the east and Rajasthan to south and south-west.



Figure 81: Haryana and its location of India

Haryana is divided into four divisions and 21 districts. Its capital is Chandigarh, a union territory, which it shares with Punjab. As per 2011 census, the population of the state was more than 25 million people.

In 2014, around 14 million tourists visited Haryana of which around 4% tourists were foreign. Tourism has seen a growth (CAGR<sup>48</sup>) of over 16% since 2009. Subsequent chart shows the tourism statistics<sup>49</sup> for the state from 2009 to 2015.

<sup>48</sup> Compounded annual growth rate

<sup>49</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

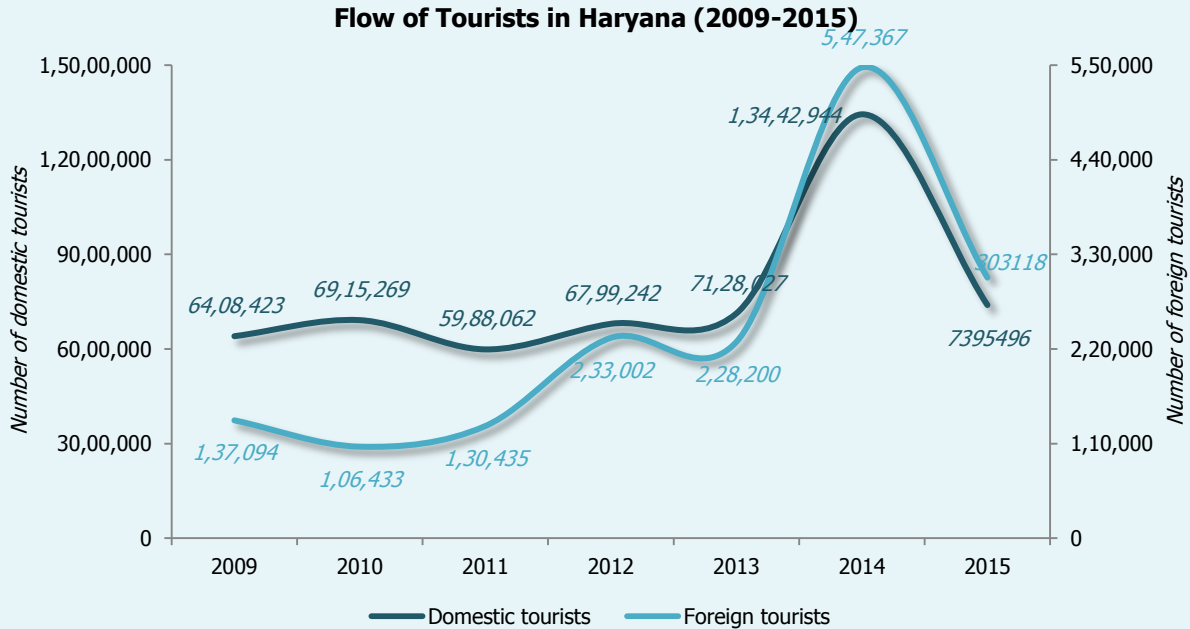


Figure 82: Inflow of tourists, both domestic & foreign, to Haryana from 2009 to 2015

Haryana has contributed to 0.82% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of study, following two fairs were covered:

1. Surajkund Mela; organized over 15 days starting from 1<sup>st</sup> February 2016
2. Haryana Baisakhi Mela; organized on 13<sup>th</sup> and 14<sup>th</sup> April 2016

## **Surajkund Mela**

Surajkund International Crafts Mela is organized in the first fortnight of February every year around the precincts of Surajkund – an ancient reservoir in Faridabad in Haryana. The fair was started in 1987 and features craftsmen including artists, painters, weavers and sculptors from all across the country. Each year the theme is specific to a state of India and is showcased at the entrance of the Mela.



*Figure 83: Surajkund Mela<sup>50</sup> in Haryana*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Surajkund Mela organized in Haryana, around 57120 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 10810 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 310 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Surajkund Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Surajkund Mela is around 3% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

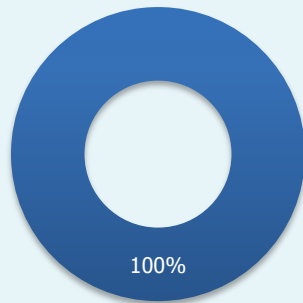
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

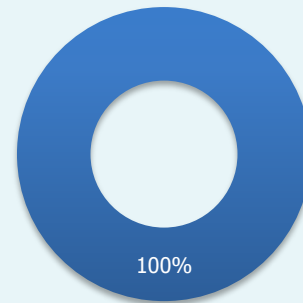
<sup>50</sup> Image source: <https://i.ytimg.com/vi/2ZvHQsqNIPQ/maxresdefault.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 84: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Surajkund Mela*

While 100%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 100% of respondents booked their travel tickets, stay etc. 1 to 2 months before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

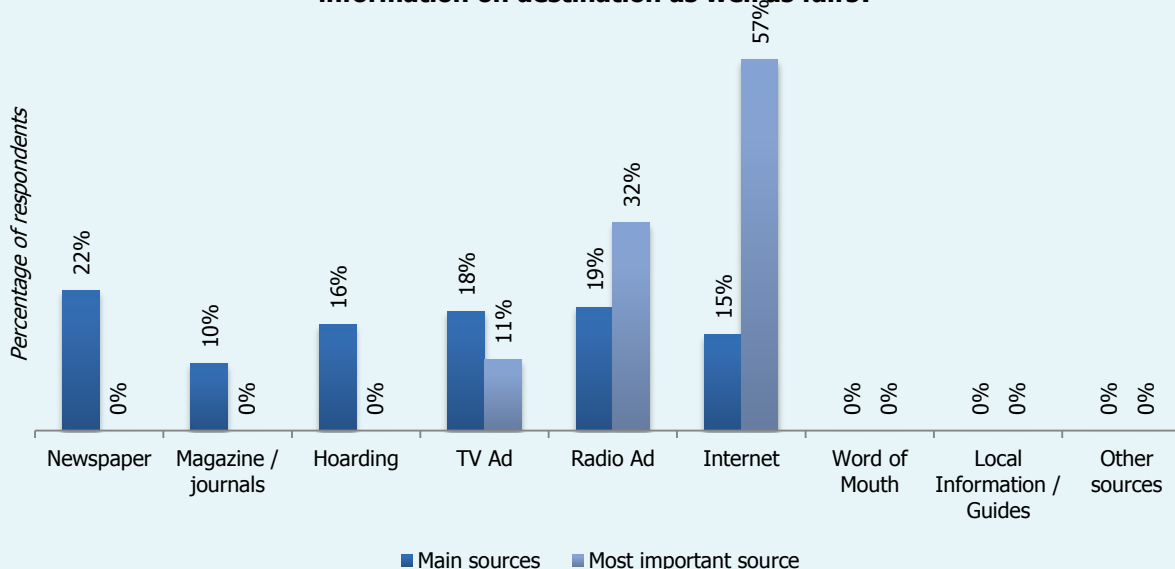


Figure 85: Various sources of information for destination & fair for domestic tourists during Surajkund Mela

Newspaper, among others, is one of the important sources of information for the tourists. However, for 57% of respondents, internet is the most important source of information

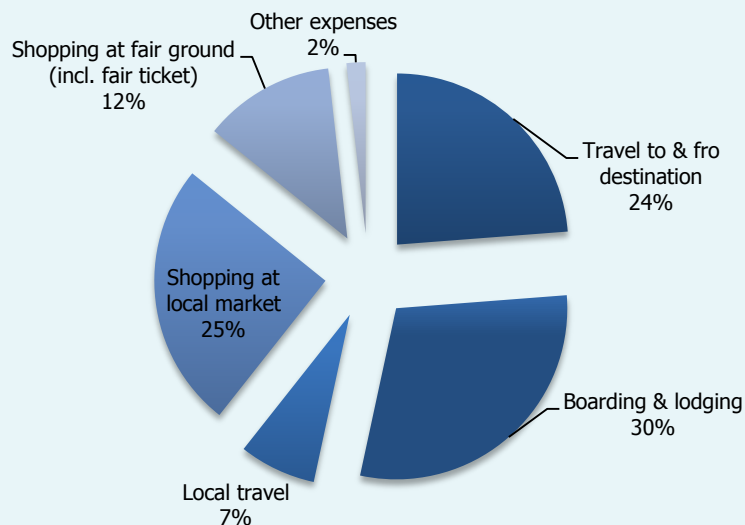
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 18: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Surajkund Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	5 - 6 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Red Fort, Qutub Minar, Connaught Place, India Gate, Gurudwara Bangla Sahib, etc.

On an average, a single tourist group / family spent around **INR 70-75,000** for its visit to the destination while Surajkund Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 86: Break-up of expenses by a typical domestic tourist group / family during Surajkund Mela*

During celebration of Surajkund Mela, a typical family is expected to spend around **14%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Haryana Baisakhi Mela**

It is observed in mid-April which is observed on a large scale among farmer community which marks the harvest festival. Every year, this Festival is celebrated as a grand event with much hype at Pinjore Gardens. Hundreds of visitors look forward to the Baisakhi celebrations. The celebrations are followed by rangoli competitions, drawing competitions and song performance.



Figure 87: Baisakhi Mela<sup>51</sup> in Haryana

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Haryana Baisakhi Mela organized in Haryana, around 13750 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 13280 were Indian tourists whereas there were 270 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Haryana Baisakhi Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Haryana Baisakhi Mela is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

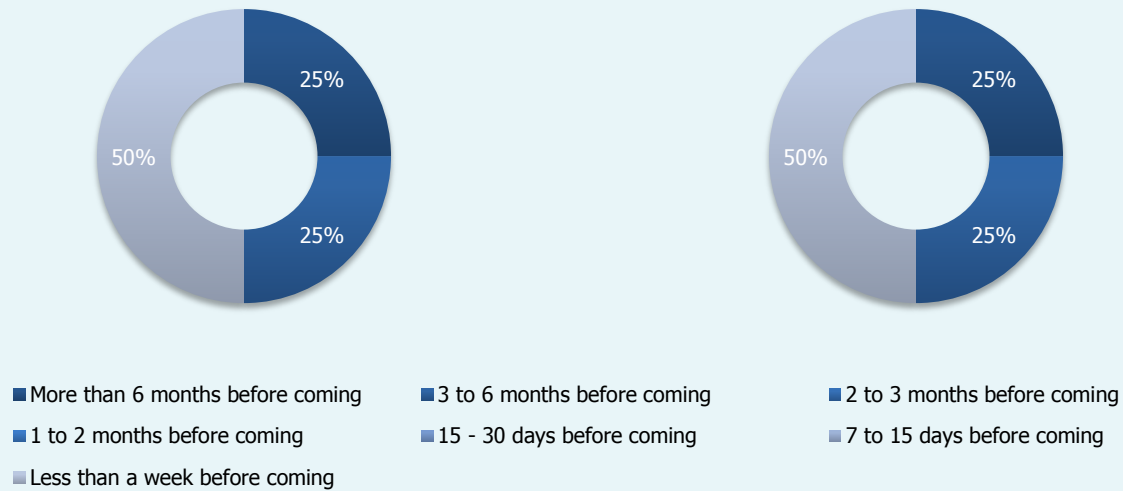
<sup>51</sup> Image source: <https://greatindianjourney.wordpress.com/2014/06/01/festivals-in-haryana-are-amazing/>



Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 88: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Haryana Baisakhi Mela*

While 50%, of respondents started planning their travel to this destination less than a week before actual travel, 50% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

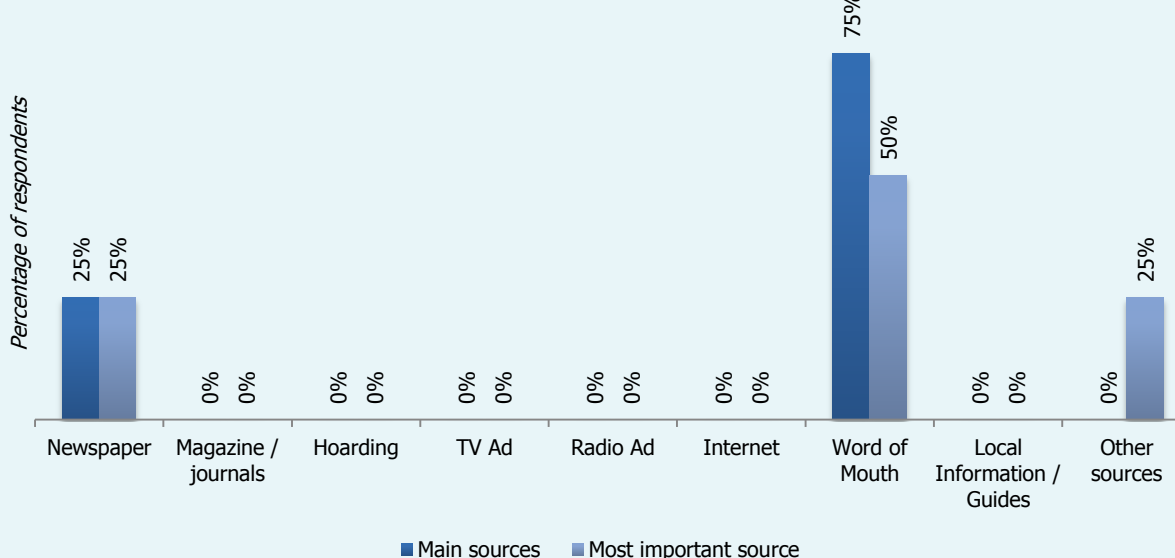


Figure 89: Various sources of information for destination & fair for domestic tourists during Haryana Baisakhi Mela

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 50% of respondents.

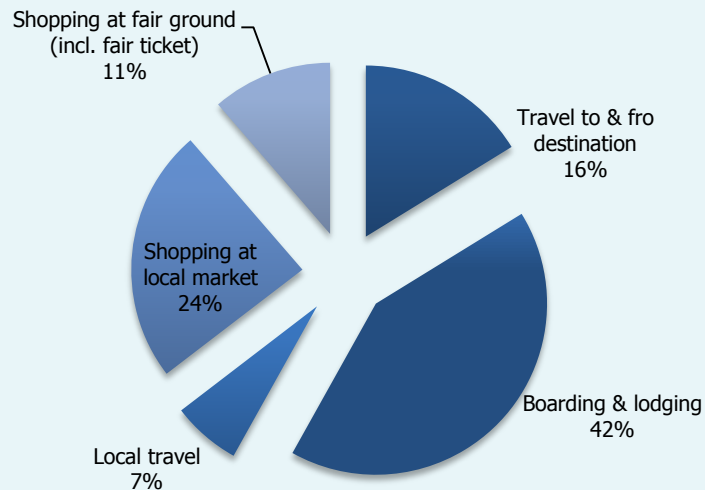
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 19: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Haryana Baisakhi Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 - 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Pinjore Garden, Rock Garden, Kalkaji, etc.

On an average, a single tourist group / family spent around **INR 9-10,000** for its visit to the destination while Haryana Baisakhi Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 90: Break-up of expenses by a typical domestic tourist group / family during Haryana Baisakhi Mela*

During celebration of Haryana Baisakhi Mela, a typical family is expected to spend around **13%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Himachal Pradesh

Himachal Pradesh is a north Indian state bordered by Jammu & Kashmir to the north, Punjab to the west, Haryana to the south and Uttarakhand to the east. The state is famous for its Himalayan landscapes, hill stations and temples and is a popular tourist destination for Indians.



Figure 91: Himachal Pradesh and its location in India

As per 2011 census, the state had a population of close to 7 million people, a majority of whom follow Hinduism. Himachal Pradesh has 12 districts with Shimla as its capital. Hindi and English are the commonly spoken languages in the state.

In 2014, more than 16 million tourists visited Himachal Pradesh of which just below 2.5% tourists were foreign. Tourism has seen a growth (CAGR<sup>52</sup>) of around 7.4% since 2009. Subsequent chart shows the tourism statistics<sup>53</sup> for the state from 2009 to 2015.

<sup>52</sup> Compounded annual growth rate

<sup>53</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

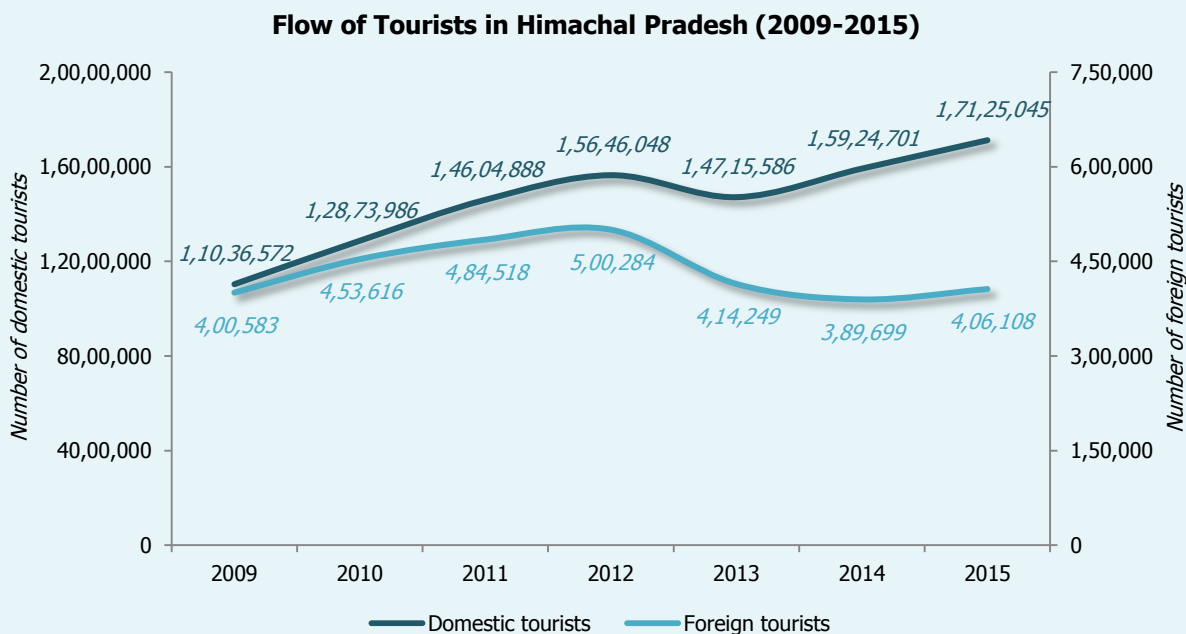


Figure 92: Inflow of tourists, both domestic & foreign, to Himachal Pradesh from 2009 to 2015

Himachal Pradesh has contributed close to 1.5% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of study, following four fairs were covered in Himachal Pradesh:

1. Kullu Spring Festival; organized from 28<sup>th</sup> to 30<sup>th</sup> April 2016
2. Anni Fair; organized from 7<sup>th</sup> to 9<sup>th</sup> May 2016
3. Sippy Fair; organized from 13<sup>th</sup> to 14<sup>th</sup> May 2016
4. Dungari Fair; organized from 14<sup>th</sup> to 16<sup>th</sup> May 2016

## **Kullu Spring Festival**

Spring festival is also called Basantotsava or Pipal-Jatra and takes place at Dhalpur ground, Kullu from 28th April to 30th April. This fair has been declared a state festival by the Himachal Pradesh government. As it marks the beginning of the spring season in the valley, it is also known as Spring Festival.



*Figure 93: Kullu Spring Festival<sup>54</sup> in Himachal Pradesh*

Kullu is known as the valley of gods. The villages have their own gods and goddesses. It is said that in olden days, the King used to sit in the Dhalpur ground with his courtiers under the Pipal tree to look at the traditional dances. Earlier 16 Gods used to participate in the fair, but as the years rolled by, the fair lost its grandeur. Every night during the festival, cultural programs are performed by the various cultural groups at Kala Kendra which is a big open-air theatre. The cultural groups and reputed artists come from all over India to perform in the festival.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Kullu Spring Festival organized in Himachal Pradesh, around 5020 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1610 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 470 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kullu Spring Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kullu Spring Festival is around 29% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

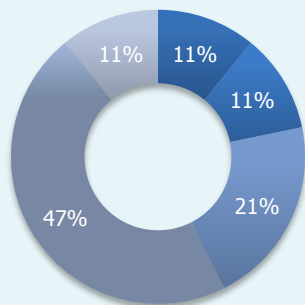
<sup>54</sup> Image source: <http://thebestindiatourpackage.blogspot.in/2016/01/festivals-in-kullu-manali.html>

The following section undertakes a detailed profiling for domestic tourists. This includes:

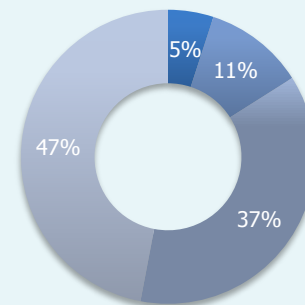
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 94: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Kullu Spring Festival*

While 47%, of respondents started planning their travel to this destination less than 15 days before actual travel, 47% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

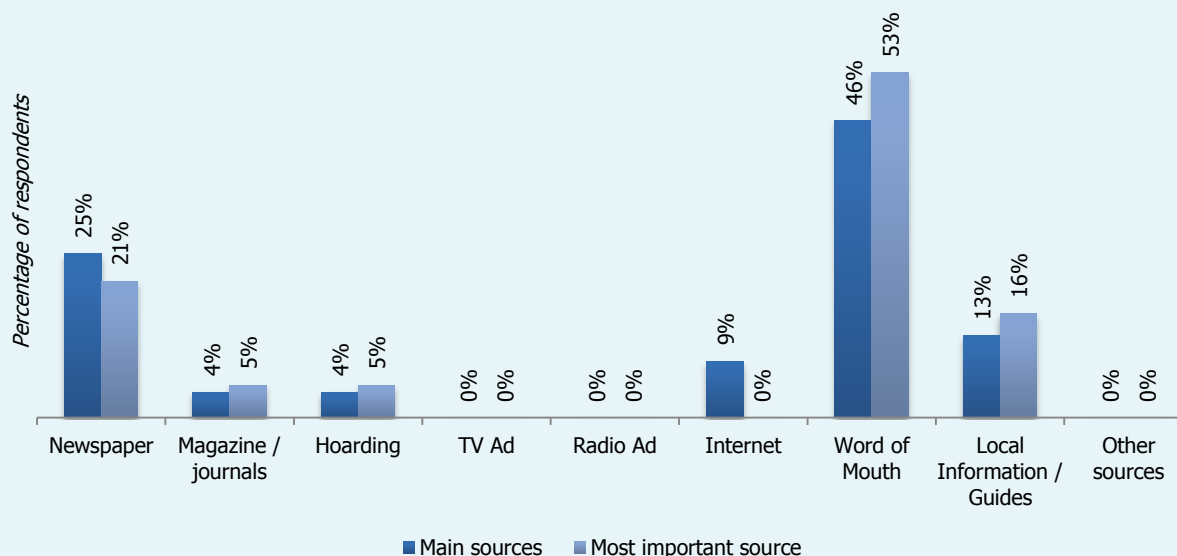


Figure 95: Various sources of information for destination & fair for domestic tourists during Kullu Spring Festival

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 53% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

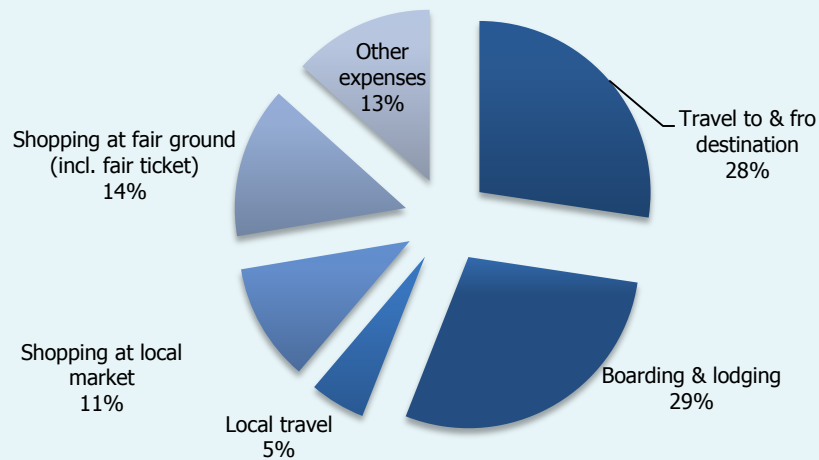
Table 20: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Kullu Spring Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	~ 1 day

Other places of interest visited by tourists during their stay at the destination include Manikaran, Rohtang, Manali, Parashar Lake, Bijli Mahadev, etc.

On an average, a single tourist group / family spent around **INR 7-7.5 thousand** for its visit to the destination while Kullu Spring Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.





*Figure 96: Break-up of expenses by a typical domestic tourist group / family during Kullu Spring Festival*

During celebration of Kullu Spring Festival, a typical family is expected to spend around **16%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Anni Fair**

Annual fair is organized in the Anni tehsil of Kullu district in the month of May. Anni Mela acts as an excursion for the local people. Large number of people from the entire Kullu district comes to witness Anni Mela. Anni is famous for apple orchards, temples and other beautiful sacred places.



*Figure 97: Anni Fair<sup>55</sup> in Himachal Pradesh*

It takes place in the first week of month of May. The stage is set up in the main ground popularly known as Ranibela ground. This Anni fair is known as Anni Mela among the local masses. Anni Mela continues for a period of 2 to 3 days. These couple of days are the time of joy, celebrations, outing and shopping among the villagers. Anni Mela gathers a huge crowd from different villages that come under Anni Tehsil and also from Rampur, Banjar, and Shimla. The best part of Anni Mela is that all the prominent deities of the region like Shamshi Mahadev, Kungshi Devta, Paneue Nag, Binnani Devta etc come here. People come here to see and take blessings.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Anni Fair organized in Himachal Pradesh, around 4390 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 2510 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1690 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Anni Fair (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Anni Fair is around 67% for Indian tourists and negligible for foreign tourists.

<sup>55</sup> Image source: <http://www.mystateinfo.com/Kullu-Himachal-Pradesh>

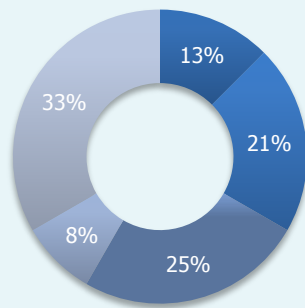
### Detailed Visitor Profiling: Domestic Tourists

The following section undertakes a detailed profiling for domestic tourists. This includes:

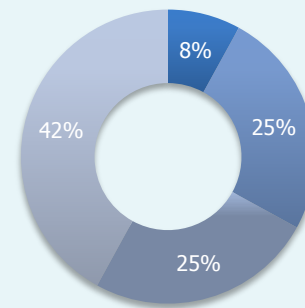
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 98: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Anni Fair*

While 32%, of respondents started planning their travel to this destination less than a week before actual travel, 42% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

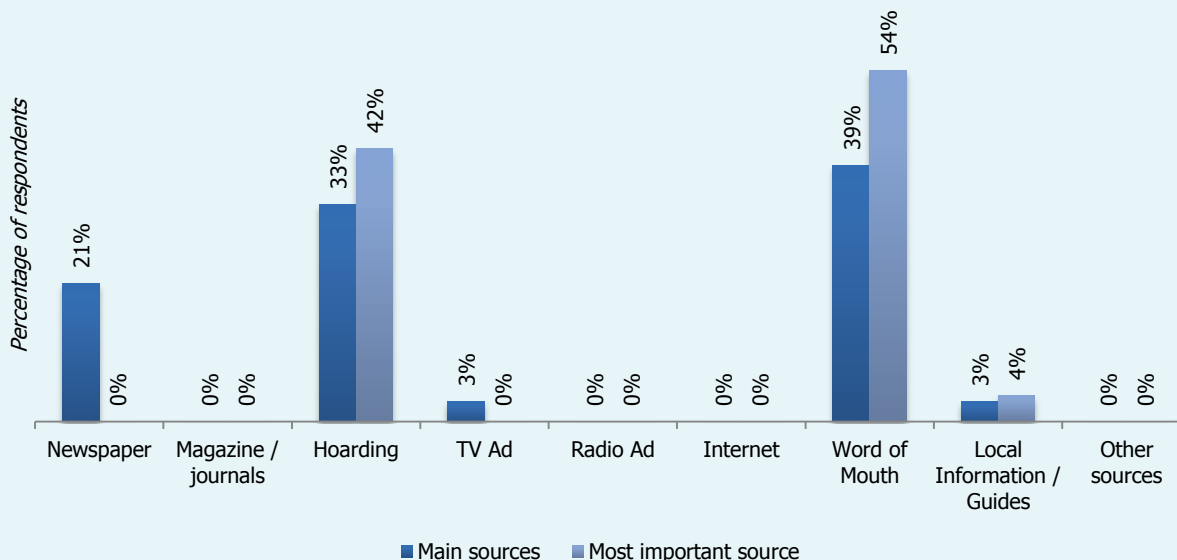


Figure 99: Various sources of information for destination & fair for domestic tourists during Anni Fair

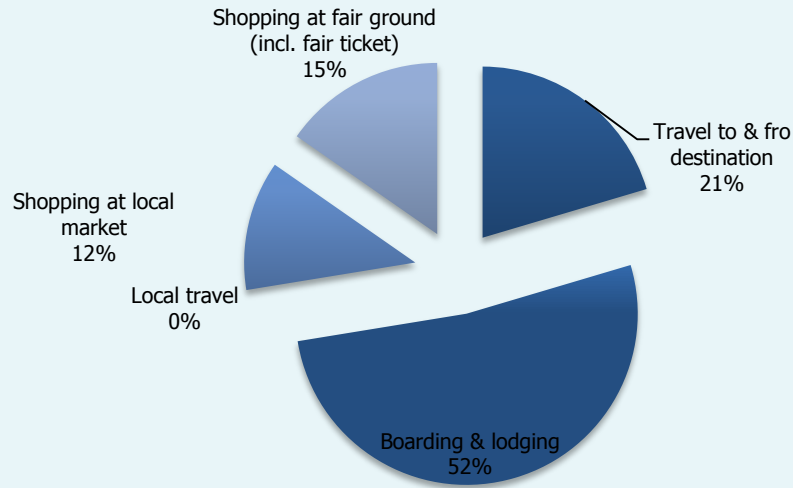
Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 54% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 21: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Anni Fair

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 – 2 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	~ 1 day

On an average, a single tourist group / family spent around **INR 2,500** for its visit to the destination while Anni Fair was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 100: Break-up of expenses by a typical domestic tourist group / family during Anni Fair*

During celebration of Anni Fair, a typical family is expected to spend around **18%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Sippy Fair**

The annual fair hosted in the month of May is a hallmark of the state's splendid culture and glorious traditions. It also reflects the fun loving side of the nature of the otherwise industrious and simple local people. Set amidst the stunning background of Craigneno Mashobra, the cultural carnival is hosted every year on the 14th of May. The traditional Sippy fair hosted in the eco-friendly state, the erstwhile Summer Capital of British India is noted for its cultural extravaganzas. The fair draws large masses of admiring crowds, comprising of the young as well as the old who gather to witness the legendary bull fighting that closely equals its original Spanish counterparts in stature. Exuberant children run all round the place buying toys and other cute local knick-knacks while vivacious adults catch up one another and enjoy the daybreak of routine life. Tourists and adolescents experiment with the mouth-watering traditional food being sold in the local stalls and have a gala time in frolicking time in mirth and merriment.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Sippy Fair organized in Himachal Pradesh, around 290 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 90 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 30 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Sippy Fair (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Sippy Fair is around 31% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

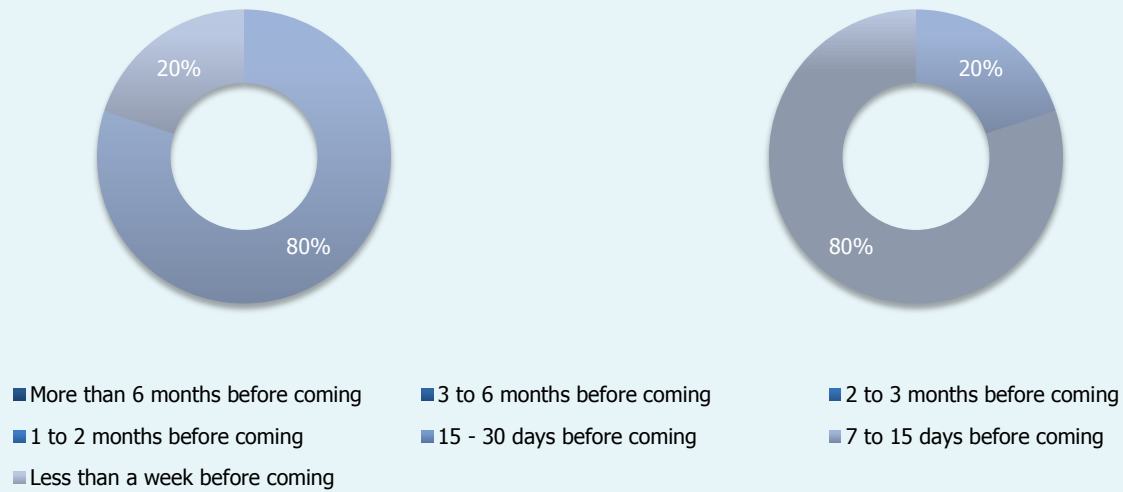


Figure 101: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Sippy Fair

While 80%, of respondents started planning their travel to this destination less than 15 days before actual travel, 80% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

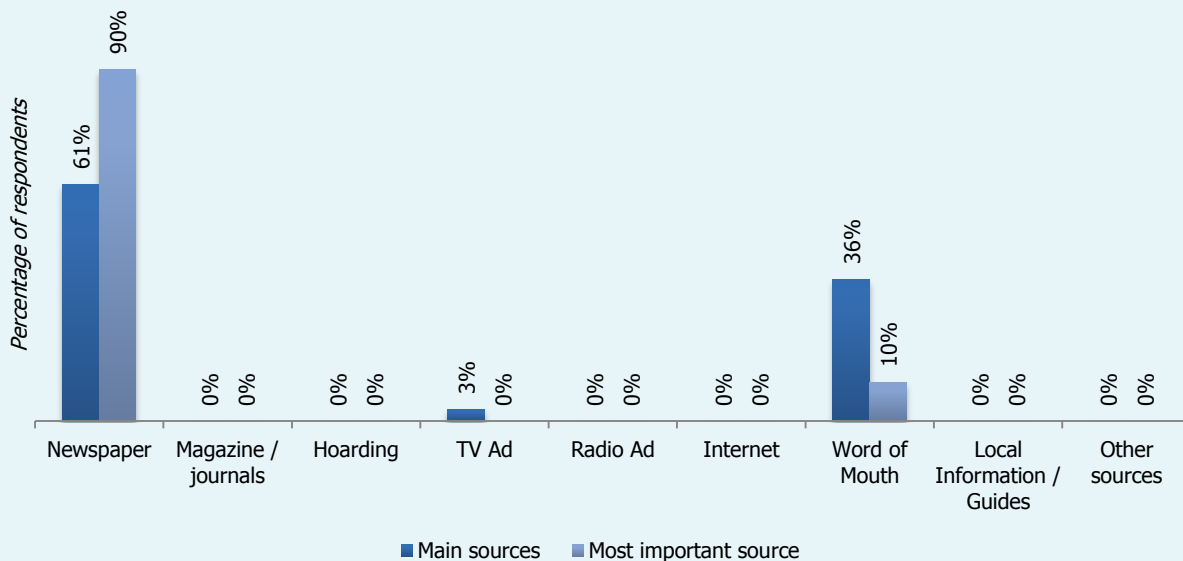


Figure 102: Various sources of information for destination & fair for domestic tourists during Sippy Fair

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 90% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 22: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Sippy Fair

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 – 2 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	1 – 2 days

Other places of interest visited by tourists during their stay at the destination include Mall Road, Kufri, Jakhu Temple, etc.

On an average, a single tourist group / family spent around **INR 3,800 – 4,000** for its visit to the destination while Sippy Fair was being organized. Subsequent chart provides average break-up of this expense into various heads.

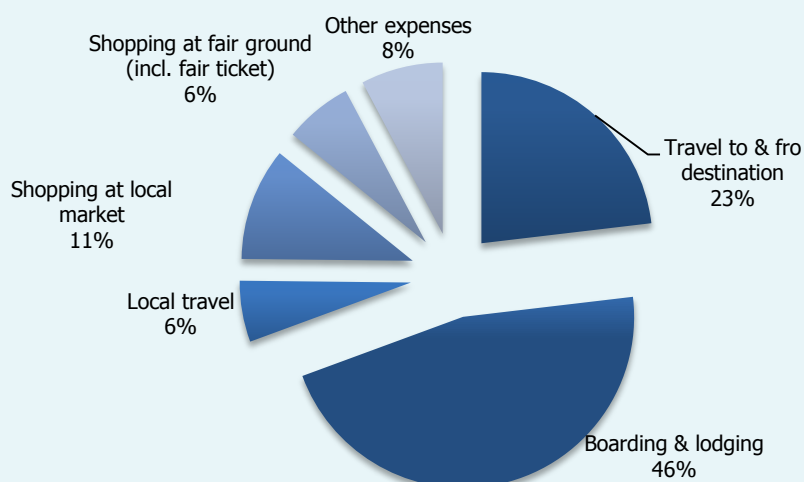


Figure 103: Break-up of expenses by a typical domestic tourist group / family during Sippy Fair

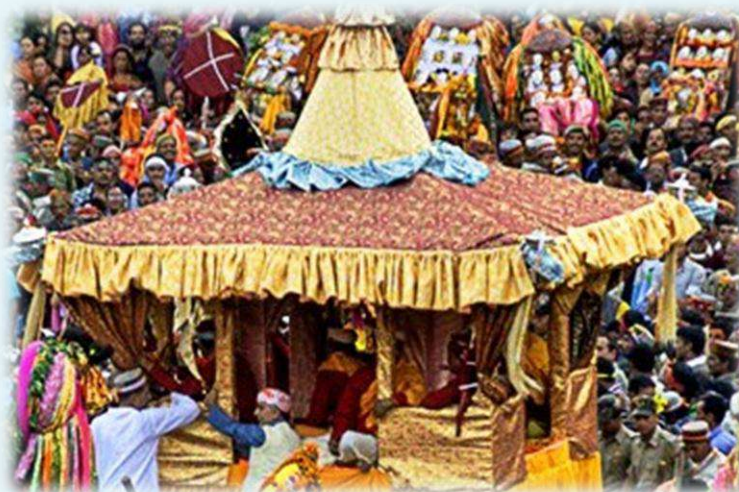
During celebration of Sippy Fair, a typical family is expected to spend around **7%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## **Dungari Fair**

Celebrated in the month of May in Kullu, the Doongri Fair like all the other fairs held at Himachal is yet another colourful affair. Also known as Hadimba Devi Fair, it is held near the Hadimba Temple which is just 1.5 kms from Manali bus stand.



*Figure 104: Dungari Fair<sup>56</sup> in Himachal Pradesh*

Celebrated to mark the advent of spring, the most pleasant of all seasons, the fair attracts a host of tourists and locales both to celebrate the valley at its natural best. It is spread across 3 days and is celebrated in May with grandeur. Multi coloured flowers bloom in the entire valley spilling colour all around. And to add more, little kites also dapple the horizon with their bright colors to mark the spring festival, coined as 'Basant Panchami.'

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Dungari Fair organized in Himachal Pradesh, around 4330 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 3290 were Indian tourists whereas there were 40 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 620 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Dungari Fair (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Dungari Fair is around 19% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

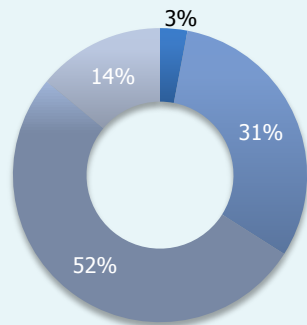
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

<sup>56</sup> Image source: <http://www.himachalonline.com/events>

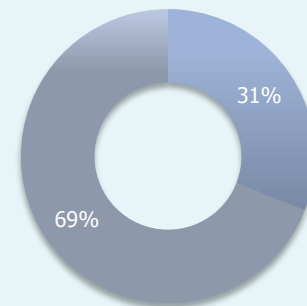
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 105: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Dungari Fair*

While 52%, of respondents started planning their travel to this destination less than 15 days before actual travel, 69% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

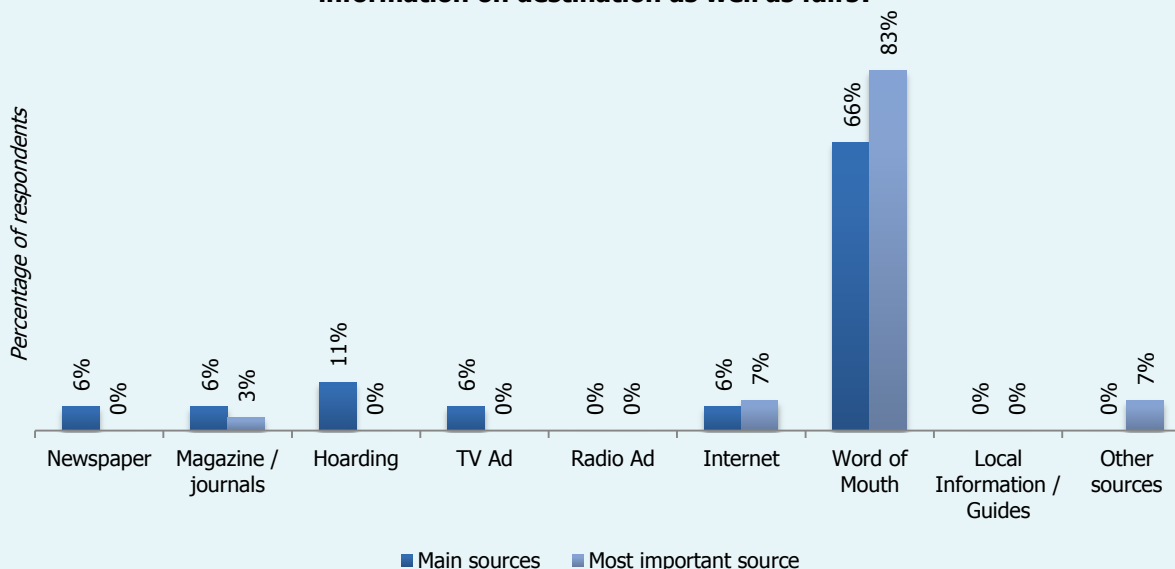


Figure 106: Various sources of information for destination & fair for domestic tourists during Dungari Fair

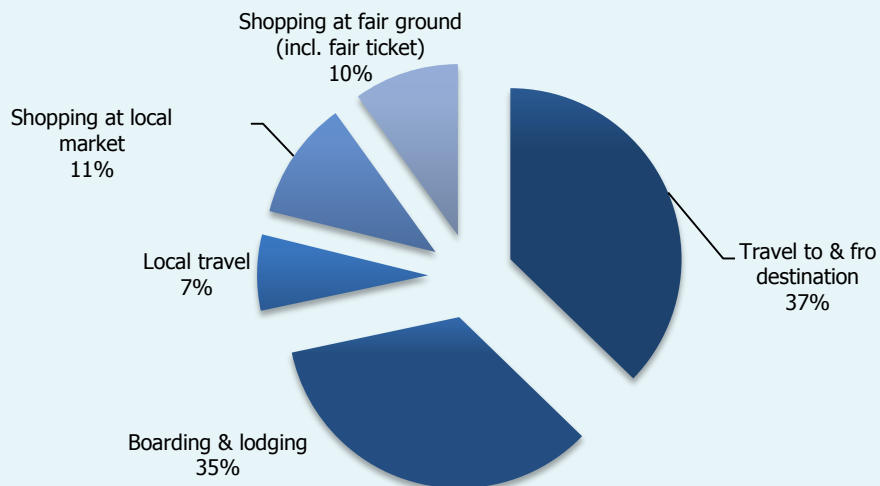
Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 83% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 23: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Dungari Fair

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 - 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

On an average, a single tourist group / family spent around **INR 9-10,000** for its visit to the destination while Dungari Fair was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 107: Break-up of expenses by a typical domestic tourist group / family during Dungari Fair*

During celebration of Dungari Fair, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Jammu & Kashmir

Jammu & Kashmir is the northern most state of India and shares its borders with Himachal Pradesh and Punjab to the south. It also shares international borders with China in the north and east, Pakistan to the west and Afghanistan to the north. However, the Line of Control running through the state separates it from Pakistan controlled territories in the west and north.



Figure 108: Jammu & Kashmir and its location in India

Jammu & Kashmir consists of three cultural regions: Jammu, Kashmir and Ladakh – called divisions. While Srinagar (in Kashmir Valley) is the summer capital, Jammu is the winter capital. The state is divided into 22 districts.

As per 2011 census, total population of the state is around 12.5 million. Jammu & Kashmir is the only Indian state with a Muslim majority population.

Before the intensification of insurgency in 1989, tourism formed an important part of the Kashmiri economy. Tourism has somewhat rebounded in recent years followed by recent decrease in violence.

In 2014, somewhat below 1.4 million tourists visited Jammu & Kashmir of which close to 7% tourists were foreign. Domestic tourism has seen a de-growth (CAGR<sup>57</sup>) of more than 32% since 2009. In fact, this is due to a steep drop in 2014 before which domestic tourism to state was growing. Subsequent chart shows the tourism statistics<sup>58</sup> for the state from 2009 to 2015.

<sup>57</sup> Compounded annual growth rate

<sup>58</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

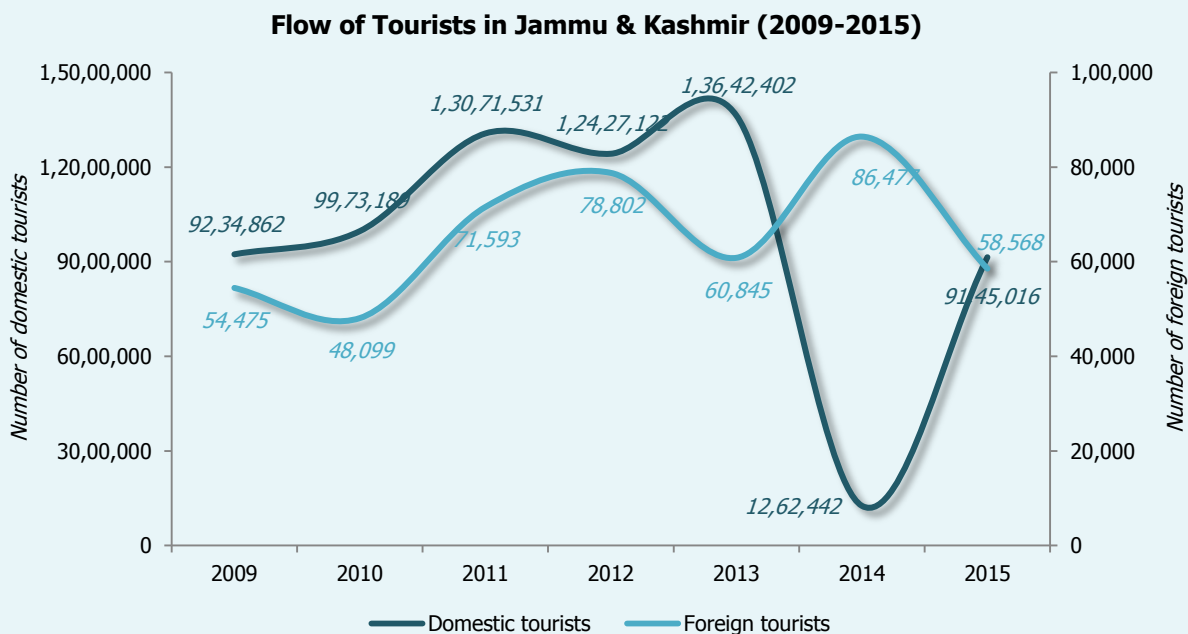


Figure 109: Inflow of tourists, both domestic & foreign, to Jammu & Kashmir from 2009 to 2015

Jammu & Kashmir as contributed to more than 1% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the study, following fairs & festivals were covered:

1. Tulip Festival; organized on 13<sup>th</sup> and 14<sup>th</sup> April 2016
2. J&K Baisakhi Mela; organized on 13<sup>th</sup> and 14<sup>th</sup> April 2016

## **Tulip Festival**

The Tulip Festival displays a large variety of tulips. Large number of tourists comes to the venue to catch the sight of these beautiful tulips. The festivals also feature a number of cultural programs, sale of local handicrafts, Kashmiri folk songs and other forms of arts. On visiting this festival, you will also be able to taste traditional cultural Kashmiri cuisine.



*Figure 110: Tulip Festival<sup>59</sup> in Jammu & Kashmir*

The Tulip Festival is held in Indira Gandhi Memorial Tulip Garden in Srinagar, Kashmir. Located in the foothills of Zabarwan range, it overlooks the Dal Lake and offers a breathtaking sight.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Tulip Festival organized in Jammu & Kashmir, around 22030 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 20800 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 700 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Tulip Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Tulip Festival is around 3% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

---

<sup>59</sup> Image source:

- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 111: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Tulip Festival*

While 57%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 57% of respondents booked their travel tickets, stay etc. 1 to 2 months before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



### What were various sources of information which were used to collect information on destination as well as fairs?

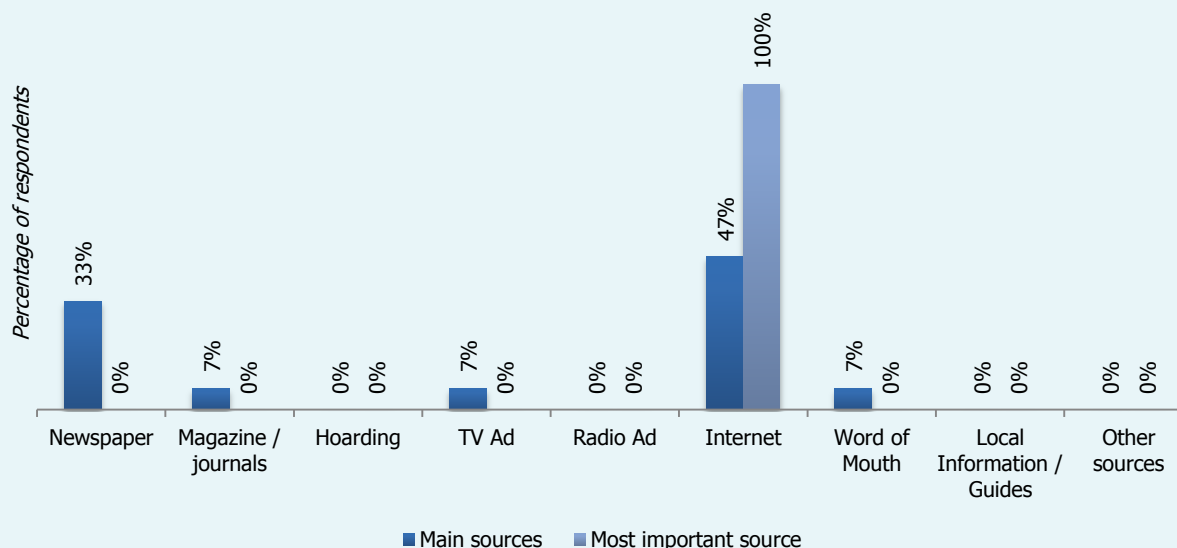


Figure 112: Various sources of information for destination & fair for domestic tourists during Tulip Festival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

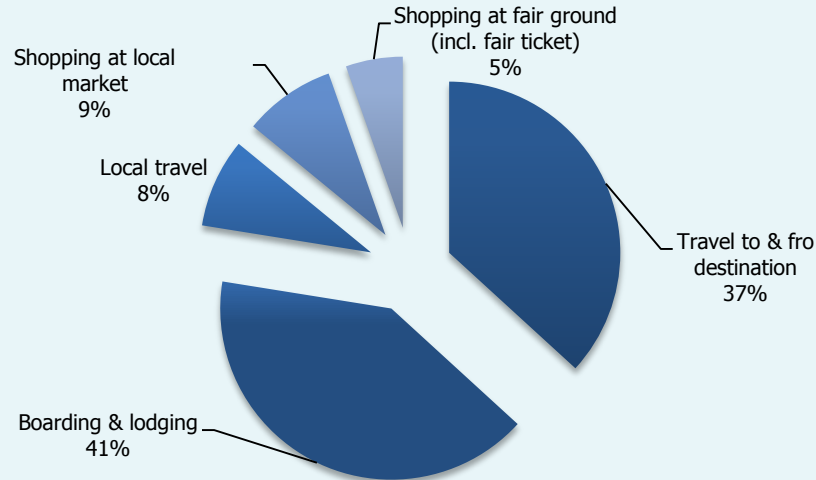
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 24: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Tulip Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	5 - 6 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	3 - 4 days

Other places of interest visited by tourists during their stay at the destination include Pahalgam, Gulmarg, Shankaracharya Temple, Nishat Bagh, etc.

On an average, a single tourist group / family spent around **INR 55,000** for its visit to the destination while Tulip Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 113: Break-up of expenses by a typical domestic tourist group / family during Tulip Festival*

During celebration of Tulip Festival, a typical family is expected to spend around **5%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **J&K Baisakhi Mela**

Baisakhi marks the birth anniversary of Khalsa Panth and harvesting season which is celebrated with traditional fervour and gaiety across J&K. As the morning started, the beats of 'dhol' began resounding, the joyous performances of bhangra and elaborate feasts marked Baisakhi celebrations not only in Jammu region but also in Kashmir. Bhajan Kirtans were also performed at many Gurdwaras across Jammu region.



*Figure 114: Baisakhi Mela<sup>60</sup> in Jammu & Kashmir*

People started visiting temples and Gurdwaras and offered prayers for peace and prosperity in the State. In villages, performances of bhangra are done by men and women respectively. People also exchanged greetings with friends, neighbours and relatives as they relished the best of famous Punjabi cuisine. Men and women were seen visiting their fields to harvest the first crop of the season. Colourful Baisakhi fairs are organized at several places with people going on shopping, eating and recreational spree. The markets also remained crowded with the shoppers throughout the day. Community feasts were also arranged at various places.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of J&K Baisakhi Mela organized in Jammu & Kashmir, around 4780 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 3440 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 400 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit J&K Baisakhi Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to J&K Baisakhi Mela is around 12% for Indian tourists and negligible for foreign tourists.

<sup>60</sup> Image source: <http://www.dailyexcelsior.com/celebrating-the-spirit-of-baisakhi/>

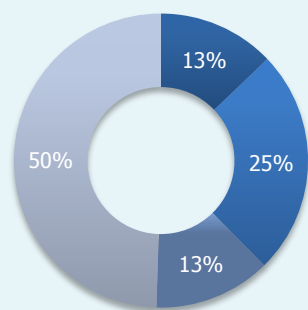
### Detailed Visitor Profiling: Domestic Tourists

The following section undertakes a detailed profiling for domestic tourists. This includes:

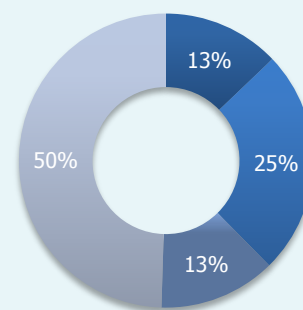
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 115: Travel planning & actual booking by domestic tourists for visiting destination during celebration of J&K Baisakhi Mela*

While 50%, of respondents started planning their travel to this destination less than a week before actual travel, 50% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

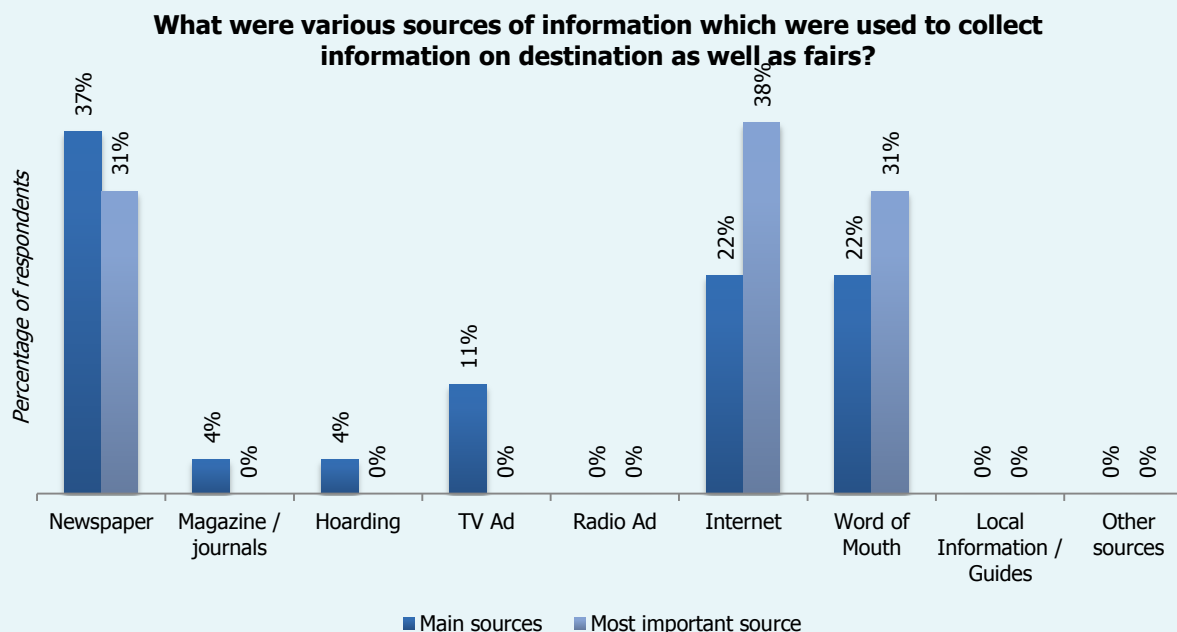


Figure 116: Various sources of information for destination & fair for domestic tourists during J&K Baisakhi Mela

Newspaper, among others, is one of the important sources of information for the tourists. However, for 38% of respondents, internet is the most important source of information.

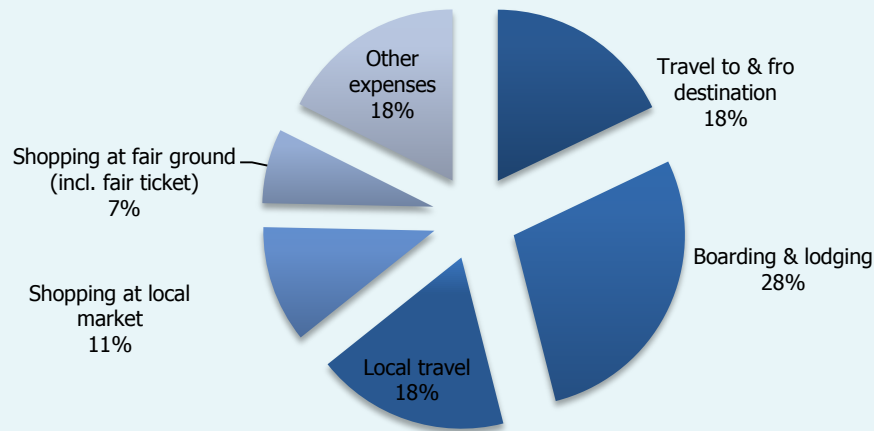
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 25: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of J&K Baisakhi Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 -2 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Gulmarg, Pahalgam, etc.

On an average, a single tourist group / family spent around **INR 32-33,000** for its visit to the destination while J&K Baisakhi Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 117: Break-up of expenses by a typical domestic tourist group / family during J&K Baisakhi Mela*

During celebration of J&K Baisakhi Mela, a typical family is expected to spend around **8%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Jharkhand

Jharkhand was carved out of Bihar in November 2000. It shares its borders with Bihar to the north, Uttar Pradesh and Chhattisgarh to the west, Odisha to the south and West Bengal to the east. Its total land area is close to 80,000 square kilometres.



Figure 118: Jharkhand and its location in India

Administratively, the state is divided into 24 districts. While Ranchi is the capital of the state, Jamshedpur is the most populous city. As per 2011 census, Jharkhand has a population of around 33 million. Around 28% of the population is classified as Scheduled Tribes while 12% are Scheduled Castes. More than two-thirds of the population follows Hinduism.

In 2014, more than 33 million tourists visited Jharkhand of which just below 0.5% tourists were foreign. Tourism has seen a growth (CAGR<sup>61</sup>) of around 34% since 2009. Subsequent chart shows the tourism statistics<sup>62</sup> for the state from 2009 to 2015.

<sup>61</sup> Compounded annual growth rate

<sup>62</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

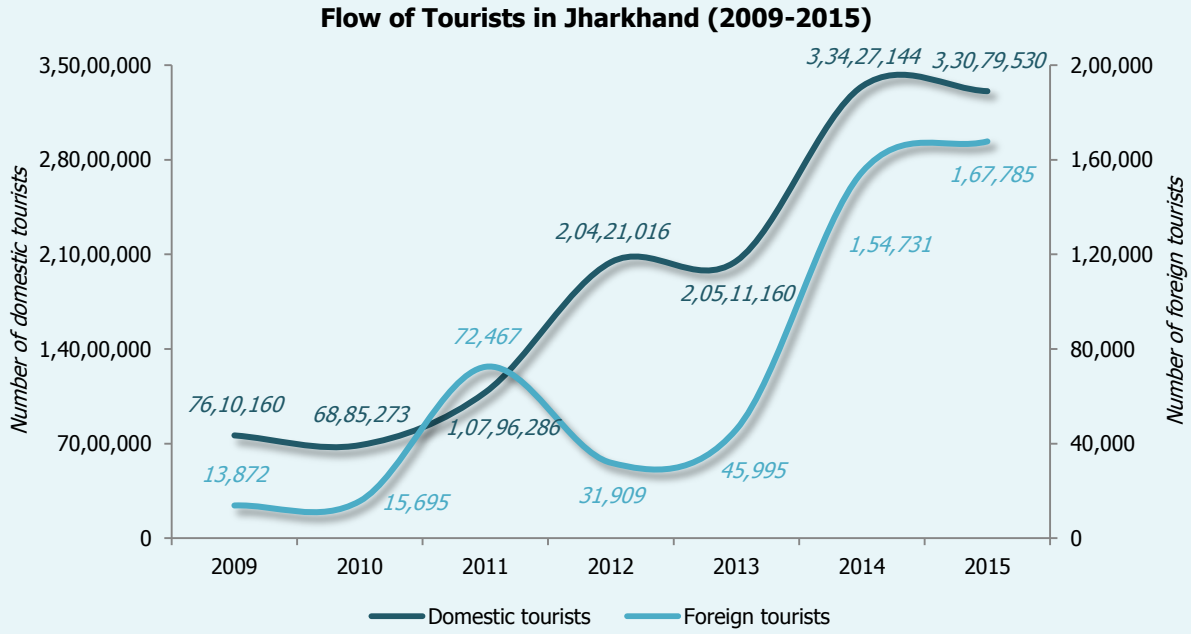


Figure 119: Inflow of tourists, both domestic & foreign, to Jharkhand from 2009 to 2015

Jharkhand has contributed to around 1.7% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of study, Sarhul Festival which was celebrated on 10<sup>th</sup> April 2016 was covered.



## **Sarhul Festival**

Sarhul is a tribal festival in the state of Jharkhand and is celebrated on Chaitra Shukla Tiritiya. The festival marks the beginning of tribal new-year. Sarhul literally means 'Worship of Sal tree'. In addition, the festival is dedicated to the worship of Mother Earth.



*Figure 120: Sarhul Festival<sup>63</sup> in Jharkhand*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Sarhul Festival organized in Jharkhand, around 1630 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 230 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 140 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Sarhul Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Sarhul Festival is around 62% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

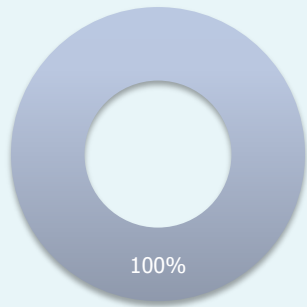
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

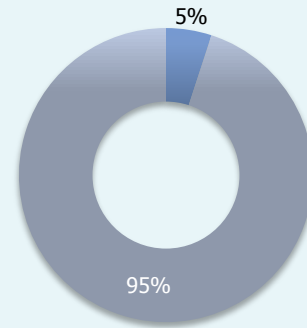
<sup>63</sup> Image source: <http://pluslifestyles.com/wp-content/uploads/2014/05/Sarhul-Festival-Jharkhand.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 121: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Sarhul Festival*

While 100%, of respondents started planning their travel to this destination less than a week before actual travel, 95% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

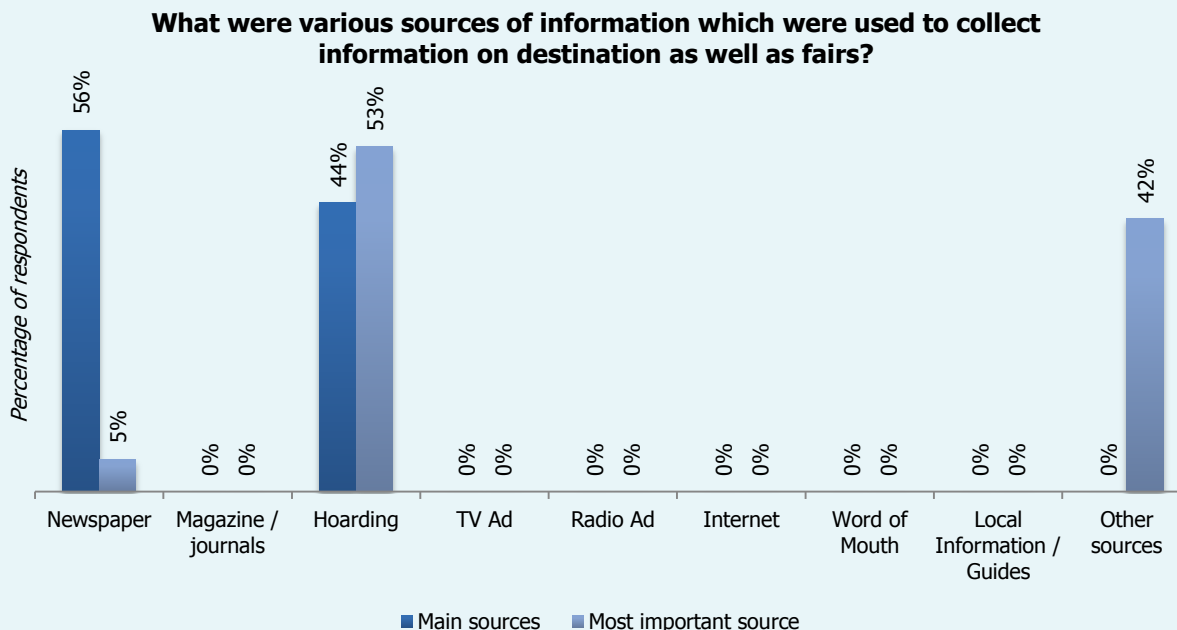


Figure 122: Various sources of information for destination & fair for domestic tourists during Sarhul Festival

Newspaper, among others, is one of the important sources of information for the tourists. However, for 53% of respondents, hoarding is the most important source of information.

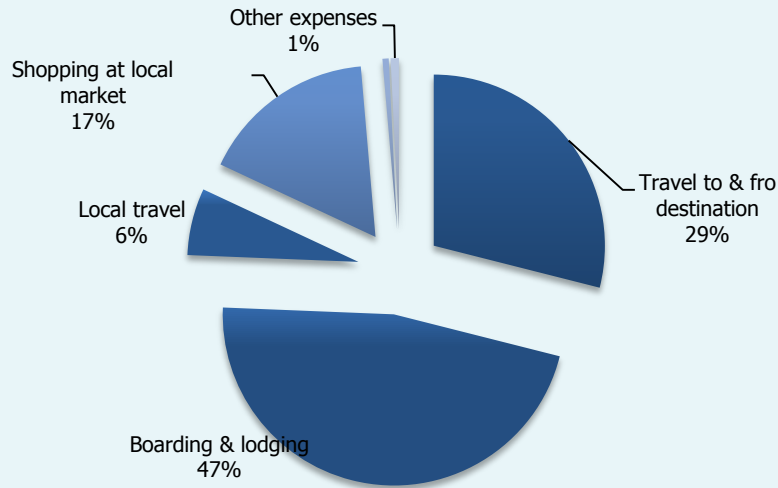
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 26: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Sarhul Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Pahari Mandir, Dewri Temple, etc.

On an average, a single tourist group / family spent around **INR 12-13,000** for its visit to the destination while Sarhul Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 123: Break-up of expenses by a typical domestic tourist group / family during Sarhul Festival*

During celebration of Sarhul Festival, a typical family is expected to spend around **1%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Karnataka

Karnataka was formed under States Reorganization Act 1956. Initially it retained its name of 'State of Mysore' but was named Karnataka in 1973. Karnataka, the seventh largest state in India, is bordered by Goa to the north-west, Andhra Pradesh to the east, Tamil Nadu to the south-east and Kerala to the south-west.

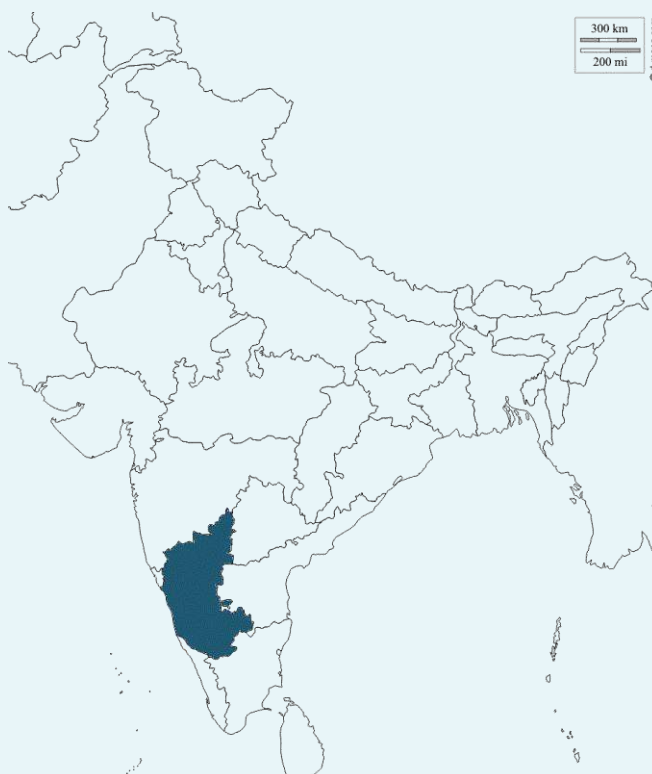


Figure 124: Karnataka and its location in India

Karnataka is thought to be derived from Kannada words *karu* and *nadu* meaning elevated land. It can also be read as black land as *karu* may also mean black and is a reference to the black cotton soil found in the region.

The state is divided administratively into 30 districts with Bangalore as its capital. As per the 2011 census, population of Karnataka stood at just over 61 million. More than 80% of the population is Hindu followed by Muslims. Kannada is the official as well as native language for the state and is spoken by around two-thirds of the population.

Karnataka's long and varied history and its rich cultural heritage ensure a special place for the state in the tourist itinerary. An array of temples, forts, hill ranges, forests, modern cities, beaches etc. have ensured large inflow of tourists to the state. In 2014, more than 118 million tourists visited Karnataka of which just below 0.5% tourists were foreign. Tourism has seen a growth (CAGR<sup>64</sup>) of around 30%. Subsequent chart shows the tourism statistics<sup>65</sup> for the state from 2009 to 2015.

<sup>64</sup> Compounded annual growth rate

<sup>65</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

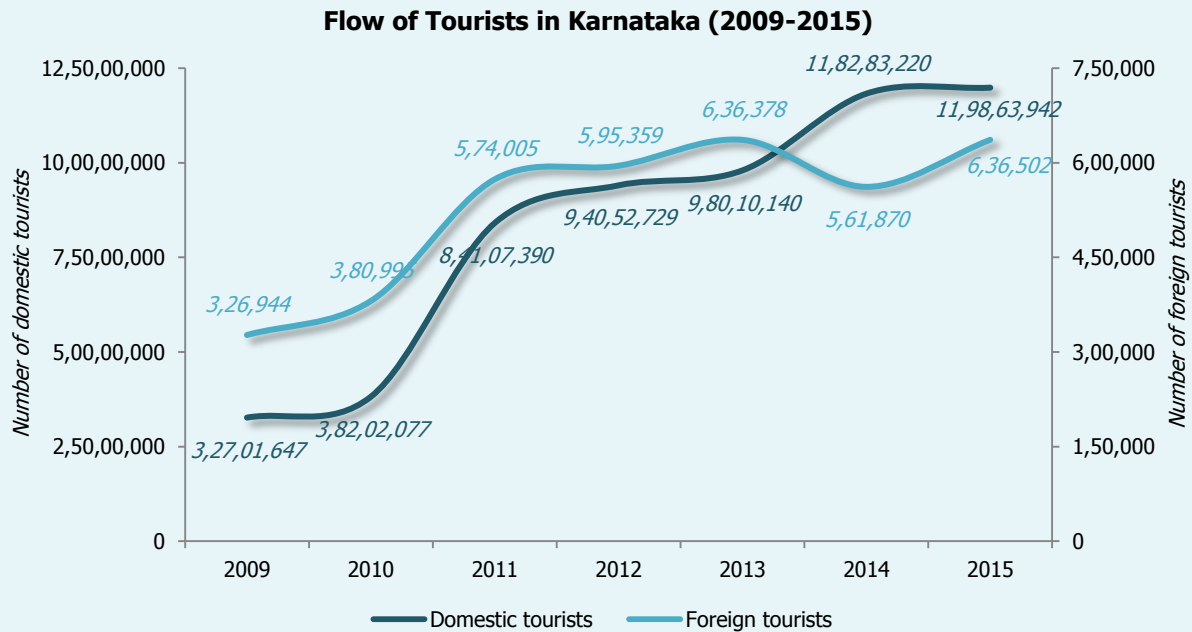


Figure 125: Inflow of tourists, both domestic & foreign, to Karnataka from 2009 to 2015

Karnataka has contributed to 8% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, two fairs / festivals were covered in the state. These are:

- Mysore Dussehra Festival (2-11 Oct 2016)
- Hampi Festival (3-5 Nov 2016)

## **Mysore Dussehra Festival**

This is a ten-day long festival and is celebrated to mark the victory of truth or evil. It is usually celebrated in the month of October where the last day is called Vijayadashami. The Mysore Palace is a tourist attraction during this festival and cultural programmes are performed by artists.



*Figure 126: Mysore Dussehra<sup>66</sup> in Karnataka*

Exhibitions are also organized in the exhibition grounds opposite to the Mysore Palace. The entire Mysore city is filled with happiness during the festival and various music and dance programmes are held with artists from all over the country performing. The festival was held during October 1st-11th in the year 2016.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Mysore Dussehra Festival organized in Karnataka, around 9790 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 10730 were Indian tourists whereas there were 330 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 8130 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 130 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Mysore Dussehra Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Mysore Dussehra Festival is around 94% for Indian tourists and around 45% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

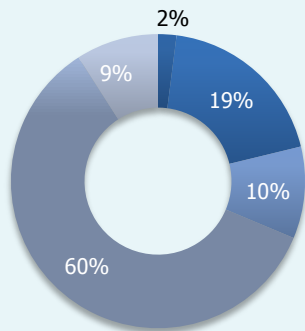
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<sup>66</sup> Image source: <http://cms.indiaeve.com/images/events/Event68844012Img.jpg>

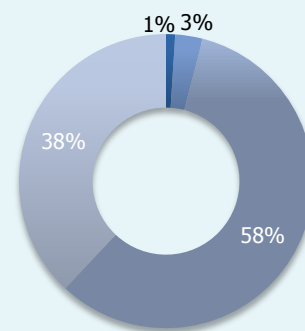
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 127: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Mysore Dussehra Festival*

While 60%, of respondents started planning their travel to this destination less than 15 days before actual travel, 58% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



### What were various sources of information which were used to collect information on destination as well as fairs?

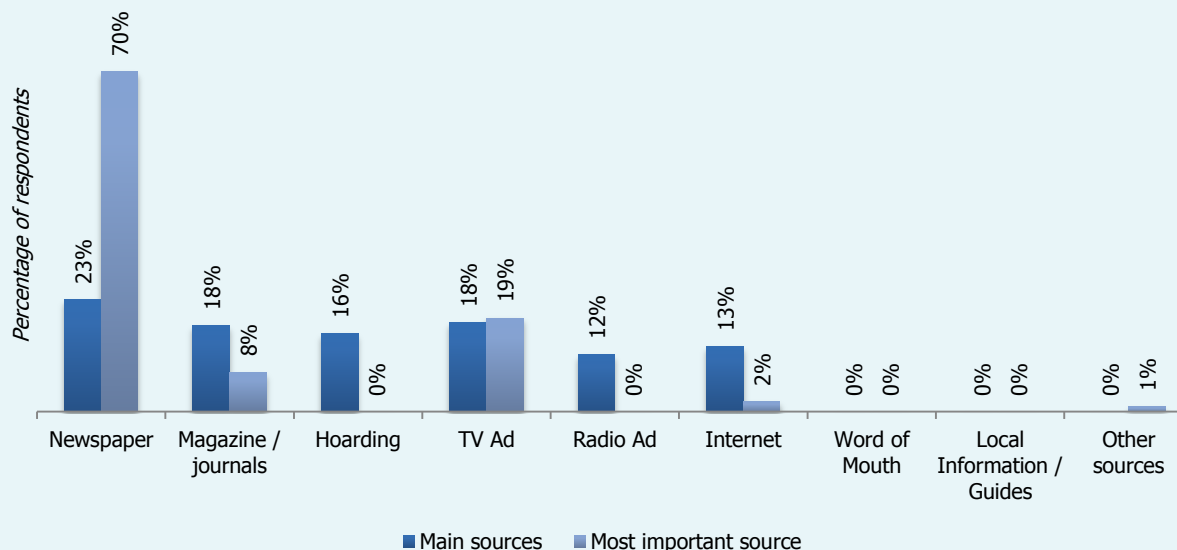


Figure 128: Various sources of information for destination & fair for domestic tourists during Mysore Dussehra Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 69% of respondents.

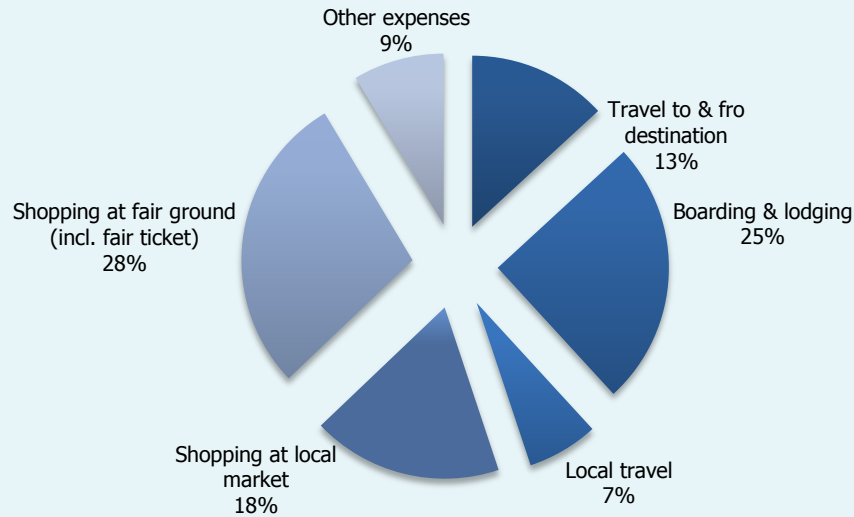
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 27: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Mysore Dussehra Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	4 - 5 days
Number of days for visiting fair/festival	3 - 4 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Mysore Palace, Mysore Zoo, Yuva Dasara, etc.

On an average, a single tourist group / family spent around **INR 12-15,000** for its visit to the destination while Mysore Dussehra Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 129: Break-up of expenses by a typical domestic tourist group / family during Mysore Dussehra Festival*

During celebration of Mysore Dussehra Festival, a typical family is expected to spend around **39%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Hampi Festival**

The Hampi Festival (or Vijaya Utsav) is celebrated to mark the remembrance of the Vijaynagar period. Folk artists from all over the nation perform cultural activities in Hampi which is a world heritage site. It is a three-day festival and is usually celebrated from Nov 03rd-05th.



*Figure 130: Hampi Festival<sup>67</sup> in Karnataka*

The festival is organized by the Government of Karnataka and is celebrated with much enthusiasm with the main motive of attracting tourists to this World Heritage site. The major attractions during the festival are the light and sound show, puppet show and modern craftsmen exhibiting beautiful handicrafts.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Hampi Festival organized in Karnataka, around 3250 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 2280 were Indian tourists whereas there were 20 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1460 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 10 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Hampi Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Hampi Festival is around 64% for Indian tourists and around 50% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

<sup>67</sup> Image source: <http://discoveringindia.net/hampi-festival-2016/>

- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

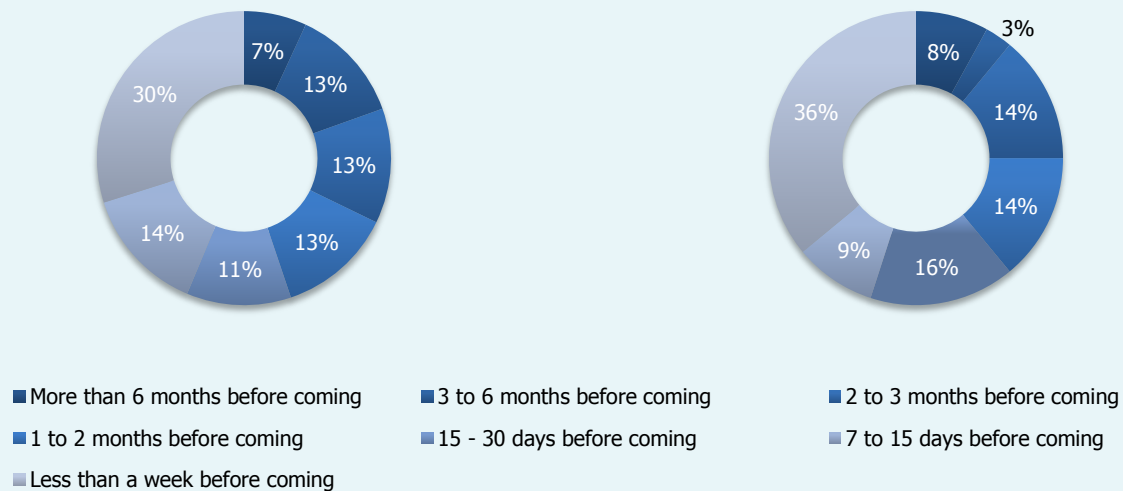


Figure 131: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Hampi Festival

While 30%, of respondents started planning their travel to this destination less than a week before actual travel, 36% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

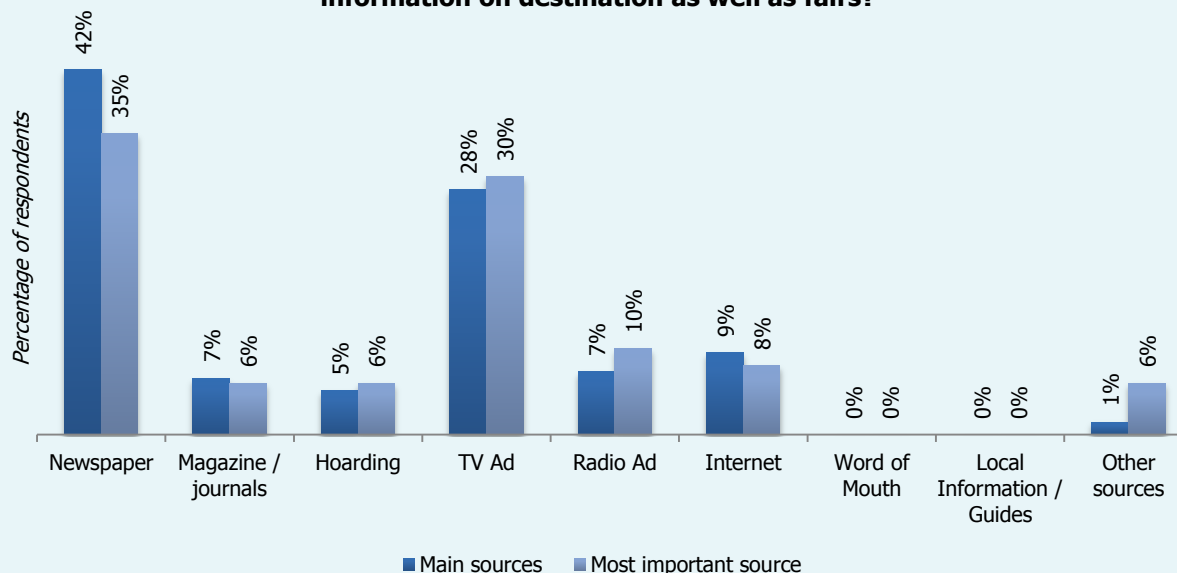


Figure 132: Various sources of information for destination & fair for domestic tourists during Hampi Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 35% of respondents.

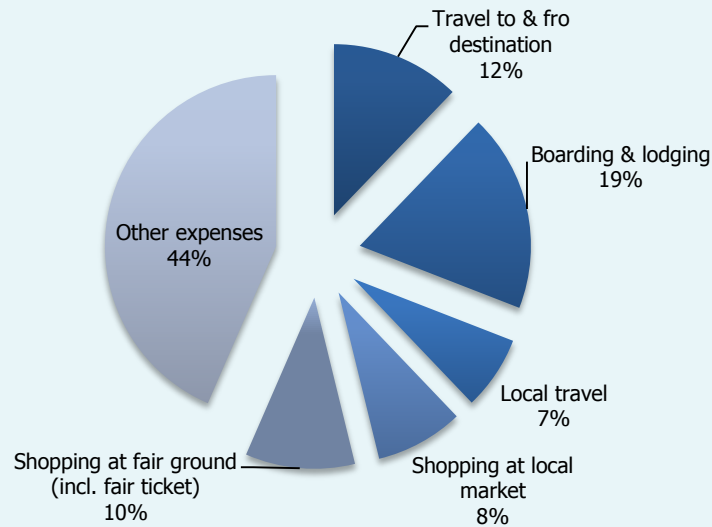
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 28: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Hampi Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 3 days
Number of days for visiting fair/festival	2 – 3 days
Number of days spent to visit other attractions	2 – 3 days

Other places of interest visited by tourists during their stay at the destination include Virupaksha Temple, Vijay Vittal Temple, Lotus Mahal, Queen's Bath, Ganesh Temple, etc.

On an average, a single tourist group / family spent around **INR 24-25,000** for its visit to the destination while Hampi Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 133: Break-up of expenses by a typical domestic tourist group / family during Hampi Festival*

During celebration of Hampi Festival, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Kerala

Kerala was formed in 1956 following the States Reorganization Act which combined Malayalam speaking regions. It is bordered by Karnataka to the north, Tamil Nadu to the east and south and the Lakshadweep Sea to the west. It is divided into 14 districts with capital at Thiruvananthapuram.



Figure 134: Kerala and its location in India

It had a population of around 33.39 million people as per 2011 census. Kerala has amongst the lowest population growths in the country as well as highest Human Development Index (HDI), highest literacy rate, highest life expectancy as well as highest sex ratio. Majority of its population are Hindus followed by Islam and Christianity. Matrilineal traditions have ensured a high standing and influence for women in the society.

Kerala is amongst the most popular tourist destinations in the country with backwaters, beaches, Ayurveda and tropical greenery as the main attractions. Kerala celebrates over 10,000 festivals every year – highest for any state. Much of the festivals are celebrated as ‘Temple Festivals’. Many of these temple festivals are called ‘Poorams’.

In 2014, close to 13 million tourists visited Kerala of which around 8% tourists were foreign. Tourism has seen a growth (CAGR<sup>68</sup>) of more than 8.5% since 2009. Subsequent chart shows the tourism statistics<sup>69</sup> for the state from 2009 to 2015.

<sup>68</sup> Compounded annual growth rate

<sup>69</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

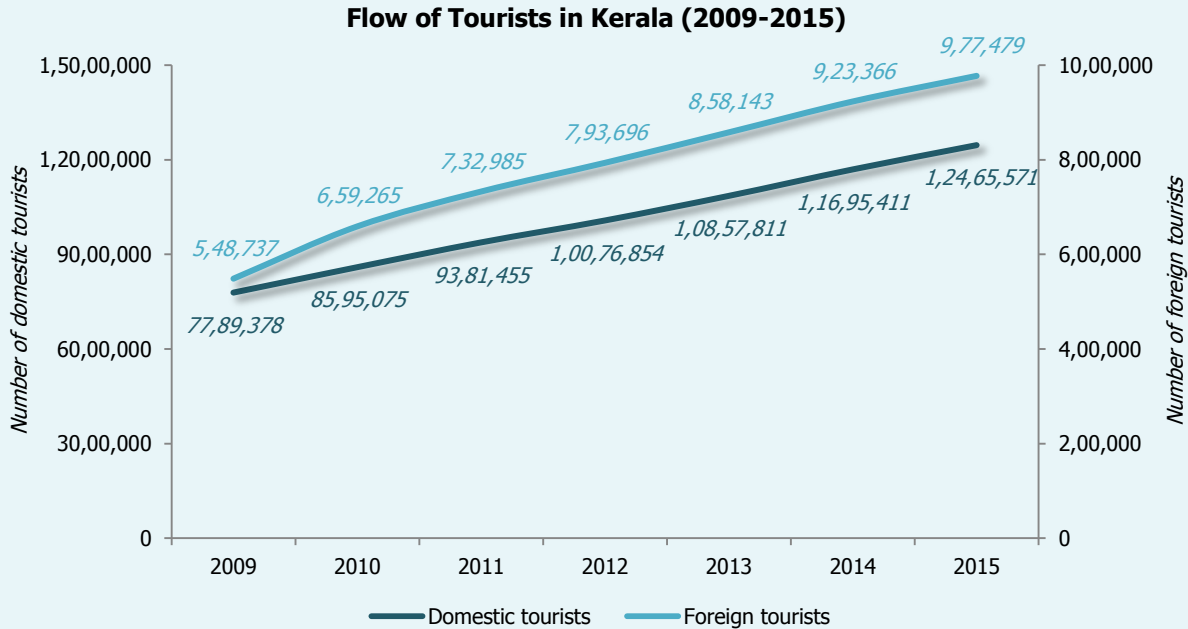


Figure 135: Inflow of tourists, both domestic & foreign, to Kerala from 2009 to 2015

Kerala has contributed to more than 1% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the study, following fairs and festivals have been covered:

- Mullackal Chirapp Fest (20-27 Dec 2015)
- Cochin Carnival (27 Dec 2015 – 3 Jan 2016)
- Uthralikkavu Pooram (3 Jan 2016)
- Anayadi Gajamela (7-8 Jan 2016)
- Chinakkathoor Pooram (22 Feb 2016)
- Kadamanitta Patayani (14-21 Apr 2016)
- Kudal Manikyam (19-29 Apr 2016)
- Puthupally Perunaal (6-7 May 2016)



## **Anayadi Gajamela**

Anayadi Gajamela is one of the most important elephant festivals held in Kerala. In this festival elephants are lined up for procession and are offered to the temple deity.



Figure 136: Anayadi Gajamela<sup>70</sup> in Kerala

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Anayadi Gajamela organized in Kerala, around 440 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 150 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 10 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Anayadi Gajamela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Anayadi Gajamela is around 9% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

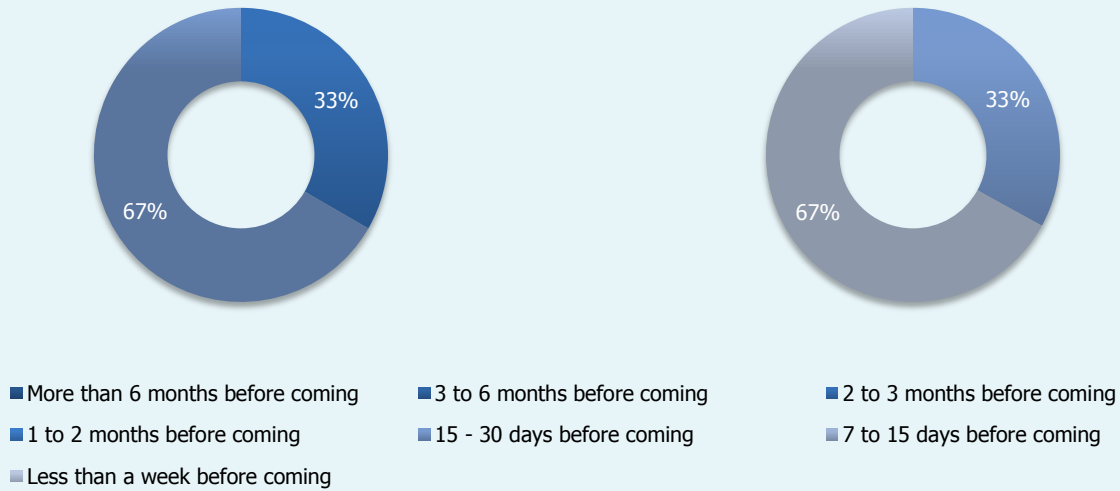
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

<sup>70</sup> Image source: <http://www.garudacreations.com/uploads/f2013033548.jpg>

**When did travel planning begin?**

**When was actual booking done?**



*Figure 137: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Anayadi Gajamela*

While 67%, of respondents started planning their travel to this destination less than one month before actual travel, 67% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

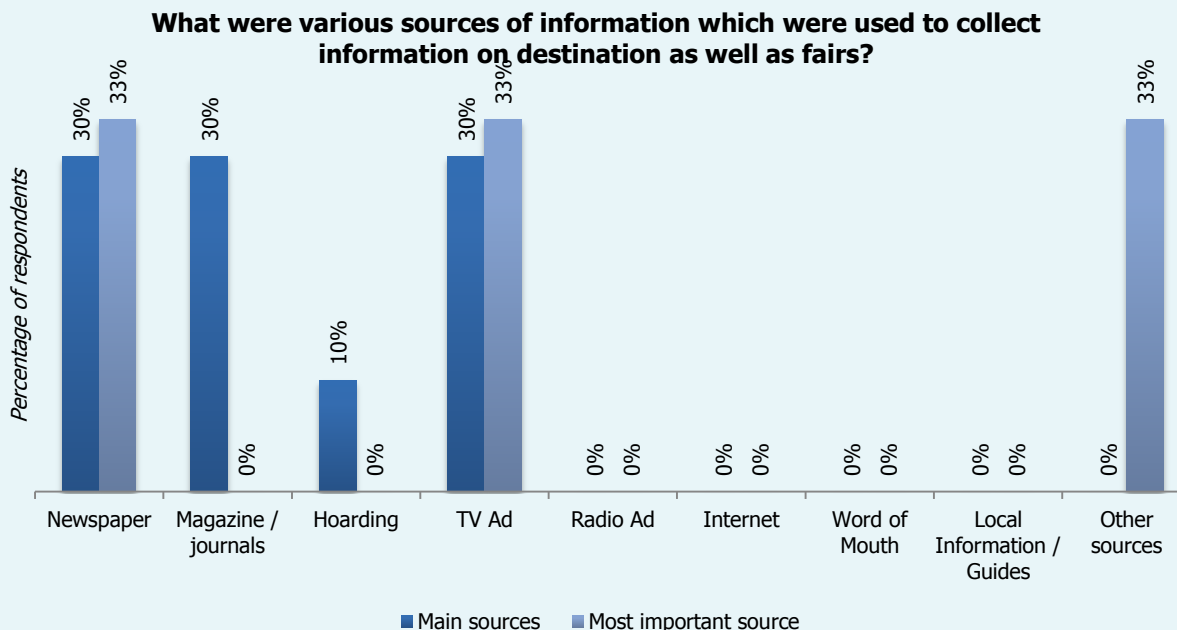


Figure 138: Various sources of information for destination & fair for domestic tourists during Anayadi Gajamela

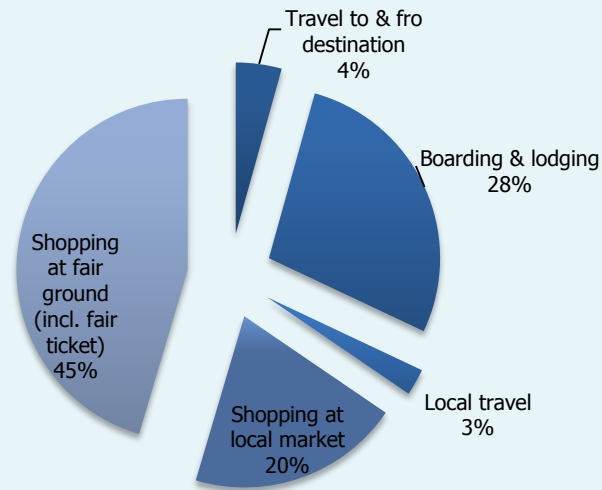
Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 33% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 29: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Anayadi Gajamela

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	~ 1 day

On an average, a single tourist group / family spent around **INR 4-4.5 thousand** for its visit to the destination while Anayadi Gajamela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 139: Break-up of expenses by a typical domestic tourist group / family during Anayadi Gajamela*

During celebration of Anayadi Gajamela, a typical family is expected to spend around **81%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Cochin Carnival**

Cochin Carnival is celebrated at Fort Kochi every year for 10 days during December. Various games such as dirt bike races, beach volleyball, fireworks display etc. are held during this time. Carnival is a continuity of Portuguese New Year revelry held during the colonial days.



Figure 140: Cochin Carnival<sup>71</sup> in Kerala

### **Visitor Footfall Estimation**

It is estimated that in the 2015-16 edition of Cochin Carnival organized in Kerala, around 13590 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 9900 were Indian tourists whereas there were 1530 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 3980 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 430 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Cochin Carnival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Cochin Carnival is around 42% for Indian tourists and around 28% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

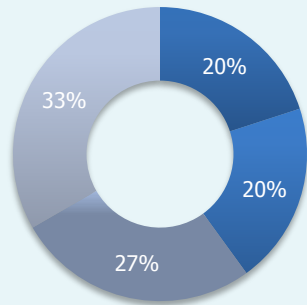
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

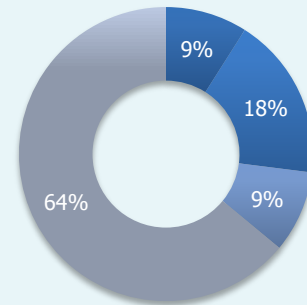
<sup>71</sup> Image source: [http://www.thehindu.com/multimedia/dynamic/00878/kompCochin\\_carnival\\_878501g.jpg](http://www.thehindu.com/multimedia/dynamic/00878/kompCochin_carnival_878501g.jpg)

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 141: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Cochin Carnival*

While 33%, of respondents started planning their travel to this destination less than a week before actual travel, 64% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

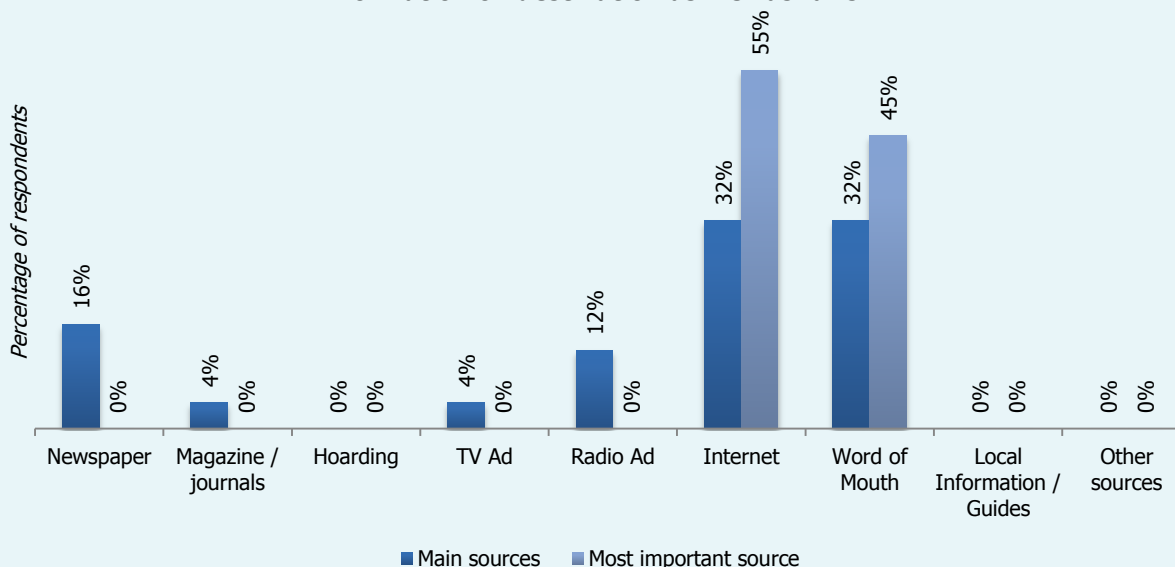


Figure 142: Various sources of information for destination & fair for domestic tourists during Cochin Carnival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 55% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 30: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Cochin Carnival

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Marine Drive, Cherai Beach, Lulu Mall, Atirampally falls, Bolgatty Palace, etc.

On an average, a single tourist group / family spent around **INR 14-15,000** for its visit to the destination while Cochin Carnival was being organized. Subsequent chart provides average break-up of this expense into various heads.

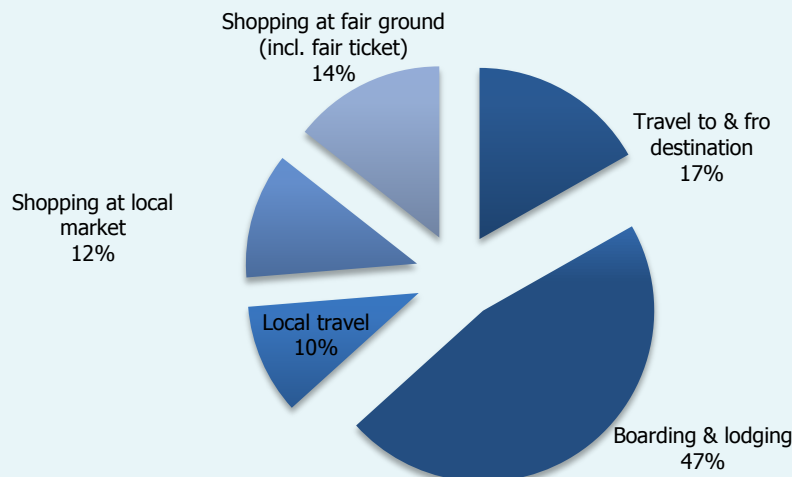


Figure 143: Break-up of expenses by a typical domestic tourist group / family during Cochin Carnival

During celebration of Cochin Carnival, a typical family is expected to spend around **16%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.



**When did travel planning begin?**

**When was actual booking done?**



Figure 144: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Cochin Carnival

While 100%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 100% of respondents booked their travel tickets, stay etc. 1 to 2 months before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

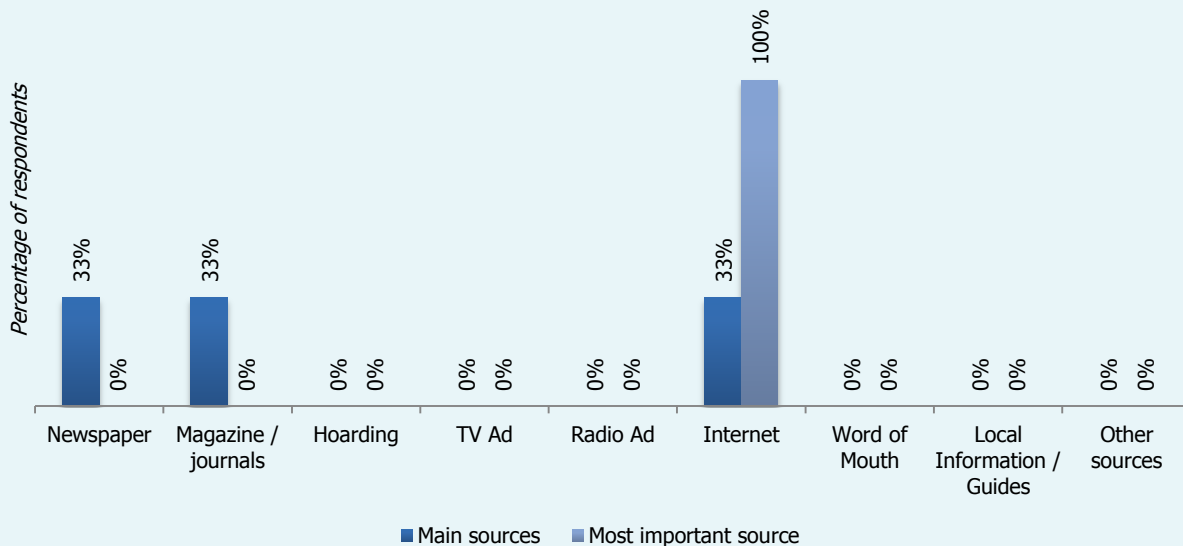


Figure 145: Various sources of information for destination & fair for foreign tourists during Cochin Carnival

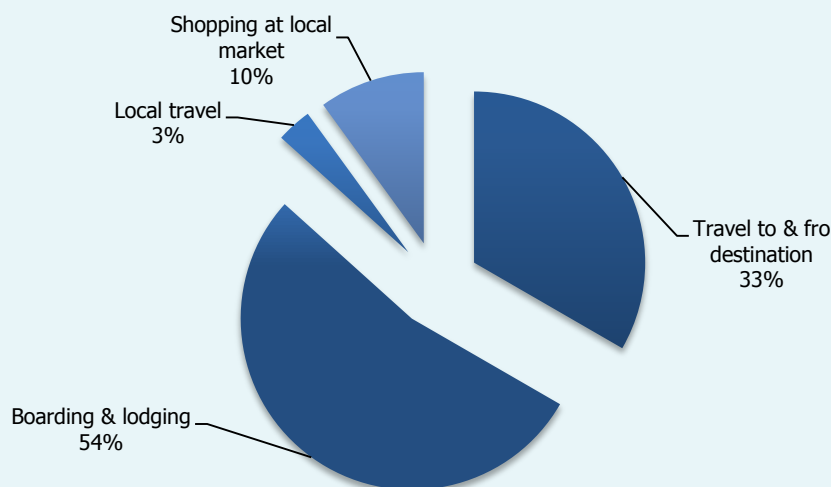
Newspaper, among others, is one of the important sources of information for the tourists. However, for 100% of respondents, internet is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 31: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Cochin Carnival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 5 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	~ 3 days

On an average, a single tourist group / family spent around **INR 1.5 Lacs** for its visit to the destination while Cochin Carnival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 146: Break-up of expenses by a typical foreign tourist group / family during Cochin Carnival*

During celebration of Cochin Carnival, a typical family is expected to spend nothing additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Chinakkathoor Pooram**

Chinakkathoor Pooram is held annually at the Sree Chinakkathoor Bhagavathy Temple, at Palappuram in the district of Palakkad in Kerala. A grand procession with 33 caparisoned elephants in the evening and 'panchavadyam' (traditional orchestra) are the main attractions of the festival.



*Figure 147: Chinakkathoor Pooram<sup>72</sup> in Kerala*

The Tholppavakkoothu, a ritualistic shadow puppet show, is performed at the temple premises every evening for the 17 days preceding the concluding festival.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Chinakkathoor Pooram organized in Kerala, around 780 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 400 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 310 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Chinakkathoor Pooram (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Chinakkathoor Pooram is around 78% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

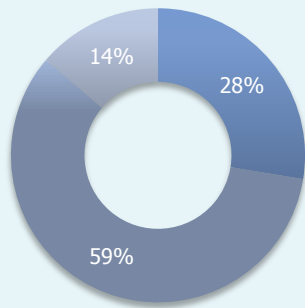
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>72</sup> Image source: [https://www.keralatourism.org/images/hri/large/chinakkathoor\\_pooram\\_281.jpg](https://www.keralatourism.org/images/hri/large/chinakkathoor_pooram_281.jpg)

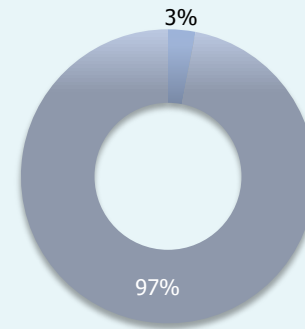
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 148: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Chinakkathoor Pooram*

While 59%, of respondents started planning their travel to this destination less than 15 days before actual travel, 97% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

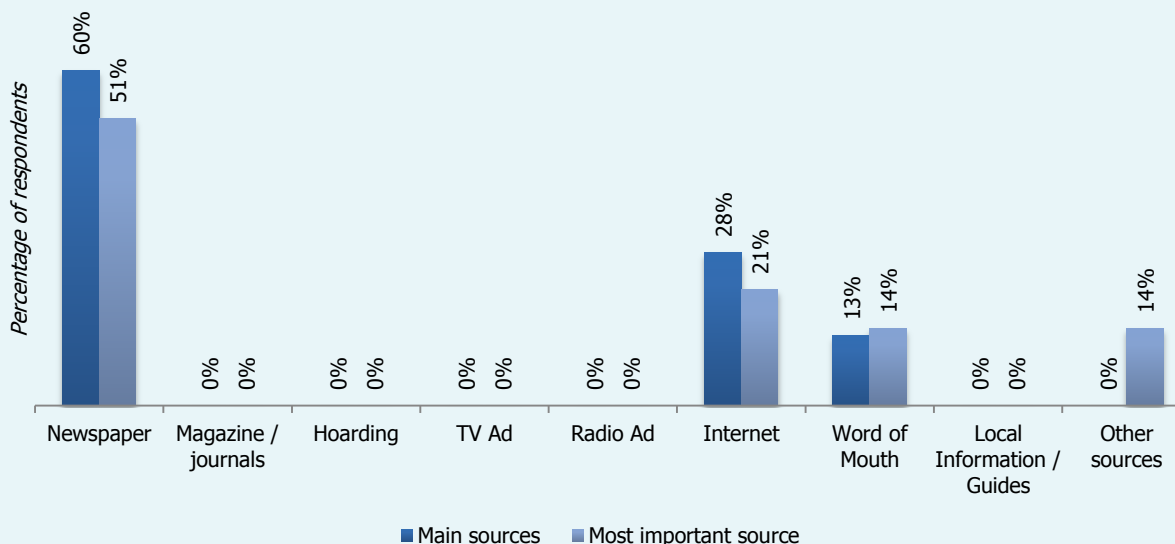


Figure 149: Various sources of information for destination & fair for domestic tourists during Chinakkathoor Pooram

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 52% of respondents.

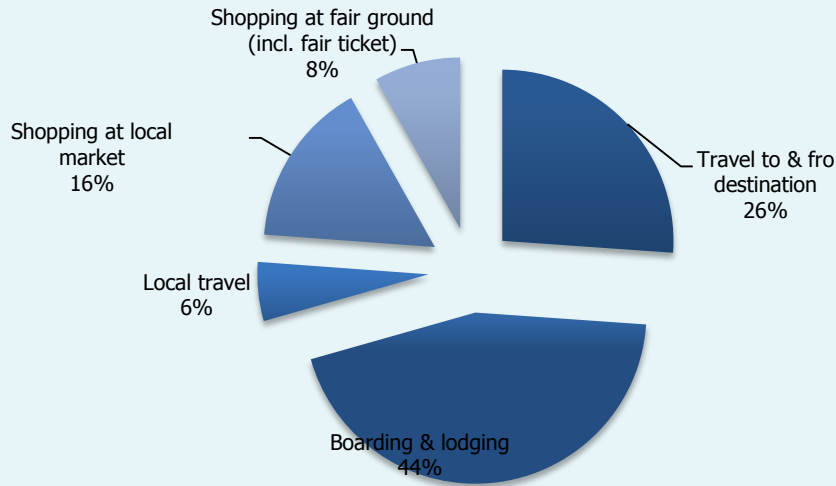
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 32: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Chinakkathoor Pooram

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 - 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Chinkkathoor, Kotta, Mallampuzha, etc.

On an average, a single tourist group / family spent around **INR 2,000** for its visit to the destination while Chinakkathoor Pooram was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 150: Break-up of expenses by a typical domestic tourist group / family during Chinakkathoor Pooram*

During celebration of Chinakkathoor Pooram, a typical family is expected to spend around **9%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Uthralikkavu Pooram**

Uthralikkavu Pooram is celebrated in Sree Ruthira Mahakalikavu Temple, Parithipra, in Vadakkancherry, Thrissur District of Kerala. The temple is dedicated to the mighty Goddess Kali. The festival is held annually in the Malayalam month 'Kumbham' or February/March.



*Figure 151: Uthralikkavu Pooram<sup>73</sup> in Kerala*

The festivity continues for eight days with elephant processions being the main highlight all through day and night. Traditional musical ensembles like the Panchavadyam and the Pandimelam add rhythm to these processions. The festival also gives a chance for the spectators to enjoy the temple and folk art forms of Kerala.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Uthralikkavu Pooram organized in Kerala, around 1430 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 60 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 20 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Uthralikkavu Pooram (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Uthralikkavu Pooram is around 27% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

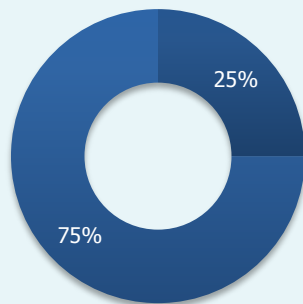
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<sup>73</sup> Image source: <http://www.exploitrip.com/destinations/wp-content/uploads/2015/01/uthralikkavu-pooram-2012-41.jpg>

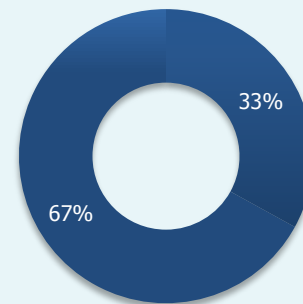
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 152: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Uthralikkavu Pooram*

While 75%, of respondents started planning their travel to this destination 3 to 6 months before actual travel, 67% of respondents booked their travel tickets, stay etc. 3 to 6 months before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



**What were various sources of information which were used to collect information on destination as well as fairs?**

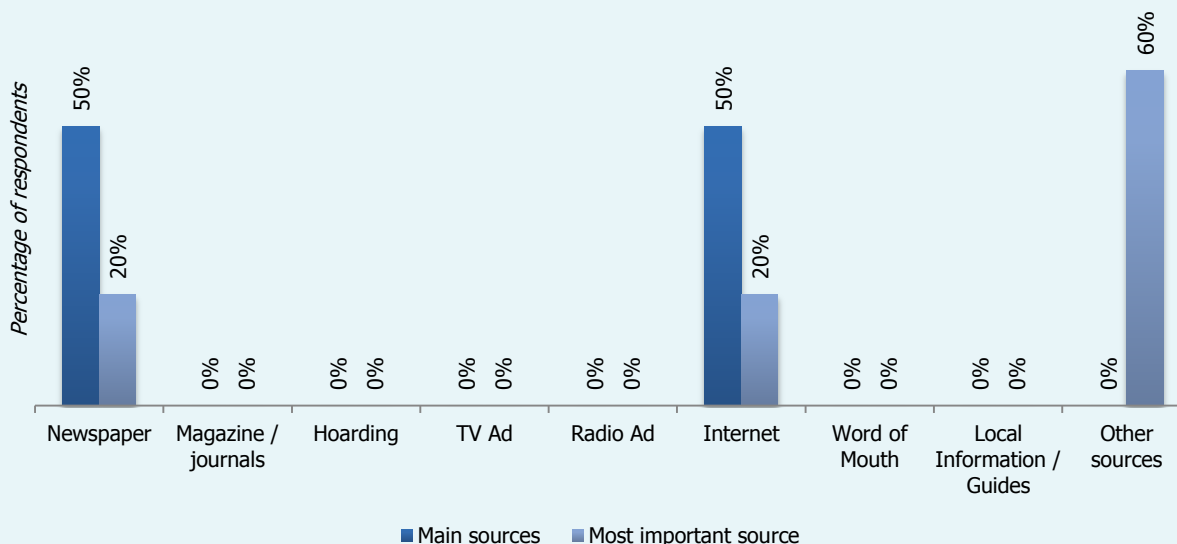


Figure 153: Various sources of information for destination & fair for domestic tourists during Uthralikkavu Pooram

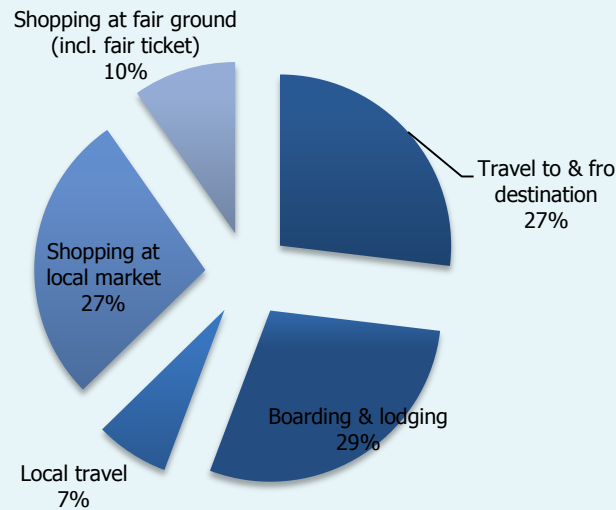
Newspaper, among others, is one of the important sources of information for the tourists. However, for 60% of respondents, other sources is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 33: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Uthralikkavu Pooram

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	2 - 3 days
Number of days spent to visit other attractions	~ 3 days

On an average, a single tourist group / family spent around **INR 36-37,000** for its visit to the destination while Uthralikkavu Pooram was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 154: Break-up of expenses by a typical domestic tourist group / family during Uthralikkavu Pooram*

During celebration of Uthralikkavu Pooram, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Kadamanitta Patayani**

Kadamanitta Patayani is a festival of traditional folk dance and ritual art. This ceremonial dance – which involves wearing masks – is an ancient ritual performed in the Bhagawati temples. Patayani means 'row of warriors' and the art form blends music, dance, theatre, satire, facial masks and paintings.



Figure 155: Kadamanitta Patayani<sup>74</sup> in Kerala

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Kadamanitta Patayani organized in Kerala, around 360 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 50 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 30 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kadamanitta Patayani (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kadamanitta Patayani is around 54% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

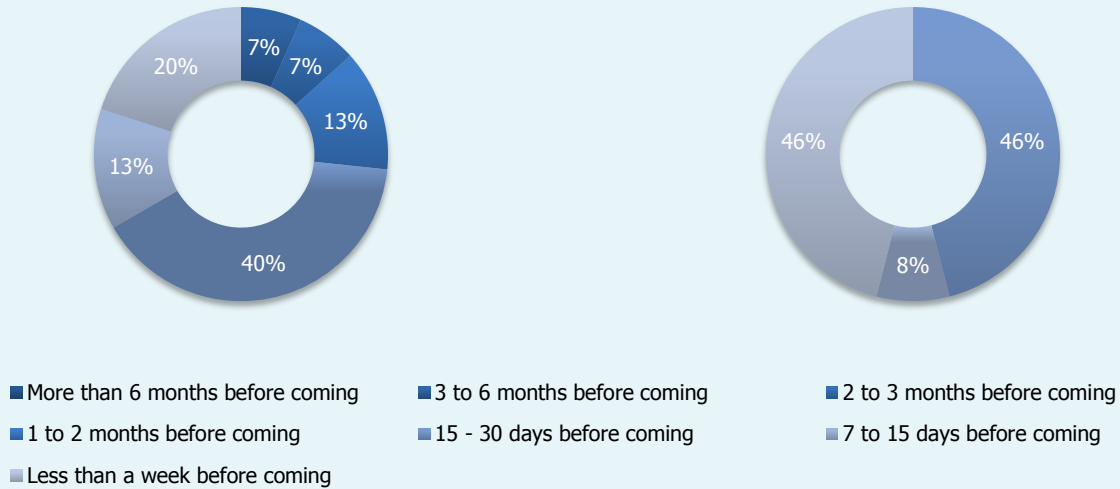
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

<sup>74</sup> Image source: [http://1.bp.blogspot.com/-GzzQJdWu8Dw/VqNjrDJ\\_V-I/AAAAAAAAAbM/0yW3O7K6P34/s1600/Kadamannitta%2BPadayani%2Bkolam.jpg](http://1.bp.blogspot.com/-GzzQJdWu8Dw/VqNjrDJ_V-I/AAAAAAAAAbM/0yW3O7K6P34/s1600/Kadamannitta%2BPadayani%2Bkolam.jpg)

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 156: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Kadamanitta Patayani*

While 40%, of respondents started planning their travel to this destination less than one month before actual travel, 46% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

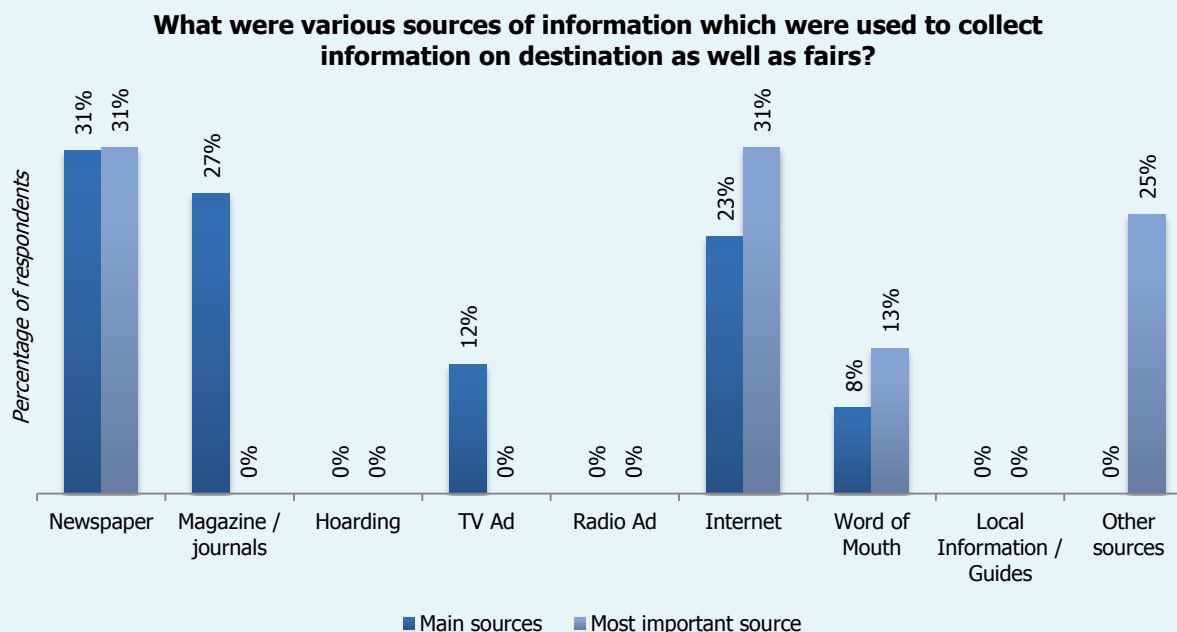


Figure 157: Various sources of information for destination & fair for domestic tourists during Kadamanitta Patayani

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 31% of respondents.

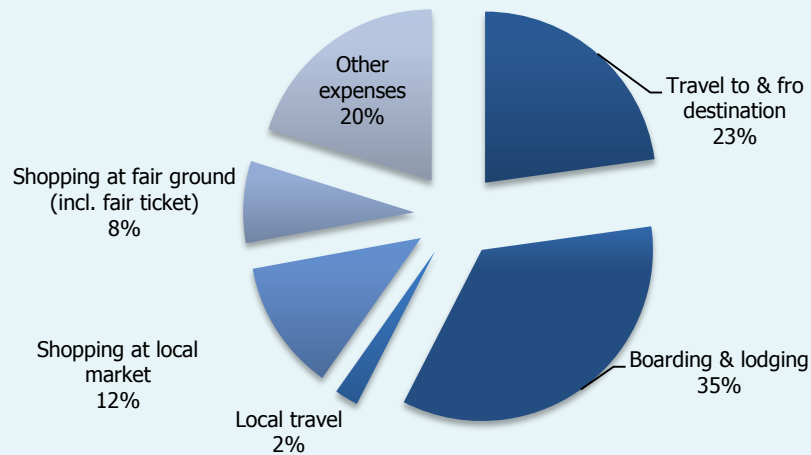
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 34: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Kadamanitta Patayani

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	3 - 4 days

Other places of interest visited by tourists during their stay at the destination include Gavi, Kavni, Thannithode, etc.

On an average, a single tourist group / family spent around **INR 4-5,000** for its visit to the destination while Kadamanitta Patayani was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 158: Break-up of expenses by a typical domestic tourist group / family during Kadamanitta Patayani*

During celebration of Kadamanitta Patayani, a typical family is expected to spend around **9%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Kudal Manikyam**

Kudalmanikyam is a Hindu temple situated in Thrissur district in Kerala. The deity is taken out for a ceremonial procession during the annual festival. On each day of this festival, a procession of elephants is held twice – once in the morning and once at night to the accompaniment of sacred music.



*Figure 159: Kudal Manikyam<sup>75</sup> in Kerala*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Kudal Manikyam organized in Kerala, around 1350 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 260 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 120 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kudal Manikyam (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kudal Manikyam is around 45% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

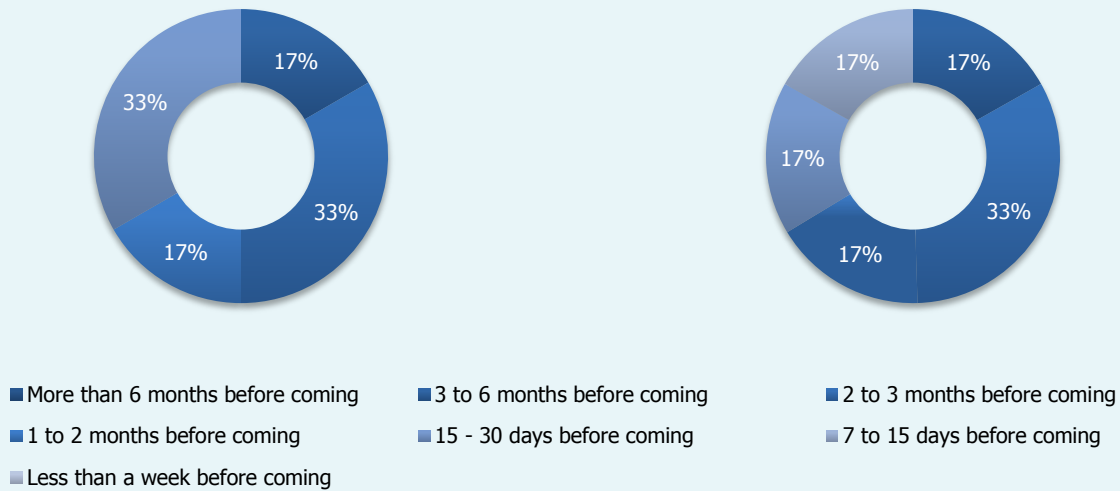
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

<sup>75</sup> Image source: [https://www.templepurohit.com/wp-content/uploads/2015/10/13\\_9164.jpg](https://www.templepurohit.com/wp-content/uploads/2015/10/13_9164.jpg)

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 160: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Kudal Manikyam*

While 33%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 33% of respondents booked their travel tickets, stay etc. 2 to 3 months before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



**What were various sources of information which were used to collect information on destination as well as fairs?**

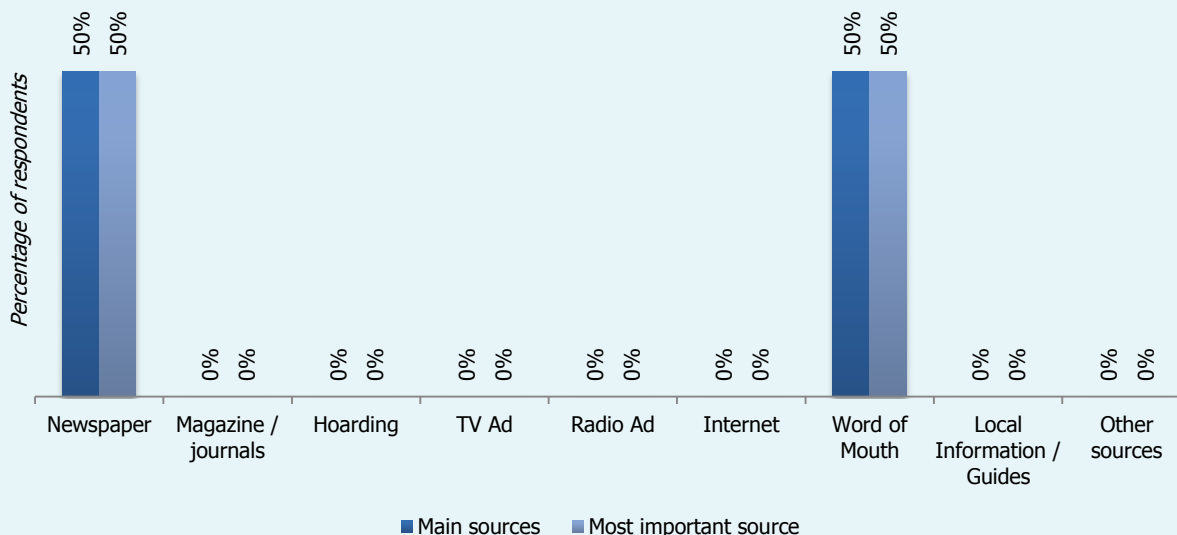


Figure 161: Various sources of information for destination & fair for domestic tourists during Kudal Manikyam

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 50% of respondents.

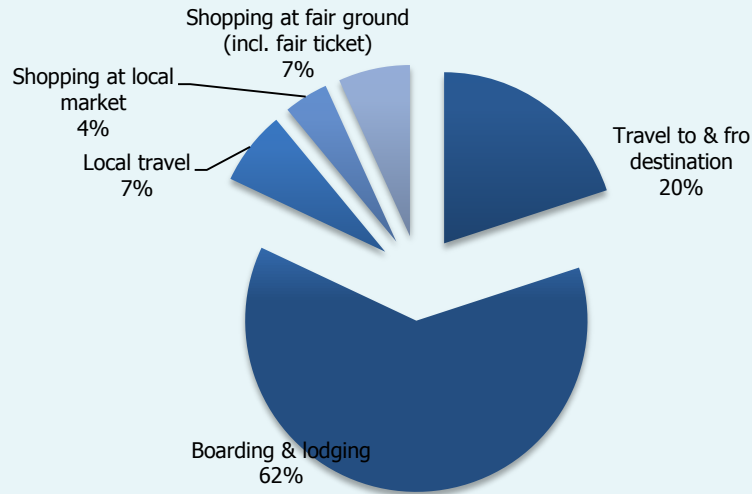
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 35: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Kudal Manikyam

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 – 3 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	~ 2 days

Other places of interest visited by tourists during their stay at the destination include Koodal Manikyam temple, Thrissur Pooram, Guruvayur Temple, etc.

On an average, a single tourist group / family spent around **INR 7-8,000** for its visit to the destination while Kudal Manikyam was being organized. Subsequent chart provides average break-up of this expense into various heads.



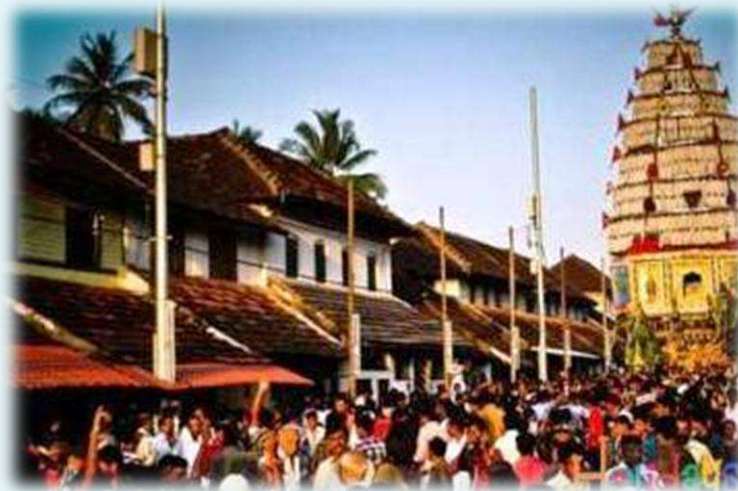
*Figure 162: Break-up of expenses by a typical domestic tourist group / family during Kudal Manikyam*

During celebration of Kudal Manikyam, a typical family is expected to spend around **8%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Mullackal Chirapp Festival**

Mullackal Temple, in Alleppey, is one of the most popular temples in Kerala. Different festivals are celebrated in this temple the biggest of which is Mullackal Chirapp. Last two days of the festival are considered to be most sacred where nine colourful elephants participate in the festive chores.



*Figure 163: Mullackal Chirapp Festival<sup>76</sup> in Kerala*

### **Visitor Footfall Estimation**

It is estimated that in the 2015 edition of Mullackal Chirapp organized in Kerala, around 7060 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 5280 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 700 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Mullackal Chirapp (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Mullackal Chirapp is around 13% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

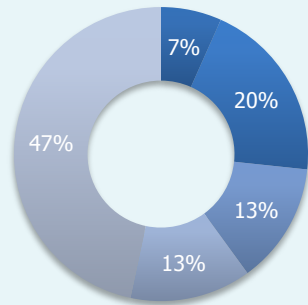
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

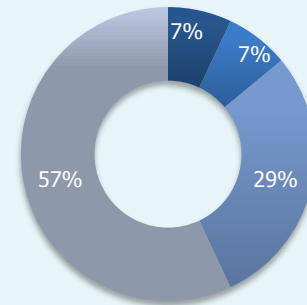
<sup>76</sup> Image source: <http://i1043.photobucket.com/albums/b435/tradekerala/Kerala%20Holidays/Kalpathy-Ratholsavam.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 164: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Mullackal Chirapp Festival*

While 47%, of respondents started planning their travel to this destination less than a week before actual travel, 57% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

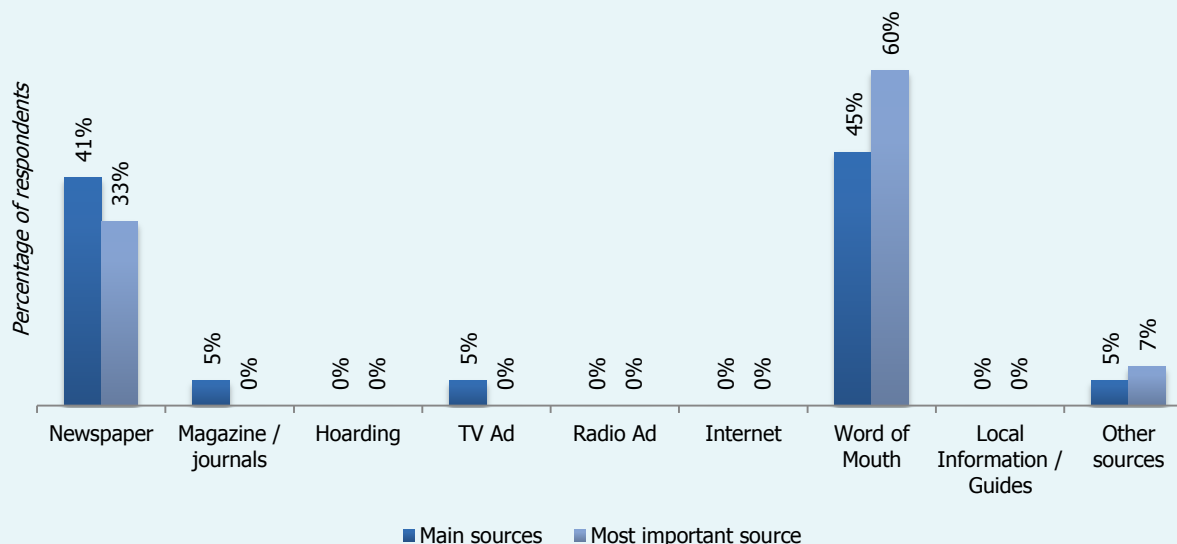


Figure 165: Various sources of information for destination & fair for domestic tourists during Mullackal Chirapp Festival

Newspaper, among others, is one of the important sources of information for the tourists. However, for 40% of respondents, word of mouth is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 36: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Mullackal Chirapp Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	4 - 5 days
Number of days for visiting fair/festival	2 - 3 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Light House, Boat Club, Cherai Beach, etc.

On an average, a single tourist group / family spent around **INR 29-30,000** for its visit to the destination while Mullackal Chirapp Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

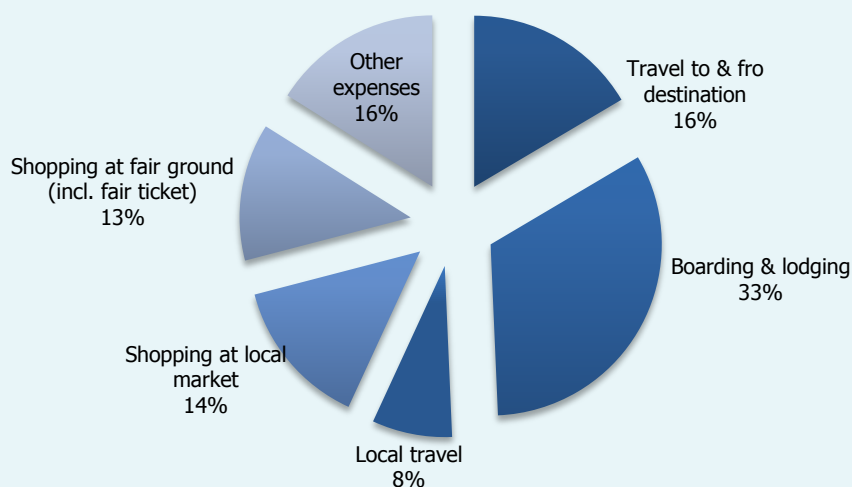


Figure 166: Break-up of expenses by a typical domestic tourist group / family during Mullackal Chirapp Festival

During celebration of Mullackal Chirapp Festival, a typical family is expected to spend around **15%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



Figure 167: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Mullackal Chirapp Festival

While 100%, of respondents started planning their travel to this destination less than a week before actual travel, 100% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

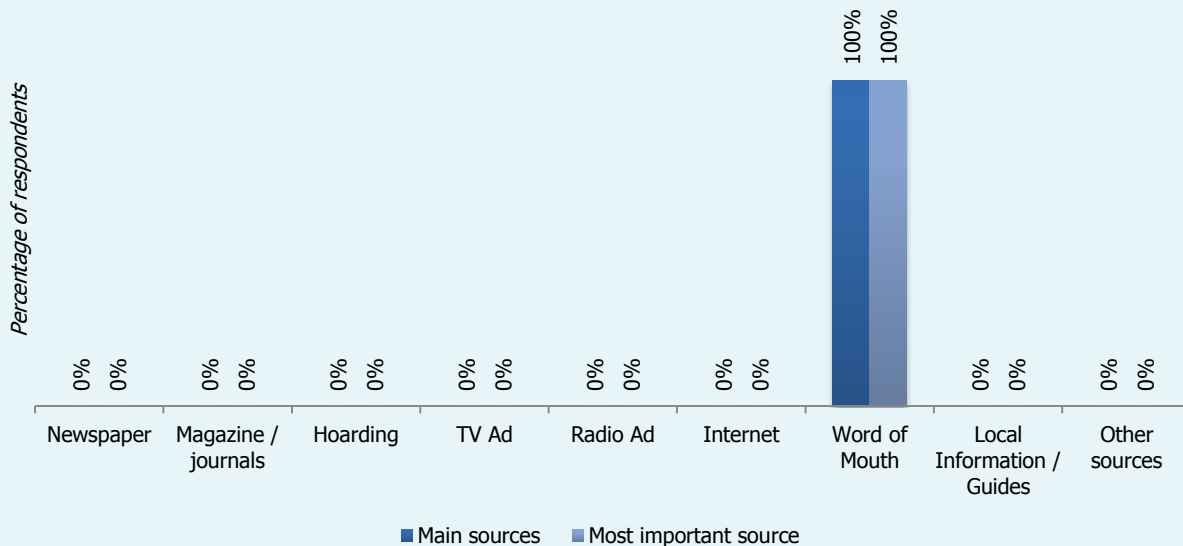


Figure 168: Various sources of information for destination & fair for foreign tourists during Mullackal Chirapp Festival

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 37: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Mullackal Chirapp Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 6 days
Number of days for visiting fair/festival	~ 3 days
Number of days spent to visit other attractions	~ 3 days

On an average, a single tourist group / family spent around **INR 15,000** for its visit to the destination while Mullackal Chirapp Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

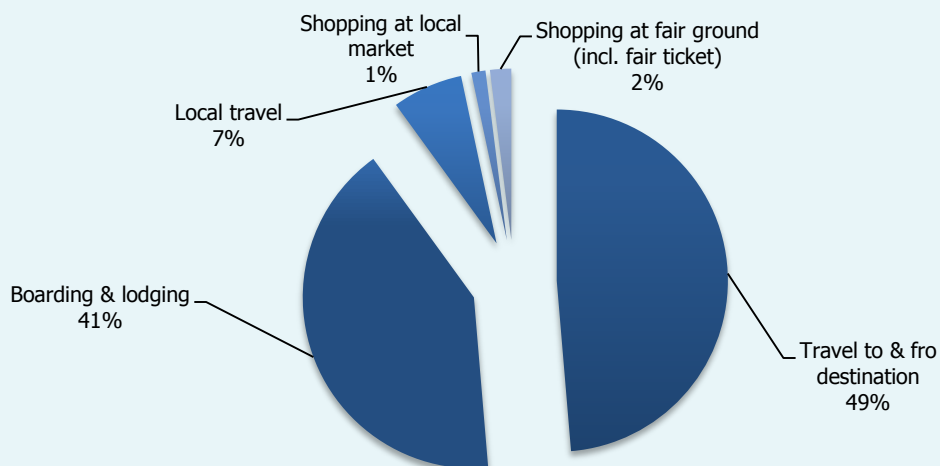


Figure 169: Break-up of expenses by a typical foreign tourist group / family during Mullackal Chirapp Festival

During celebration of Mullackal Chirapp Festival, a typical family is expected to spend around **2%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.



## **Puthupally Perunaal**

The renowned Puthupally Perunnal (perunal means feast) is a two-day event of Kerala. It is celebrated on the 23rd and 24th of the Malayalam month of Medom, which usually corresponds to May 7th or 8th at the St. George Orthodox Church, Puthupally.



*Figure 170: Puthupally Perunaal<sup>77</sup> in Kerala*

The festivities begin with the hoisting of the festival flag-mast, ten days prior to the festival. It is attended by thousands of all castes and creeds and is a shining example of the communal harmony of Kerala. Traditional prayers and rituals add to the piousness of the occasion.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Puthupally Perunaal organized in Kerala, around 1420 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 280 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 220 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Puthupally Perunaal (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Puthupally Perunaal is around 78% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

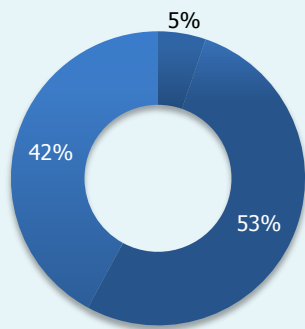
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>77</sup> Image source: <https://www.keralatourism.org/event/puthupally-perunnal/89>

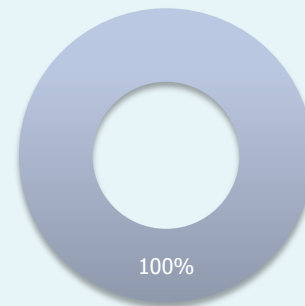
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 171: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Puthupally Perunaal*

While 42%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 100% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

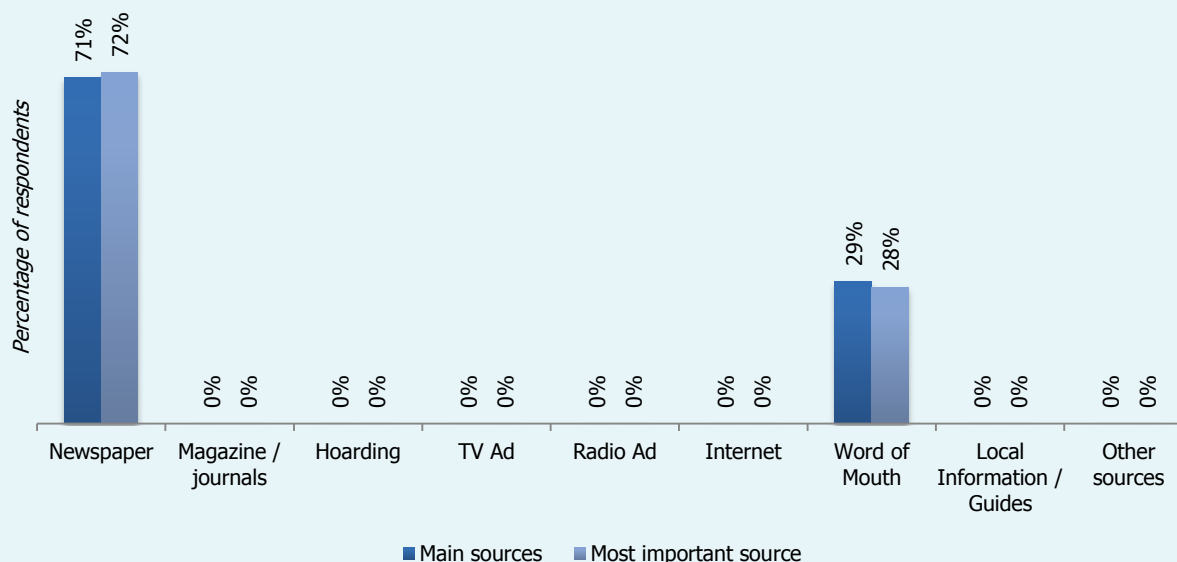


Figure 172: Various sources of information for destination & fair for domestic tourists during Puthupally Perunaal

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 72% of respondents.

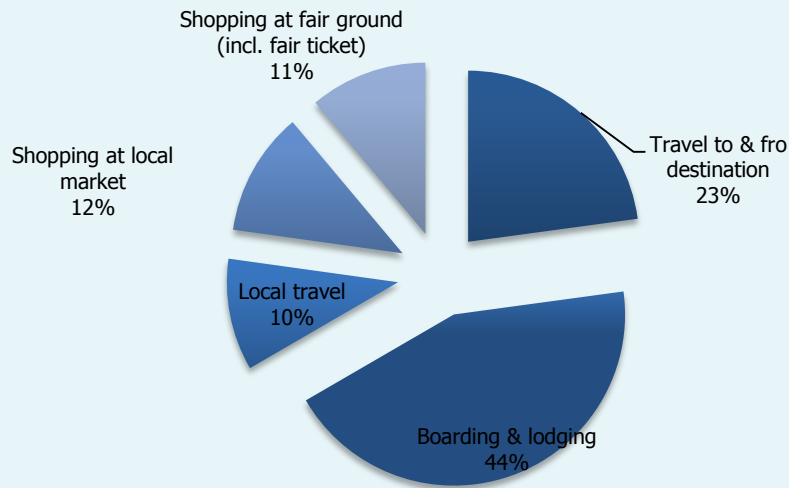
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 38: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Puthupally Perunaal

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Kumarokom, Puthupalli, etc.

On an average, a single tourist group / family spent around **INR 2,600 – 2,700** for its visit to the destination while Puthupally Perunaal was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 173: Break-up of expenses by a typical domestic tourist group / family during Puthupally Perunaal*

During celebration of Puthupally Perunaal, a typical family is expected to spend around **12%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Lakshadweep

Lakshadweep<sup>78</sup> is a group of islands in the Laccadive Sea, 200 to 440 kilometres off the coast of Kerala. Lakshadweep has a total of about thirty-nine islands and islets, of which only 10 are inhabited. The islands form the smallest Union Territory of India: their total surface area is just 32 square kilometres.

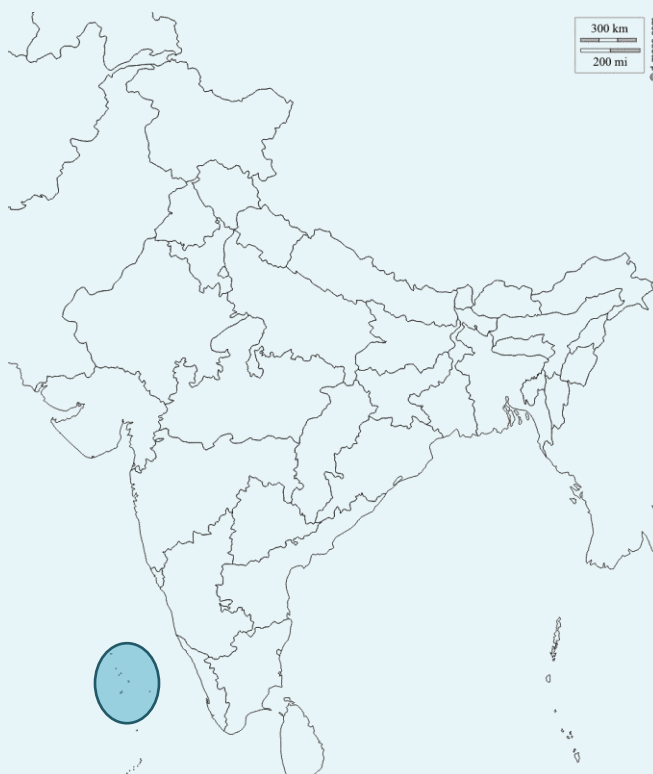


Figure 174: Lakshadweep and its location in India

As per 2011 census, the population of Lakshadweep was about 65,000. Majority of the people of Lakshadweep are ethnically similar to coastal Kerala's Malayali people. More than 93% of the population, who are indigenous, are Muslims. The southernmost and second largest island of Minicoy has an ethnically Mahls population that are native to the Maldives.

There are several festivals that have celebrated in the island of Lakshadweep to mark the eminence of Islam. Lakshadweep is also characterized by certain festivals that are found in the core ethnic groups of the place. Moulood is one such religious event when the islanders offer prayers to the divine power and eat in groups. The festival of Ratheeb is another such occasion which originated in the Kavaratti region of Lakshadweep.

Malayalam is spoken in all islands except Minicoy where people speak Mahl, which has its own script resembling Arabic. The main occupation of the people is fishing, coconut cultivation and coir twisting.

Administratively, it is a single Indian district with ten sub divisions. The ten sub-divisions are Androth, Amini, Agatti, Bitra, Chetlat, Kadmat, Kalpeni, Kavaratti, Kiltan and Minicoy.

<sup>78</sup> Lakshadweep comes from "Lakshadweepa", which means "one hundred thousand islands" in Sanskrit

Kavaratti serves as the capital of the Union Territory and the region comes under the jurisdiction of Kerala High Court.

In 2014, around 19,000 tourists visited Lakshadweep of which around 3% tourists were foreign. Tourism has seen a growth (CAGR<sup>79</sup>) of around 11% since 2009. However, the number of foreign tourist arriving to the islands has been declining rapidly. Subsequent chart shows the tourism statistics<sup>80</sup> for the state from 2009 to 2015.

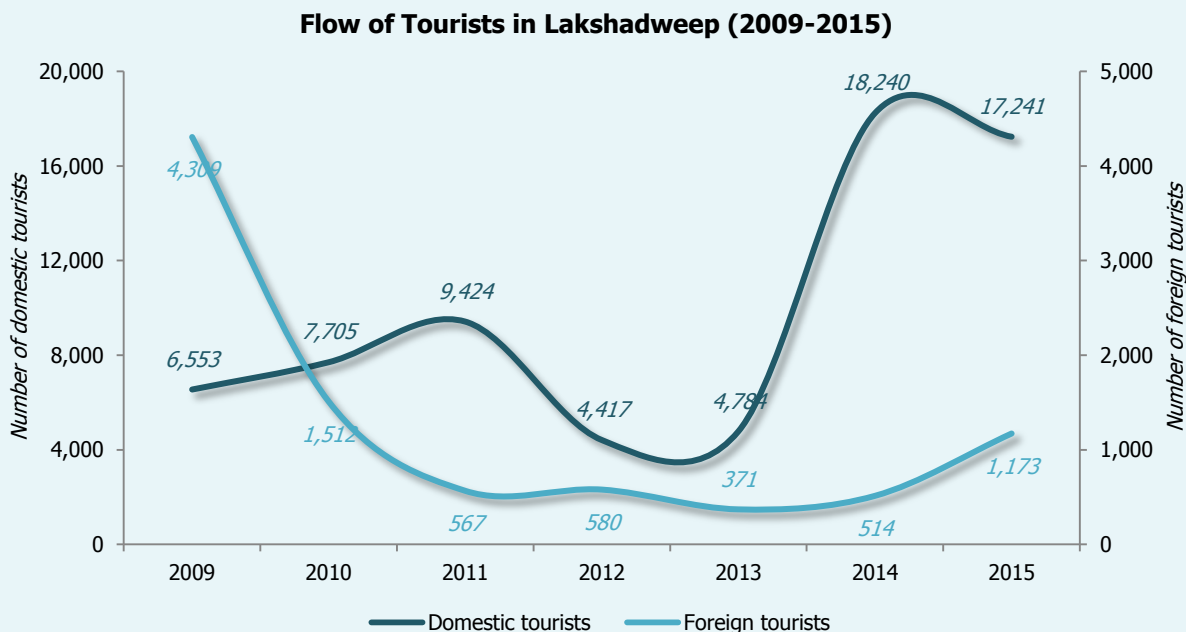


Figure 175: Inflow of tourists, both domestic & foreign, to Lakshadweep from 2009 to 2015

Lakshadweep has contributed to a very miniscule proportion of total tourists (domestic + foreign) in India over 2009 to 2015.

No information on fairs & festivals was provided by the union territory administration despite several follow-ups. As per list provided by Ministry of Tourism, only National Minicoy Festival was listed. However, during our ground work we were told that the footfall of tourists (during the fair) is very low. Also, there are no registered accommodations in Minicoy (and only home stays) which are an integral part of our methodology to estimate tourist footfall. Substitute festivals were covered in other states / UTs as per scheme given in Annexure B.

<sup>79</sup> Compounded annual growth rate

<sup>80</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## Madhya Pradesh

Madhya Pradesh is situated in the middle of the India, surrounded by five states viz. Rajasthan, Maharashtra, Gujrat, Chhattisgarh and Uttar Pradesh. It is the second-largest state in the country with an area of 308,245 square kilometres. It was the largest in area until 2000, when its south eastern Chhattisgarh region was made a separate state. It has 51 districts, which are grouped into 10 divisions. Bhopal, Indore, Gwalior, Jabalpur and Ujjain are some of the key cities of the state.

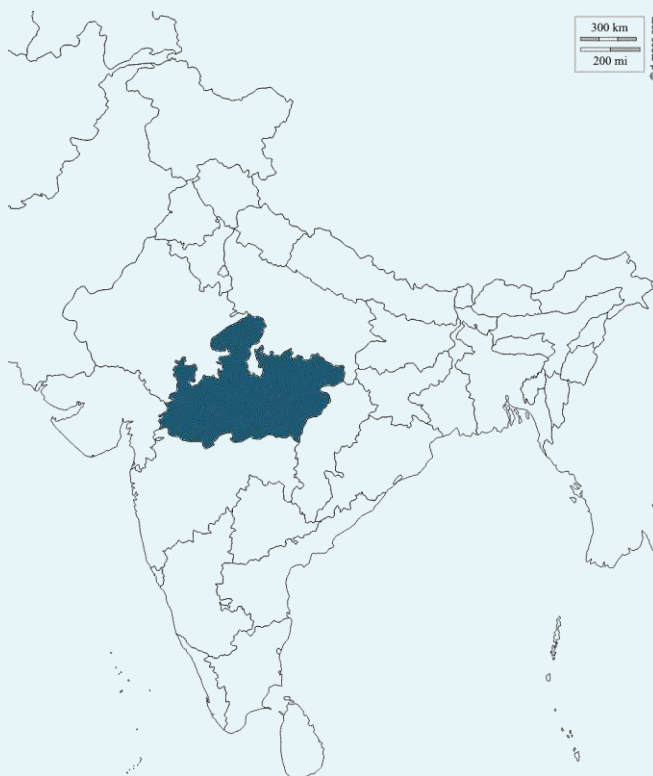


Figure 176: Madhya Pradesh and its location in India

As per 2011 census, the population of Madhya Pradesh was about 72 million. Nearly 20% of the total population of state is comprised of ethnic groups and tribes, including the indigenous tribals. More than 91% of the population of state follow Hinduism. The official language of the state is Hindi. In addition Urdu and Marathi are spoken by a substantial number of the population of the state. The state has the highest concentration of Marathi people outside Maharashtra.

Madhya Pradesh is among the fastest growing states in India; GSDP<sup>81</sup> grew at a compound annual growth rate (CAGR) of 12.83 per cent during 2004-05 to 2014-15. There are 11 agro-climatic zones and a variety of soils available in the state to support cultivation of a wide range of crops.

The state's tourism industry is growing, fuelled by wildlife tourism and a number of places of historical and religious significance. Three sites in Madhya Pradesh have been declared World Heritage Sites by UNESCO: the Khajuraho Group of Monuments (1986) including Devi Jagadambi temple, Rewa, Buddhist Monuments at Sanchi (1989) and

<sup>81</sup> Gross State Domestic Product

the Rock Shelters of Bhimbetka (2003). More than 30% of the area of state is under forest cover comprising of 9 National Parks and 18 biosphere reserves.

In 2014, more than 63 million tourists visited Madhya Pradesh of 0.5% tourists were foreign. Tourism has seen a growth (CAGR<sup>82</sup>) of more than 22% since 2009. Subsequent chart shows the tourism statistics<sup>83</sup> for the state from 2009 to 2015.

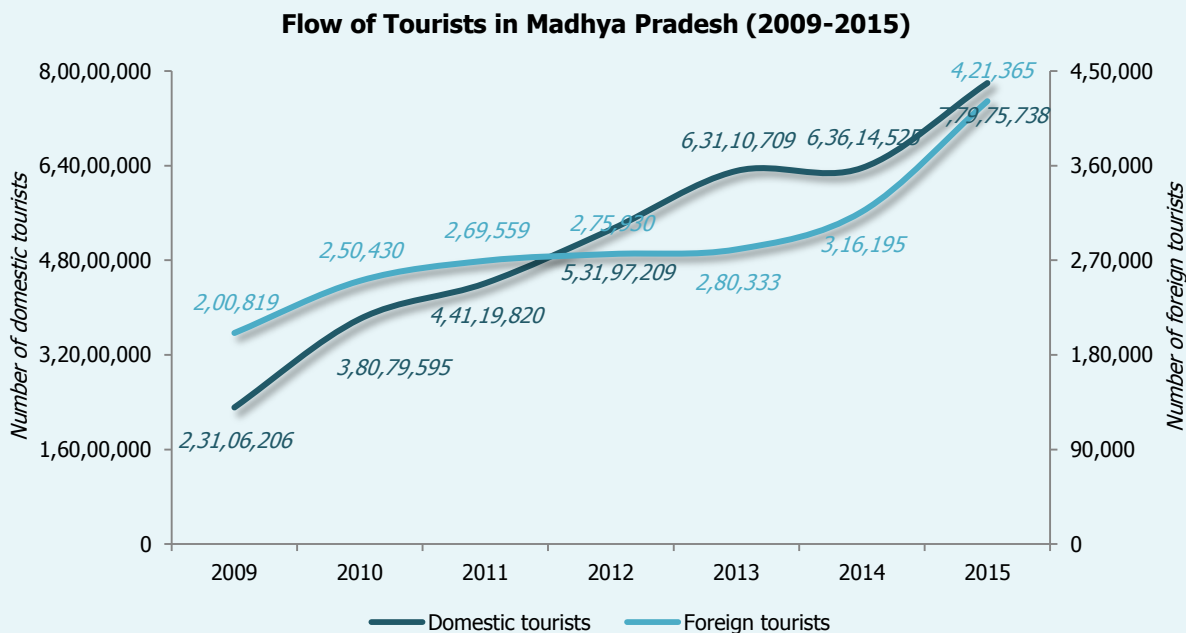


Figure 177: Inflow of tourists, both domestic & foreign, to Madhya Pradesh from 2009 to 2015

Madhya Pradesh has contributed to almost 5% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, following fairs / festivals were covered:

- Tansen Music Festival (23-26 Jan 2016)
- Khajuraho Dance Festival (20-26 Feb 2017)
- Lokrang Festival (22-26 Feb 2017)

<sup>82</sup> Compounded annual growth rate

<sup>83</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India



## **Tansen Music Festival**

Tansen Samaroh or Tansen Music Festival is a four day musical extravaganza when the artists and musicians from across the world gather here to pay tribute to medieval Indian music maestro Tansen.



Figure 178: Tansen Music Festival<sup>84</sup> in Madhya Pradesh

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Tansen Music Festival organized in Madhya Pradesh, around 2010 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1940 were Indian tourists whereas there were 30 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 620 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Tansen Music Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Tansen Music Festival is around 47% for Indian tourists and around 10% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

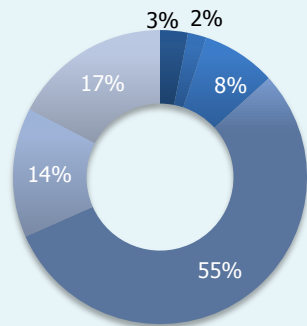
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

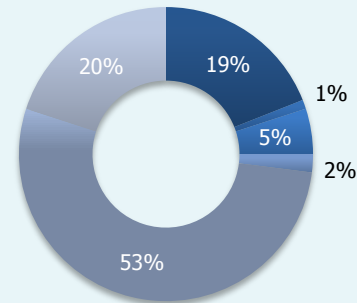
<sup>84</sup> Image source: <http://tansensamaroh.com/images/slider-d02.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 179: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Tansen Music Festival*

While 55%, of respondents started planning their travel to this destination less than one month before actual travel, 53% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

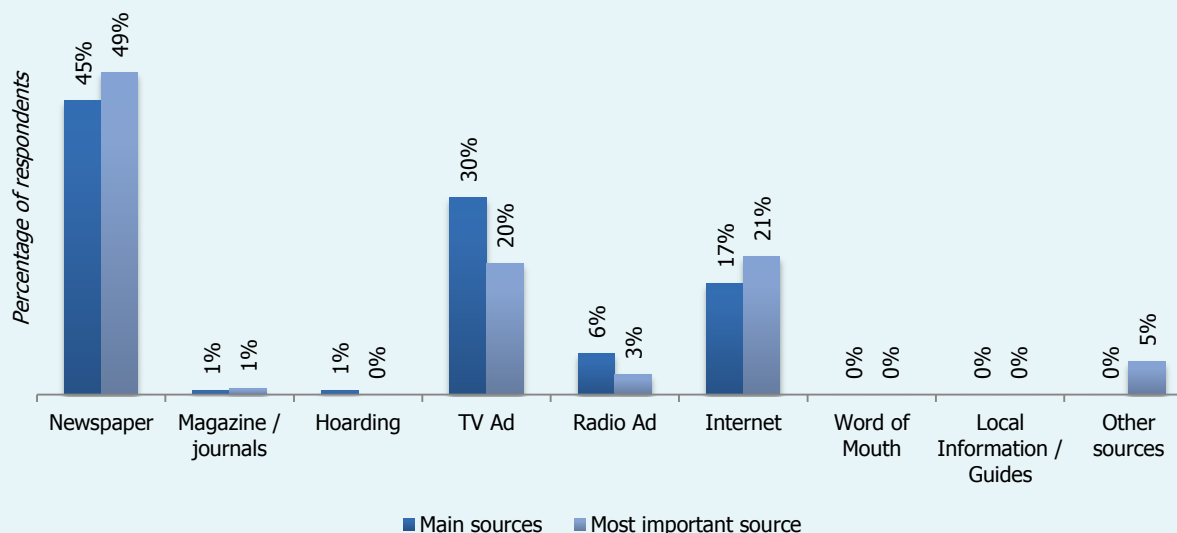


Figure 180: Various sources of information for destination & fair for domestic tourists during Tansen Music Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 49% of respondents.

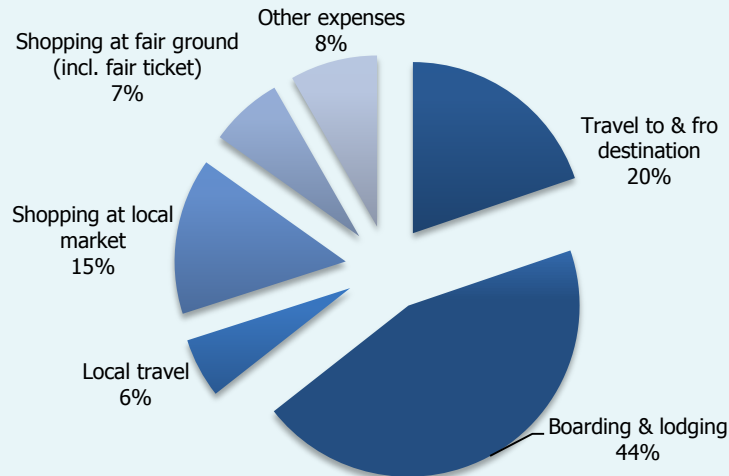
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 39: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Tansen Music Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 4 days
Number of days for visiting fair/festival	2 – 3 days
Number of days spent to visit other attractions	1 – 2 days

Other places of interest visited by tourists during their stay at the destination include Sun Temple, Sas Bahu Temple, Raja Man Singh Fort, Tansen Makbara, etc.

On an average, a single tourist group / family spent around **INR 6,500 – 7,000** for its visit to the destination while Tansen Music Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 181: Break-up of expenses by a typical domestic tourist group / family during Tansen Music Festival*

During celebration of Tansen Music Festival, a typical family is expected to spend around **8%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Khajuraho Dance Festival**

The one-week long festival comprises of classical dance styles such as Kathak, Odishi, Manipuri and many other eminent dance forms with performances from the best dancers from across the nation. The festival is held in the Khajuraho temples located in the state of Madhya Pradesh. The festival, organized by the Kali Parishad under the state government, focusses on showcasing human emotions with the help of dance.



*Figure 182: Khajuraho Dance Festival<sup>85</sup> in Madhya Pradesh*

The festival is organized in the second half of February where the winters tend to come to an end and spring is welcomed by the whole state. The festival has been celebrated for the last 40 years and has played an important role in emphasizing the importance of cultural heritage.

### **Visitor Footfall Estimation**

It is estimated that in the 2017 edition of Khajuraho Dance Festival organized in Madhya Pradesh, around 1470 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 840 were Indian tourists whereas there were 390 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 460 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 220 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Khajuraho Dance Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Khajuraho Dance Festival is around 60% for Indian tourists and around 62% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

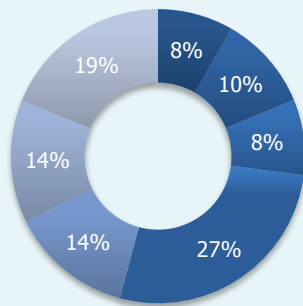
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

<sup>85</sup> Image source: <http://artculturefestival.in/khajuraho-dance-festival/>

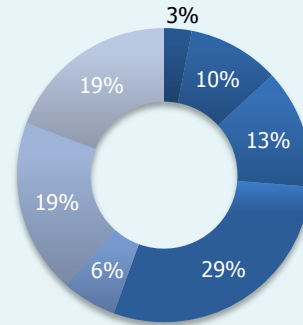
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 183: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Khajuraho Dance Festival*

While 27% of respondents started planning their travel to this destination 1 to 2 months before actual travel, 29% of respondents booked their travel tickets, stay etc. 1 to 2 months before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

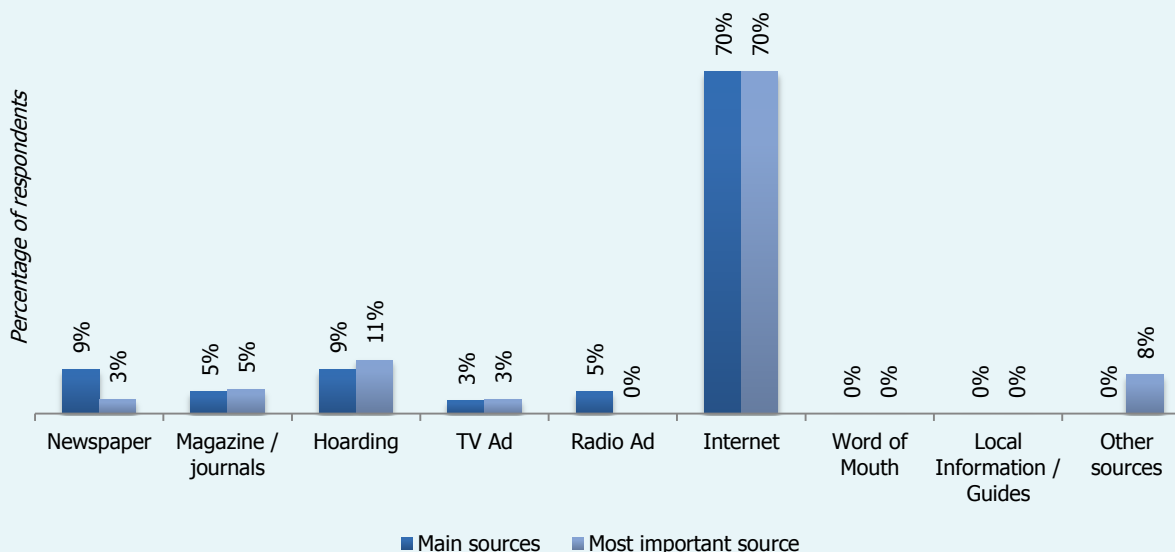


Figure 184: Various sources of information for destination & fair for domestic tourists during Khajuraho Dance Festival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 70% of respondents.

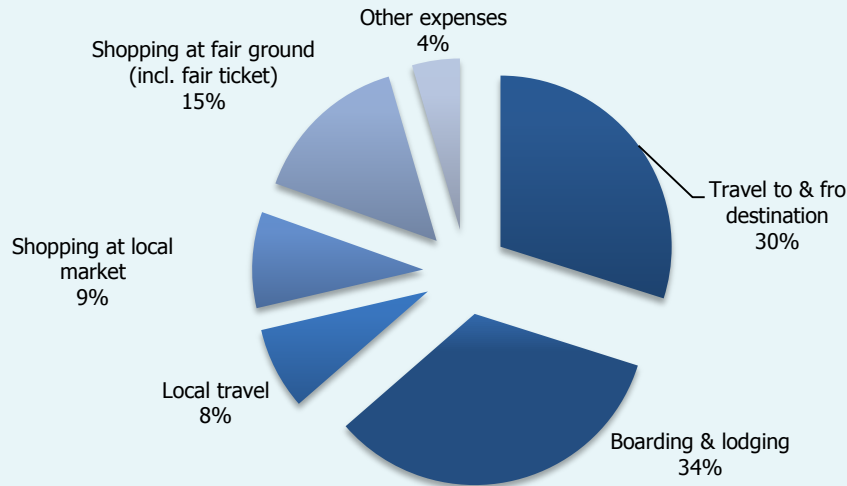
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 40: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Khajuraho Dance Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	4 - 5 days
Number of days for visiting fair/festival	2 - 3 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Jain Temple, Indian Tribal and Folk Art Museum, Western Temple, Art Market, etc.

On an average, a single tourist group / family spent around **INR 12-13,000** for its visit to the destination while Khajuraho Dance Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 185: Break-up of expenses by a typical domestic tourist group / family during Khajuraho Dance Festival*

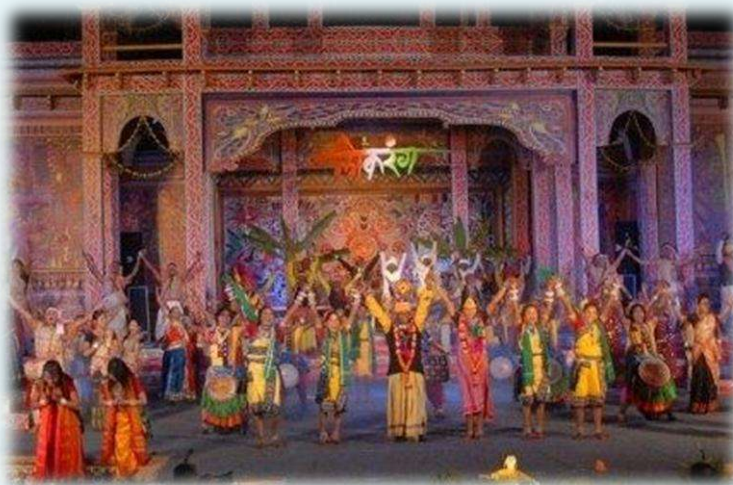
During celebration of Khajuraho Dance Festival, a typical family is expected to spend around **18%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## **Lokrang Festival**

The five-day long festival which is held in Bhopal, the capital city of Madhya Pradesh, begins every year on 26th January, the nation's Republic Day. The main objective of the festival is to revive the ancient cultures with major focus on tribal dance, tribal arts keeping in mind the rich heritage that each state in the nation carries.



*Figure 186: Lokrang Festival<sup>86</sup> in Madhya Pradesh*

The festival is a treat for the visitors and increases their knowledge about various cultures of each state. It is organized by Madhya Pradesh Adivasi Lok Kala Academy and was held at BHEL Dussehra Maidan in 2017 instead of Ravindra Bhawan, where the festival takes place every year. The festival is very important since it brings people from all over the nation and unifies India.

### **Visitor Footfall Estimation**

It is estimated that in the 2017 edition of Lokrang Festival organized in Madhya Pradesh, around 5010 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 430 were Indian tourists whereas there were 40 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 70 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Lokrang Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Lokrang Festival is around 17% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

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<sup>86</sup> Image source: <http://www.travelly.in/events/2017/lokrang-festival-in-bhopal-to-begin-on-january-26th/>

## Maharashtra

Maharashtra is situated in the western region of India. It is the third-largest state in the country with an area of 307,713 square kilometres. Maharashtra is divided into five geographic regions i.e Konkan is the western coastal region, Kandesh is the north-western region, Marathwada is the south eastern part of the state, Vidarbha is the easternmost region of the state and south-western region.

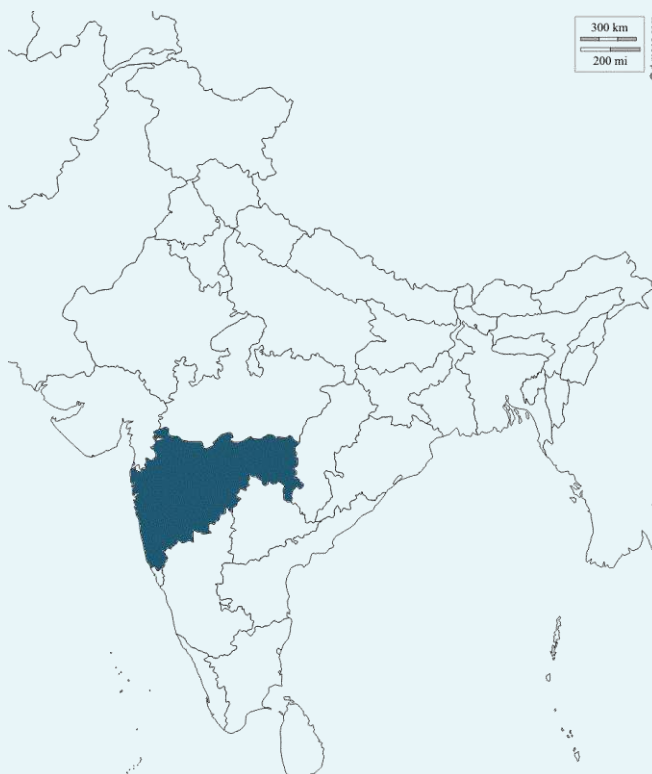


Figure 187: Maharashtra and its location in India

Maharashtra is the second most populous state in the country. As per 2011 census, the population of Maharashtra was about 112 million. The 2011 census found scheduled castes and scheduled tribes to account for 11.8 and 8.9% of the population respectively. Maharashtra is a highly urbanized state with 45.2 percent of the population residing in urban areas. Nearly 80% of the population of the state follow Hinduism while Muslims constituted 11.5% of the total population. The official language is Marathi although different regions have their own dialects.

Maharashtra is the most industrialised state and has maintained the leading position in the industrial sector in India. The State is pioneer in small scale industries. Mumbai, the capital of state and the financial capital of India, houses the headquarters of most of the major corporate and financial institutions. Industrial and services sectors together contribute to about 87 percent of the economy of state, whereas, agriculture and allied activities contribute the remaining 13 percent. Agriculture sector, however, accounts for about 55 percent of the total employment in the state. The state's per-capita income is 40% higher than the all-India average

In 2014, close to 100 million tourists visited Maharashtra of which close to 5% tourists were foreign. Tourism has seen a growth (CAGR<sup>87</sup>) of around 25% since 2009. Subsequent chart shows the tourism statistics<sup>88</sup> for the state from 2009 to 2015.

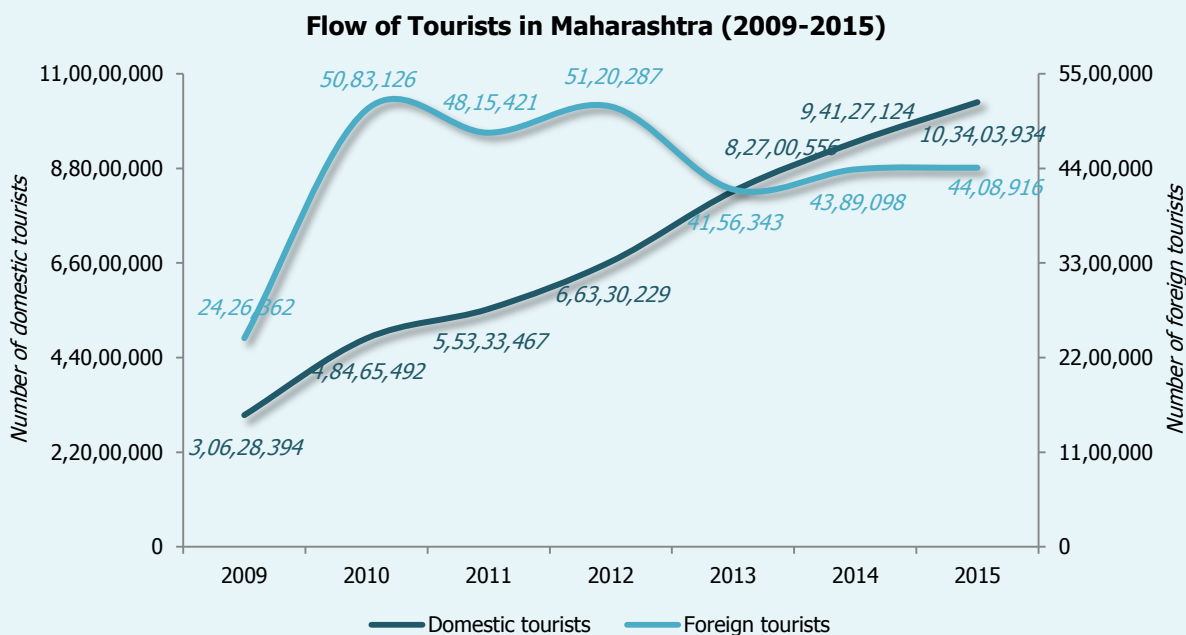


Figure 188: Inflow of tourists, both domestic & foreign, to Maharashtra from 2009 to 2015

Maharashtra has contributed to around 7% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, following fairs & festivals were covered:

- Kalidas Festival (21-24 Nov 2016)
- Sawai Gandharva Festival (8-11 Dec 2016)
- Sunburn Festival (28-31 Dec 2016)
- Chikoo Festival (21-22 Jan 2017)
- Kala Ghoda Arts Festival (4-12 Feb 2017)

<sup>87</sup> Compounded annual growth rate

<sup>88</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Kalidas Festival**

This is a two-day long festival which is organized in Ramtek town in Nagpur district of Madhya Pradesh. The major objective of the festival is to remember the great poet Kalidas and his ancient works which are a major part of ancient Indian literature. The festival includes performances from theatre artists and dancers from all across the country.



*Figure 189: Kalidas Festival<sup>89</sup> in Maharashtra*

It is organized in Ramtek since it is believed that this place inspired the great poet Kalidas in the process of creating some of his great works which include "Raghuvamsam", "Meghadootam" and many more. This event is organized by the Maharashtra Tourism Development Corporation. The festival was first organized in the year 1996 and was last held during Nov 20-23 in 2016.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Kalidas Festival organized in Maharashtra, around 610 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 0 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kalidas Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kalidas Festival is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

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<sup>89</sup> Image source: <http://tariquesani.net/coppermine/displayimaged7ae.html?album=42&pos=17>

## **Sawai Gandharva Festival**

This festival is usually hosted during the second week of December and has been taking place since 1953 in the city of Pune. The first edition of the festival was organized to mark the first death anniversary of Sawai Gandharva, an eminent classical vocalist of ancient India.



Figure 190: Sawai Gandharva Festival<sup>90</sup> in Maharashtra

Since its inception, the festival has become an annual event which is organized by the Arya Sangeet Prasarak Mandal which was founded Pt. Bhimsen Joshi. The festival was renamed to "Sawai Gandharva Bhimsen Mahotsav" after the sad demise of Pt. Bhimsen Joshi on January 24, 2011. The festival emphasizes on the rich work in the field of music by Sawai Gandharva, Pt. Joshi's guru.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Sawai Gandharva Festival organized in Maharashtra, around 18370 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 0 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Sawai Gandharva Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Sawai Gandharva Festival is negligible for Indian tourists and negligible for foreign tourists.

<sup>90</sup> Image source:

<http://www.sakaaltimes.com/NewsDetails.aspx?NewsId=5325887902005938086&SectionId=5171561142064258099&SectionName=Pune&NewsTitle=Sawai%20festival%20ends%20with%20great%20performances>

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Sunburn Festival**

This festival is an electronic dance music (EDM) festival and is one of the major festivals that attract the youth across the nation. More than 100 international artists arrive at the location and entertain the crowd with glimpses of their music. This festival was first organized in the year 2007 at Candolim Beach, Goa.



*Figure 191: Sunburn Festival<sup>91</sup> in Maharashtra*

The four-day long festival is organized by Percept Company with the location being the Kesnand hills, Pune. The first nine editions of the annual festival were held in the beach state of the nation but the festival moved to Pune in 2016. The event provides quality music to the visitors and promises to give once-in-a-lifetime experience.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Sunburn Festival organized in Maharashtra, around 40310 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 37040 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 22880 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Sunburn Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Sunburn Festival is around 62% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

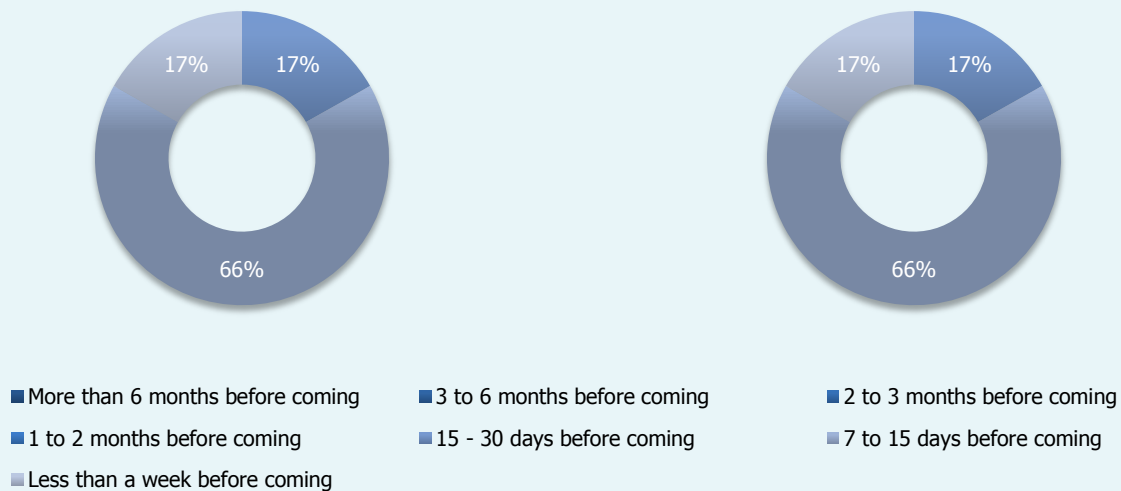
<sup>91</sup> Image source: <http://www.india.com/lifestyle/sunburn-pune-2016-the-controversial-reason-why-sunburn-music-festival-moved-from-go-to-pune-1730797/>

- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 192: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Sunburn Festival*

While 66%, of respondents started planning their travel to this destination less than 15 days before actual travel, 66% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



**What were various sources of information which were used to collect information on destination as well as fairs?**

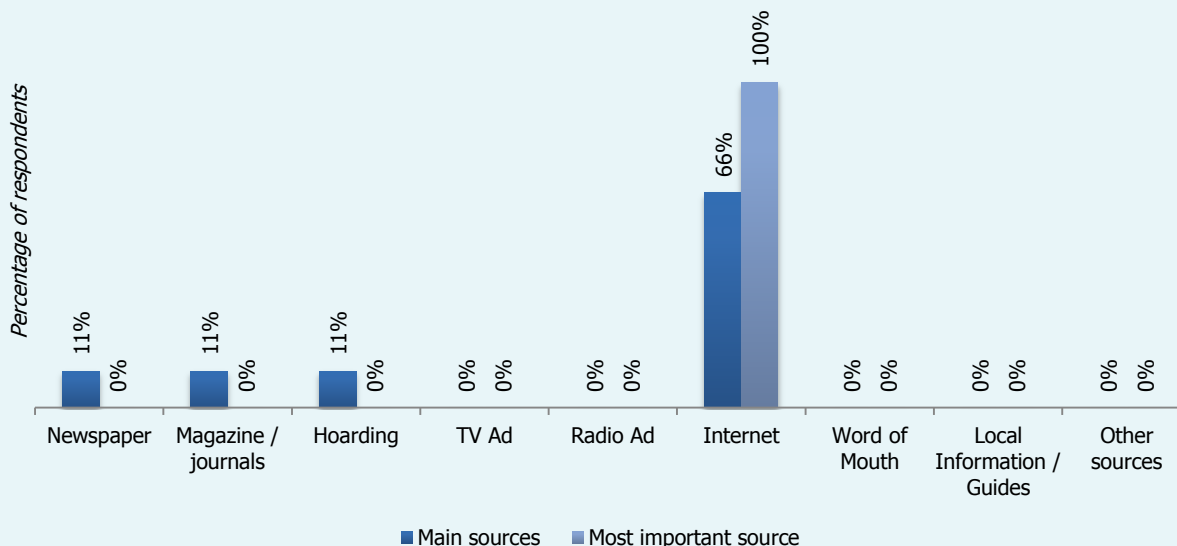


Figure 193: Various sources of information for destination & fair for domestic tourists during Sunburn Festival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

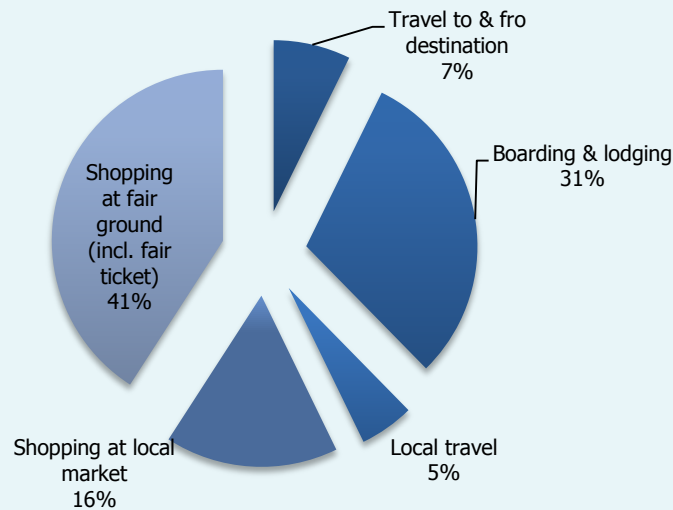
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 41: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Sunburn Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Keshnan Hills, Shaniwar Wada, etc.

On an average, a single tourist group / family spent around **INR 19-20,000** for its visit to the destination while Sunburn Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 194: Break-up of expenses by a typical domestic tourist group / family during Sunburn Festival*

During celebration of Sunburn Festival, a typical family is expected to spend around **69%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Chikoo Festival**

The two-day long festival which is usually organized in the month of January or February highlights the significance of Dahanu, the place where the festival takes place. The location of the festival is Northern Maharashtra's long coastline which is known for its clean and fresh beaches.



*Figure 195: Chikoo Festival<sup>92</sup> in Maharashtra*

The location is also known for producing the best chikoos in the region. The festival was first started in 2013 and is organized by Maharashtra Tourism Development Corporation. After the festival is finished, the tourists are given baskets of chikoos as a warm token of appreciation. The Chikoo Festival was last held on January 21st and 22nd 2017.

### **Visitor Footfall Estimation**

It is estimated that in the 2017 edition of Chikoo Festival organized in Maharashtra, around at least 130 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 130 were Indian tourists whereas there were 0 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 30 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Chikoo Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Chikoo Festival is around 19% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

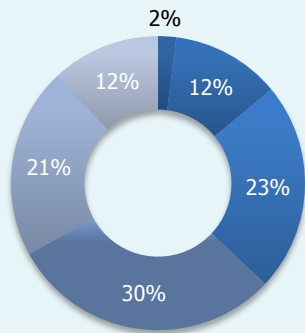
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<sup>92</sup> Image source: <http://www.dnaindia.com/mumbai/slideshow-chikoo-festival-in-dahanu-shows-off-the-fruit-in-a-unique-way-1958960>

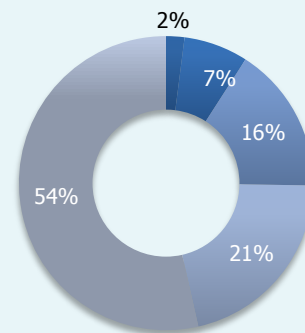
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 196: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Chikoo Festival*

While 30%, of respondents started planning their travel to this destination less than one month before actual travel, 54% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

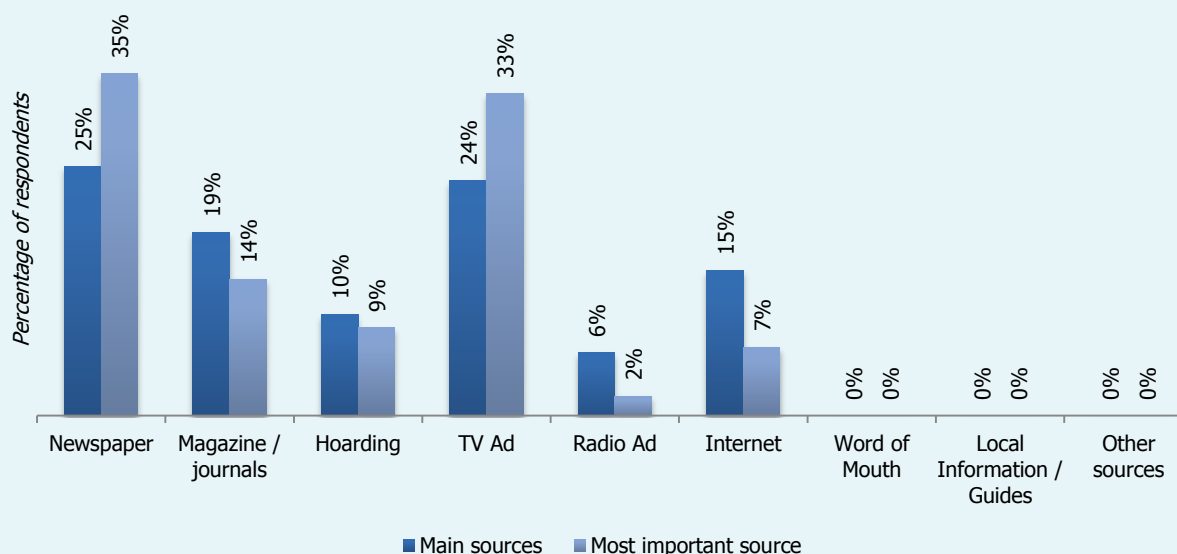


Figure 197: Various sources of information for destination & fair for domestic tourists during Chikoo Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 35% of respondents.

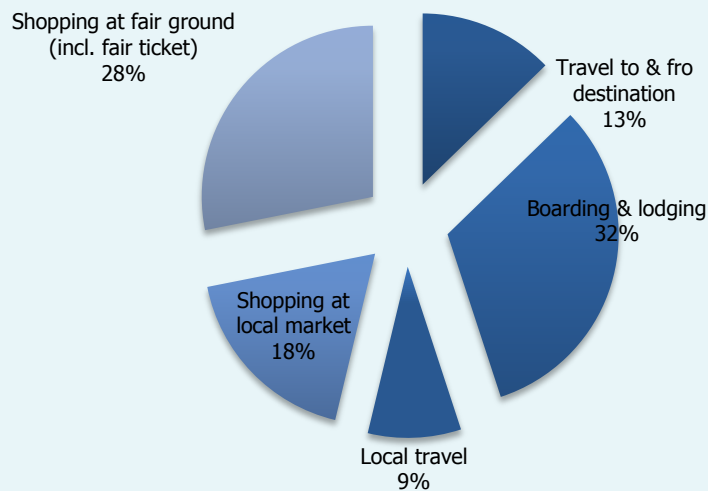
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 42: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Chikoo Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 - 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Karmadi Bagh, Chiku ki Bagh, etc.

On an average, a single tourist group / family spent around **INR 5,000 – 5,200** for its visit to the destination while Chikoo Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 198: Break-up of expenses by a typical domestic tourist group / family during Chikoo Festival*

During celebration of Chikoo Festival, a typical family is expected to spend around **39%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Kala Ghoda Arts Festival**

This is a nine-day long festival which starts on the first Saturday in the month of February and has been organized every year since 1999. The festival attracts much corporate sponsorship and there is no entry fee for the visitors. The organizing body is the Kala Ghoda Association with the objective of emphasizing the importance of arts in the region.



*Figure 199: Kala Ghoda Arts Festival<sup>93</sup> in Maharashtra*

The festival includes art forms such as dance, music, theatre, visual arts, street play and many more. There are many dance and music performance by the notable national and international artists. Adequate importance is given to food by providing live demonstration of various cuisines being prepared. The festival was held from Feb 4th to Feb 12th in 2017.

### **Visitor Footfall Estimation**

It is estimated that in the 2017 edition of Kala Ghoda Arts Festival organized in Maharashtra, around 8310 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 6220 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1640 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kala Ghoda Arts Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kala Ghoda Arts Festival is around 26% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

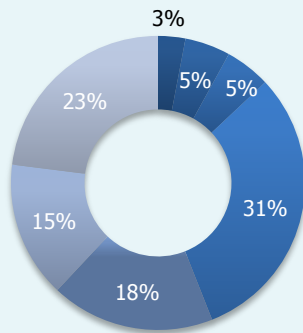
- Understand the planning process and time taken to finalize the booking,

<sup>93</sup> Image source: <http://www.newsmobile.in/articles/2016/02/12/naval-dockyard-participates-in-kala-ghoda-festival/>

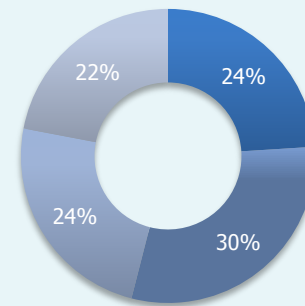
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 200: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Kala Ghoda Arts Festival*

While 31%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 30% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



### What were various sources of information which were used to collect information on destination as well as fairs?

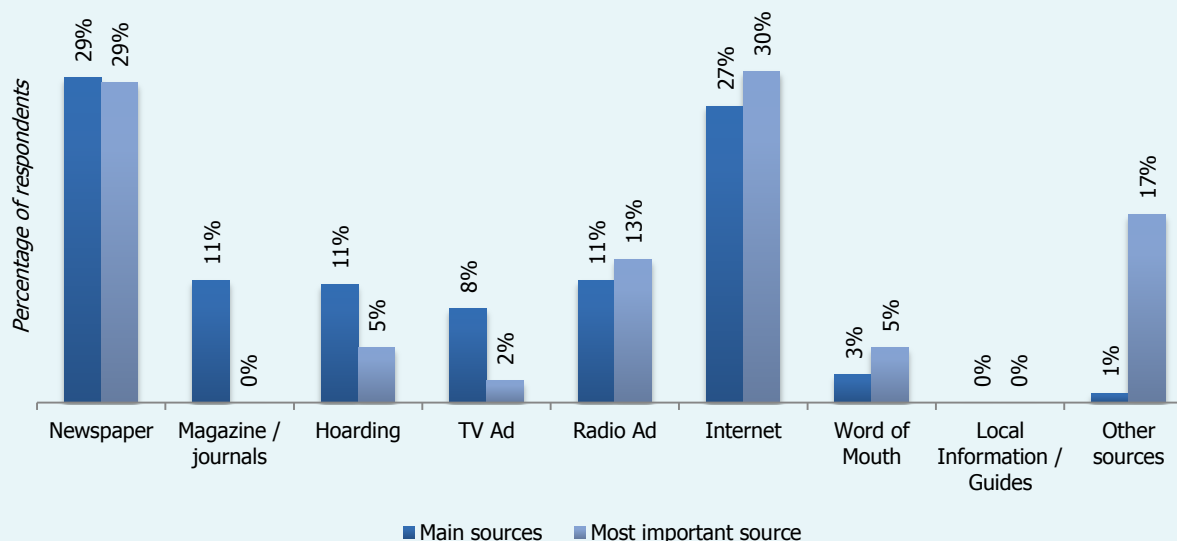


Figure 201: Various sources of information for destination & fair for domestic tourists during Kala Ghoda Arts Festival

Newspaper, among others, is one of the important sources of information for the tourists. However, for 30% of respondents, internet is the most important source of information.

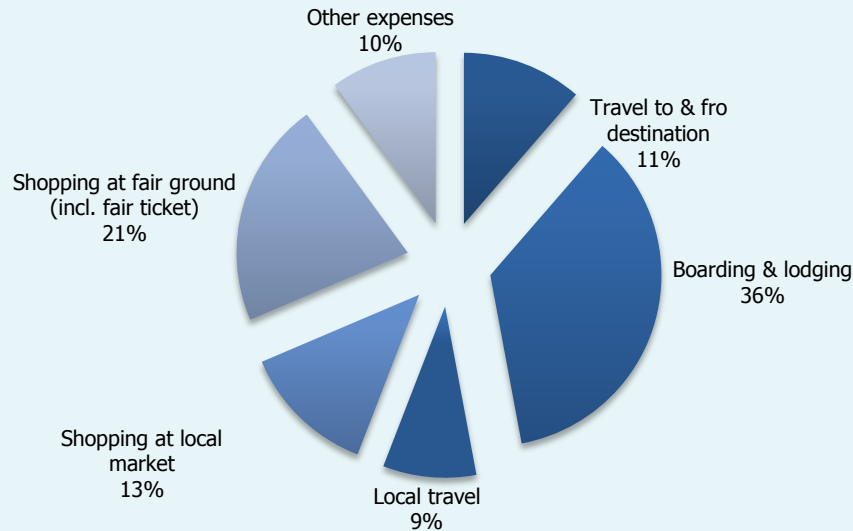
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 43: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Kala Ghoda Arts Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 - 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Gateway of India, Elephanta Caves, Siddhivinayak, Haji Ali, Alibag, etc.

On an average, a single tourist group / family spent around **INR 11-12,000** for its visit to the destination while Kala Ghoda Arts Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 202: Break-up of expenses by a typical domestic tourist group / family during Kala Ghoda Arts Festival*

During celebration of Kala Ghoda Arts Festival, a typical family is expected to spend around **27%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Manipur

Manipur (or 'Jewelled Land') is a state in north eastern India, with the city of Imphal as its capital. Manipur is a gateway to the south-east Asia with its bounteous vistas of untrammelled beauty and ancient traditions, e.g. dance, drama, long, history of administration, handloom and handicrafts, sports etc.



Figure 203: Manipur and its location in India

Manipur has a population of 2,721,756. Of this total, 58.9% live in the valley and the remaining 41.1% in the hilly regions. The Meetei ethnic group, represents 20% of the population of Manipur state. By comparison, indigenous tribal peoples constitute 20% of the state population; they are distinguished by dialects and culture that are often village-based. The Nagas are the second largest people in population next to the Meetei. The official languages are Manipuri (Meeteilon) and English.

About 41.3% of Manipuri people are Hindus. Hinduism is mostly professed by Meetei people, who are majority in the state. Christianity is followed by 41.2% of the people in the state.

The 2012–2013 gross state domestic product of Manipur was about 10188 crore (US\$1.5 billion). Its economy is primarily agriculture, forestry, cottage and trade driven. Manipur acts as India's "Gateway to the East" through Moreh and Tamu towns, the land route for trade between India and Burma and other Southeast Asian countries. Manipur has the highest number of handicrafts units and the highest number of crafts persons in the north eastern region of India.

In 2014, close to 120,000 tourists visited Manipur of which just around 2.5% tourists were foreign. Tourism has seen a de-growth (CAGR<sup>94</sup>) of around 1% since 2009. However, inflow of foreign tourists has seen a growth (CAGR) of more than 50% during the same period. Subsequent chart shows the tourism statistics<sup>95</sup> for the state from 2009 to 2015.

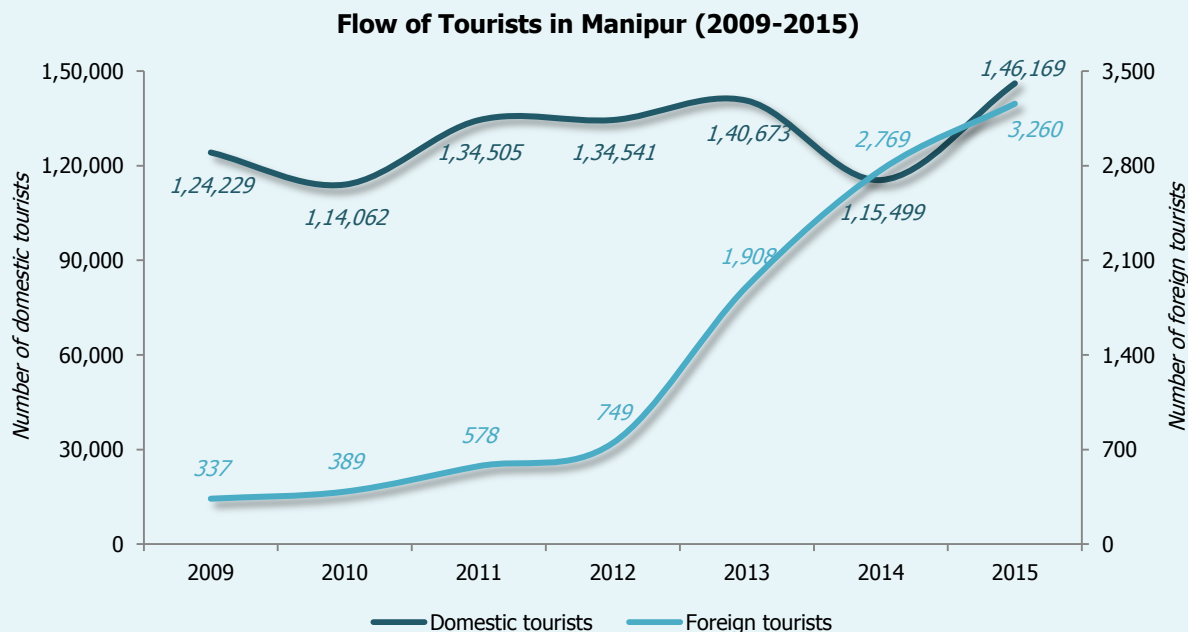


Figure 204: Inflow of tourists, both domestic & foreign, to Manipur from 2009 to 2015

Manipur has contributed to 0.01% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, following fairs / festivals have been covered:

- Kut Festival (1st Nov 2016)
- Manipur Sangai Festival (21-30 Nov 2016)

<sup>94</sup> Compounded annual growth rate

<sup>95</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Kut Festival**

This festival is celebrated to mark the end of the harvest season in the north-eastern state of Manipur. The festival also known as Chavan Kut is celebrated by the tribe Chikim after they have put in a lot of hard work during the farming season.



*Figure 205: Kut Festival<sup>96</sup> in Manipur*

The Kut Festival includes a lot of cultural activities and is organized by the Manipur State Level Kut Committee since 1979. The major attraction of this festival is a beauty pageant where the Miss Kut is elected. The festival is organized every year on the 1st November. The festivals also bring all the tribes of the state together and celebrate.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Kut Festival organized in Manipur, around 820 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 340 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 150 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kut Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kut Festival is around 42% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

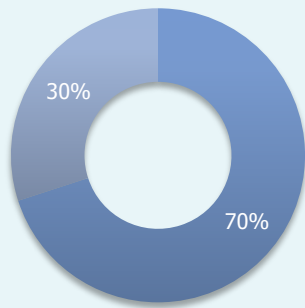
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>96</sup> Image sources: <http://www.nelive.in/manipur/art-culture/all-about-manipur's-kut-festival>

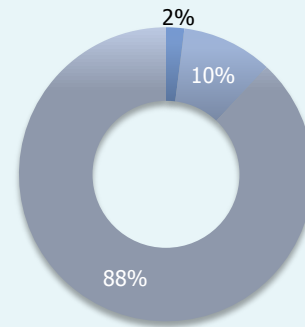
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 206: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Kut Festival*

While 70%, of respondents started planning their travel to this destination less than one month before actual travel, 88% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

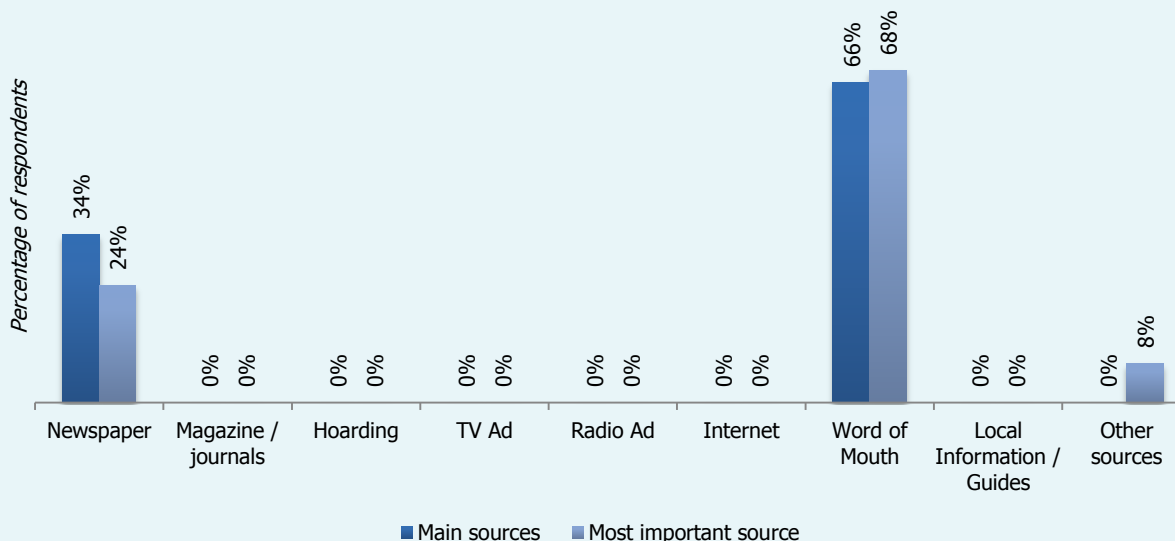


Figure 207: Various sources of information for destination & fair for domestic tourists during Kut Festival

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 68% of respondents.

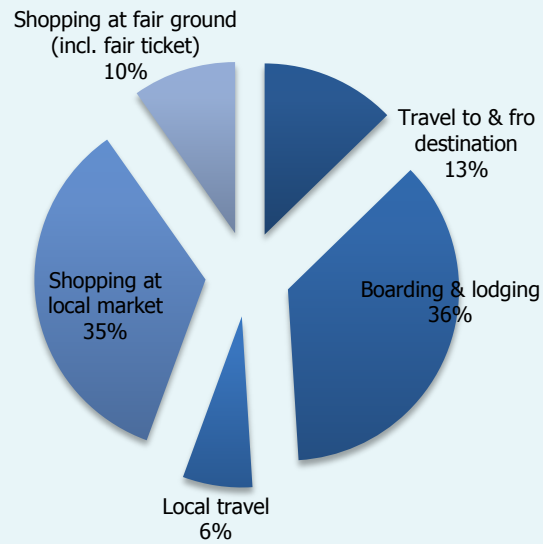
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 44: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Kut Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Kangla Fort, Loktak Lake, Sandra Place, Thangal Market, Leimaram Fall, etc.

On an average, a single tourist group / family spent around **INR 10-11,000** for its visit to the destination while Kut Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 208: Break-up of expenses by a typical domestic tourist group / family during Kut Festival*

During celebration of Kut Festival, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## **Manipur Sangai Festival**

This festival is organized by the Manipal Tourism Department every year from 21st – 30th November. The ten-day long festival is celebrated to showcase the uniqueness of the north-eastern state and is named after the Sangai Deer which is found only in the Loktak Lake of the state.



*Figure 209: Manipur Sangai Festival<sup>97</sup> in Manipur*

The major attractions of the festival include cultural activities, polo matches, traditional boat race and many more. During the festival, the beautiful heritage of the state is showcased in order to promote the north-eastern state as a tourist attraction.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Manipur Sanghai Festival organized in Manipur, around 930 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 460 were Indian tourists whereas there were 80 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 310 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 80 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Manipur Sanghai Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Manipur Sanghai Festival is around 67% for Indian tourists and around 94% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

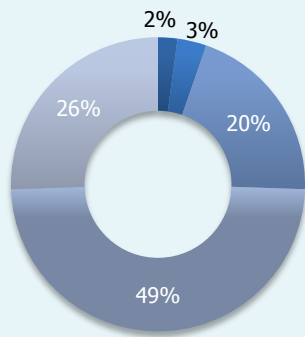
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>97</sup> Image source: <http://www.nelive.in/manipur/art-culture/all-about-manipurs-sangai-festival>

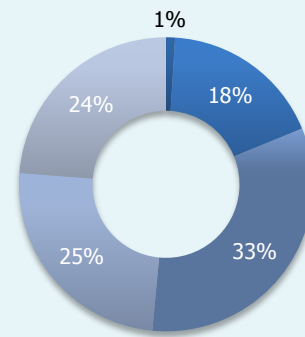
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**

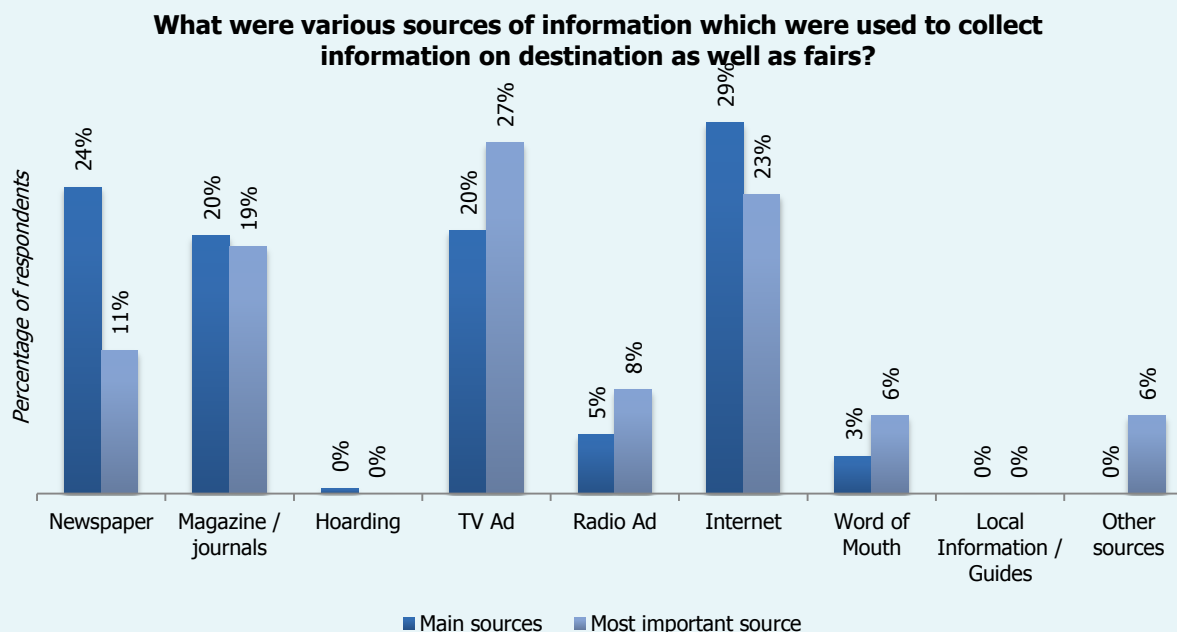


- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 210: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Manipur Sangai Festival*

While 49%, of respondents started planning their travel to this destination less than 15 days before actual travel, 33% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



*Figure 211: Various sources of information for destination & fair for domestic tourists during Manipur Sangai Festival*

Internet, among others, is one of the important sources of information for the tourists. However, for 27% of respondents, television advertisement is the most important source of information.

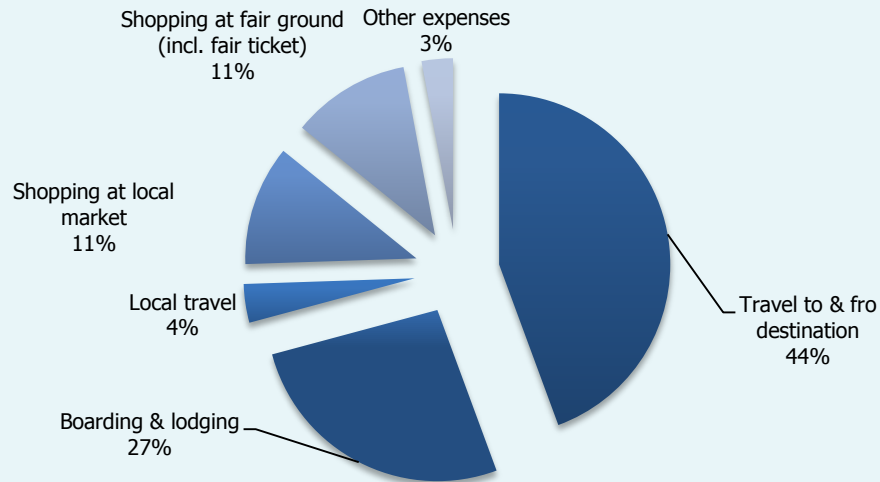
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 45: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Manipur Sangai Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Manipur Polo Ground, Loktak Lake, Manipur Keibel Lamjao National Park, etc.

On an average, a single tourist group / family spent around **INR 16-17,000** for its visit to the destination while Manipur Sangai Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 212: Break-up of expenses by a typical domestic tourist group / family during Manipur Sangai Festival*

During celebration of Manipur Sangai Festival, a typical family is expected to spend around **12%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Meghalaya

The state of Meghalaya<sup>98</sup> is mountainous, with stretches of valley and highland plateaus, with about 70% of the area covered by forests. Meghalaya was previously part of Assam, but on 21 January 1972, the districts of Khasi, Garo and Jaintia hills became the new state of Meghalaya comprising of 11 districts. The capital Shillong is known as the "Scotland of the East".



Figure 213: Meghalaya and its location in India

With average annual rainfall as high as 12,000 mm in some areas, Meghalaya is the wettest place on earth. The western part of the plateau, comprising the Garo Hills region with lower elevations, experiences high temperatures for most of the year.

As per 2011 census, the population of Meghalaya was about 3 million. Tribal people make up the majority of Meghalaya's population. The Khasis are the largest group comprising of 45% of population followed by the Garos with 27.5% population and Jaintias with 2.5% population. Meghalaya is one of three states in India to have a Christian majority, about 75% of the population practices Christianity while 11% population follow Hinduism.

English is the official and widely spoken language of the state. The other principal languages in Meghalaya are Khasi and Garo and Pnar.

Meghalaya's gross state domestic product for 2012 was estimated at ₹16173 crore with about 80% of its population depending entirely on agriculture for their livelihood. Jhum cultivation or cut-and-burn shift farming is still practised by few communities in this region.

<sup>98</sup> Meghalaya means "the abode of clouds" in Sanskrit.

Meghalaya has historically followed a matrilineal system where the lineage and inheritance are traced through women; the youngest daughter inherits all wealth and she also takes care of her parents.

In 2014, close to 725,000 tourists visited Meghalaya of which just over 1.2% tourists were foreign. Tourism has seen a growth (CAGR<sup>99</sup>) of around 4% since 2009. Subsequent chart shows the tourism statistics<sup>100</sup> for the state from 2009 to 2015.

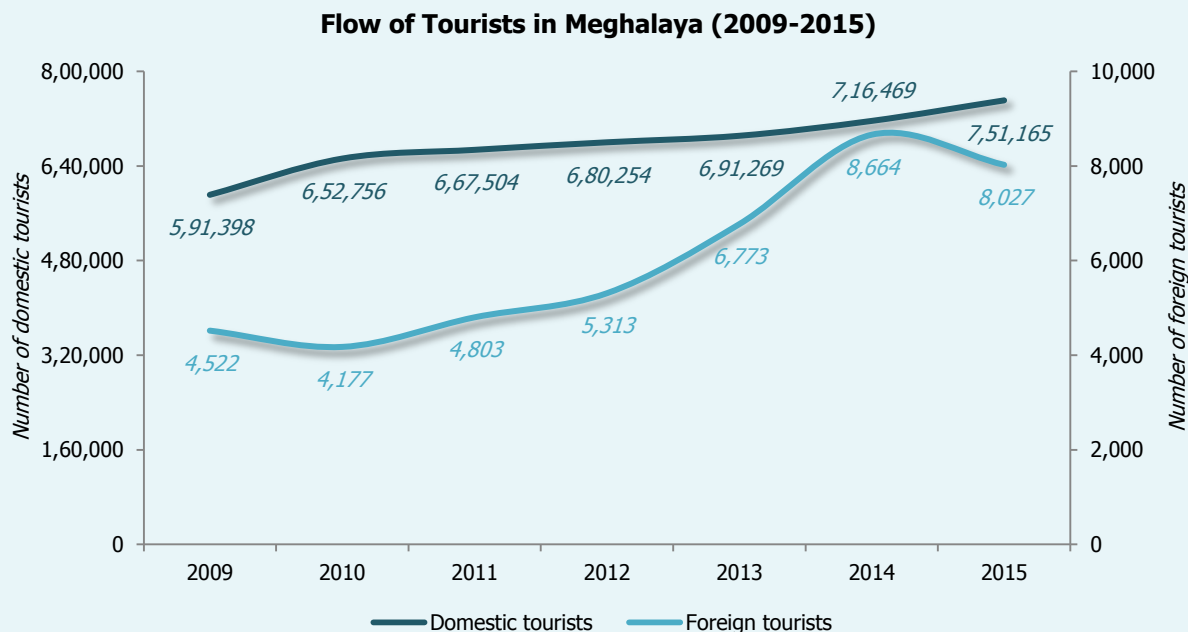


Figure 214: Inflow of tourists, both domestic & foreign, to Meghalaya from 2009 to 2015

Meghalaya has contributed to 0.07% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, following fairs / festivals were covered:

- Cherrapunjee Festival (18 Dec 2016)
- Wangala Dance Festival (10-12 Nov 2016)
- Cherry Blossom Festival (14-17 Nov 2016)
- Nongkrem Dance Festival (7th Dec 2016)

<sup>99</sup> Compounded annual growth rate

<sup>100</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Cherrapunjee Festival**

Cherrapunjee festival is organized in Sohra with an objective of promoting livelihoods, eco and adventure tourism. It also provides an opportunity to highlight the rich indigenous art and culture of the people of the state.



Figure 215: Cherrapunjee Festival<sup>101</sup> in Meghalaya

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Cherrapunjee Festival organized in Meghalaya, around 560 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 270 were Indian tourists whereas there were 10 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Cherrapunjee Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Cherrapunjee Festival is around 1% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

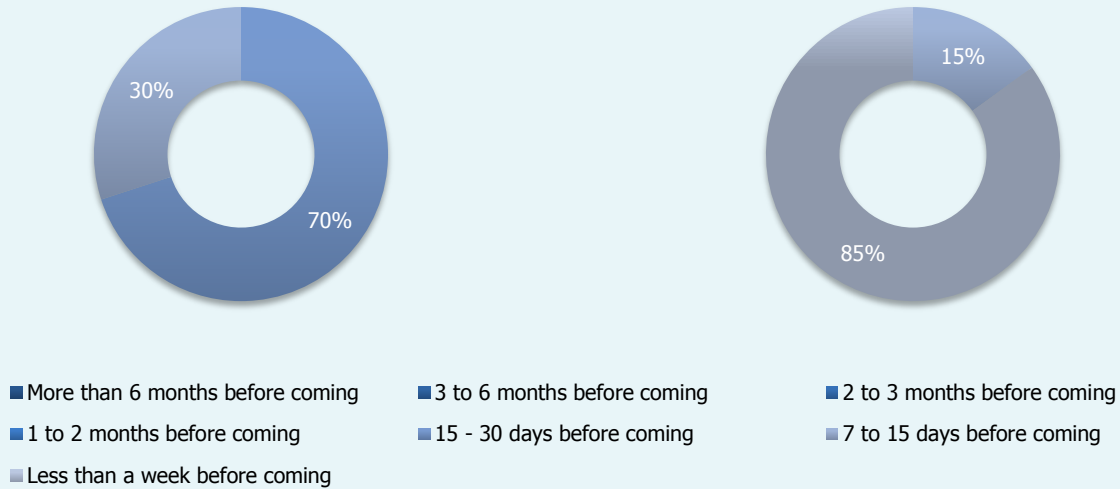
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

<sup>101</sup> Image source: [http://sohra.gov.in/gov\\_offices\\_jointventure\\_programme/cherra\\_festival/cfest1.jpg](http://sohra.gov.in/gov_offices_jointventure_programme/cherra_festival/cfest1.jpg)

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 216: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Cherrapunjee Festival*

While 70%, of respondents started planning their travel to this destination less than one month before actual travel, 85% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



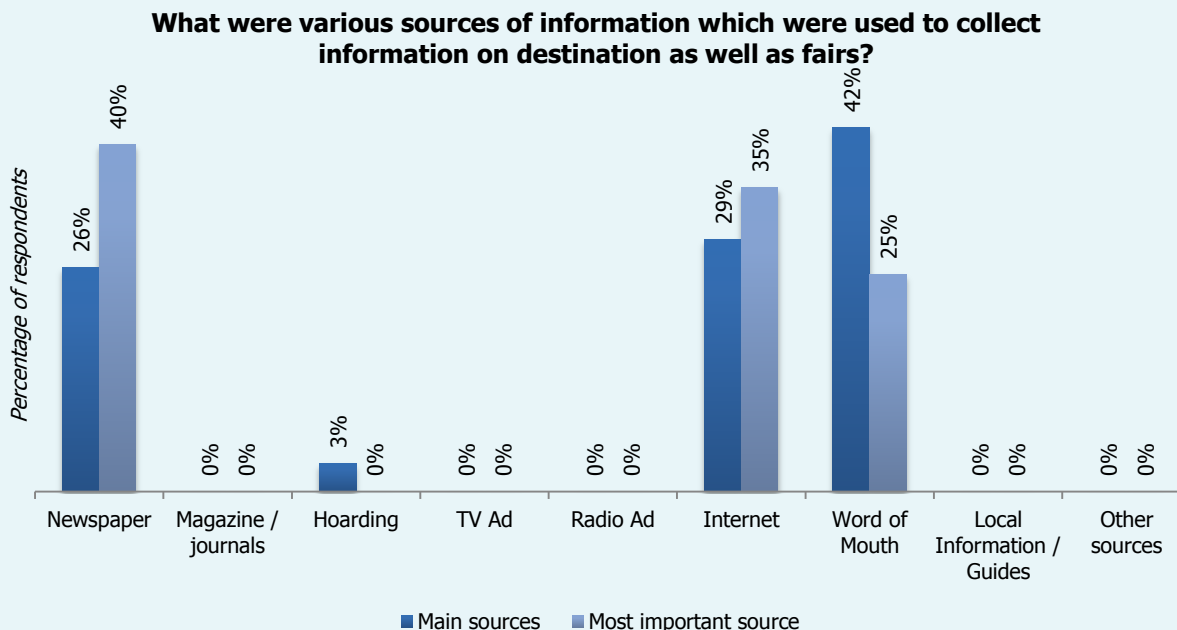


Figure 217: Various sources of information for destination & fair for domestic tourists during Cherrapunjee Festival

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. However, for 40% of respondents, newspaper is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 46: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Cherrapunjee Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Cherrapunjee Falls, Cherrapunjee Cave, Sai Mi Kha, Elephant Fall, Shillong Peak, etc.

On an average, a single tourist group / family spent around **INR 16-17,000** for its visit to the destination while Cherrapunjee Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

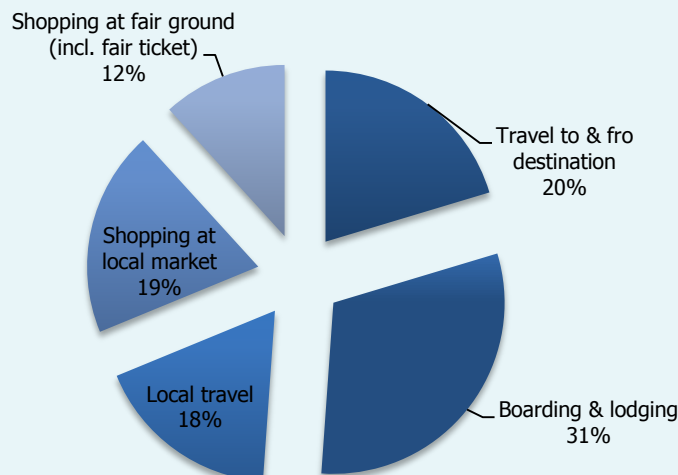


Figure 218: Break-up of expenses by a typical domestic tourist group / family during Cherrapunjee Festival

During celebration of Cherrapunjee Festival, a typical family is expected to spend around **13%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

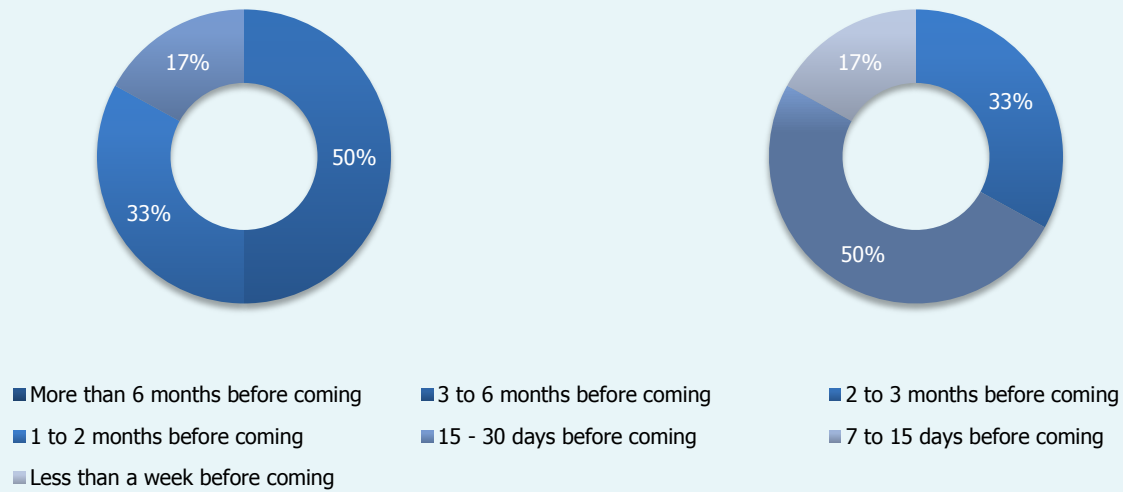


Figure 219: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Cherrapunjee Festival

While 50%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 50% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

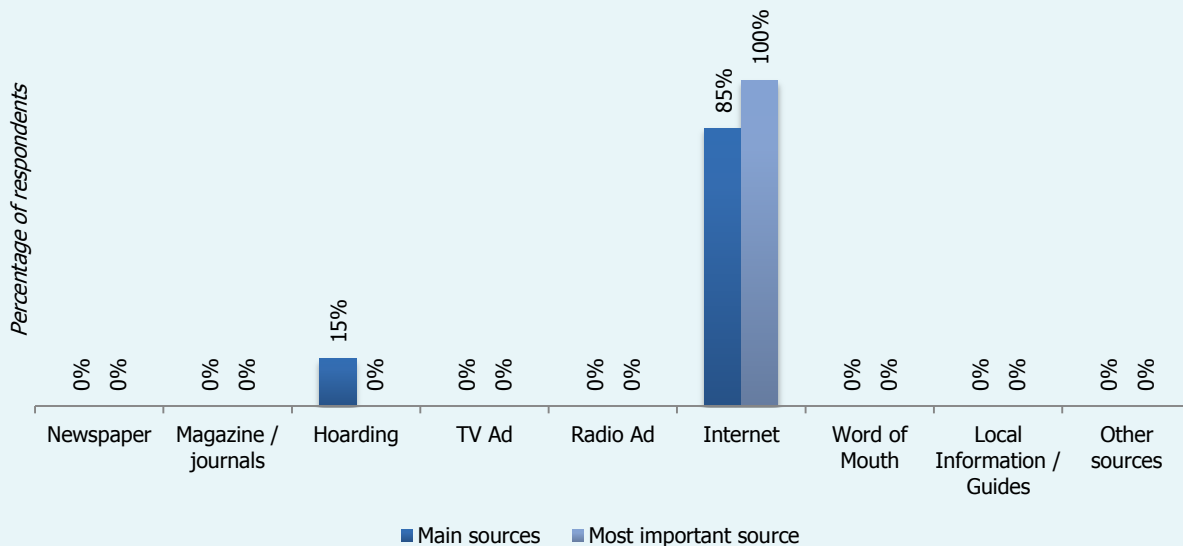


Figure 220: Various sources of information for destination & fair for foreign tourists during Cherrapunjee Festival

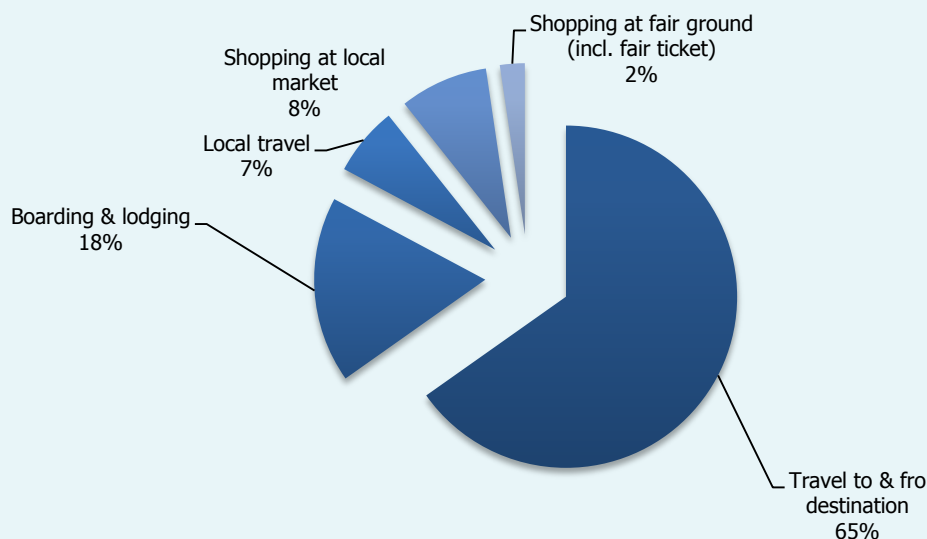
Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 47: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Cherrapunjee Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 – 3 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	1 – 2 days

On an average, a single tourist group / family spent around **INR 60-65,000** for its visit to the destination while Cherrapunjee Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 221: Break-up of expenses by a typical foreign tourist group / family during Cherrapunjee Festival*

During celebration of Cherrapunjee Festival, a typical family is expected to spend around **2%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Wangala Dance Festival**

This is an annual festival celebrated by the Garo tribe, who are mostly dependent on agriculture for their loving of the north-eastern state in order to mark the end of the harvest season. The festival is also known as “100 Drum Festival” and is in the honor of Saljong, the Sun-God of fertility.



*Figure 222: Wangala Dance Festival<sup>102</sup> in Meghalaya*

The festival was first celebrated in 1976 and since then it has been celebrated in second week of November at Asanang village near Tura. The major attraction of the festival is the Hundred Drums Festival along with the usual indigenous sports and popular dance festivals.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Wangala Dance Festival organized in Meghalaya, around at least 260 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 90 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 50 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Wangala Dance Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Wangala Dance Festival is around 58% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

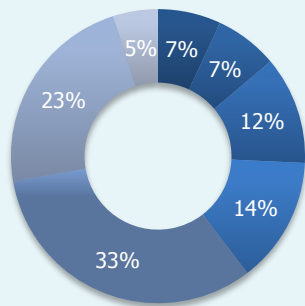
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<sup>102</sup> Image source: <http://www.india.com/travel/articles/wangala-festival-2015-all-you-need-to-know-about-it/>

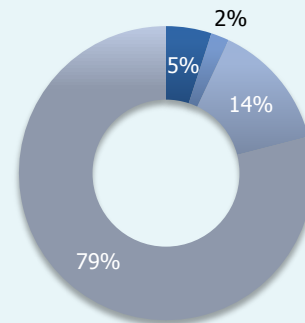
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 223: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Wangala Dance Festival*

While 33%, of respondents started planning their travel to this destination less than one month before actual travel, 79% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

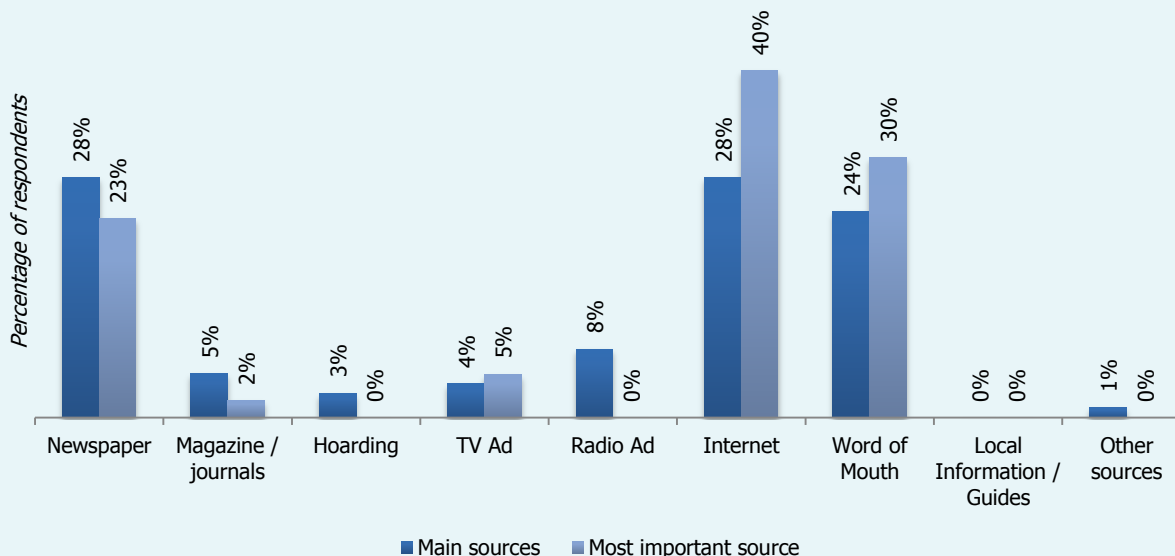


Figure 224: Various sources of information for destination & fair for domestic tourists during Wangala Dance Festival

Newspaper, among others, is one of the important sources of information for the tourists. However, for 40% of respondents, internet is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 48: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Wangala Dance Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	~ 1 day

Other places of interest visited by tourists during their stay at the destination include Balphakram National Park, Tura Water Falls, Nehru Park, Eco Park, etc.

On an average, a single tourist group / family spent around **INR 12-13,000** for its visit to the destination while Wangala Dance Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

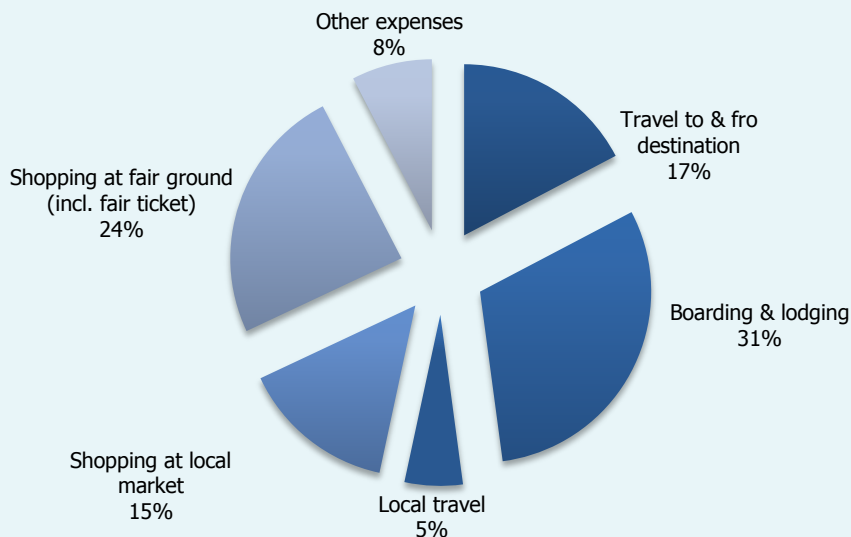


Figure 225: Break-up of expenses by a typical domestic tourist group / family during Wangala Dance Festival

During celebration of Wangala Dance Festival, a typical family is expected to spend around **32%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

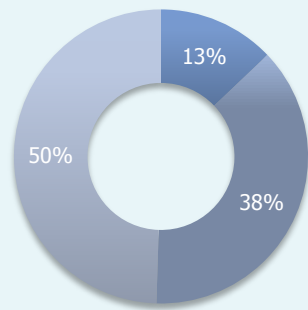
The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

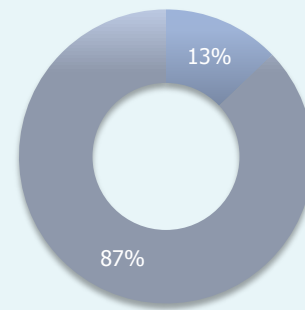
Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.



**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

Figure 226: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Wangala Dance Festival

While 50%, of respondents started planning their travel to this destination less than a week before actual travel, 87% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

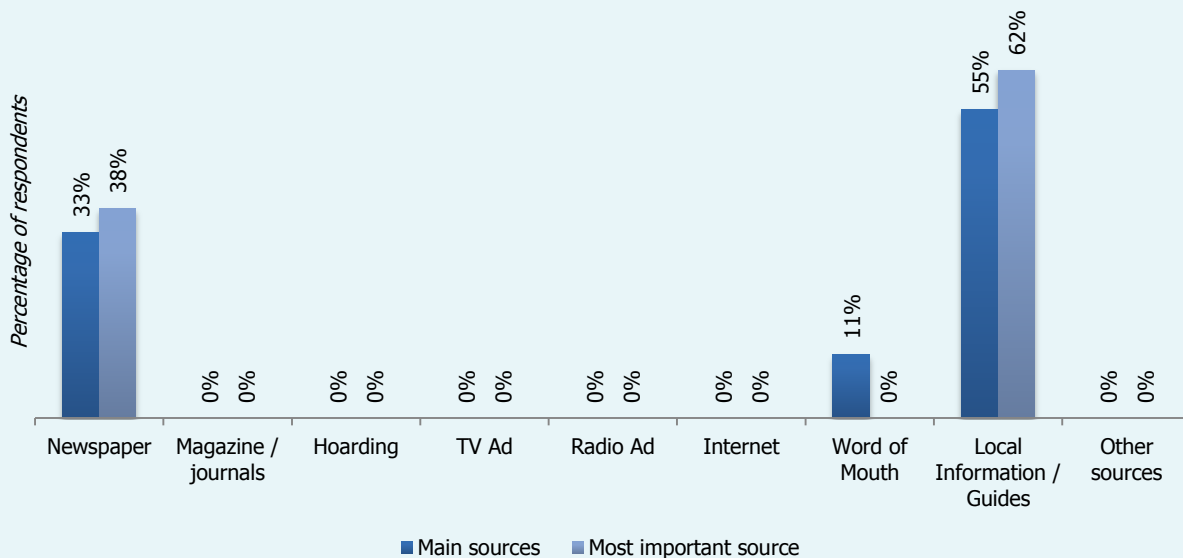


Figure 227: Various sources of information for destination & fair for foreign tourists during Wangala Dance Festival

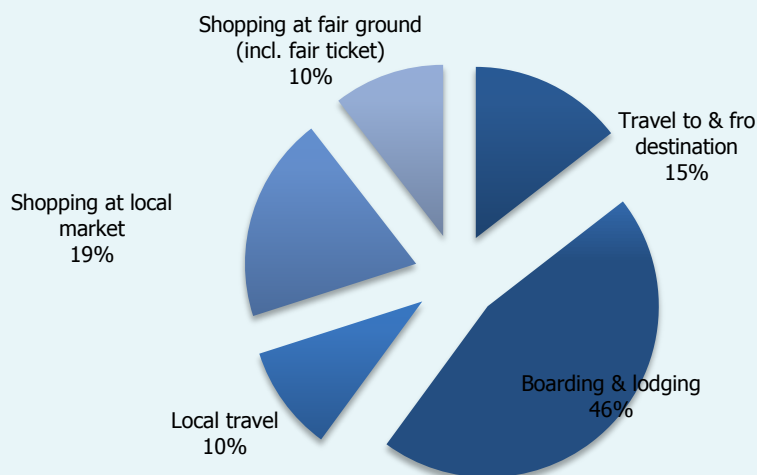
Information by local people or guides, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 63% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 49: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Wangala Dance Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 3 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	~ 1 day

On an average, a single tourist group / family spent around **INR 17-18,000** for its visit to the destination while Wangala Dance Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 228: Break-up of expenses by a typical foreign tourist group / family during Wangala Dance Festival*

During celebration of Wangala Dance Festival, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Cherry Blossom Festival**

India's first Cherry Blossom festival was held in the north-eastern state of Meghalaya during 14th-17th Nov 2016. The festival has been initiated in order to showcase the rich cultural heritage of the beautiful state and also depict the unique beauty of cherry blossoms all across the state.



Figure 229: Cherry Blossom Festival<sup>103</sup> in Meghalaya

The festival is celebrated in different countries such as Australia, Japan, Korea and many more. The various activities include archery, storytelling, fashion show, rock concerts, and traditional folk music and dance performances along with many other events held during the four-day long festival.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Cherry Blossom Festival organized in Meghalaya, around 910 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 390 were Indian tourists whereas there were 20 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 180 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Cherry Blossom Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Cherry Blossom Festival is around 45% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

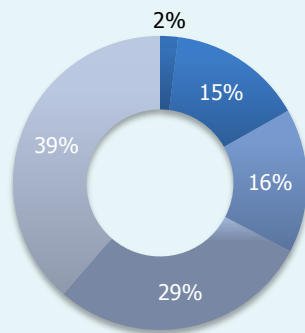
- Understand the planning process and time taken to finalize the booking,

<sup>103</sup> Image source: [http://e-pao.net/epSubPageExtractor.asp?src=news\\_section.Press\\_Release.Press\\_Release\\_2016.India\\_First\\_Cherry\\_Blossom\\_Festival\\_launched\\_at\\_Shillong\\_20161115](http://e-pao.net/epSubPageExtractor.asp?src=news_section.Press_Release.Press_Release_2016.India_First_Cherry_Blossom_Festival_launched_at_Shillong_20161115)

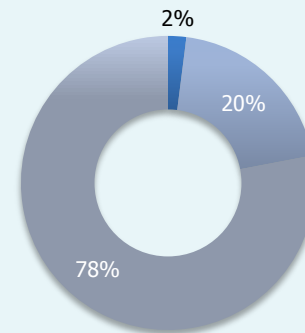
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 230: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Cherry Blossom Festival*

While 39%, of respondents started planning their travel to this destination less than a week before actual travel, 78% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

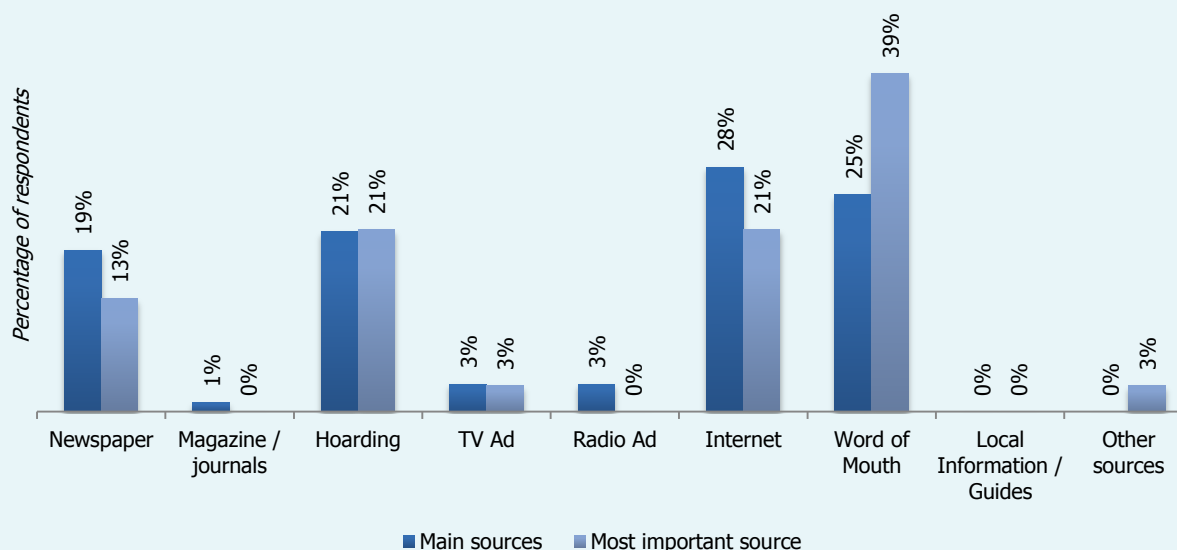


Figure 231: Various sources of information for destination & fair for domestic tourists during Cherry Blossom Festival

Internet, among others, is one of the important sources of information for the tourists. However, for 39% of respondents, word of mouth from friends, family or peers is the most important source of information.

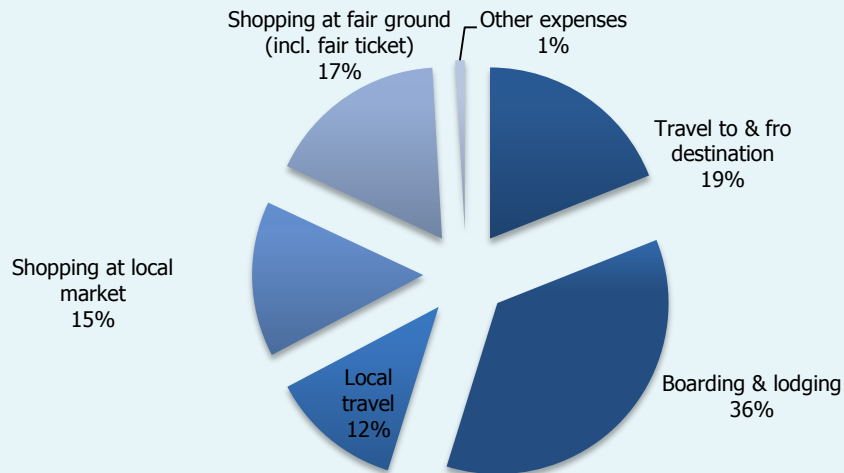
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 50: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Cherry Blossom Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Shillong Peak, Cherrapunjee, Laitumkrah Cathedral, Elephant fall, Don Bosco Museum, etc.

On an average, a single tourist group / family spent around **INR 12,000** for its visit to the destination while Cherry Blossom Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 232: Break-up of expenses by a typical domestic tourist group / family during Cherry Blossom Festival*

During celebration of Cherry Blossom Festival, a typical family is expected to spend around **21%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Nongkrem Dance Festival**

The traditional dance festival celebrated in Meghalaya is one of the major festivals celebrated in the state and is majorly celebrated by the inhabitants of Khasi hills. The festival is characterized by sacrifice of goats and traditional dance performances by boys and girls. The festival is usually celebrated in the month of November.



Figure 233: Nongkrem Dance Festival<sup>104</sup> in Meghalaya

The venue for the festival is Smit, which is about 11 kms from the state-capital of Shillong. The festival is also known as 'Ka Pomblang' and main motive is to seek blessings of Goddess 'Ka Blei Synshar'.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Nongkrem Dance Festival organized in Meghalaya, around 800 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 510 were Indian tourists whereas there were 0 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 390 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Nongkrem Dance Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Nongkrem Dance Festival is around 90% for Indian tourists and around 50% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

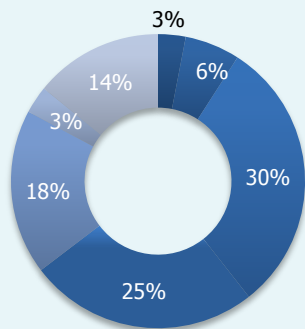
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

<sup>104</sup> Image source: <http://indianexpress.com/article/lifestyle/art-and-culture/traditional-nongkrem-dance-festival-enthral-visitors-in-meghalaya-4420161/>

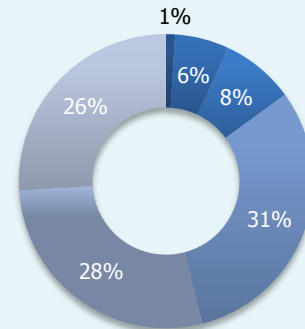
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 234: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Nongkrem Dance Festival*

While 30%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 31% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



### What were various sources of information which were used to collect information on destination as well as fairs?

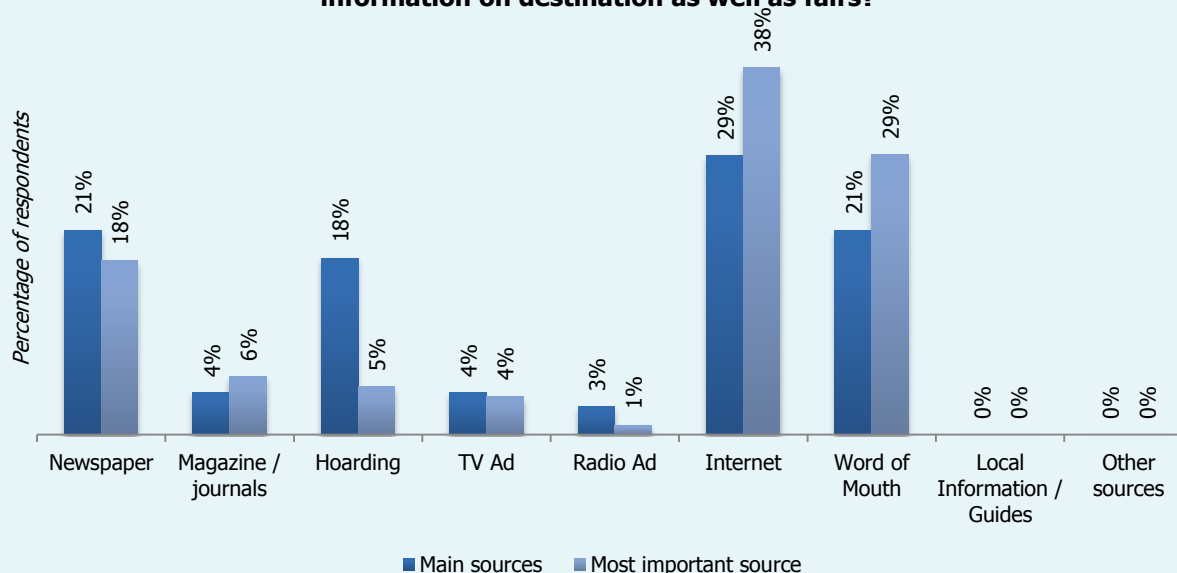


Figure 235: Various sources of information for destination & fair for domestic tourists during Nongkrem Dance Festival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 38% of respondents.

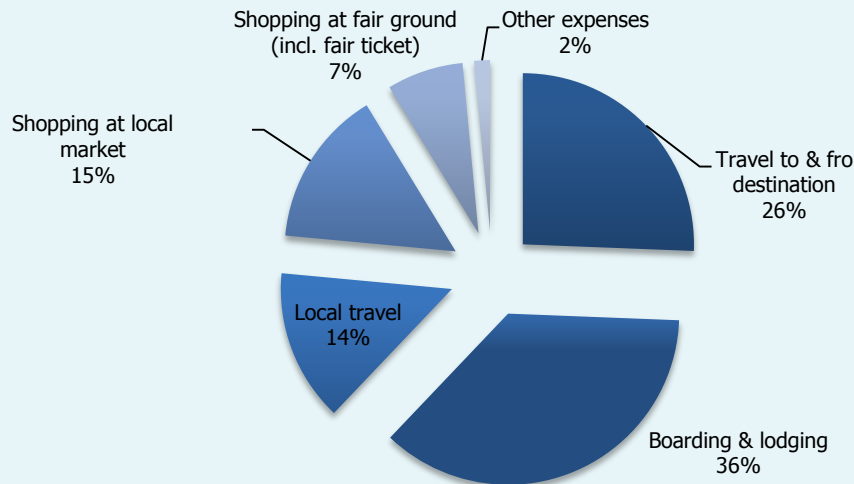
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 51: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Nongkrem Dance Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Nohkalikai Falls, Seven Sister Falls, Wards Lake, Elephant Falls, Shillong Peak, etc.

On an average, a single tourist group / family spent around **INR 13-14,000** for its visit to the destination while Nongkrem Dance Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 236: Break-up of expenses by a typical domestic tourist group / family during Nongkrem Dance Festival*

During celebration of Nongkrem Dance Festival, a typical family is expected to spend around **8%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Mizoram

Mizoram, or the land of hill people<sup>105</sup>, is the 23<sup>rd</sup> state of India and was formed on 20<sup>th</sup> February 1987. It is the fifth smallest state in India with an area of 21,087 square kilometers. As per 2011 census, the population of Mizoram was just over 1 million people. Most of the population is comprised of ethnic tribes which are culturally or linguistically linked. In fact, close to 95% of the people in the state are classified under Scheduled Tribes (ST). Mizo is the official and most used language. However, English is widely used for education and governance. Majority of Mizos are Christians, having converted from Animistic religions in the 20<sup>th</sup> century.



Figure 237: Mizoram and its location in India

Administratively, Mizoram is divided into 8 districts with Aizawl as its capital. Other districts are Lunglei, Champhai, Lawngtlai, Mamit, Kolasib, Serchhip and Saiha. Close to 60% of the state's working population is annually deployed on agriculture.

In 2014, close to 70,000 tourists visited Mizoram of which just over 1% tourists were foreign. Tourism has seen a growth (CAGR<sup>106</sup>) of around 3.8% since 2009. Subsequent chart shows the tourism statistics<sup>107</sup> for the state from 2009 to 2015.

<sup>105</sup> Mi (people) + Zo (belonging to Mizoram / Lushai Hills) + Ram (Land)

<sup>106</sup> Compounded annual growth rate

<sup>107</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

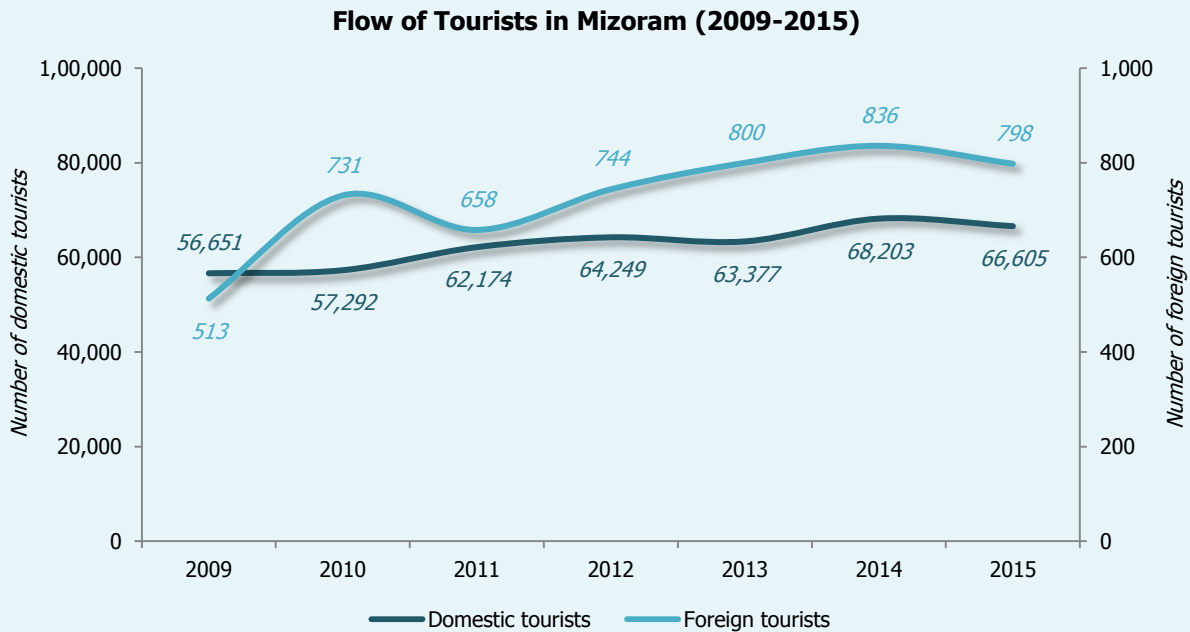


Figure 238: Inflow of tourists, both domestic & foreign, to Mizoram from 2009 to 2015

Mizoram has contributed to 0.01% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, Thalfavang Kut (10-12 Dec 2015) has been covered.

## **Thalfavang Kut**

Thalfavang Kut is one of the most important festivals in Mizoram and is celebrated when the weeding of farmlands, to make them suitable for harvesting activities, is completed. Tribal groups from across the state participate in the cultural events organized during the festival. The event also provides the state's tribal communities to showcase their talents.



*Figure 239: Thalfavang Kut<sup>108</sup>*

In the year 2015-16, the festival was organized from 10<sup>th</sup> to 12<sup>th</sup> December 2015.

### **Visitor Footfall Estimation**

It is estimated that in the 2015 edition of Thalfavang Kut organized in Mizoram, around 570 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 30 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Thalfavang Kut (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Thalfavang Kut is around 7% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

<sup>108</sup> Image source: [https://dipr.mizoram.gov.in/uploads/posts/30Nov2012/hmuifang4\\_1354272686.jpg](https://dipr.mizoram.gov.in/uploads/posts/30Nov2012/hmuifang4_1354272686.jpg)

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

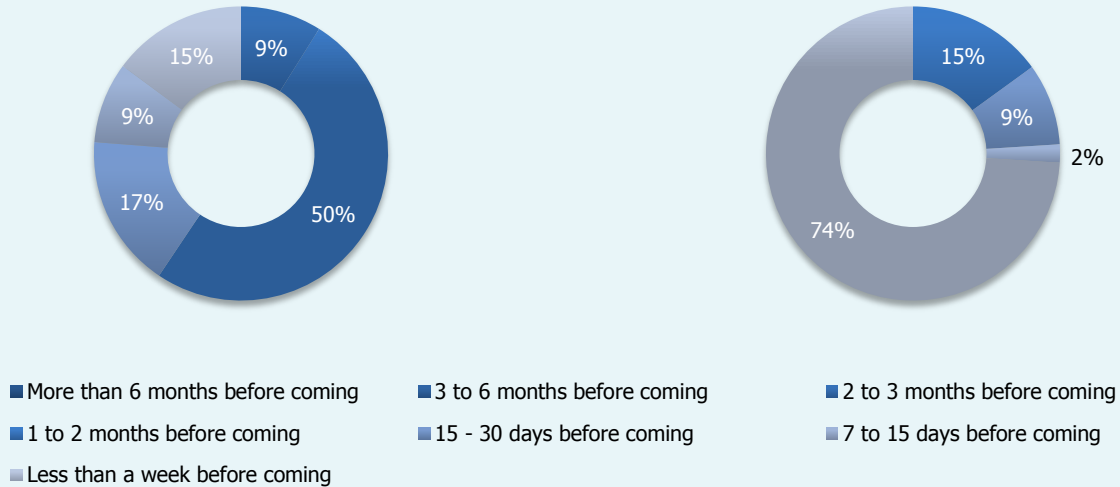


Figure 240: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Thalfavang Kut

While 50%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 74% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

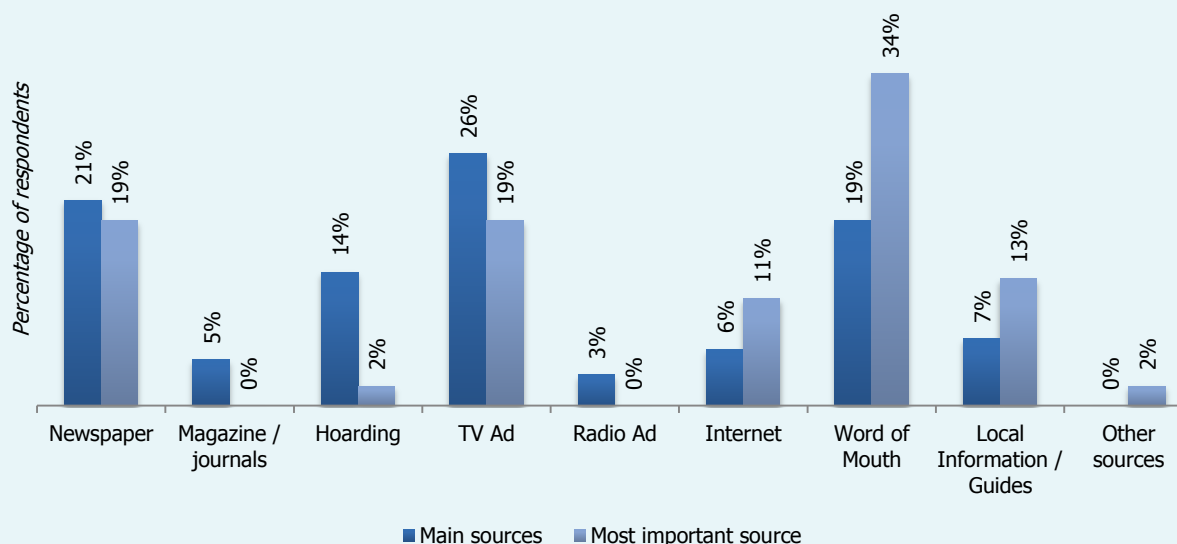


Figure 241: Various sources of information for destination & fair for domestic tourists during Thalfavang Kut

Television advertisement, among others, is one of the important sources of information for the tourists. However, for 34% of respondents, word of mouth from friends, family or peers is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 52: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Thalfavang Kut

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 3 days
Number of days for visiting fair/festival	1 day
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Durtlang, Zarkawt, Millenium Centre, Bara Bazar, Khatla Shiva Mandir, etc.

On an average, a single tourist group / family spent around **INR 12-13,000** for its visit to the destination while Thalfavang Kut was being organized. Subsequent chart provides average break-up of this expense into various heads.

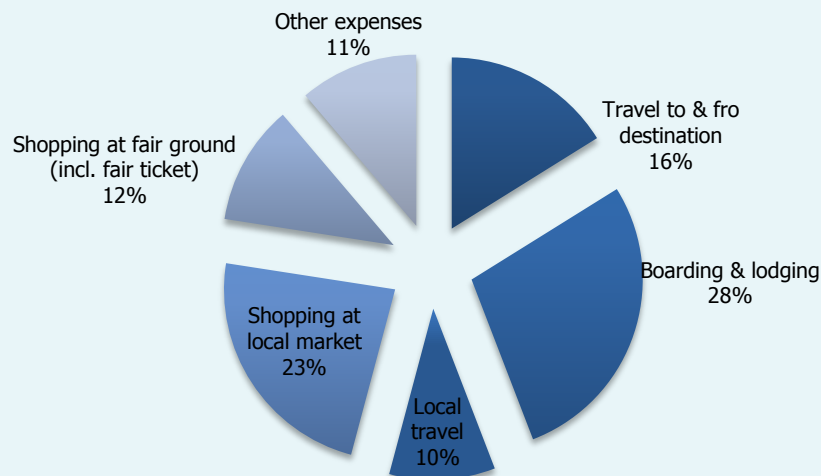


Figure 242: Break-up of expenses by a typical domestic tourist group / family during Thalfavang Kut

During celebration of Thalfavang Kut, a typical family is expected to spend around **14%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.



**When did travel planning begin?**

**When was actual booking done?**



Figure 243: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Thalfavang Kut

While 100%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 100% of respondents booked their travel tickets, stay etc. 1 to 2 months before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

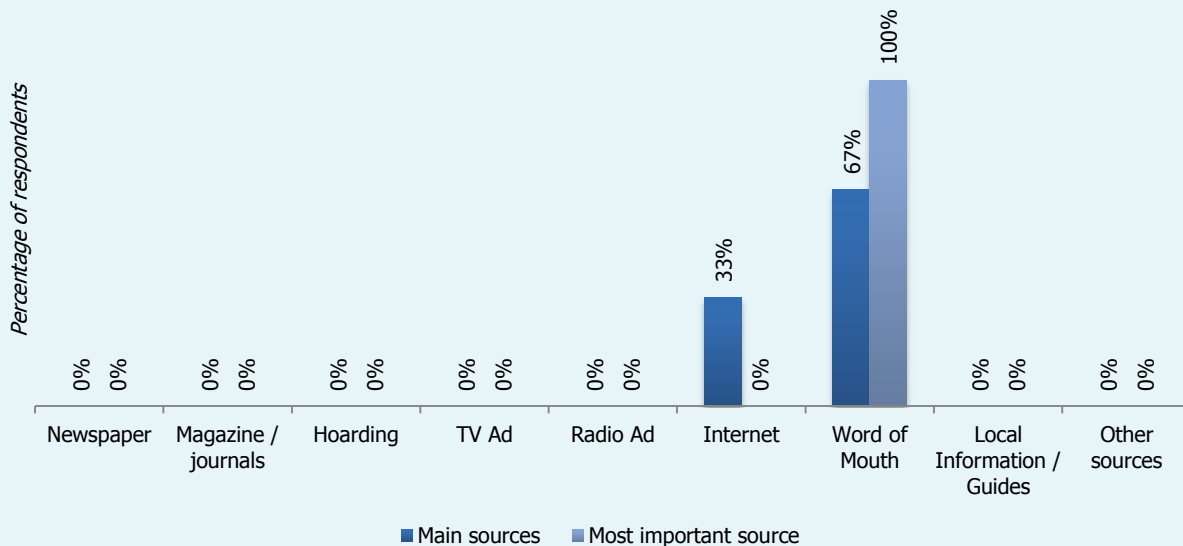


Figure 244: Various sources of information for destination & fair for foreign tourists during Thalfavang Kut

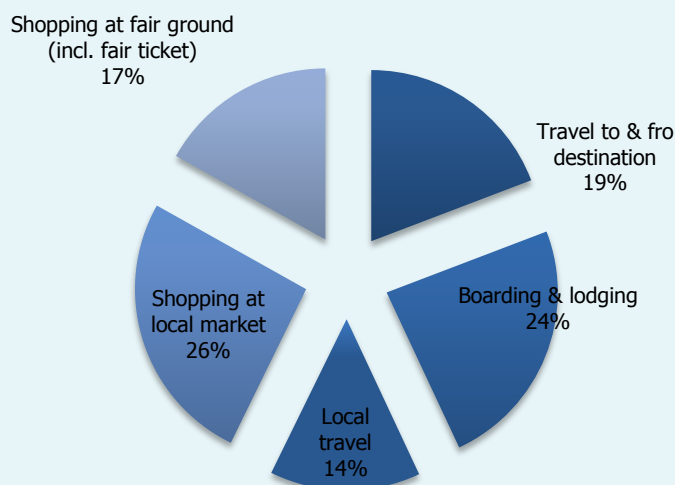
Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 53: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Thalfavang Kut*

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 3 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	~ 2 days

On an average, a single tourist group / family spent around **INR 15-16,000** for its visit to the destination while Thalfavang Kut was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 245: Break-up of expenses by a typical foreign tourist group / family during Thalfavang Kut*

During celebration of Thalfavang Kut, a typical family is expected to spend around **20%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## Nagaland

Nagaland is situated on the easternmost region of India. One of the seven sister states of India, Nagaland is covered mostly by high-altitude mountains. Nagaland emerged as State, out of the Naga Hills district of Assam and NEFA province, in 1963. It has an area of 16,579 square kilometres, making it one of the smallest states of India.



Figure 246: Nagaland and its location in India

It is famous internationally due to World War II, because it was here that the Japanese advance was halted by British and Indian troops. Some key tourism destinations in state are World War II Cemetery, State Museum and Kohima Village.

The state's population is 1.978 million as per the census of 2011. It is inhabited by 16 major tribes with each tribe unique in their customs, language and dress. However two things are common to all tribes; language and religion. English is in predominant use which is also the official language of the state. Nagaland is one of three states in India where the population is mostly Christian out of which 88% are Christians.

The Gross State Domestic Product (GSDP) of Nagaland was about ₹12065 crore in 2011-12. Nagaland's GSDP grew at CAGR of 9.9% for a decade which is one of the fastest in the region. Nagaland has a high literacy rate of 80.1 per cent. Majority of the population in the state speaks English.

Nagaland is known in India as the land of festivals. The diversity of people and tribes, each with their own culture and heritage, creates a year-long atmosphere of celebrations.

In 2014, over 62,000 tourists visited Nagaland of which around 6.3% tourists were foreign. Tourism has seen a growth (CAGR<sup>109</sup>) of more than 22% since 2009. Subsequent chart shows the tourism statistics<sup>110</sup> for the state from 2009 to 2015.

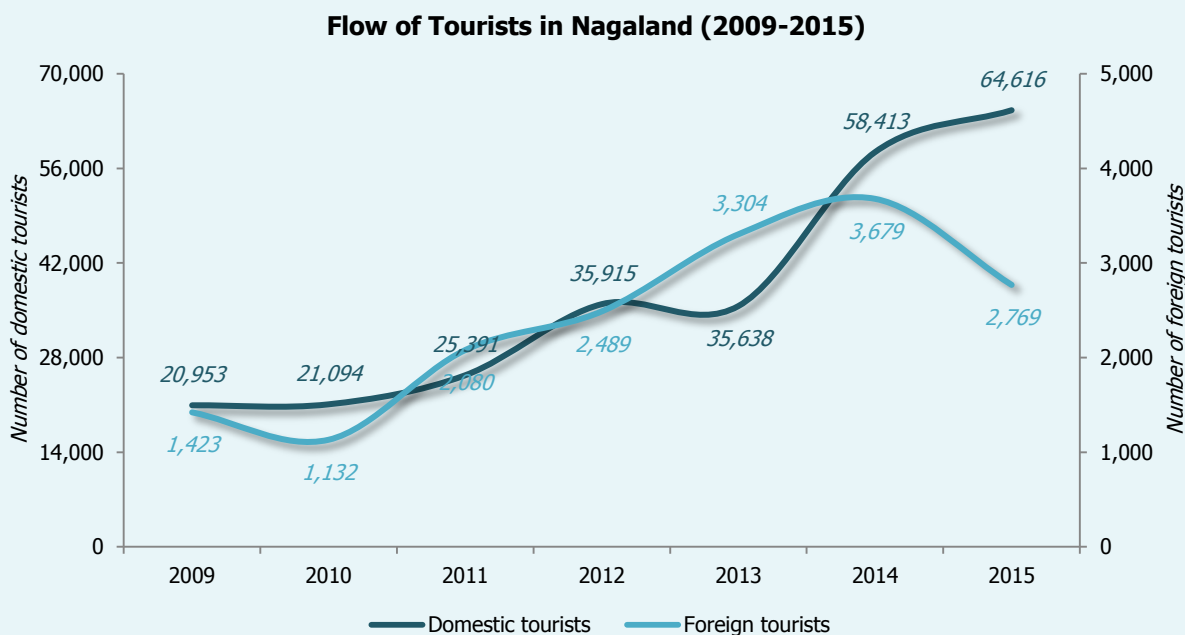


Figure 247: Inflow of tourists, both domestic & foreign, to Nagaland from 2009 to 2015

Nagaland’s contribution to total tourists (domestic + foreign) in India over 2009 to 2015 has been very low due to its small size.

For the purpose of report, Hornbill Festival (1-10 Dec 2016) has been covered.

<sup>109</sup> Compounded annual growth rate

<sup>110</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Hornbill Festival**

The Hornbill festival is celebrated every year in the first week of December, in Nagaland. The festival is named after the Indian hornbill, the large and colourful forest bird. Hornbill Festival is held at Naga Heritage Village, Kisama which is about 12 km from Kohima. All the tribes of Nagaland take part in this festival. The Hornbill Festival provides a colourful mixture of dances, performances, crafts, parades, games, sports, food fairs and religious ceremonies. The aim of the festival is to revive and protect the rich culture of Nagaland and display its extravaganza and traditions.



Figure 248: Hornbill Festival<sup>111</sup> in Nagaland

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Hornbill Festival organized in Nagaland, around at least 690 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 590 were Indian tourists whereas there were 90 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 470 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 90 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Hornbill Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Hornbill Festival is around 86% for Indian tourists and around 106% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

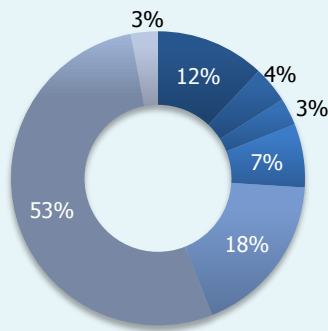
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>111</sup> Image source: <https://blog.goibibo.com/2014/12/hornbill-festival/>

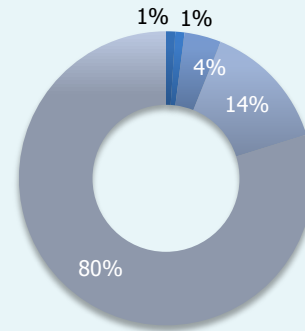
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 249: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Hornbill Festival*

While 53%, of respondents started planning their travel to this destination less than 15 days before actual travel, 80% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

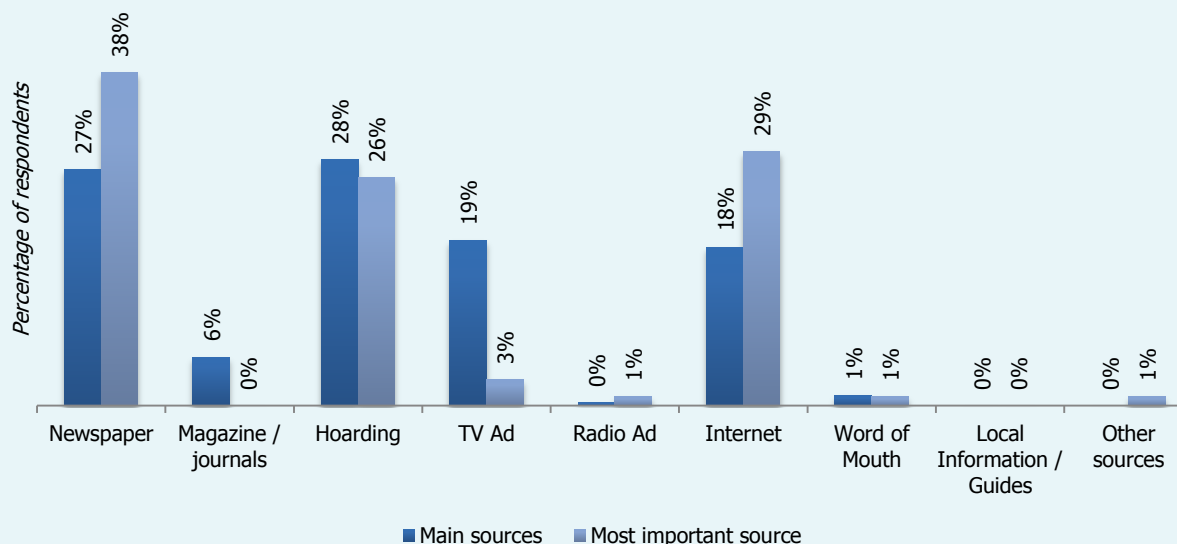


Figure 250: Various sources of information for destination & fair for domestic tourists during Hornbill Festival

Hoarding, among others, is one of the important sources of information for the tourists. However, for 38% of respondents, newspaper is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 54: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Hornbill Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include World War 2 Cemetery, Kohima Village, Cathedral, Science College, etc.

On an average, a single tourist group / family spent around **INR 21-22,000** for its visit to the destination while Hornbill Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

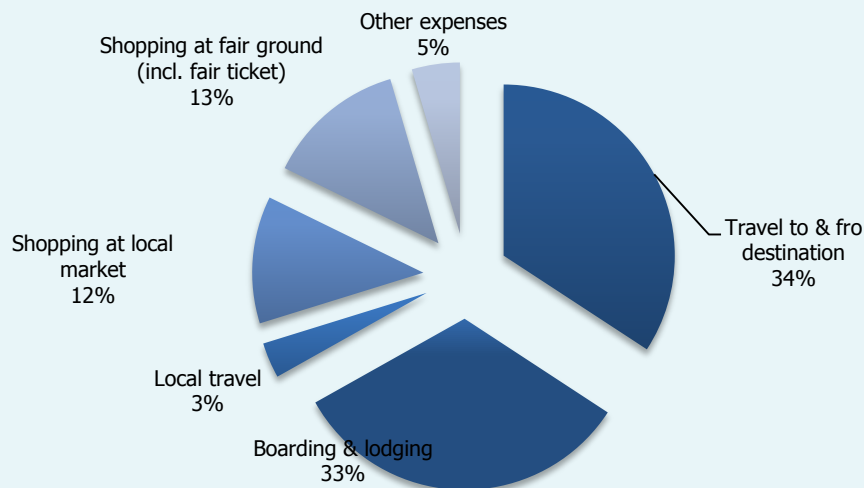


Figure 251: Break-up of expenses by a typical domestic tourist group / family during Hornbill Festival

During celebration of Hornbill Festival, a typical family is expected to spend around **15%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.



**When did travel planning begin?**

**When was actual booking done?**

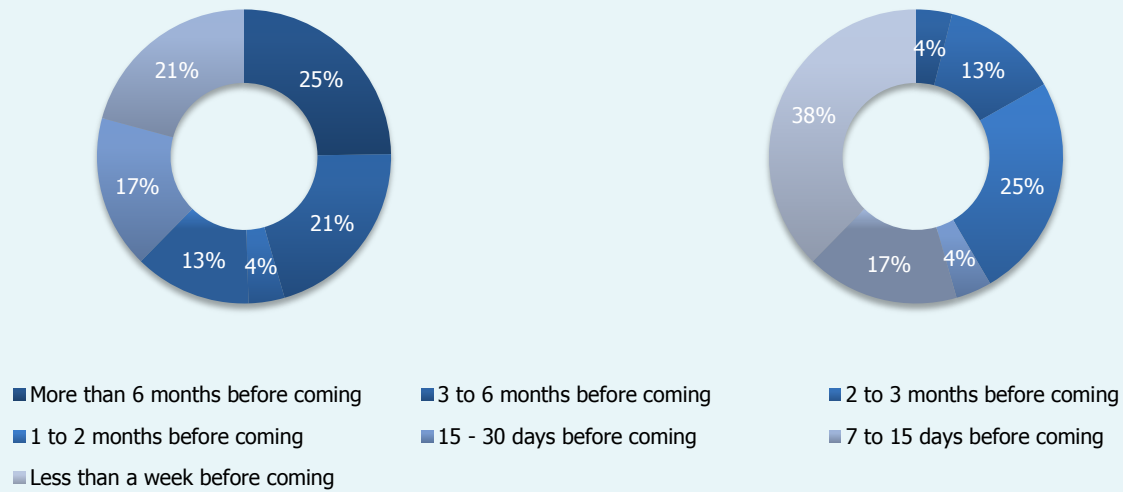


Figure 252: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Hornbill Festival

While 25%, of respondents started planning their travel to this destination more than 6 months before actual travel, 38% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

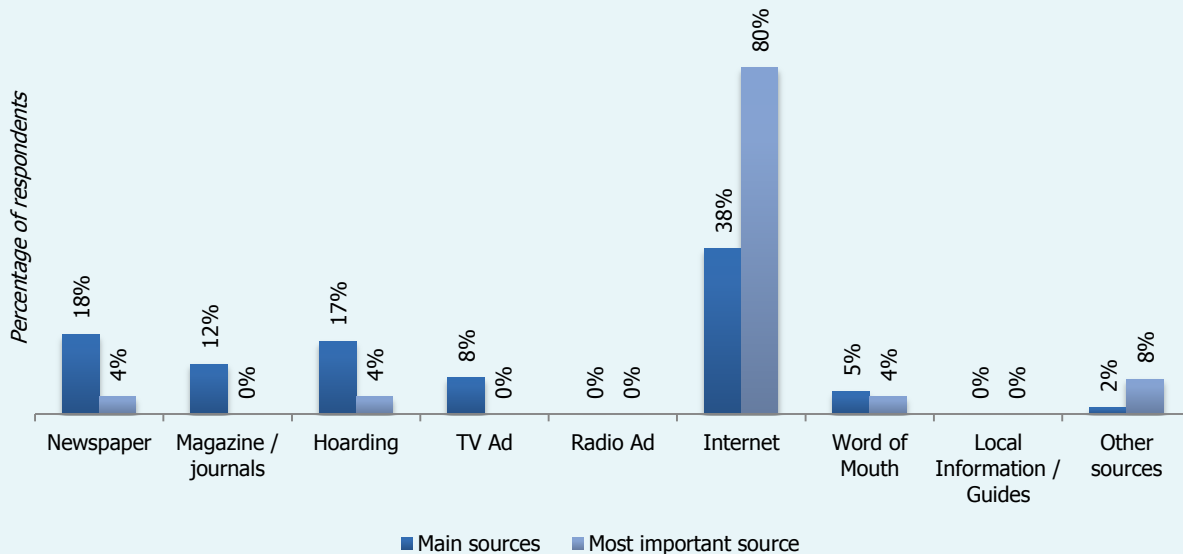


Figure 253: Various sources of information for destination & fair for foreign tourists during Hornbill Festival

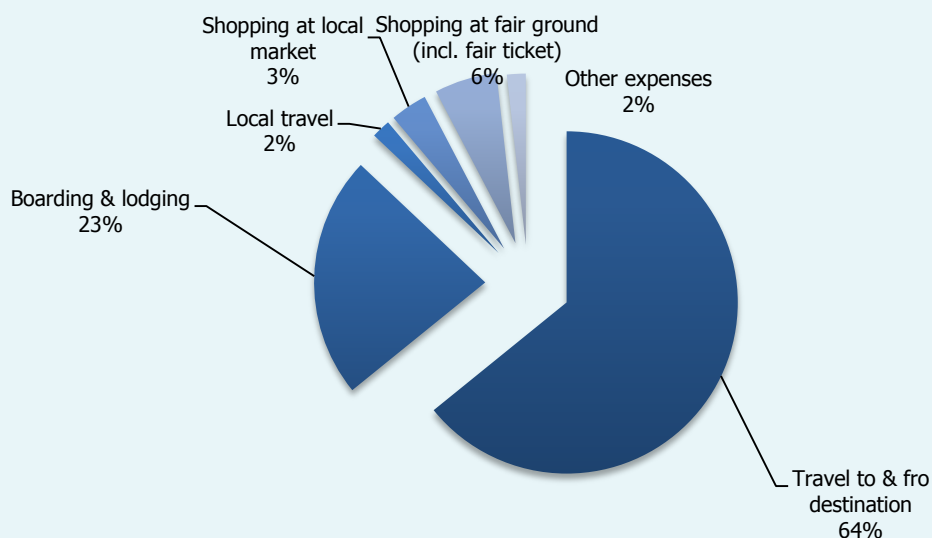
Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 79% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 55: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Hornbill Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	4 – 5 days
Number of days for visiting fair/festival	2 – 3 days
Number of days spent to visit other attractions	~ 2 days

On an average, a single tourist group / family spent around **INR 1.2 – 1.3 Lacs** for its visit to the destination while Hornbill Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 254: Break-up of expenses by a typical foreign tourist group / family during Hornbill Festival*

During celebration of Hornbill Festival, a typical family is expected to spend around **6%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## Odisha

Odisha is situated on the coast along the Bay of Bengal. The state has an area of 155,707 square kilometres and a coastline of 450 km. It is the 9th largest state by area, and the 11th largest by population. The ancient kingdom of Kalinga, which was invaded by the Mauryan emperor Ashoka in 261 BCE resulting in the Kalinga War, coincides with the borders of modern-day Odisha.



Figure 255: Odisha and its location in India

According to the 2011 census of India, the total population of Odisha is 41,947,358. The dominant ethnic group is the Odia people, and Odia is the official language; it is spoken as a native language by 81.8% of the population. Odia belongs to the Indo-Aryan branch of the Indo-European language family, and is closely related to Bengali and Assamese.

Scheduled Castes and Scheduled Tribes form 16.53% and 22.13% of the state population, constituting 38.66% of the State population. The majority, over 94% of people in the state of Odisha are Hindu and there is also a rich cultural heritage in the state.

Odisha is mainly known for its rich culture and the enormous number of ancient temples. The temples of Odisha conform to the Indo Aryan Nagara style of architecture, with distinctive features specific to this region. The best known of these are the Lingaraja Temple at Bhubaneswar, Jagannath Temple, Puri and the Konark Sun Temple.

In 2014, more than 10 million tourists visited Odisha of which more than 0.65% tourists were foreign. Tourism has seen a growth (CAGR<sup>112</sup>) of around 9.4% since 2009. Subsequent chart shows the tourism statistics<sup>113</sup> for the state from 2009 to 2015.

<sup>112</sup> Compounded annual growth rate

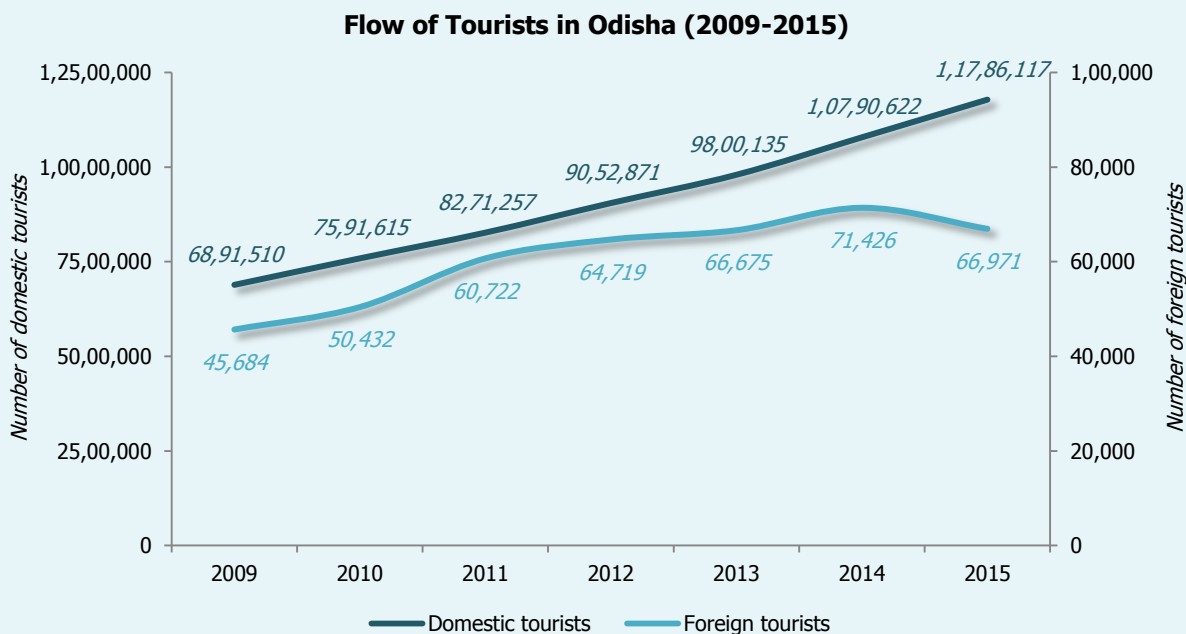


Figure 256: Inflow of tourists, both domestic & foreign, to Odisha from 2009 to 2015

Odisha has contributed to close to 1% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the report, following fairs /festivals have been covered:

- Konark Festival (1-5 Dec 2016)
- Dhauli-Kalinga Mahotsav (6-8 Feb 2016)
- Toshali National Crafts Mela (15-27 Dec 2016)

<sup>113</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Dhuli-Kalinga Mahotsav**

The famous Dhuli Kalinga Mahotsav is a well-known function jointly organized by Department of Tourism, Government of Odisha and Odisha Dance Academy. It is a 3-day Festival of classical and martial dance which happens in winter every year on the foothills of Dhuli near Bhubaneswar. The Festival is a confluence of artistes of diverse art forms of dance traditions of India and abroad. The penultimate objective of Dhuli Kalinga Mahotsav is to preserve, promote and popularize the heritage of Odisha at the national and international level.



Figure 257: Dhuli Kalinga Mahotsav<sup>114</sup> in Odisha

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Dhuli-Kalinga Mahotsav organized in Odisha, around 7970 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1810 were Indian tourists whereas there were 120 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 130 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 70 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Dhuli-Kalinga Mahotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Dhuli-Kalinga Mahotsav is around 7% for Indian tourists and around 60% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

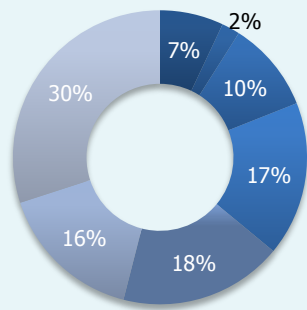
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>114</sup> Image source: <http://www.eneewsinsight.com/odisha-insight/dhuli-kalinga-mahotsav-enters-4th-day/>

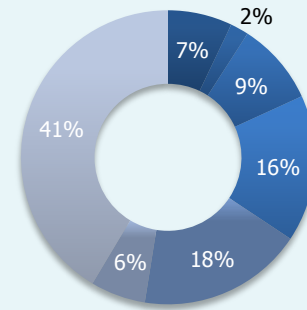
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 258: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Dhauli-Kalinga Mahotsav*

While 30%, of respondents started planning their travel to this destination less than a week before actual travel, 41% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

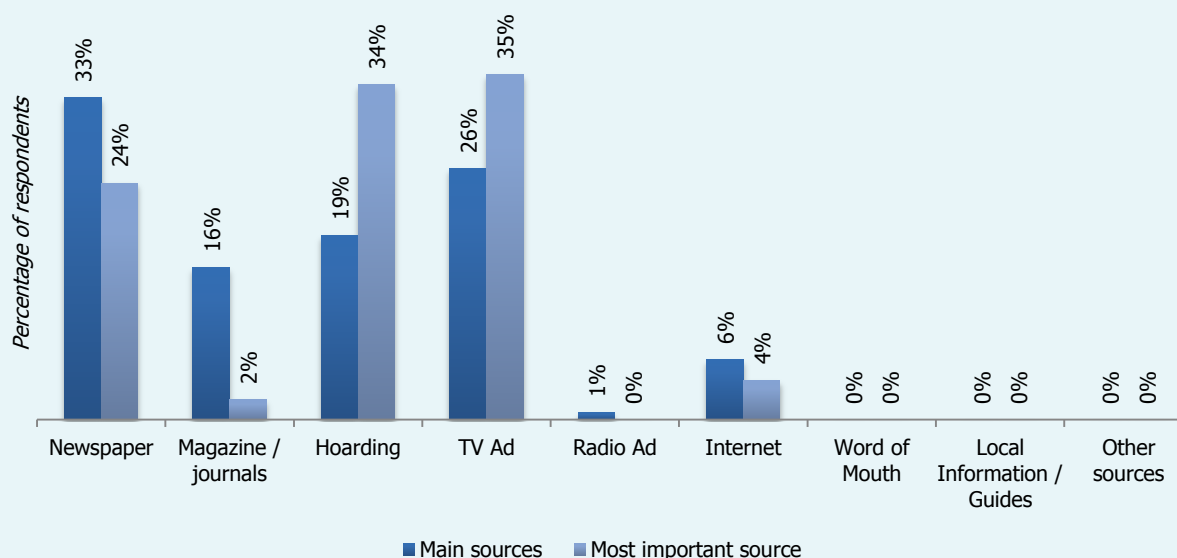


Figure 259: Various sources of information for destination & fair for domestic tourists during Dhauli-Kalinga Mahotsav

Newspaper, among others, is one of the important sources of information for the tourists. However, for 35% of respondents, television advertisement is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 56: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Dhauli-Kalinga Mahotsav

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Lingaraj Temple, Dhauli, Konark, Puri, Khandagiri, etc.

On an average, a single tourist group / family spent around **INR 20-21,000** for its visit to the destination while Dhauli-Kalinga Mahotsav was being organized. Subsequent chart provides average break-up of this expense into various heads.

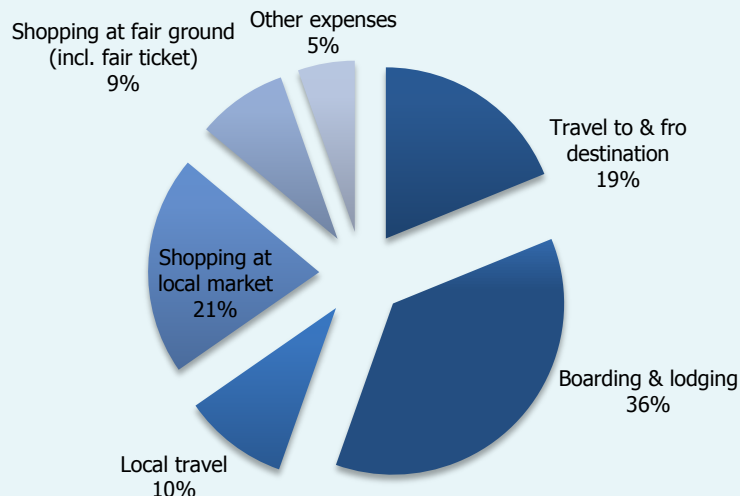


Figure 260: Break-up of expenses by a typical domestic tourist group / family during Dhauli-Kalinga Mahotsav

During celebration of Dhauli-Kalinga Mahotsav, a typical family is expected to spend around **10%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.



**When did travel planning begin?**

**When was actual booking done?**

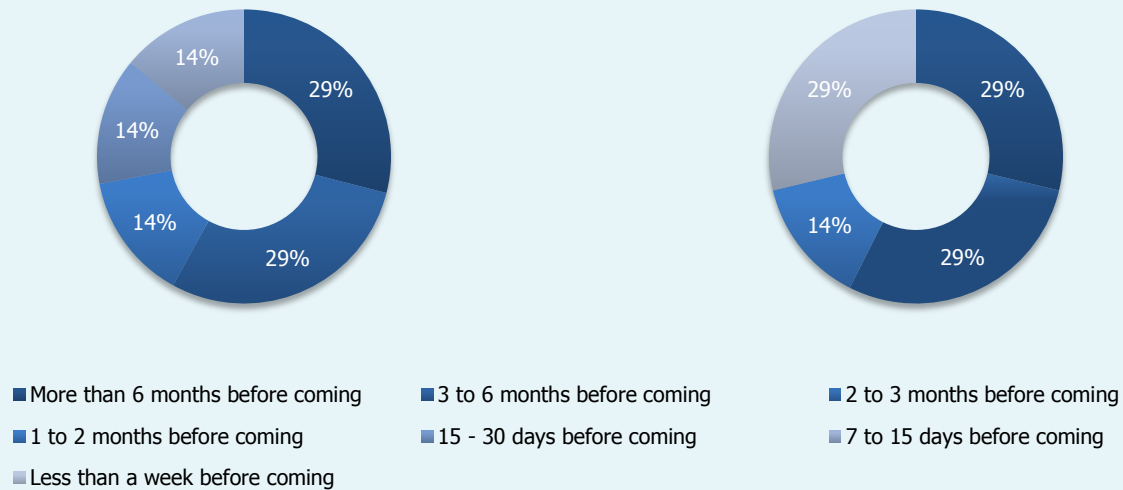


Figure 261: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Dhauli-Kalinga Mahotsav

While 29%, of respondents started planning their travel to this destination more than 6 months before actual travel, 29% of respondents booked their travel tickets, stay etc. more than 6 months before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

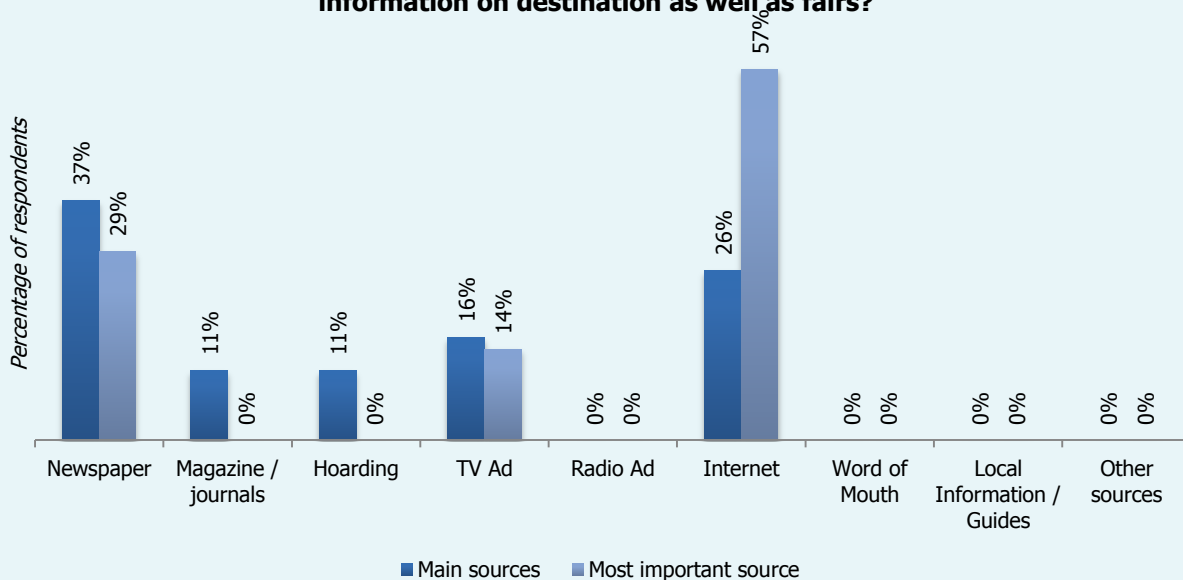


Figure 262: Various sources of information for destination & fair for foreign tourists during Dhauli-Kalinga Mahotsav

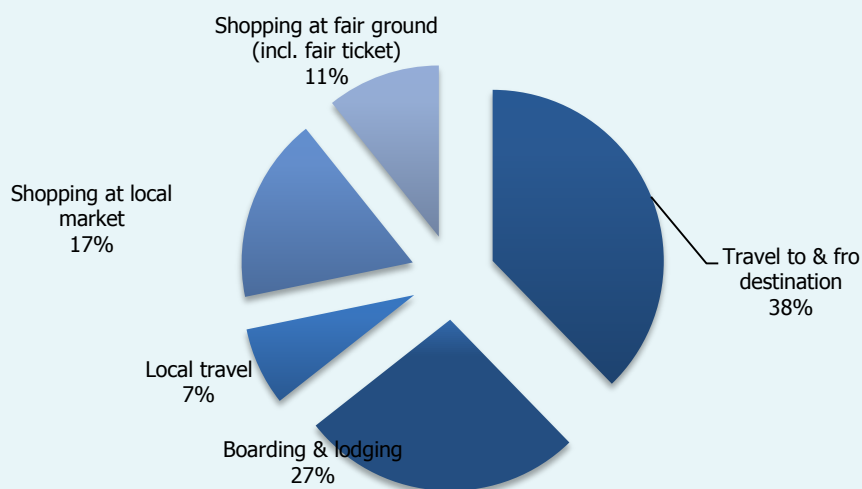
Newspaper, among others, is one of the important sources of information for the tourists. However, for 57% of respondents, internet is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 57: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Dhauli-Kalinga Mahotsav*

Utilization of time at the destination	Average duration
Total stay duration at the destination	5 – 6 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	1 – 2 days

On an average, a single tourist group / family spent around **INR 70-75,000** for its visit to the destination while Dhauli-Kalinga Mahotsav was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 263: Break-up of expenses by a typical foreign tourist group / family during Dhauli-Kalinga Mahotsav*

During celebration of Dhauli-Kalinga Mahotsav, a typical family is expected to spend around **12%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Konark Dance Festival**

Konark Dance Festival is a dance festival held every year in December in backdrop of the Sun temple in Konark, Odisha in India. . It started in the year 1986 at Konark Natya Mandap by its Founder-Director Padmashree Guru Gangadhar Pradhan. The event is held in an Open Air Auditorium with the temple as the backdrop, showcase a magical parade of India's classical and traditional dance forms. The sole aim behind this festival is to bring in many artistes into its cultural family and to create international cultural amity and brotherhood.



Figure 264: Konark Dance Festival<sup>115</sup> in Odisha

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Konark Festival organized in Odisha, around 2690 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 2430 were Indian tourists whereas there were 50 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1210 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 40 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Konark Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Konark Festival is around 50% for Indian tourists and around 76% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

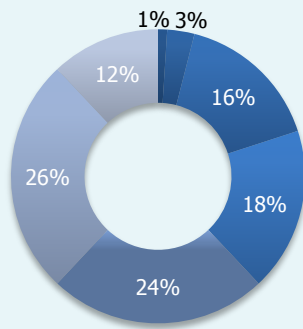
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<sup>115</sup> Image source: <http://www.theholidayindia.com/blog/wp-content/uploads/2015/11/Edit-6.jpg>

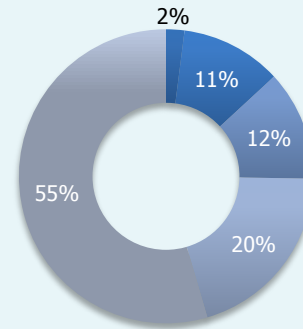
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 265: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Konark Dance Festival*

While 26%, of respondents started planning their travel to this destination less than 15 days before actual travel, 55% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

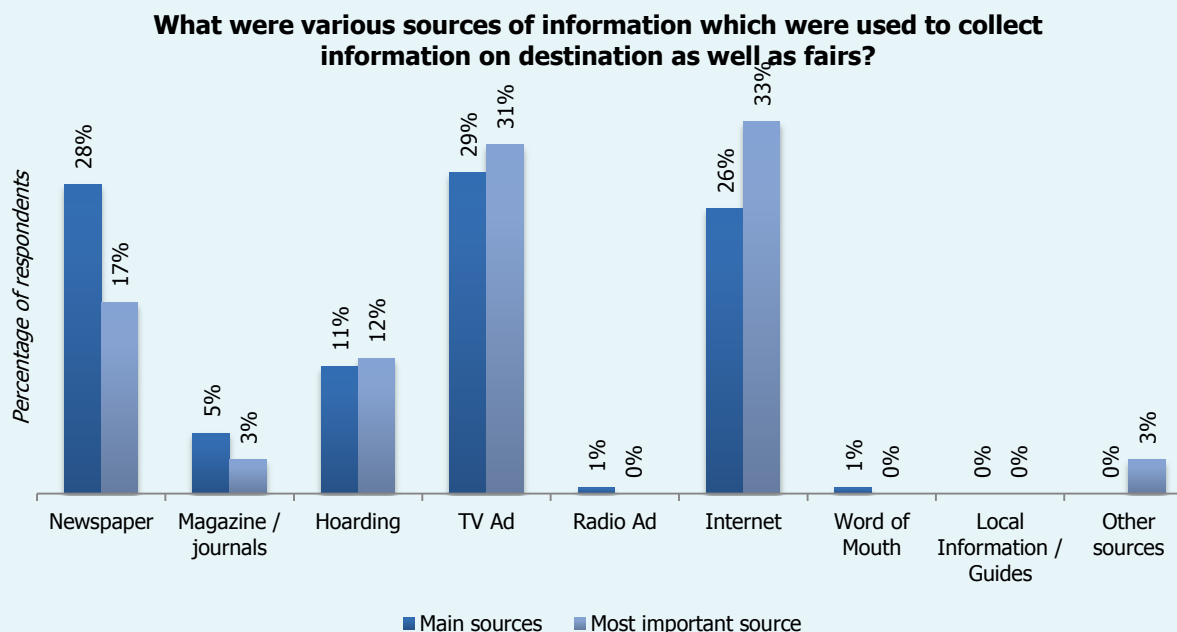


Figure 266: Various sources of information for destination & fair for domestic tourists during Konark Dance Festival

Television advertisement, among others, is one of the important sources of information for the tourists. However, for 33% of respondents, internet is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 58: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Konark Dance Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Puri, Chandrabhaga, Bhubhaneshwar, Dhauli, Ram Chandi, etc.

On an average, a single tourist group / family spent around **INR 11-12,000** for its visit to the destination while Konark Dance Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

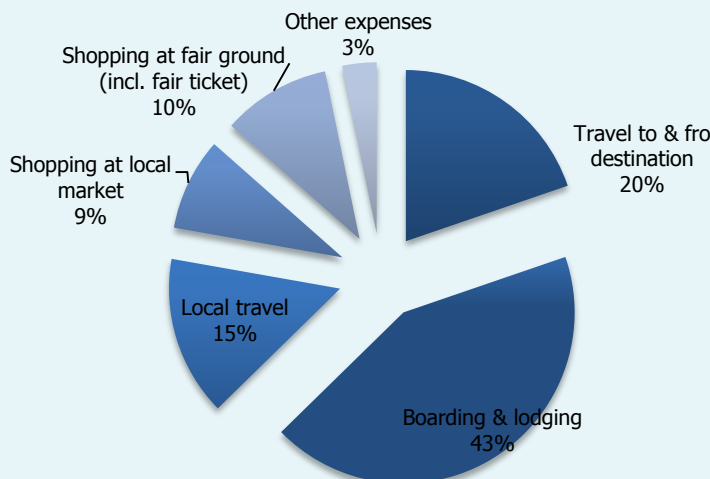


Figure 267: Break-up of expenses by a typical domestic tourist group / family during Konark Dance Festival

During celebration of Konark Dance Festival, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

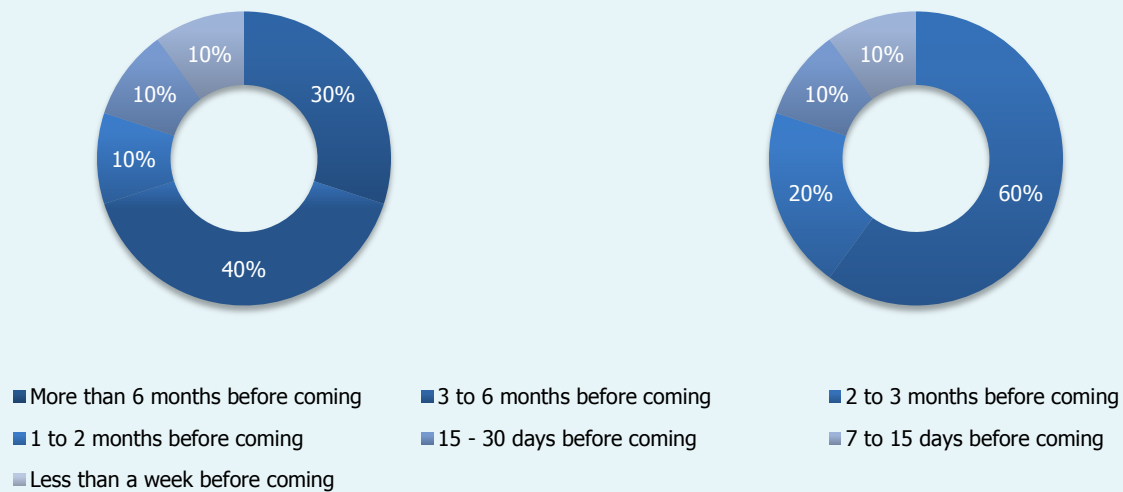


Figure 268: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Konark Dance Festival

While 40%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 60% of respondents booked their travel tickets, stay etc. 2 to 3 months before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

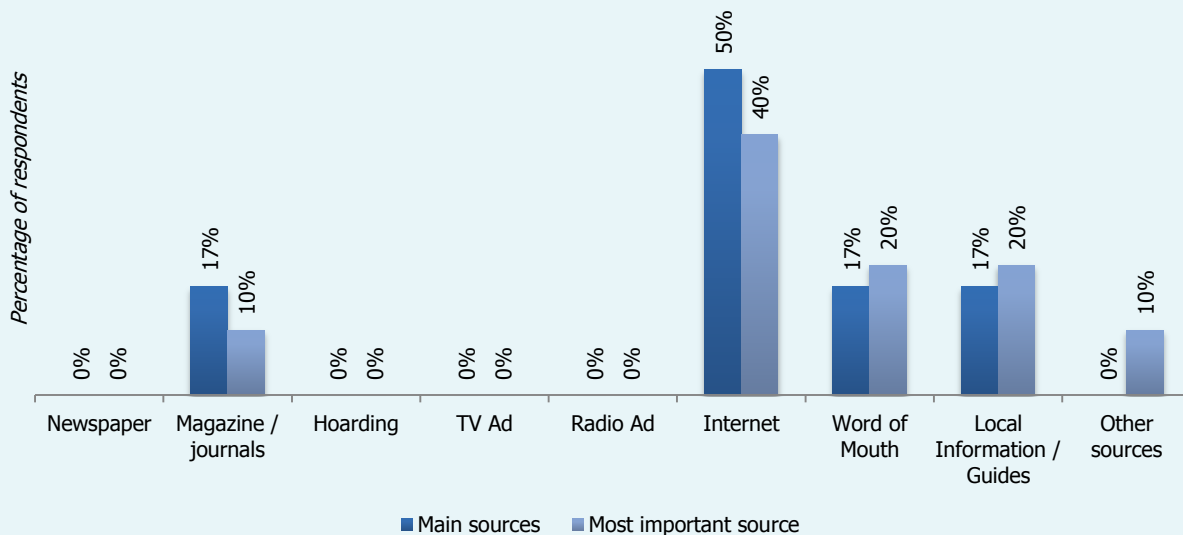


Figure 269: Various sources of information for destination & fair for foreign tourists during Konark Dance Festival

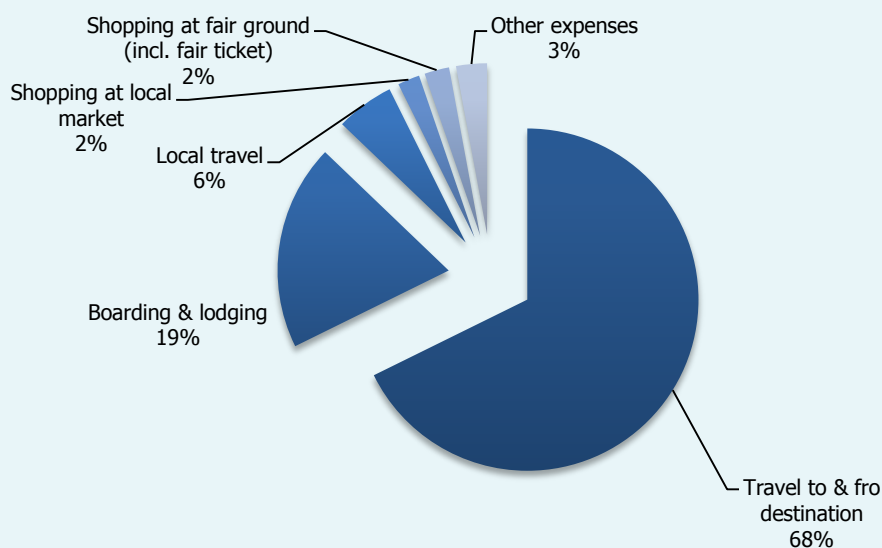
Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 40% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 59: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Konark Dance Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	6 – 7 days
Number of days for visiting fair/festival	2 – 3 days
Number of days spent to visit other attractions	3 – 4 days

On an average, a single tourist group / family spent around **INR 2.6 – 2.7 Lacs** for its visit o the destination while Konark Dance Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 270: Break-up of expenses by a typical foreign tourist group / family during Konark Dance Festival*

During celebration of Konark Dance Festival, a typical family is expected to spend around **2%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.



## **Toshali National Crafts Mela**

The festival is held in order to encourage artisans, weavers and painters from all over India to display their work to other people and in order to support economically weaker artisans to provide them a platform to create a market for their artistic work.



Figure 271: Toshali National Crafts Mela<sup>116</sup> in Odisha

The festival is organized by the Handloom, Textiles and Handicrafts department of the state-government and is held in the capital city of Bhubaneswar. The 11th edition of the festival was organized from December 15th-27th at Janata Maidan, Bhubaneswar. The festival also invites famous singers from the Bollywood as well to attract and entertain the visitors.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Toshali National Crafts Mela organized in Odisha, around 6970 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 2940 were Indian tourists whereas there were 120 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 490 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 90 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Toshali National Crafts Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Toshali National Crafts Mela is around 17% for Indian tourists and around 75% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

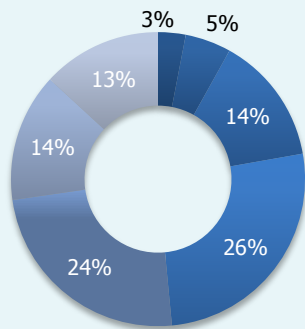
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<sup>116</sup> Image source: <http://101bhubaneswar.com/2014/12/21/toshali-national-crafts-mela-2014/>

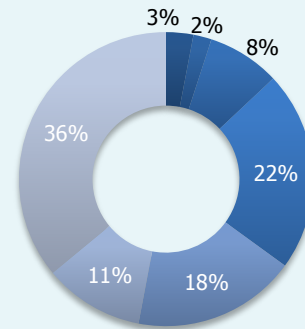
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 272: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Toshali National Crafts Mela*

While 26%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 36% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

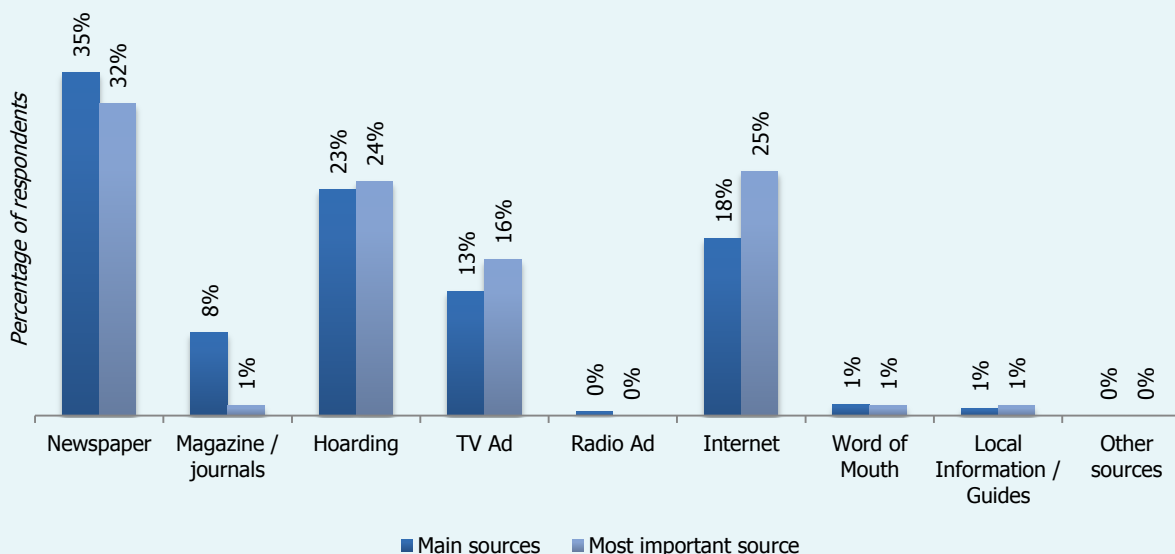


Figure 273: Various sources of information for destination & fair for domestic tourists during Toshali National Crafts Mela

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 32% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 60: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Toshali National Crafts Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	~ 2 days

Other places of interest visited by tourists during their stay at the destination include Konark, Lingaraj Temple, Chandrabhaga, Khandagiri, Nandan Kanan Zoological Park, etc.

On an average, a single tourist group / family spent around **INR 27-28,000** for its visit to the destination while Toshali National Crafts Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.

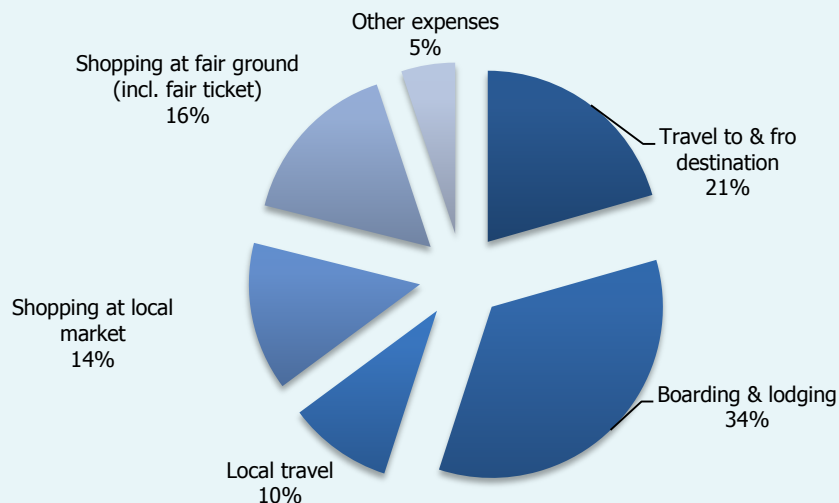


Figure 274: Break-up of expenses by a typical domestic tourist group / family during Toshali National Crafts Mela

During celebration of Toshali National Crafts Mela, a typical family is expected to spend around **19%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

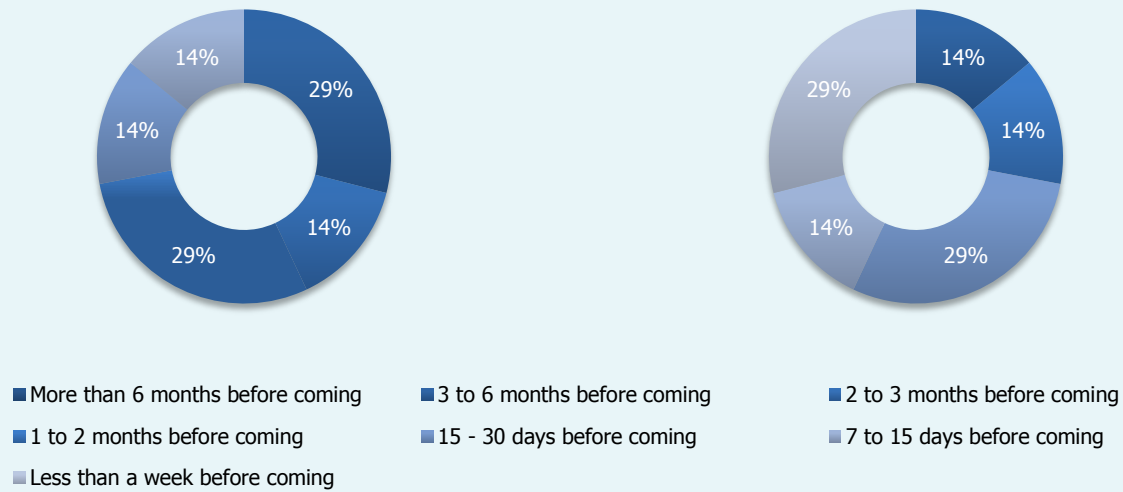


Figure 275: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Toshali National Crafts Mela

While 29%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 29% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

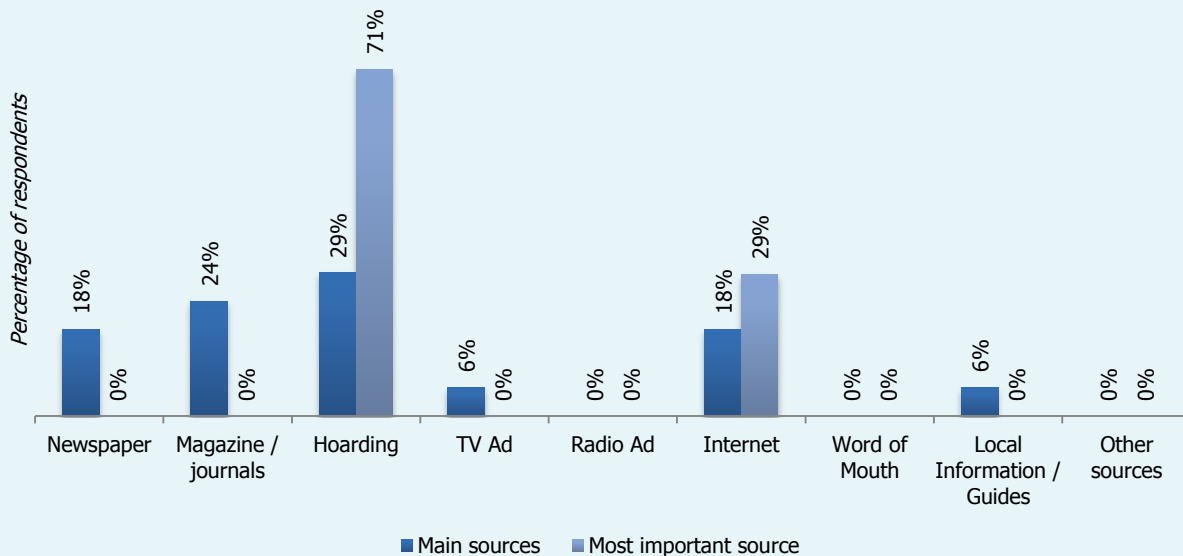


Figure 276: Various sources of information for destination & fair for foreign tourists during Toshali National Crafts Mela

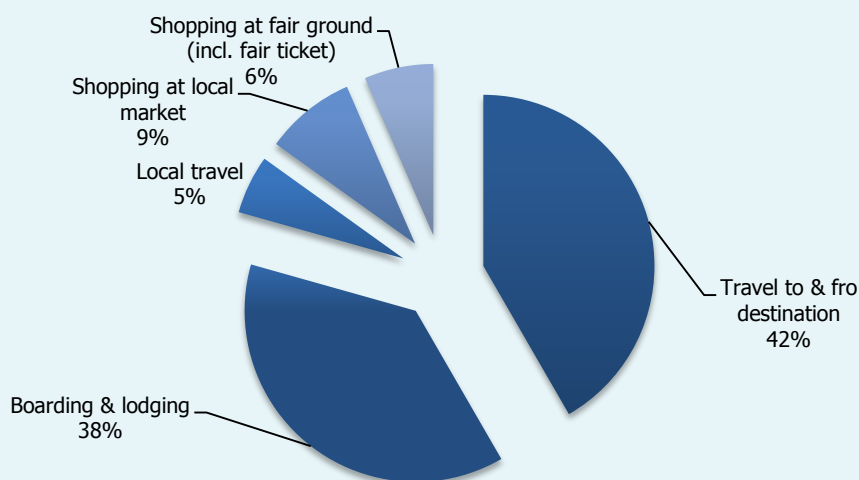
Hoarding, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 71% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 61: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Toshali National Crafts Mela*

Utilization of time at the destination	Average duration
Total stay duration at the destination	6 – 7 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	2 – 3 days

On an average, a single tourist group / family spent around **INR 1.05 – 1.10 Lacs** for its visit to the destination while Toshali National Crafts Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 277: Break-up of expenses by a typical foreign tourist group / family during Toshali National Crafts Mela*

During celebration of Toshali National Crafts Mela, a typical family is expected to spend around **7%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## Puducherry

Puducherry <sup>117</sup> formerly known as Pondicherry is a Union Territory of India. It was formed out of four exclaves of former French settlement that comprised Pondy, Yanam, Karaikal, and Mahe. It is named after the largest district Puducherry. Puducherry and Karaikal have the largest areas and population, and are both enclaves of Tamil Nadu. Yanam and Mahe are enclaves of Andhra Pradesh and Kerala respectively.



Figure 278: Puducherry and its location in India

In 1674, Pondicherry became a French colonial possession. Pondicherry was transferred to India on 16 August 1962, when French India became the present Indian constituent state of Puducherry. The plan of the city of Puducherry is based on the French grid pattern and features perpendicular streets.

Puducherry is the 29th most populous and the third most densely populated state/UT in India. Unlike in other parts of India, agriculture is not the largest source of occupation in the UT. It forms around 25% of employment. The remaining 75% of the employment are predominantly from services and marginally from industries.

The main languages spoken in the Union Territory of Pondicherry are Tamil (in Pondicherry and Karaikal), Telugu (in Yanam) and Malayalam (in Mahe), apart from French, which continues to be spoken by large population. Hinduism is the major religion with 87% of the population adhering to it. Other religions include Christianity (6.2%) and Islam (6%)

Puducherry is one of the most popular tourist spots for national and foreign tourists. Puducherry was the residence of Sri Aurobindo (1872-1950) and the Sri Aurobindo

<sup>117</sup> Pondicherry has been derived from the Tamil word Puducheri signifying 'the new settlement'.

Ashram still operates from Puducherry. A unique experimental city Auroville, the brainchild of the Mother, whose inhabitants are drawn from all parts of the world, is situated on the outskirts of the city.

In 2014, close 1.27 million tourists visited Puducherry of which just over 7% tourists were foreign. Tourism has seen a growth (CAGR<sup>118</sup>) of 7% since 2009. Subsequent chart shows the tourism statistics<sup>119</sup> for the state from 2009 to 2015.

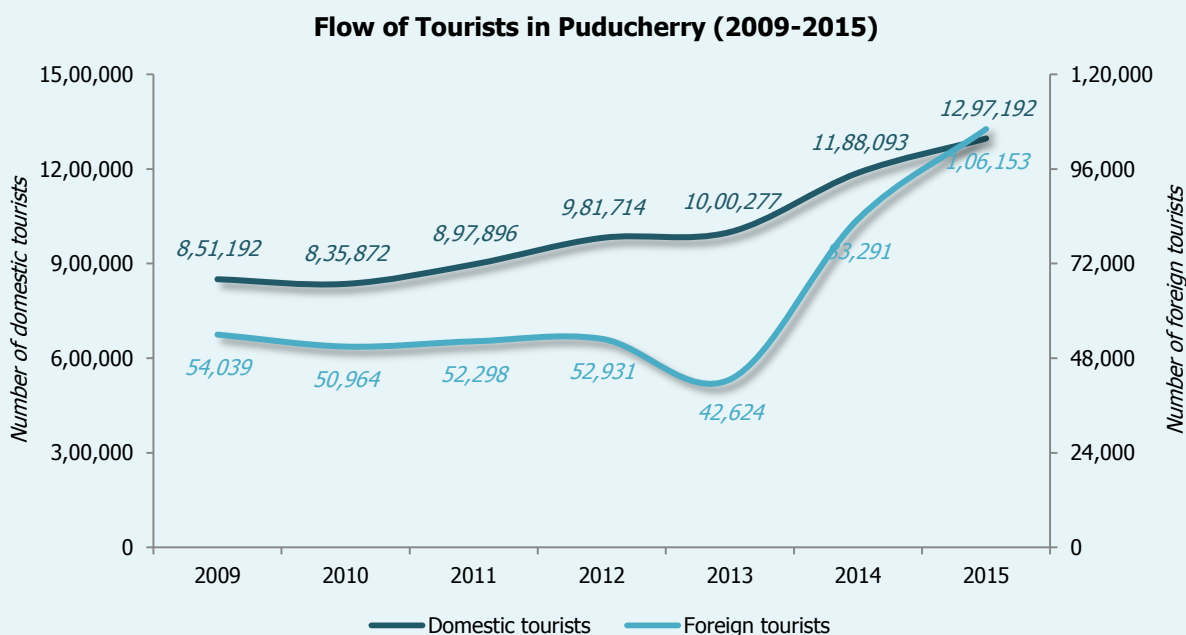


Figure 279: Inflow of tourists, both domestic & foreign, to Puducherry from 2009 to 2015

Puducherry has contributed to 0.1% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the report, following fairs / festivals have been covered:

- International Yoga Festival (4-7 Jan 2016)
- Liberation Day (1st Nov 2016)

<sup>118</sup> Compounded annual growth rate

<sup>119</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India



## **International Yoga Festival**

The Government of Pondicherry conducts an annual international Yoga festival from January 4th-7th every year. This festival attracts Yogis and Yoginis from the world over and aims to develop the conscious process at all levels-physical, mental, emotional and spiritual-and completeness in every aspect of life. The program consists of workshops on different topics such as Yoga and Yogasana competitions for people of varied age groups for men as well as women, Lecture/Demonstrations and Cultural Program.



Figure 280: International Yoga Festival<sup>120</sup> at Puducherry

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of International Yoga Festival organized in Puducherry, around 19000 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 18930 were Indian tourists whereas there were 950 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 8550 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 240 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit International Yoga Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to International Yoga Festival is around 48% for Indian tourists and around 25% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

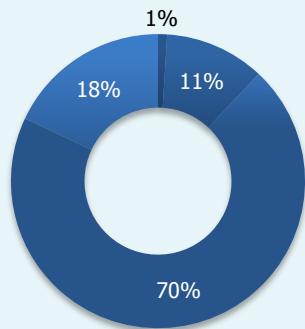
<sup>120</sup> Image source:

[https://www.google.co.in/search?q=International+Yoga+Festival,+PONDICHERRY&espv=2&biw=1366&bih=623&source=Inms&tbm=isch&sa=X&ved=0ahUKEwjfiom094TNAhUDj5QKHSV7A-UQ\\_AUIBygC#imgrc=PxOr\\_LAK0CX1wM%3A](https://www.google.co.in/search?q=International+Yoga+Festival,+PONDICHERRY&espv=2&biw=1366&bih=623&source=Inms&tbm=isch&sa=X&ved=0ahUKEwjfiom094TNAhUDj5QKHSV7A-UQ_AUIBygC#imgrc=PxOr_LAK0CX1wM%3A)

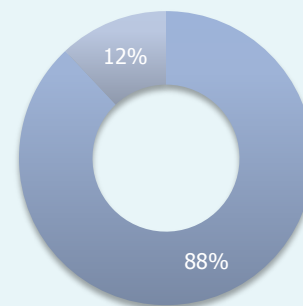
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 281: Travel planning & actual booking by domestic tourists for visiting destination during celebration of International Yoga Festival*

While 70%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 88% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

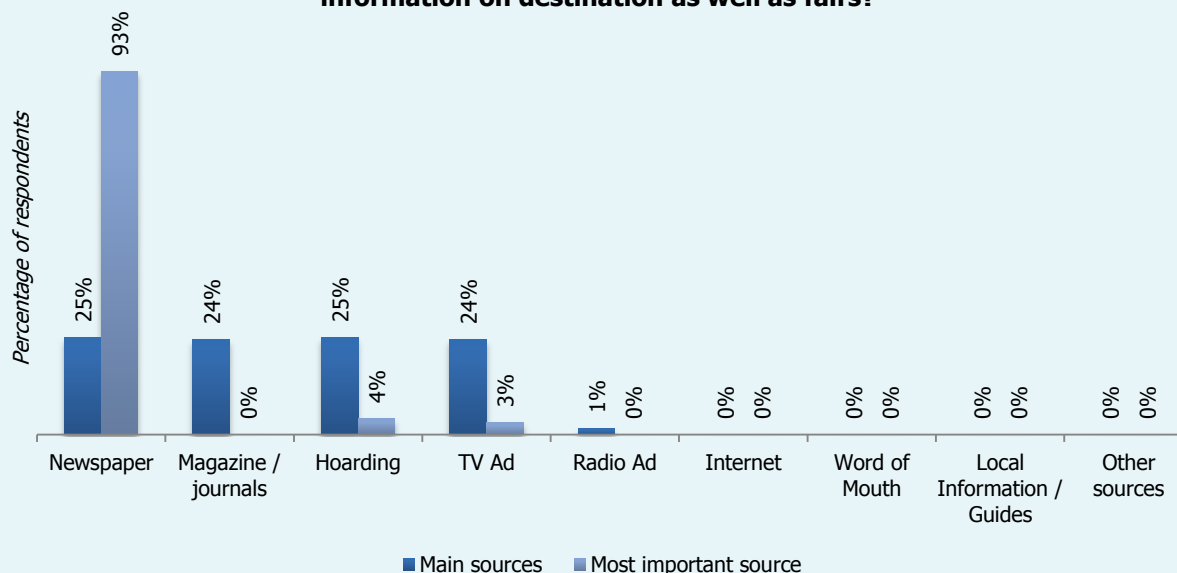


Figure 282: Various sources of information for destination & fair for domestic tourists during International Yoga Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 92% of respondents.

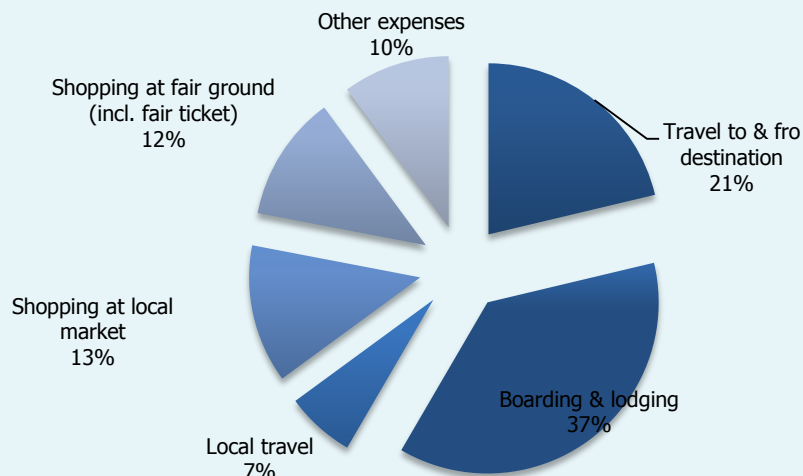
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 62: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of International Yoga Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Lord Ganesha Temple, Sacred Heart Church, Aurobindo Ashram, Botanical Garden, Managala Vinayagar Temple, etc.

On an average, a single tourist group / family spent around **INR 5,000** for its visit to the destination while International Yoga Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 283: Break-up of expenses by a typical domestic tourist group / family during International Yoga Festival*

During celebration of International Yoga Festival, a typical family is expected to spend around **13%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

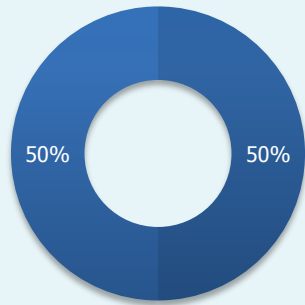
### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

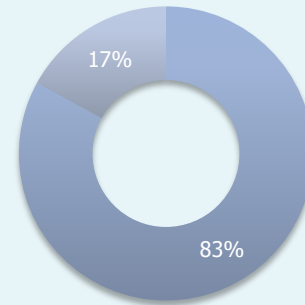
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

Figure 284: Travel planning & actual booking by foreign tourists for visiting destination during celebration of International Yoga Festival

While 50%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 83% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

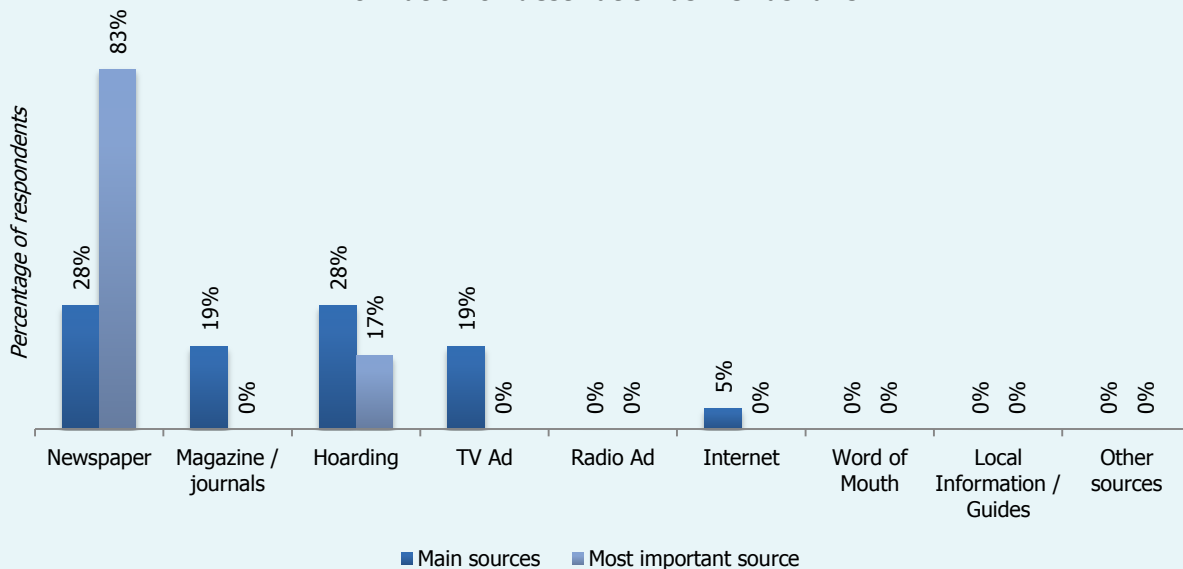


Figure 285: Various sources of information for destination & fair for foreign tourists during International Yoga Festival

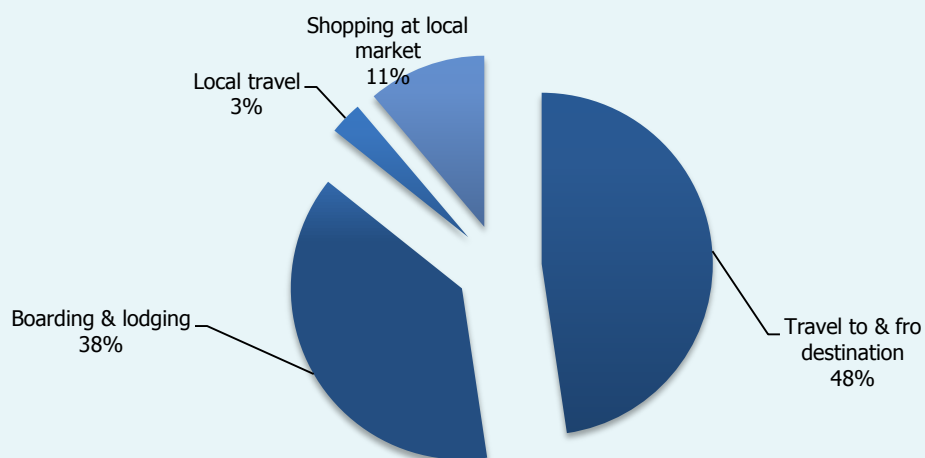
Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 83% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 63: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of International Yoga Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 – 3 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	1 – 2 days

On an average, a single tourist group / family spent around **INR 30-35,000** for its visit to the destination while International Yoga Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 286: Break-up of expenses by a typical foreign tourist group / family during International Yoga Festival*

During celebration of International Yoga Festival, a typical family is expected to spend nothing additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Liberation Day**

This is celebrated on November 1st in the Union Territory of Puducherry. This marks the independence of the day when all the elected members of the union territory voted against the existing French rule and decided to join India.



*Figure 287: Liberation Day<sup>121</sup> in Puducherry*

The region celebrates this as the liberation day since 2014 and August 16th as its independence day. The festival includes hoisting of the Indian National Flag in the presence of eminent leaders of the region. The freedom fighters are also felicitated by the Chief Minister of the Union Territory.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Liberation Day organized in Puducherry, around 18890 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 16670 were Indian tourists whereas there were 560 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 560 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 560 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Liberation Day (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Liberation Day is around 3% for Indian tourists and around 100% for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

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<sup>121</sup> Image source: <http://www.thehindu.com/news/cities/puducherry/puducherry-celebrates-liberation-day/article7832066.ece>

## Punjab

Punjab is a North Indian state bordered by the states of Jammu and Kashmir to the north, Himachal Pradesh to the east, Haryana to the south and southeast, Rajasthan to the southwest, and the Pakistani province of Punjab to the west. The state capital is Chandigarh which is a Union Territory and also the capital of the neighbouring state Haryana. Punjab means "the land of five rivers". The five rivers are the Sutlej, Beas, Ravi, Chenab and Jhelum.



*Figure 288: Punjab and its location in India*

The history of Punjab goes back to the years of partition in 1947. In 1947, after the partition, the Punjab province of British India was divided between India and Pakistan. The Indian Punjab was divided in 1966 with the formation of the new states of Haryana and Himachal Pradesh alongside the current state of Punjab.

Punjab is mainly a Sikh majority state – Sikhism and Hinduism are the predominant faiths in Punjab followed by around 58% and 39% of the population respectively. Population as per 2011 census was 27,704,236. The state is divided into 22 districts.

The official language is Punjabi followed by Hindi and English. Some other regional languages are Majhi, Malwai, Dogri, and Bagri. Punjab celebrates a number of festivals throughout the year. Some of the festivals are Bandi Chhor Divas, Mela Maghi, Hola Mohalla, Rakhri, Vaisakhi, Lohri, Teeyan and Basant.



In 2014, close to 25 million tourists visited Punjab of which just over 1% tourists were foreign. Tourism has seen a growth (CAGR<sup>122</sup>) of around 35% since 2009. Subsequent chart shows the tourism statistics<sup>123</sup> for the state from 2009 to 2015.

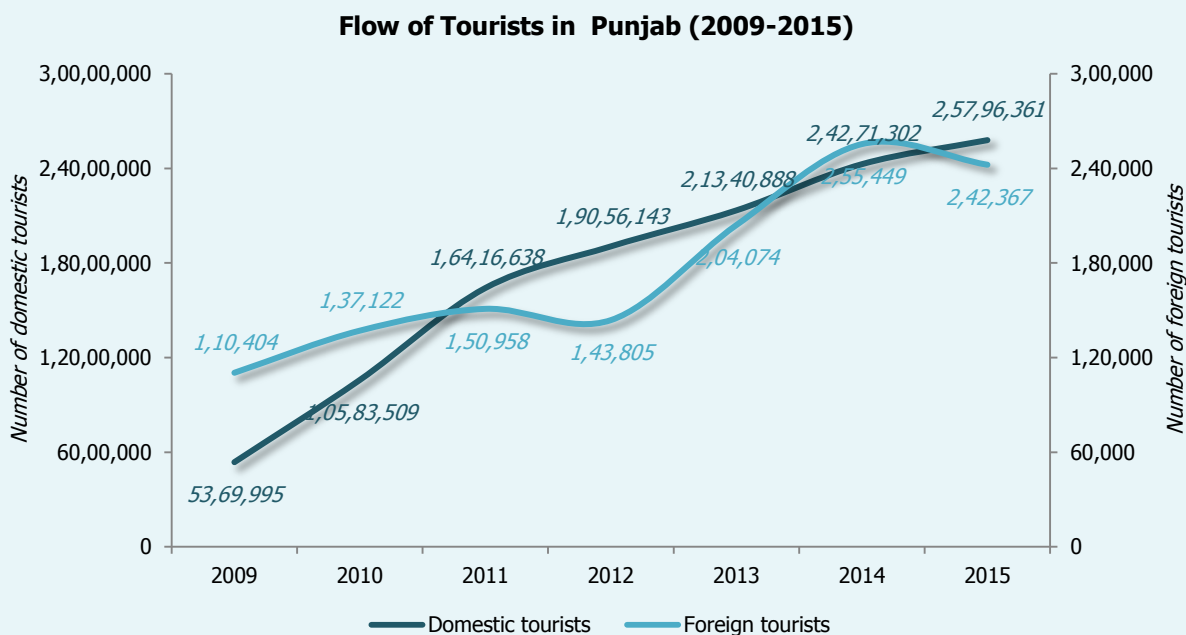


Figure 289: Inflow of tourists, both domestic & foreign, to Punjab from 2009 to 2015

Punjab has contributed to around 1.7% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of this report, following fairs / festivals have been covered:

- Makar Sankranti / Maghi Mela (12-14 Jan 2016)
- Kila Raipur Rural Sports Festival (5-7 Feb 2016)

<sup>122</sup> Compounded annual growth rate

<sup>123</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Kila Raipur Rural Sports Festival**

Kila Raipur Sports Festival, popularly known as the Rural Olympics, is held annually in Kila Raipur in Punjab, India. In February each year, Ludhiana becomes the destination for hundreds of sports enthusiasts, including foreigners. The three-day event is a celebration of rural life in India's farming land and has taken place every year since 1933. The festival has become an international hit for its more unusual sports categories. Categories include holding bicycles in teeth and pulling vehicles with hair. Bullocks, camels, dogs and other animals also compete in their own events.



Figure 290: Kila Raipur Rural Sports Festival<sup>124</sup> in Punjab

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Kila Raipur Rural Sports Festival organized in Punjab, around 1630 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 0 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Kila Raipur Rural Sports Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Kila Raipur Rural Sports Festival is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

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<sup>124</sup> Image source: <http://kheltrishna.com/wp-content/uploads/2015/01/bullock-cart-4.jpg>

## **Maghi Mela**

Mela Maghi, held at the holy city of Sri Muktsar Sahib each year in January. It is one of the most important melas (fairs) of India and the most important of all religiously significant gatherings of the Sikhs. The Maghi fair is held to honour the memory of the forty Sikh warriors killed during the Battle of Muktsar in 1705 while fighting for Guru Gobind Singh against the Mughals.



Figure 291: Maghi Mela<sup>125</sup> in Punjab

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Maghi Mela organized in Punjab, around 200 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 180 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Maghi Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Maghi Mela is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

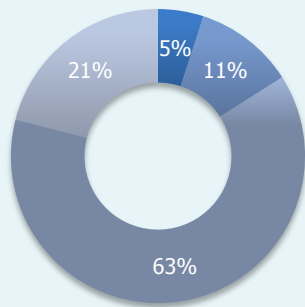
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

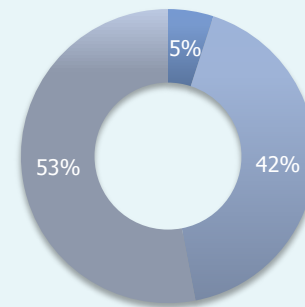
<sup>125</sup> Image source: <http://www.bt.com.bn/news-asia/2014/01/13/indian-sikh-warriors-four-horse-ride>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 292: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Maghi Mela*

While 63%, of respondents started planning their travel to this destination less than 15 days before actual travel, 53% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

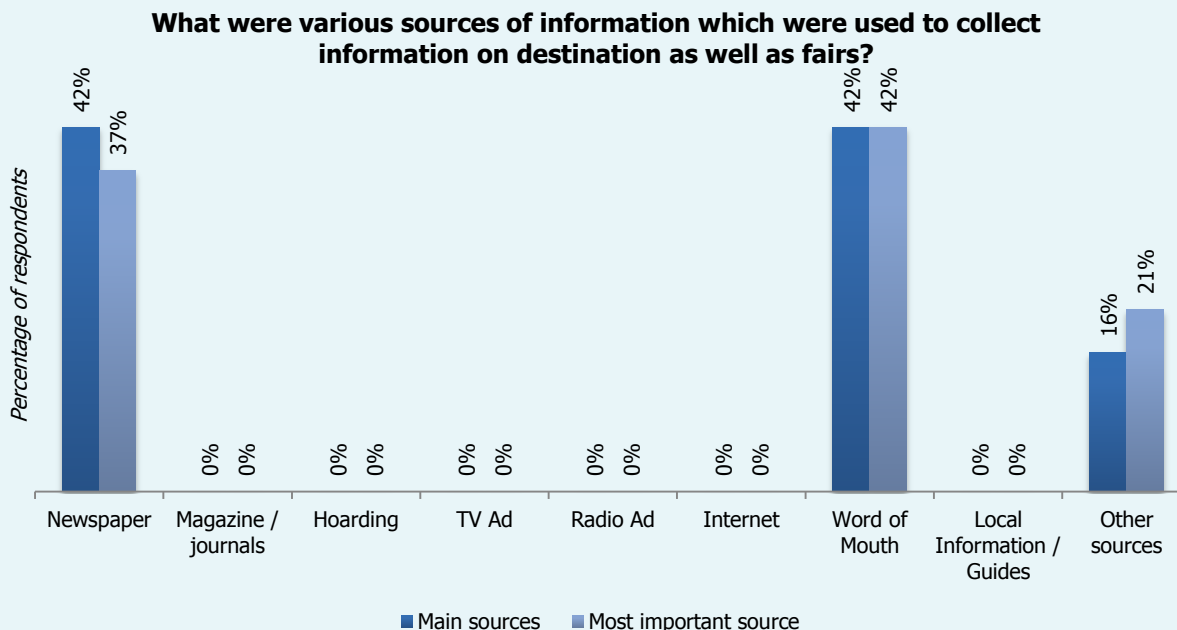


Figure 293: Various sources of information for destination & fair for domestic tourists during Maghi Mela

Newspaper, among others, is one of the important sources of information for the tourists. However, for 42% of respondents, word of mouth from friends, family or peers is the most important source of information.

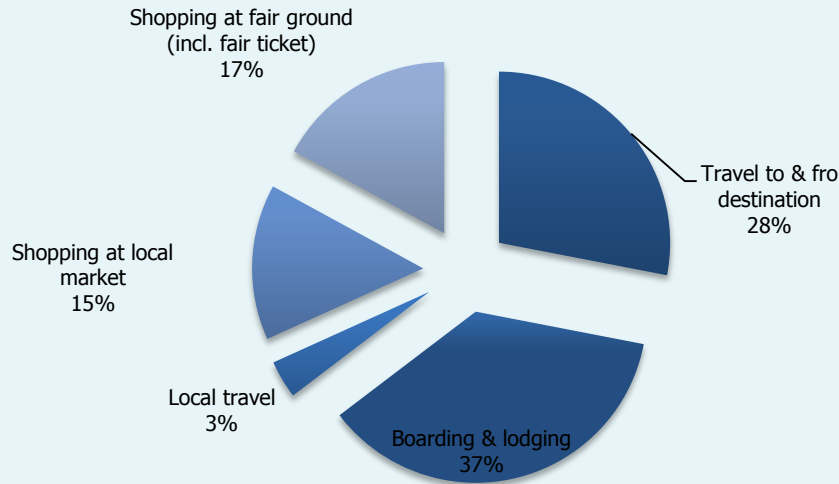
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 64: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Maghi Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	2 - 3 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Govt College, Muktesar Sahib Gurudwara, Bhatinda, Malout Road, Kotakpur Road, etc.

On an average, a single tourist group / family spent around **INR 19-20,000** for its visit to the destination while Maghi Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 294: Break-up of expenses by a typical domestic tourist group / family during Maghi Mela*

During celebration of Maghi Mela, a typical family is expected to spend around **21%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Rajasthan

Rajasthan is the largest state in India. It is located on the north-western side of the country, The state comprises of Thar Desert and shares a border with the Pakistani provinces of Punjab to the northwest and Sindh to the west, Punjab to the north; Haryana and Uttar Pradesh to the northeast; Madhya Pradesh to the southeast; and Gujarat to the southwest.



*Figure 295: Rajasthan and its location in India*

Rajasthan was formed on 30 March 1949 when the state was merged into the Dominion of India. Its capital and largest city is Jaipur, also known as Pink City, located on the state's eastern side. Other important cities are Jodhpur, Udaipur, Bikaner, Kota, and Ajmer.

The Population in Rajasthan till 2015 stands at 73,529,325. Rajasthani language is the main language in Rajasthan. Marwari is mostly spoken in Jodhpur division or Thar Desert area.

Rajasthan represents one of the most historical places in India. Apart from various forts and museums covering the entire state, some other major features in Rajasthan are Indus Valley Civilization at Kalibanga; Dilwara Temples which is a Jain pilgrimage site at Mount Abu, the Keoladeo National Park near Bharatpur which is a World Heritage Site known for its bird life. Rajasthan is also home to two national tiger reserves, the Ranthambore National Park in Sawai Madhopur and Sariska Tiger Reserve in Alwar.

Rajasthan is culturally very rich. Classical music and dance with its own distinct style is part of the cultural tradition of Rajasthan. The music has songs that depict day-to-day relationships and chores, often focused around fetching water from wells or ponds.

Some of the main religious festivals are Deepawali, Holi, Gangaur, Teej, Gogaji, Shri Devnarayan Jayanti, Makar Sankranti and Janmashtami.

In 2014, more than 34 million tourists visited Rajasthan of which around 4.6% tourists were foreign. Tourism has seen a growth (CAGR<sup>126</sup>) of around 5.4% since 2009. Subsequent chart shows the tourism statistics<sup>127</sup> for the state from 2009 to 2015.

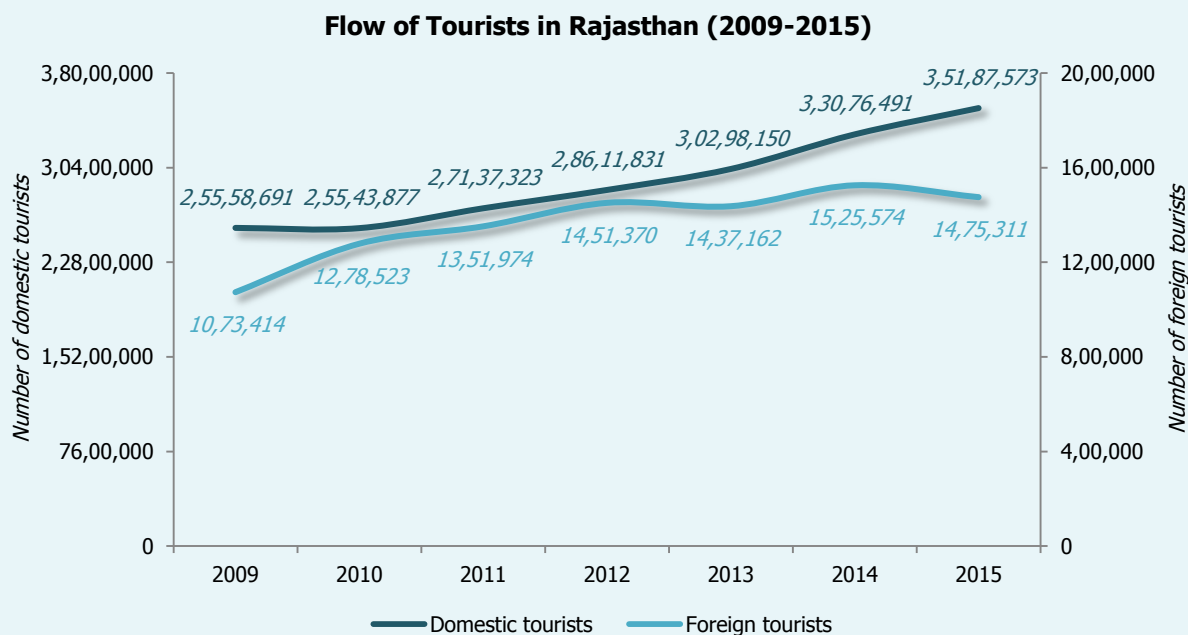


Figure 296: Inflow of tourists, both domestic & foreign, to Rajasthan from 2009 to 2015

Rajasthan has contributed to around 3% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the study, following fairs/festivals have been covered:

1. Bikaner Camel Festival; organized on 9<sup>th</sup> and 10<sup>th</sup> January 2016
2. Desert Festival; organized from 19<sup>th</sup> to 23<sup>rd</sup> February 2016
3. Mahaveerji Festival; organized from 15<sup>th</sup> to 17<sup>th</sup> April 2016
4. Mewar Festival; organized from 9<sup>th</sup> to 11<sup>th</sup> April 2016
5. Rajasthan Summer Festival; organized on 20<sup>th</sup> and 21<sup>st</sup> May 2016

<sup>126</sup> Compounded annual growth rate

<sup>127</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India



## **Bikaner Camel Festival**

Bikaner Camel Festival is a yearly event in January that Bikaner celebrates in honor of the ship of the desert, Camel. It is a two day festival. The festival starts off with a colorful parade of beautifully adorned camels against the backdrop of majestic Junagarh Fort. The event mainly includes camel performances like camel dances, camel races, neck shaking camel rides etc. The traditional Rajasthani folk dance, fire Dance and puppet shows add largely to the charm of this festival.



Figure 297: Bikaner Camel Festival<sup>128</sup> in Rajasthan

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Bikaner Camel Festival organized in Rajasthan, around 2000 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1990 were Indian tourists whereas there were 10 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1170 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 10 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Bikaner Camel Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Bikaner Camel Festival is around 62% for Indian tourists and around 100% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

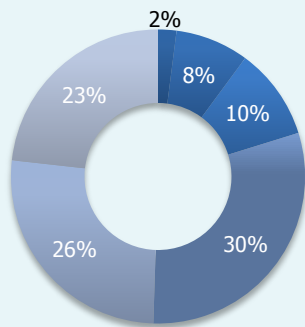
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

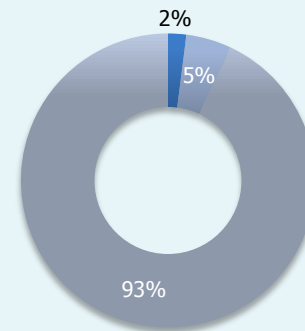
<sup>128</sup> Image source: <http://insightsindia.blogspot.in/2013/01/bikaner-camel-festival.html>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 298: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Bikaner Camel Festival*

While 30%, of respondents started planning their travel to this destination less than one month before actual travel, 93% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

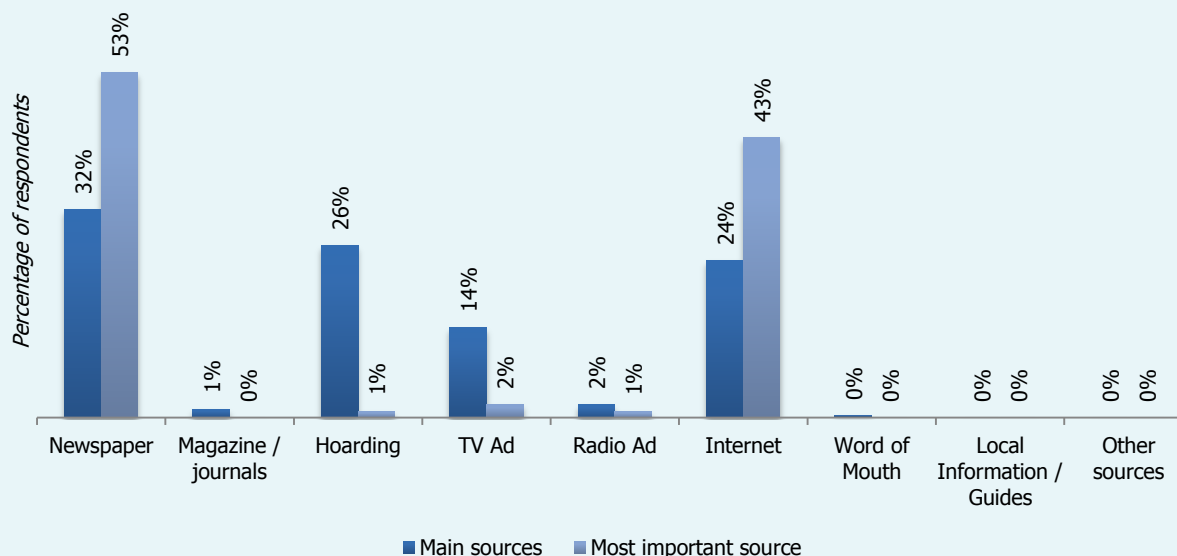


Figure 299: Various sources of information for destination & fair for domestic tourists during Bikaner Camel Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 53% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 65: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Bikaner Camel Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Junagadh, Deshnak, Karnimata Temple, Bikaner fort, Kolayat, etc.

On an average, a single tourist group / family spent around **INR 15,000** for its visit to the destination while Bikaner Camel Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

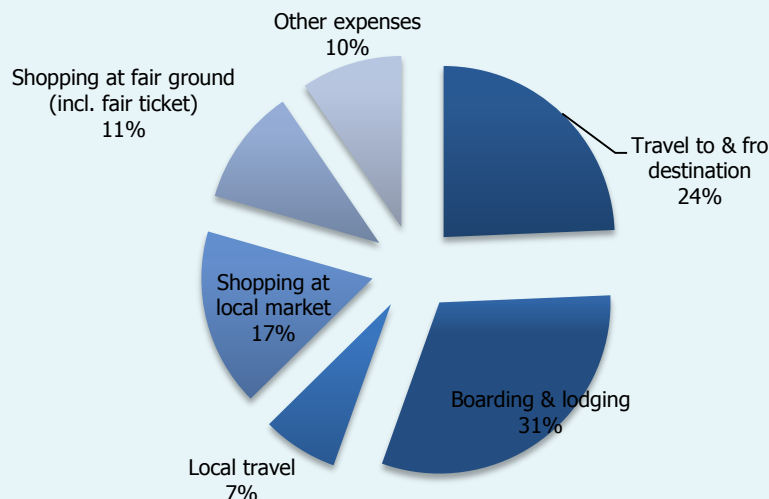


Figure 300: Break-up of expenses by a typical domestic tourist group / family during Bikaner Camel Festival

During celebration of Bikaner Camel Festival, a typical family is expected to spend around **12%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

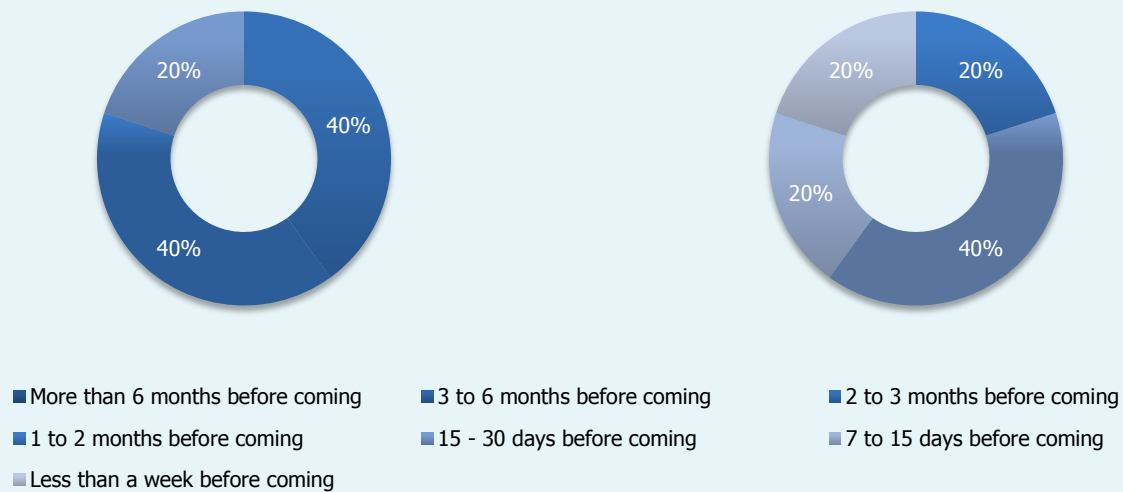


Figure 301: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Bikaner Camel Festival

While 40%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 40% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

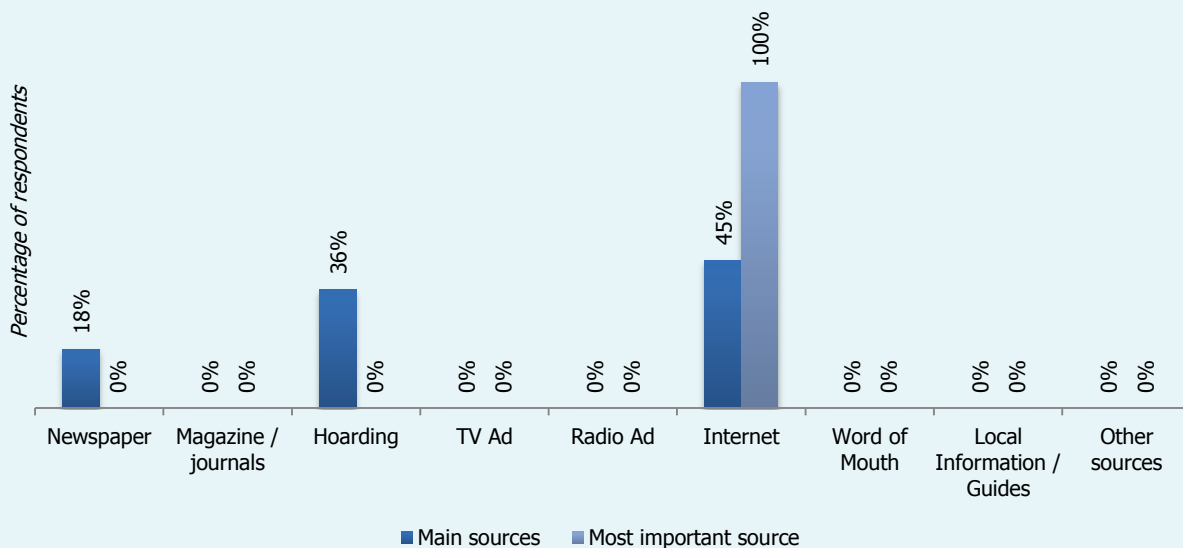


Figure 302: Various sources of information for destination & fair for foreign tourists during Bikaner Camel Festival

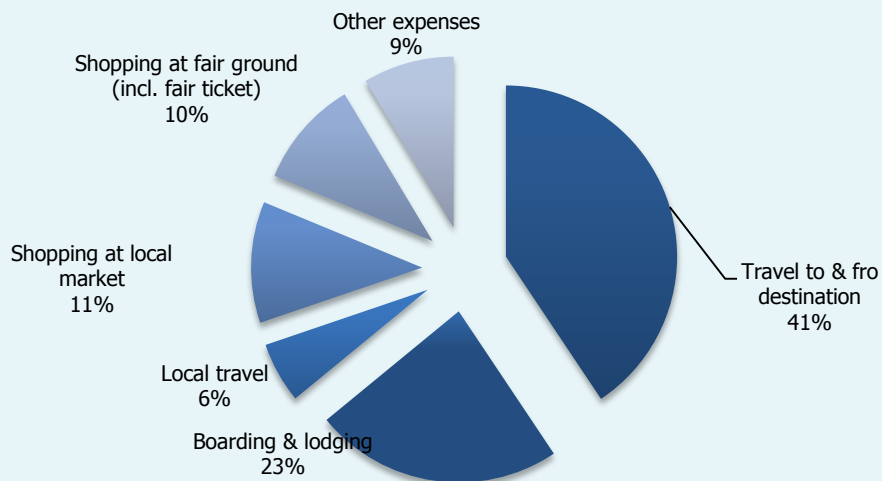
Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 66: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Bikaner Camel Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 – 3 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	1 – 2 days

On an average, a single tourist group / family spent around **INR 2 Lacs** for its visit to the destination while Bikaner Camel Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 303: Break-up of expenses by a typical foreign tourist group / family during Bikaner Camel Festival*

During celebration of Bikaner Camel Festival, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Desert Festival**

The Jaisalmer Desert Festival is an annual event organized every year in the month of February at Golden Desert City of Jaisalmer. The three-day festival is celebrated amidst the beautiful dunes of the Thar Desert. The festival commences with a procession in the morning from the Jaisalmer Fort to the Shahid Poonam Singh Stadium. Dances, music, handicraft fairs and interesting competitions- including really unusual ones like a 'Mr Desert' pageant, a 'turban-tying' contest and a 'best moustache' contest are the major flair of the event.

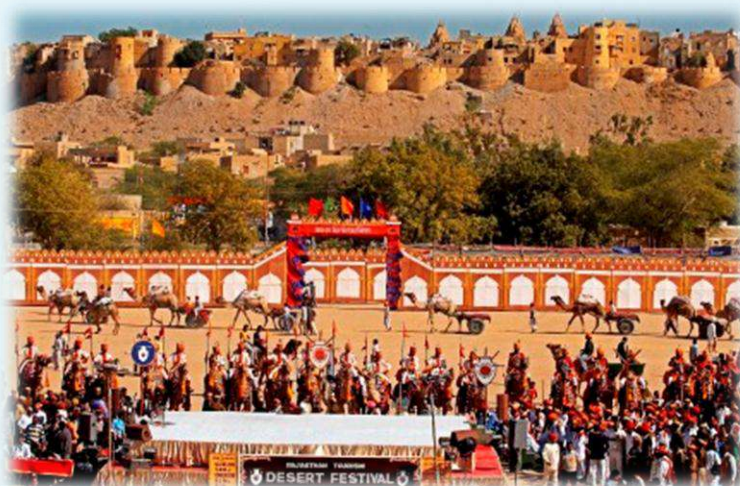


Figure 304: Desert Festival<sup>129</sup> in Rajasthan

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Desert Festival organized in Rajasthan, around 3970 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 3600 were Indian tourists whereas there were 70 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 2830 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 60 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Desert Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Desert Festival is around 79% for Indian tourists and around 86% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

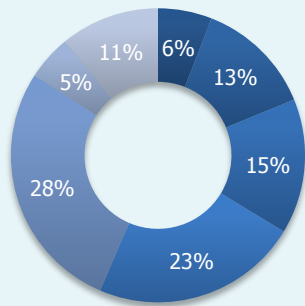
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>129</sup> Image source: <http://www.rajasthanvisit.com/Desert-Festival.htm>

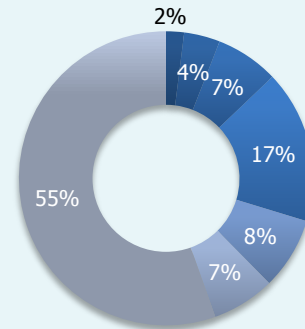
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 305: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Desert Festival*

While 28%, of respondents started planning their travel to this destination less than one month before actual travel, 55% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



### What were various sources of information which were used to collect information on destination as well as fairs?

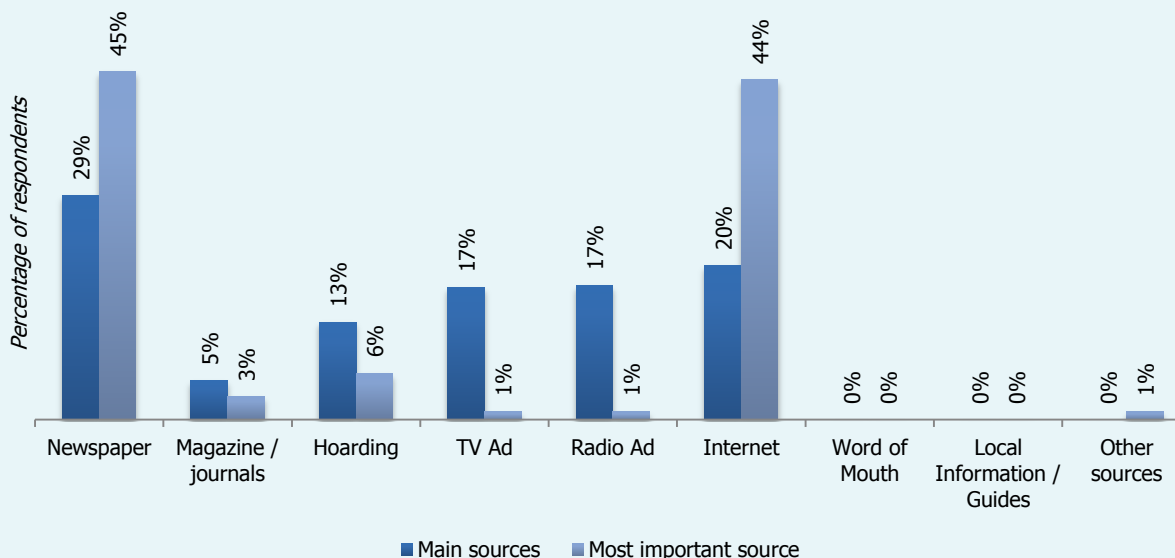


Figure 306: Various sources of information for destination & fair for domestic tourists during Desert Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 45% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 67: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Desert Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Golden Fort, Gadsisar Lake, Patwa Haveli, Desert Village, Sam Sand Dunes, etc.

On an average, a single tourist group / family spent around **INR 15-16,000** for its visit to the destination while Desert Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

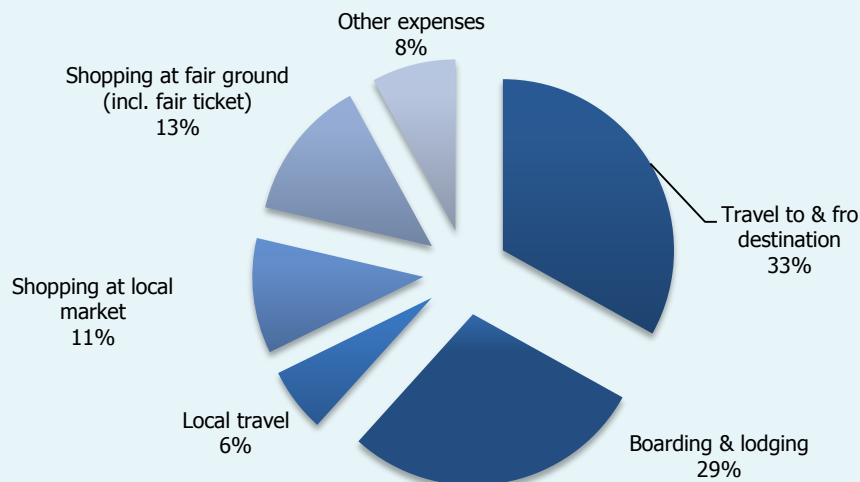


Figure 307: Break-up of expenses by a typical domestic tourist group / family during Desert Festival

During celebration of Desert Festival, a typical family is expected to spend around **15%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

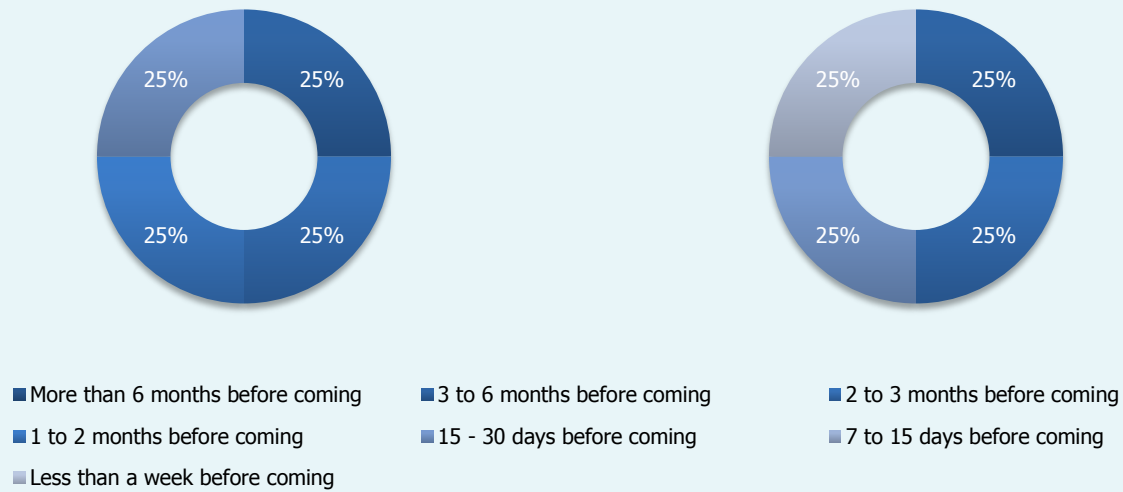


Figure 308: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Desert Festival

While 25%, of respondents started planning their travel to this destination 2 to 3 months before actual travel, 25% of respondents booked their travel tickets, stay etc. 3 to 6 months before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

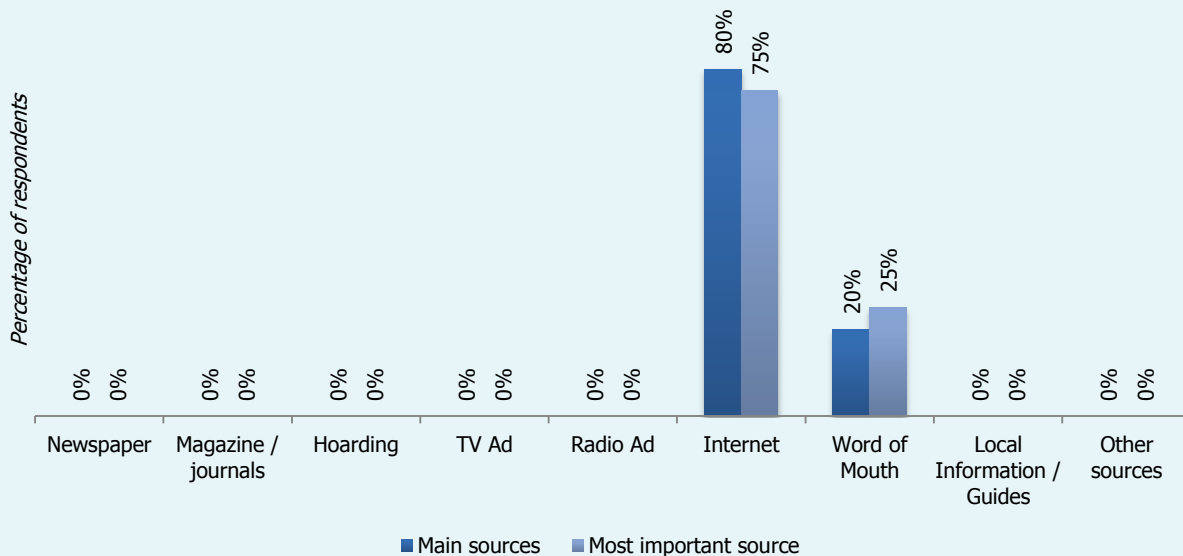


Figure 309: Various sources of information for destination & fair for foreign tourists during Desert Festival

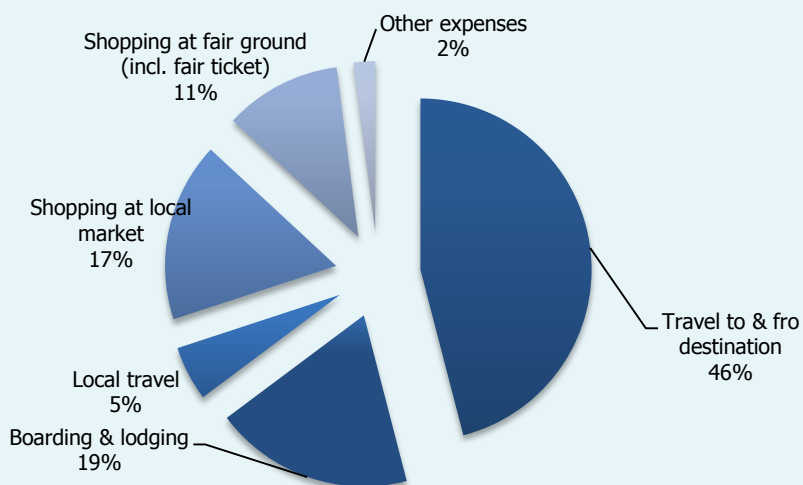
Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 75% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 68: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Desert Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 – 4 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	1 – 2 days

On an average, a single tourist group / family spent around **INR 1.7 – 1.8 Lacs** for its visit to the destination while Desert Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 310: Break-up of expenses by a typical foreign tourist group / family during Desert Festival*

During celebration of Desert Festival, a typical family is expected to spend around **12%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Mahaveerji Festival**

Mahaveerji Fair is one of the most celebrated festivals in Rajasthan. The celebration is mainly held in honor of the 24th Jain saint, Shri Mahavir Swami. The fair is structured in Chandan Gaon, located about 176 kms away from Jaipur. The fair is celebrated with great zeal by the Jain community specifically by Digamber Jains. The major attraction of the festival is the Rath Yatra, the image of the deity is taken to the bank of river Gambhiri in a golden chariot for Kalash Abhishek.



Figure 311: Mahaveerji Festival<sup>130</sup> in Rajasthan

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Mahaveerji Festival organized in Rajasthan, around 1240 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1170 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1150 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Mahaveerji Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Mahaveerji Festival is around 98% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

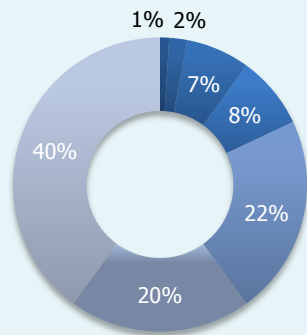
The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

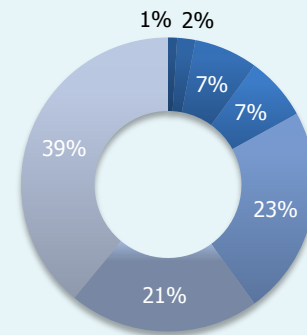
<sup>130</sup> Image source: <http://shrimahaveerji.com/FullImage/Events5.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 312: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Mahaveerji Festival*

While 40%, of respondents started planning their travel to this destination less than a week before actual travel, 39% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

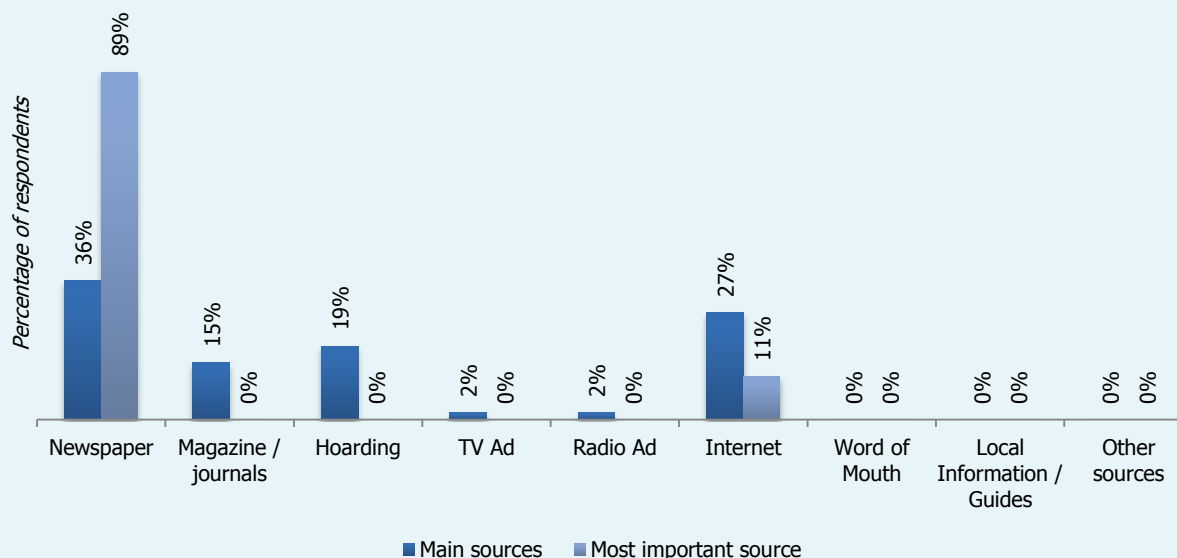


Figure 313: Various sources of information for destination & fair for domestic tourists during Mahaveerji Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 89% of respondents.

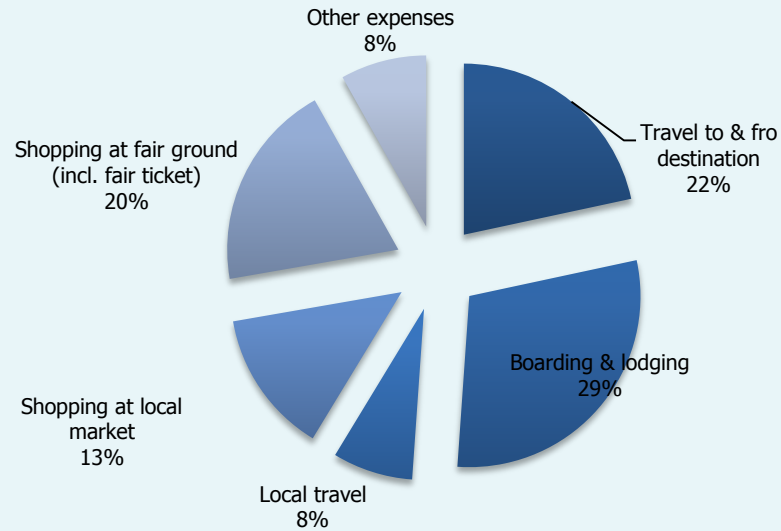
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 69: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Mahaveerji Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Mahavir Temple, Shantinath Temple, Kamal Temple, Krishan Bai Temple, Gwala Temple, etc.

On an average, a single tourist group / family spent around **INR 6,100 – 6,200** for its visit to the destination while Mahaveerji Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 314: Break-up of expenses by a typical domestic tourist group / family during Mahaveerji Festival*

During celebration of Mahaveerji Festival, a typical family is expected to spend around **25%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## **Mewar Festival**

Mewar festival is observed to welcome the arrival of spring season coinciding with the festival of Gangaur, which is of great significance for the women of Rajasthan. Mewar Festival is of great significance both culturally and religiously. A procession of colorfully attired women carrying the images of the goddess Gauri makes their way to the lake Pichola. An unusual procession of boats on the lake offers a fitting finale to this splendid celebration. Cultural events during the festival reveal the traditional Rajasthan culture through singing, dancing and drama.



Figure 315: Mewar Festival<sup>131</sup> in Rajasthan

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Mewar Festival organized in Rajasthan, around 9560 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 11680 were Indian tourists whereas there were 420 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 11660 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 410 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Mewar Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Mewar Festival is around 133% for Indian tourists and around 125% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

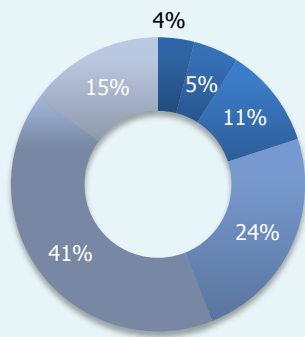
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>131</sup> Image source: <http://www.udaipurblog.com/awaited-mewar-festival-an-euphoric-celebration-of-gangaur.html>

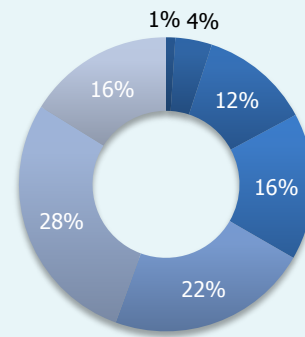
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 316: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Mewar Festival*

While 41%, of respondents started planning their travel to this destination less than 15 days before actual travel, 28% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

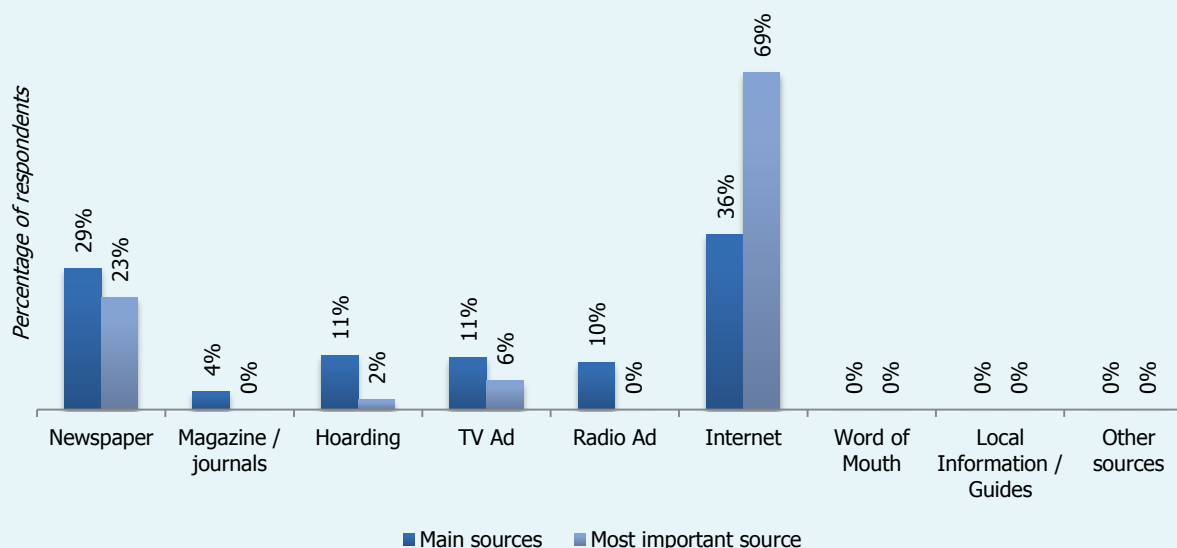


Figure 317: Various sources of information for destination & fair for domestic tourists during Mewar Festival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 69% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 70: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Mewar Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Jagdish Temple, Pichila Lake, City Place, Fateh Sagar Jhil, Gulab Bagh, etc.

On an average, a single tourist group / family spent around **INR 19-20,000** for its visit to the destination while Mewar Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

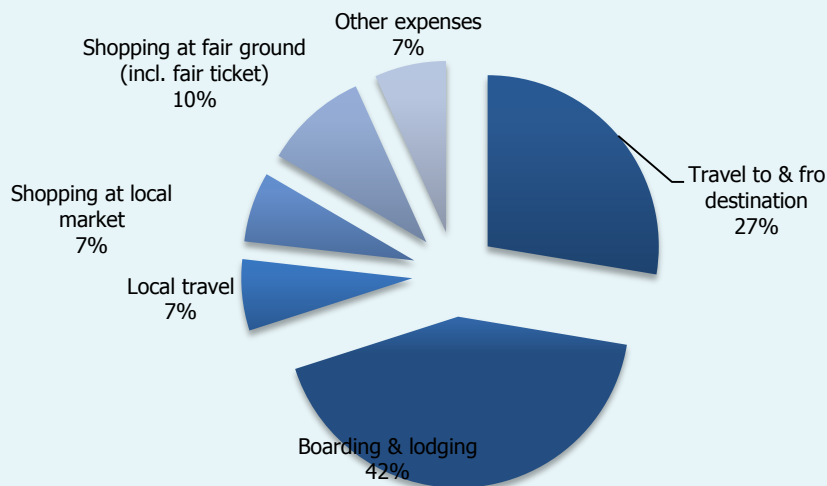


Figure 318: Break-up of expenses by a typical domestic tourist group / family during Mewar Festival

During celebration of Mewar Festival, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

### **Detailed Visitor Profiling: Foreign Tourists**

The following section undertakes a detailed profiling for foreign tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when foreign tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

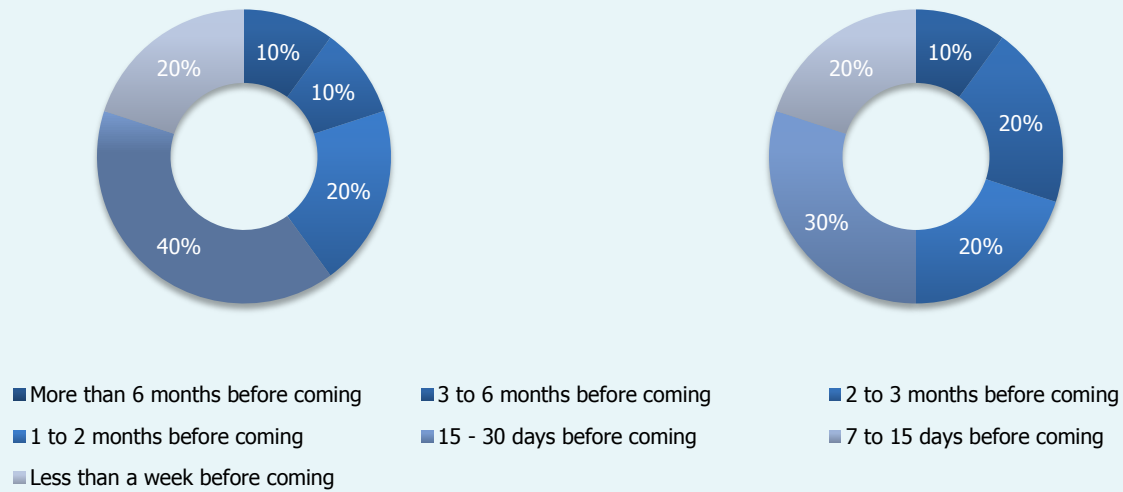


Figure 319: Travel planning & actual booking by foreign tourists for visiting destination during celebration of Mewar Festival

While 40%, of respondents started planning their travel to this destination less than one month before actual travel, 30% of respondents booked their travel tickets, stay etc. less than one month before actual travel.

Graphic subsequently shows various sources used by foreign tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

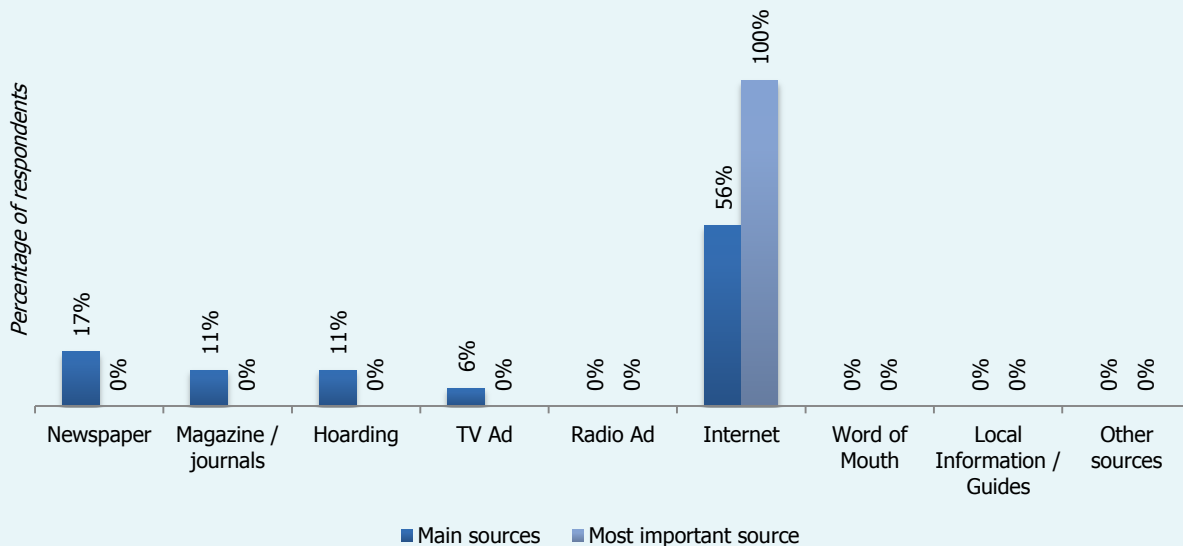


Figure 320: Various sources of information for destination & fair for foreign tourists during Mewar Festival

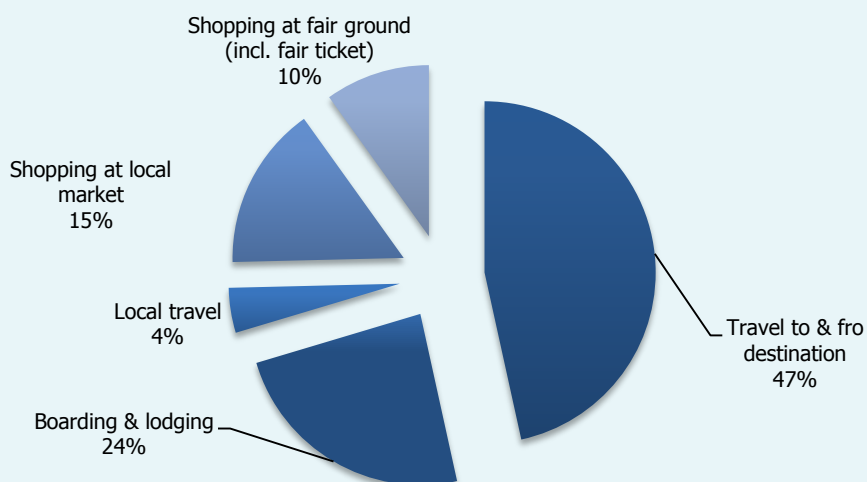
Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 71: Duration of stay, time spent at fair and other locations by foreign tourists during celebration of Mewar Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 3 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	1 – 2 days

On an average, a single tourist group / family spent around **INR 1.60 – 1.65 Lacs** for its visit to the destination while Mewar Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 321: Break-up of expenses by a typical foreign tourist group / family during Mewar Festival*

During celebration of Mewar Festival, a typical family is expected to spend around **11%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

## **Rajasthan Summer Festival**

Rajasthan Summer Festival is organized and celebrated in the only hill station of Rajasthan, Mount Abu. It is held annually in the Hindu month of Aashadh (May or June) on Budh Poonima. Summer festival in Mount Abu, a two-day festival is basically a feast of folk and classical music and it gives a vivid knowledge about the tribal life and culture of Rajasthan. Mount Abu Summer Festival commences with the singing of a ballad which is followed by folk dances. Rowing competition at the Nakki Lake is the most famous and the most awaited event of this festival.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Summer Festival organized in Rajasthan, around 1670 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1590 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1560 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Summer Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Summer Festival is around 98% for Indian tourists and negligible for foreign tourists.

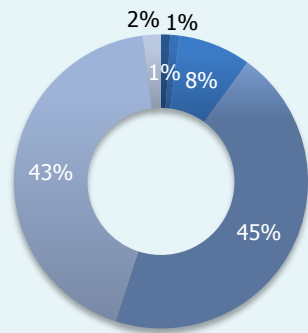
### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

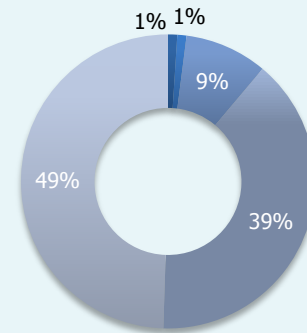
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

Figure 322: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Rajasthan Summer Festival

While 45%, of respondents started planning their travel to this destination less than one month before actual travel, 49% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

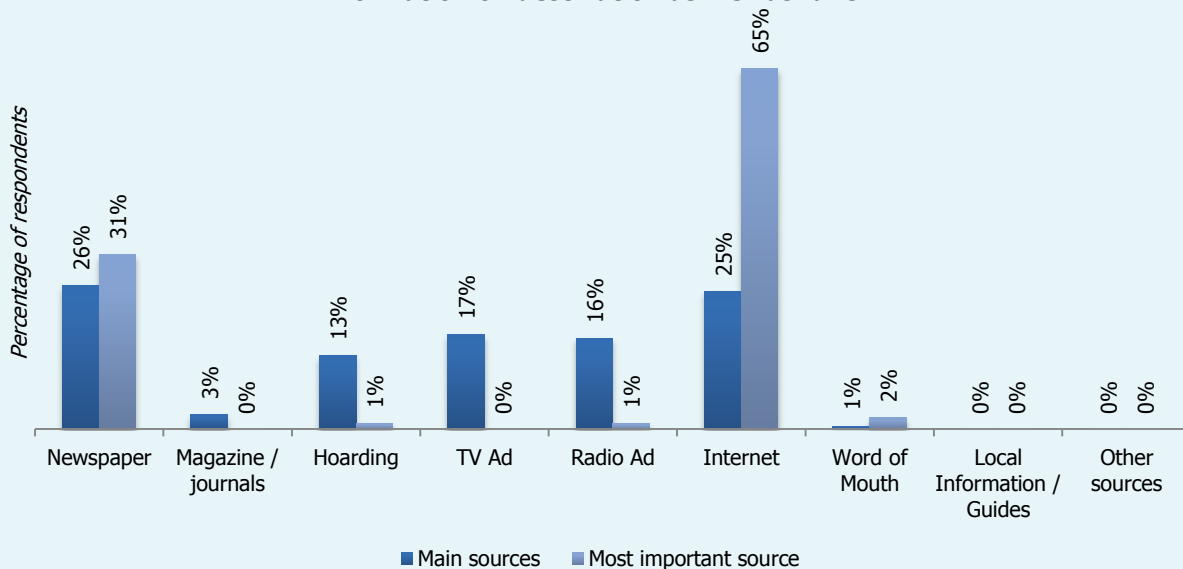


Figure 323: Various sources of information for destination & fair for domestic tourists during Rajasthan Summer Festival



Newspaper, among others, is one of the important sources of information for the tourists. However, for 64% of respondents, internet is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 72: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Rajasthan Summer Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 – 3 days
Number of days for visiting fair/festival	1 – 2 days
Number of days spent to visit other attractions	~ 1 day

Other places of interest visited by tourists during their stay at the destination include Nakki Lake, Dilwara Mandir, Sunset Point, Polo Ground, Achalgarh Fort, etc.

On an average, a single tourist group / family spent around **INR 17-18,000** for its visit to the destination while Rajasthan Summer Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.

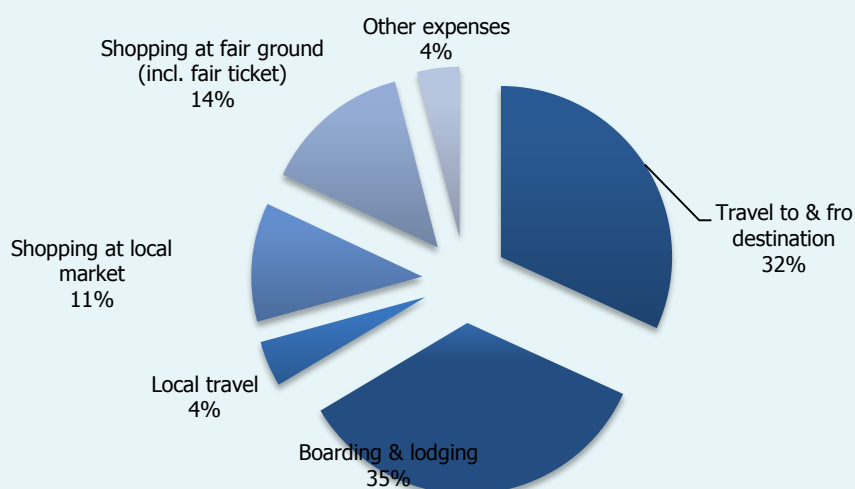


Figure 324: Break-up of expenses by a typical domestic tourist group / family during Rajasthan Summer Festival

During celebration of Rajasthan Summer Festival, a typical family is expected to spend around **16%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Sikkim

Sikkim lies in the north eastern part of India and is entirely situated in the Himalayan mountains. The state is bordered by Nepal to the west, Tibet in the north and east, Bhutan to the east and West Bengal lies to the south.



*Figure 325: Sikkim and its location in India*

Sikkim was the last state to give up its monarchy and fully integrate into India, in 1975. In 1947, a popular vote had rejected Sikkim's joining the Indian Union. But in 1975, it joined Indian union by a referendum in which 97.5 per cent of voters supported the move.

Sikkim is geographically very diverse due to its location in the Himalayas and third largest peak in the world, the Kangchenjunga is located on Sikkim's border with Nepal. Sikkim is a popular tourist destination because of its scenery and biodiversity. The capital city of Sikkim is Gangtok. 25% of the state is covered by the Khangchendzonga National Park.

Population according to 2011 census is 607,688. Around 82% percent of the population is literate. There are around 11 languages spoken in Sikkim viz. Sikkimese, Hindi, Lepcha, Tamang, Limbu, Newari, Rai, Gurung, Magar, Sunwar and English. Major religions followed here are Hinduism and Vajrayana Buddhism.

Some major festivals celebrated here are Maghe Sankranti and Bhimsen Puja. Some other local festivals are Losar, Loosong, Saga Dawa, Lhabab Duechen, Teshi and Bhumchu which are among the Buddhist festivals celebrated in Sikkim.

In 2014, close to 611,000 tourists visited Sikkim of which just below 9% tourists were foreign. Tourism has seen a de-growth (CAGR<sup>132</sup>) of around 0.7% since 2009. However, foreign tourist inflow has grown during this period. Subsequent chart shows the tourism statistics<sup>133</sup> for the state from 2009 to 2015.

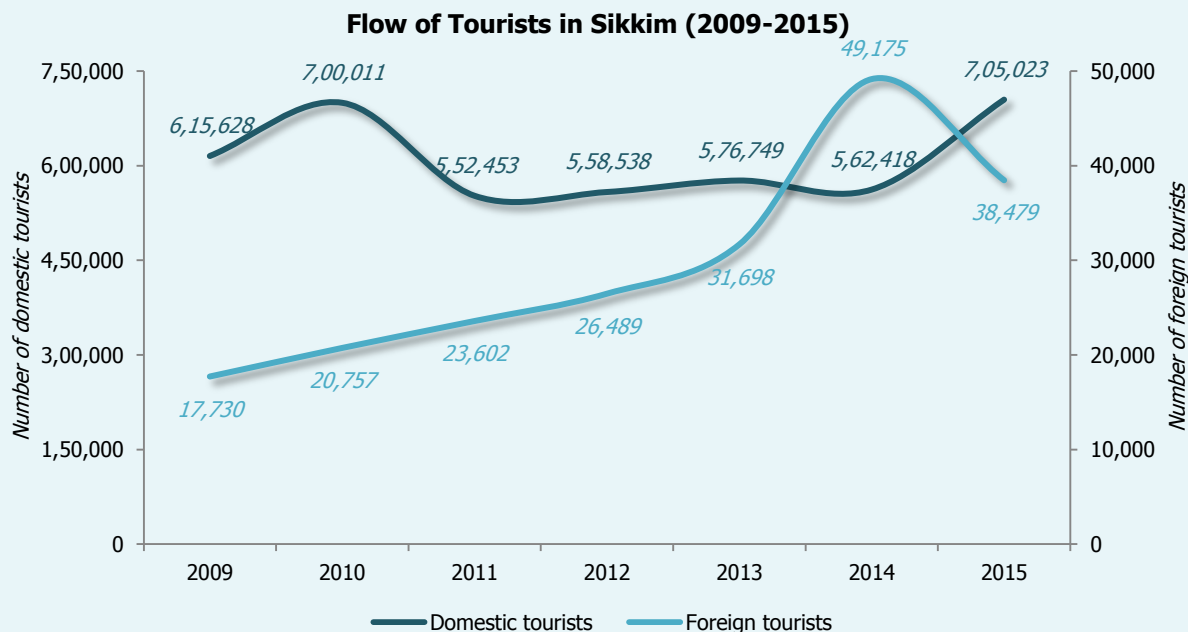


Figure 326: Inflow of tourists, both domestic & foreign, to Sikkim from 2009 to 2015

Sikkim has contributed to 0.01% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the study, two fairs/festivals were covered. These are:

1. Joreythang Maghey Mela; organized from 12<sup>th</sup> to 16<sup>th</sup> January 2016
2. Lampokhari Paryatan Mahotsav; organized from 14<sup>th</sup> to 16<sup>th</sup> April 2016

<sup>132</sup> Compounded annual growth rate

<sup>133</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Joreythang Maghey Mela**

Maghe Sankranti, one of the main festivals celebrated by the Nepali community in Sikkim is among the biggest cultural festivals that attract a major number of people from all communities. The Maghe Mela in Jorethang is undoubtedly the grandest Mela of them all. Over the years this Mela has transformed a lot into a traditionally packed tourist attraction with its religious root intact which is the main origin of this decade old custom.

This mela started in 1961 and was organized for the first time when the volunteers went from place to place informing people about it. The Nepali Hindu community believes it to be the great Makar night (the holy night of Lord Shiva), the event is called Makar Sankranti but the day is called Maghe Sankranti, when the month of Paush (ninth month on the Hindu lunar calendar) ends and that of Magh (tenth month) starts. During Maghe Sankranti, the Makar bath is taken in every household, spring or any other source of water, bathing at the confluences of sacred rivers like Ganga- Yamuna- Saraswati (Sangam at Allahabad) or Teesta- Rangit at Melli bears special significance, and it is due to this belief that people flock to these areas.



Figure 327: Joreythang Maghey Mela<sup>134</sup> in Sikkim

## **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Jorethang Maghey Mela organized in Sikkim, around 150 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 20 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 20 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Jorethang Maghey Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Jorethang Maghey Mela is around 83% for Indian tourists and negligible for foreign tourists.

<sup>134</sup> Image source: <http://southsikkim.nic.in/mapps/Photos/Jorethang%20Maghe%20Mela/7.JPG>

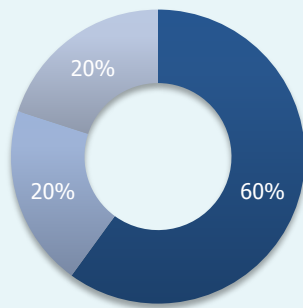
### Detailed Visitor Profiling: Domestic Tourists

The following section undertakes a detailed profiling for domestic tourists. This includes:

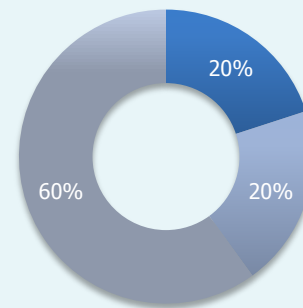
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- |                                    |                               |                               |
|------------------------------------|-------------------------------|-------------------------------|
| ■ More than 6 months before coming | ■ 3 to 6 months before coming | ■ 2 to 3 months before coming |
| ■ 1 to 2 months before coming      | ■ 15 - 30 days before coming  | ■ 7 to 15 days before coming  |
| ■ Less than a week before coming   |                               |                               |

*Figure 328: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Joreythang Maghey Mela*

While 60% of respondents started planning their travel to this destination more than 6 months before actual travel, 60% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

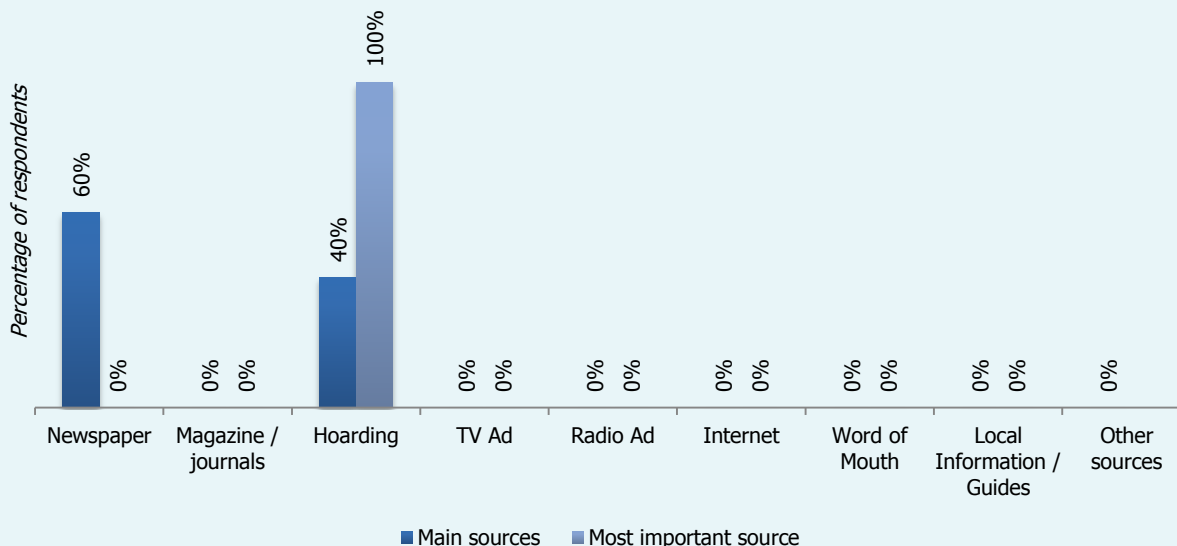


Figure 329: Various sources of information for destination & fair for domestic tourists during Joreythang Maghey Mela

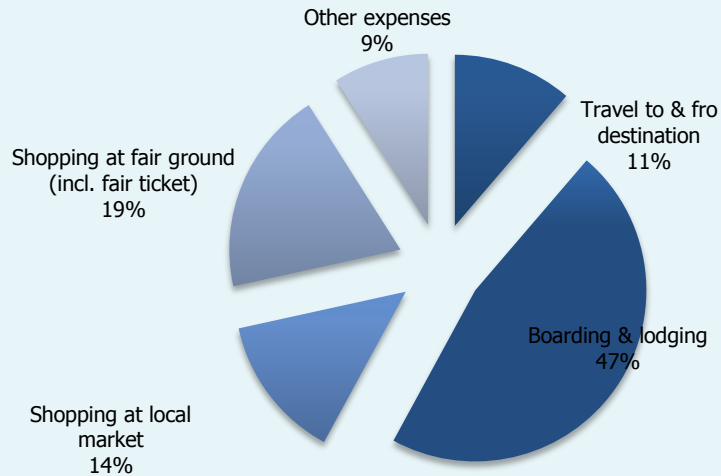
Newspaper, among others, is one of the important sources of information for the tourists. However, for most respondents, hoardings are the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 73: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Joreythang Maghey Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	~ 1 day

On an average, a single tourist group / family spent around **INR 4,200 – 4,300** for its visit to the destination while Joreythang Maghey Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 330: Break-up of expenses by a typical domestic tourist group / family during Joreythang Maghey Mela*

During celebration of Joreythang Maghey Mela, a typical family is expected to spend around **24%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Lampokhari Paryatan Mahotsav**

This festival is held during end of March and early April during Ramnavmi. Adventure sports, leisure boating, horse riding, archery completion, treks etc. are organized during the fair. It also offers traditional cultural shows, flower exhibition, local ethnic cuisine etc.



Figure 331: Lampokhari Paryatan Mahotsav<sup>135</sup> in Sikkim

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Lampokhari Paryatan Mahotsav organized in Sikkim, around 110 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 170 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 60 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Lampokhari Paryatan Mahotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Lampokhari Paryatan Mahotsav is around 52% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

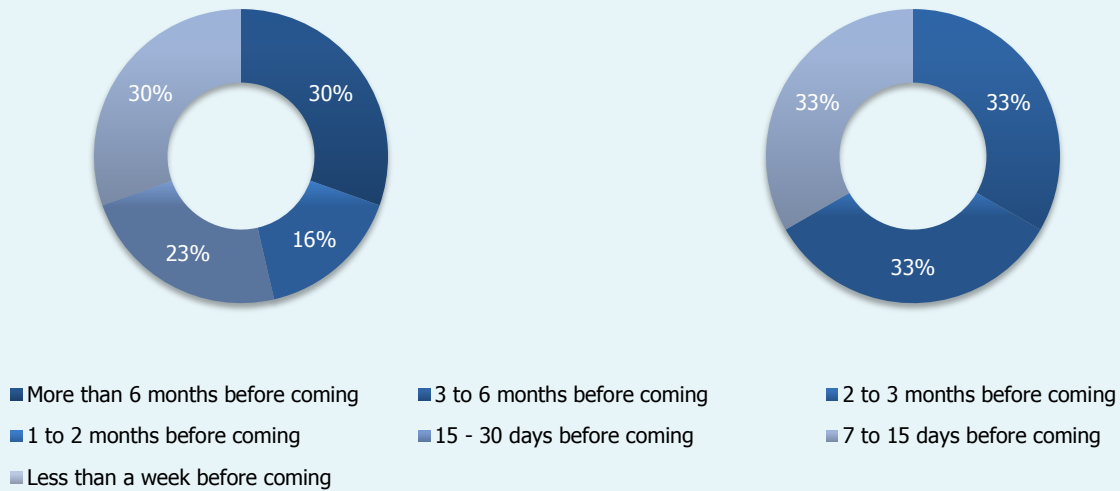
<sup>135</sup> Image source: <http://www.nelive.in/sites/default/files/sikkim2.jpg>



Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 332: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Lampokhari Paryatan Mahotsav*

While 30%, of respondents started planning their travel to this destination more than 6 months before actual travel, 33% of respondents booked their travel tickets, stay etc. 3 to 6 months before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

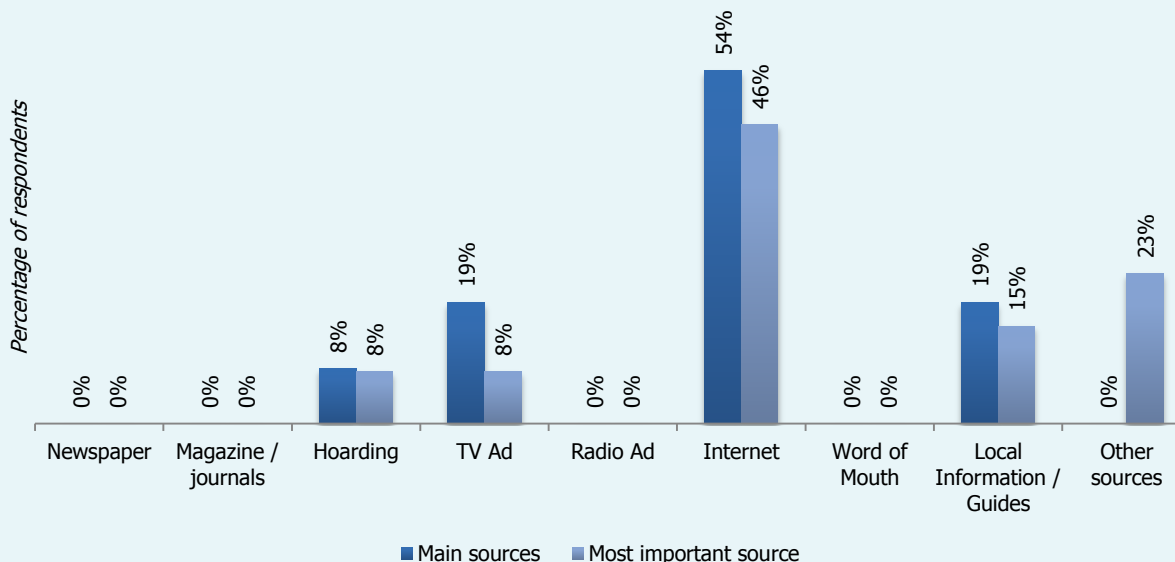


Figure 333: Various sources of information for destination & fair for domestic tourists during Lampokhari Paryatan Mahotsav

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 46% of respondents.

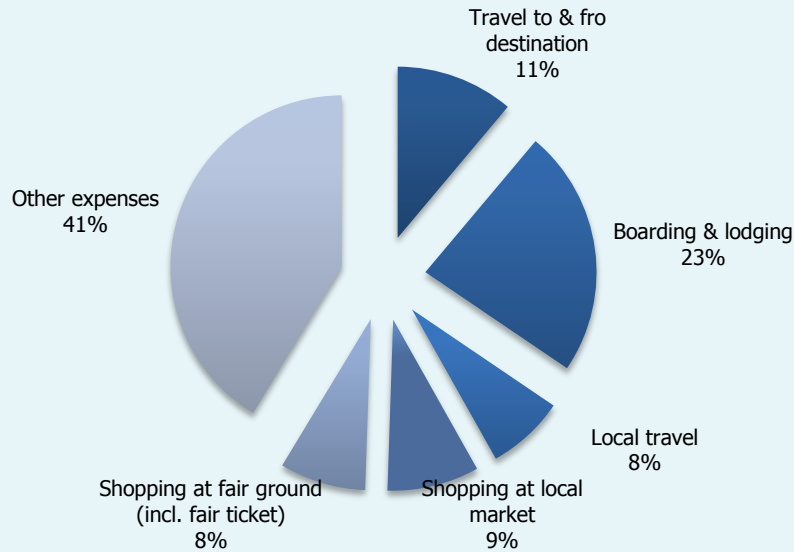
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 74: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Lampokhari Paryatan Mahotsav

Utilization of time at the destination	Average duration
Total stay duration at the destination	1 - 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Aritar Lake, Lampokhari Lake, Dzuluk, , , etc.

On an average, a single tourist group / family spent around **INR 48-50,000** for its visit to the destination while Lampokhari Paryatan Mahotsav was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 334: Break-up of expenses by a typical domestic tourist group / family during Lampokhari Paryatan Mahotsav*

During celebration of Lampokhari Paryatan Mahotsav, a typical family is expected to spend around **9%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Tamil Nadu

Tamil Nadu lies in the southernmost part of India and is bordered by the union territory of Puducherry and the south Indian states of Kerala, Karnataka, and Andhra Pradesh. It is bounded by the Bay of Bengal in the east, by the Gulf of Mannar and the Palk Strait on the southeast and by the Indian Ocean on the south. It also shares a maritime border with Sri Lanka.



Figure 335: Tamil Nadu and its location in India

When India became independent in 1947, Madras Presidency became Madras State, which also comprised of present day Tamil Nadu. The state was subsequently split up along linguistic lines. In 1969, Madras State was renamed Tamil Nadu.

It is the eleventh largest state by area and the seventh most populous state in India. According to 2011 census, the population of Tamil Nadu stood at 72,147,030. The largest and capital city of Tamil Nadu is Chennai. It is also one of the top seven developed states in India based on a report published by RBI. Its official language is Tamil, which is one of the longest-surviving classical languages in the world.

Tamil is spoken by majority of the population followed by Telugu, Kannada and Malayalam. Majority of population follow Hindu religion followed by Muslims and Christians. It is also one of the most literate states in India having a literacy rate of 80.33%.

Mahamagam is a bathing festival at Kumbakonam in Tamil Nadu which is celebrated once in 12 years. People from all the corners of the country come to Kumbakonam for the festival. The most important festival is Pongal. Apart from that, locals celebrate festivals for the local gods once a year. Most of these festivals are related to the goddess Maariyamman, the mother goddess of rain.

In 2014, close to 332 million tourists visited Tamil Nadu of which close to 1.5% tourists were foreign. Tourism has seen a growth (CAGR<sup>136</sup>) of around 23% since 2009. Subsequent chart shows the tourism statistics<sup>137</sup> for the state from 2009 to 2015.

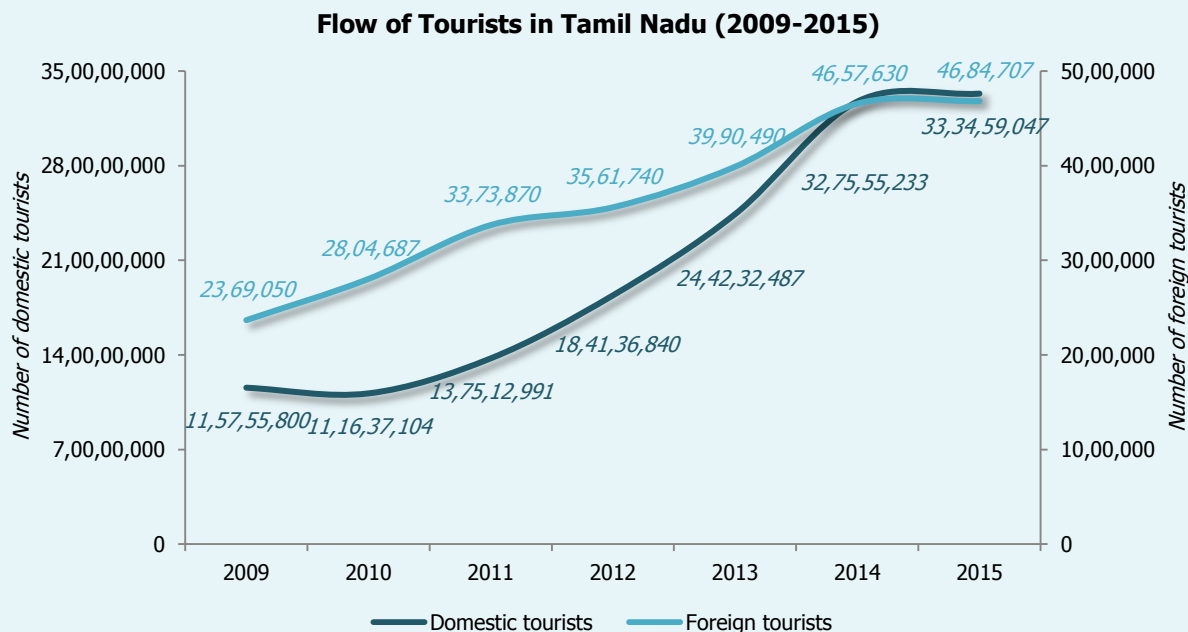


Figure 336: Inflow of tourists, both domestic & foreign, to Tamil Nadu from 2009 to 2015

Tamil Nadu has contributed to around 20% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of study, following four fairs/festivals were covered:

1. Mahamakam Festival; organized on 22<sup>nd</sup> February 2016
2. Meenakshi Kalyanam Festival; organized from 21<sup>st</sup> April 2016 to 2<sup>nd</sup> May 2016
3. Natyanjali Festival; organized on 7<sup>th</sup> March 2016
4. Teppakulam Float Festival; organized on 24<sup>th</sup> January 2016
5. Ooty Flower Festival; organized on 27<sup>th</sup> May 2016
6. Sarai Vizha; organized from 30<sup>th</sup> Jul – 06<sup>th</sup> Aug 2016

<sup>136</sup> Compounded annual growth rate

<sup>137</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Mahamakam Festival**

Mahamaham is a Hindu festival celebrated every 12 years in the Mahamaham tank located in the South Indian town of Kumbakonam in Tamil Nadu, India. Hindus consider taking a holy dip at the Mahamaham tank on the day of Mahamaham as sacred. The last Mahamaham was celebrated on February 22, 2016 with more than 10 lakh people from various places taking the holy dip in the Mahamaham tank.

The Masimaham is an annual event that occurs in in kumbakonam in the Tamil month of Masi (February–March) in the star of Magam which is a very beautiful and ancient and holy place. Vast crowd of devotees gather at Kumbakonam to have a dip in the tank, along with saints and holy men. All the rivers of India are believed to meet at the tank on this day and a purificatory bath at this tank on this day is considered equal to the combined dips in all the holy rivers of India.



Figure 337: Mahamakam Festival<sup>138</sup> in Tamil Nadu

## **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Mahamakam Festival organized in Tamil Nadu, around 1660 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1250 were Indian tourists whereas there were 20 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1210 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 20 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Mahamakam Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Mahamakam Festival is around 96% for Indian tourists and around 100% for foreign tourists.

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<sup>138</sup> Image source: <http://dc-cdn.s3-ap-southeast-1.amazonaws.com/dc-Cover-668m9a6e4cv48b19s0jdp23ge5-20160223054655.Medi.jpeg>

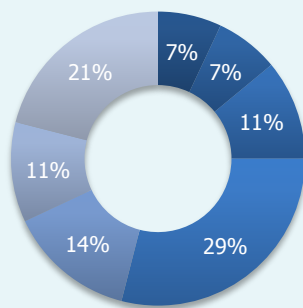
### Detailed Visitor Profiling: Domestic Tourists

The following section undertakes a detailed profiling for domestic tourists. This includes:

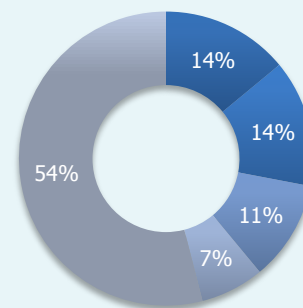
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 338: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Mahamakam Festival*

While 29%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 54% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

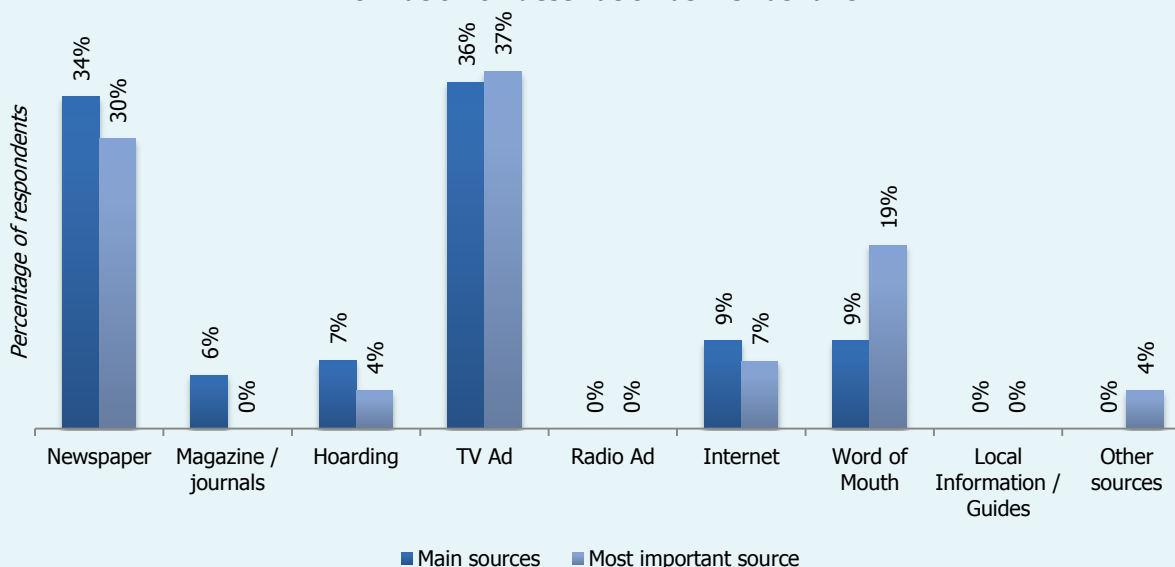


Figure 339: Various sources of information for destination & fair for domestic tourists during Mahamakam Festival

Television advertisement, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 37% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

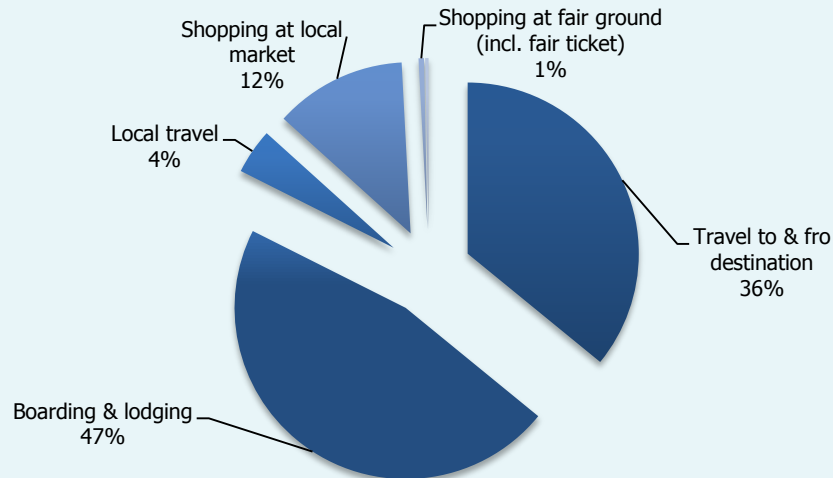
Table 75: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Mahamakam Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 – 3 days
Number of days for visiting fair/festival	~ 2 days
Number of days spent to visit other attractions	1 – 2 days

Other places of interest visited by tourists during their stay at the destination include Kumbeswarar Festival, Thirunageswaram, etc.

On an average, a single tourist group / family spent around **INR 31,000** for its visit to the destination while Mahamakam Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.





*Figure 340: Break-up of expenses by a typical domestic tourist group / family during Mahamakam Festival*

During celebration of Mahamakam Festival, a typical family is expected to spend around **1%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Meenakshi Kalyanam Festival**

Meenakshi Kalyanam is truly one of the most popular festivals of Madurai that attracts visitors in large numbers, not only across India but from other countries as well. The annual festival is celebrated every year at the world-famous Meenakshi Temple in Madurai in observance of the divine wedding of Goddess Meenakshi with Lord Sundareshwar (Shiva). Meenakshi Kalyanam Festival in Madurai is an annual festival that falls in the months of April – May (Hindu month of Chaitra) and stretches over a period of 12 days. The festival commences from the second day of the lunar month that is exactly two days after the new moon.



*Figure 341: Meenakshi Kalyanam Festival<sup>139</sup> in Tamil Nadu*

During the 12-day festival that is widely celebrated across the state of Tamil Nadu, spectacular images of Goddess Meenakshi and Lord Shiva are taken out for processions at the streets. A large number of locals as well as tourists flock to Madurai during this time to witness the majestic proceedings. The magnificent temple is adorned as a bride during the time of Meenakshi Kalyanam festival that adds to the beauty of the already splendid holy shrine.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Meenakshi Kalyanam organized in Tamil Nadu, around 3810 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 2020 were Indian tourists whereas there were 160 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 1320 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 50 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Meenakshi Kalyanam (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Meenakshi Kalyanam is around 65% for Indian tourists and around 30% for foreign tourists.

<sup>139</sup> Image source: <http://file.inexplores.com/2015/04/Madurai-Meenakshi-Thirukalyanam-2015-Watch-Online-Meenakshi-Amman-Thirukalyanam.jpg>

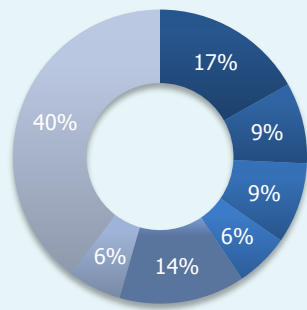
### Detailed Visitor Profiling: Domestic Tourists

The following section undertakes a detailed profiling for domestic tourists. This includes:

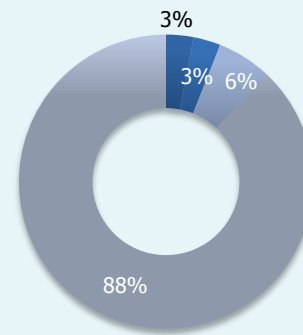
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 342: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Meenakshi Kalyanam Festival*

While 40%, of respondents started planning their travel to this destination less than a week before actual travel, 88% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

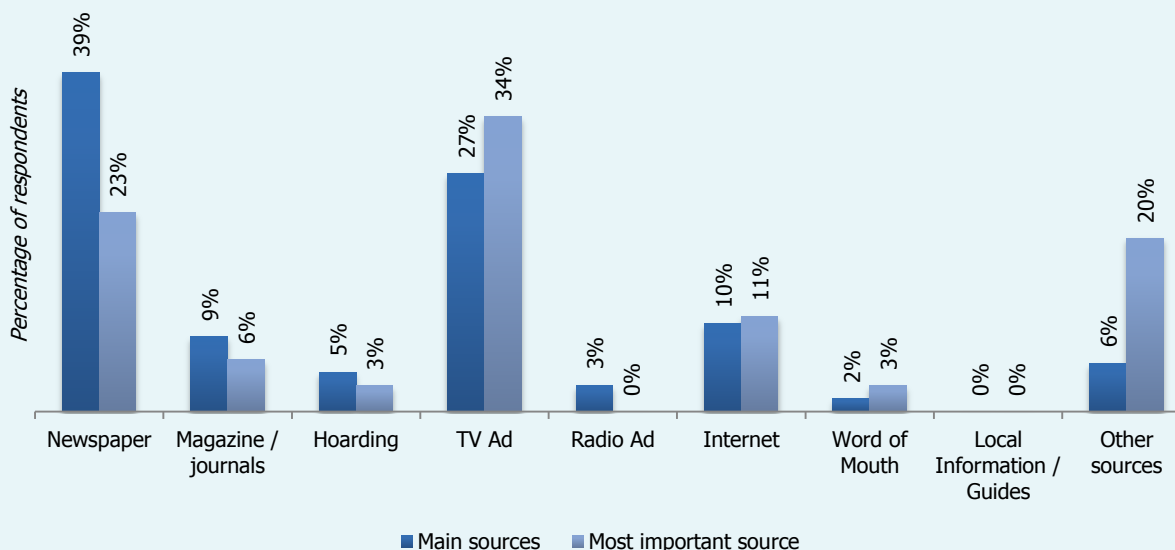


Figure 343: Various sources of information for destination & fair for domestic tourists during Meenakshi Kalyanam Festival

Newspaper, among others, is one of the important sources of information for the tourists. However, for 34% of respondents, television advertisement is the most important source of information.

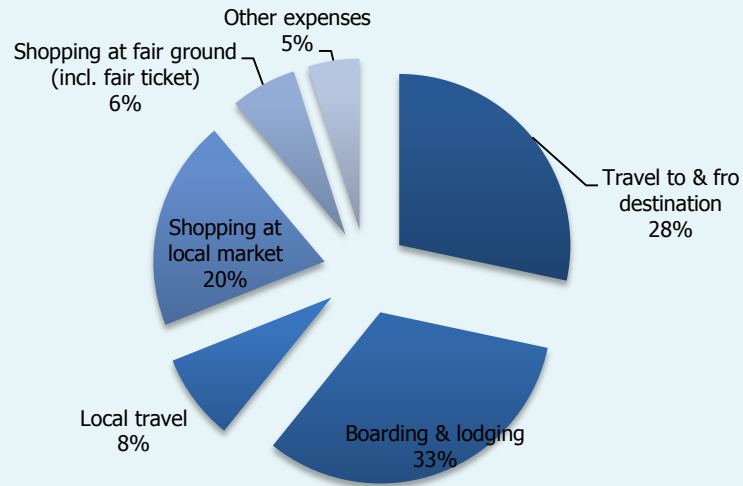
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 76: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Meenakshi Kalyanam Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Meenakshi Amman Temple, Alagar Koyil, Rameshwari Temple, Rameshwaram, etc.

On an average, a single tourist group / family spent around **INR 15-16,000** for its visit to the destination while Meenakshi Kalyanam Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 344: Break-up of expenses by a typical domestic tourist group / family during Meenakshi Kalyanam Festival*

During celebration of Meenakshi Kalyanam Festival, a typical family is expected to spend around **7%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Natyanjali Festival**

Natyanjali is an annual classical Indian dance festival timed to Shiva Ratri. Originally, was introduced at the Chidambaram temple, but nowadays also organized at many other temples in Kumbakonam, Thanjavur, Chennai, Nagapatinam, Mayavaram, Thirunallar, Thiruvanaikoil, etc. Natyanjali - Festival of Dance at Chidabaram is known for its serenity and uniqueness of the devotion of the dancers dedicating their "Natya" (Dance) as "Anjali" (Offering) and worship to the Lord of Dance - Lord Nataraja.



Figure 345: Natyanjali Festival<sup>140</sup> in Tamil Nadu

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Natyanjali Festival organized in Tamil Nadu, around 690 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 500 were Indian tourists whereas there were 20 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 240 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Natyanjali Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Natyanjali Festival is around 48% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

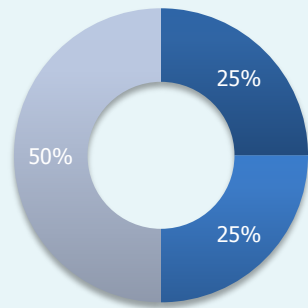
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

<sup>140</sup> Image source: <http://i0.wp.com/brandife.com/wp-content/uploads/2016/01/natyanjali-chidambaram-e1452671760381.jpg?fit=640%2C427>

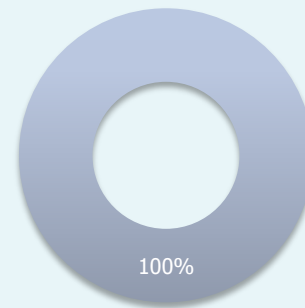
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 346: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Natyanjali Festival*

While 50%, of respondents started planning their travel to this destination less than a week before actual travel, 100% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

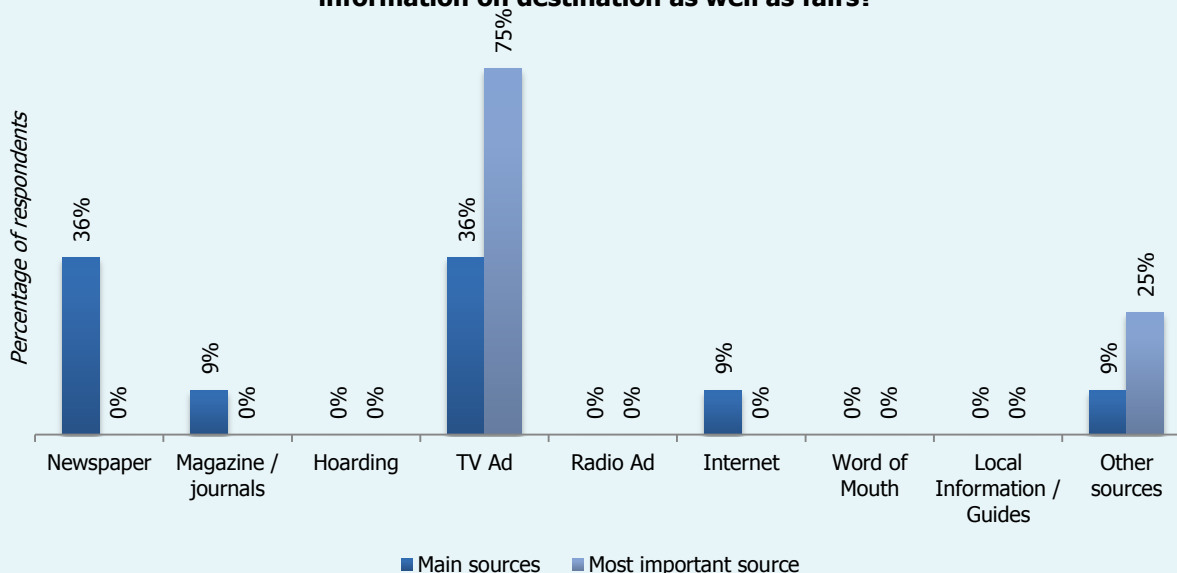


Figure 347: Various sources of information for destination & fair for domestic tourists during Natyanjali Festival

Newspaper, among others, is one of the important sources of information for the tourists. However, for 75% of respondents, television advertisement is the most important source of information.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

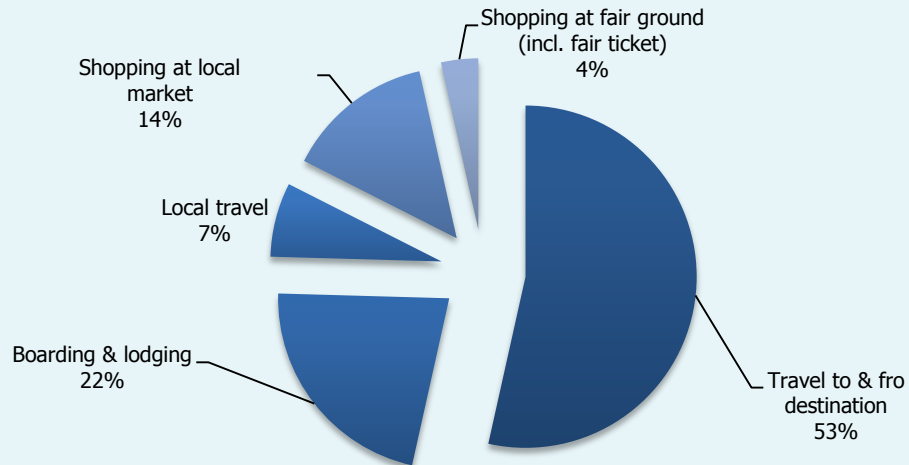
Table 77: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Natyanjali Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	~ 2 days

Other places of interest visited by tourists during their stay at the destination include Kumbakonam Temple, Pappireddipatti, etc.

On an average, a single tourist group / family spent around **INR 7,100 – 7,200** for its visit to the destination while Natyanjali Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.





*Figure 348: Break-up of expenses by a typical domestic tourist group / family during Natyanjali Festival*

During celebration of Natyanjali Festival, a typical family is expected to spend around **4%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Teppakulam Float Festival**

Mariamman Teppakulam is a pond which is famous for the celebrations of the Float festival. The celebrations take place on a full moon night and the pristine water turns colourful as the temple is lit. The idols of Goddess Meenakshi and her consort Lord Sundareshwarar, the deities of the Meenakshi Amman Temple come down to the tank in colourful floats, presenting a mesmerizing sight. Pilgrims across India come to Madurai to participate in the festival.

The deities are taken in golden palanquins escorted by elaborately decorated elephants and horses, along with musicians and devotees who sing songs all the way from the main temple to the lake at the break of dawn. The Madurai Float Festival procession stops on the bank of the lake and the deities are taken to Mandapam (a make-shift temple raft). Devotees throng in thousands to offer their prayers, and the cold winter morning seems to have no effect on their faith.



Figure 349: Teppakulam Float Festival<sup>141</sup> in Tamil Nadu

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Teppakulam Float Festival organized in Tamil Nadu, around 4470 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1390 were Indian tourists whereas there were 1280 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 210 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 320 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Teppakulam Float Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Teppakulam Float Festival is around 15% for Indian tourists and around 25% for foreign tourists.

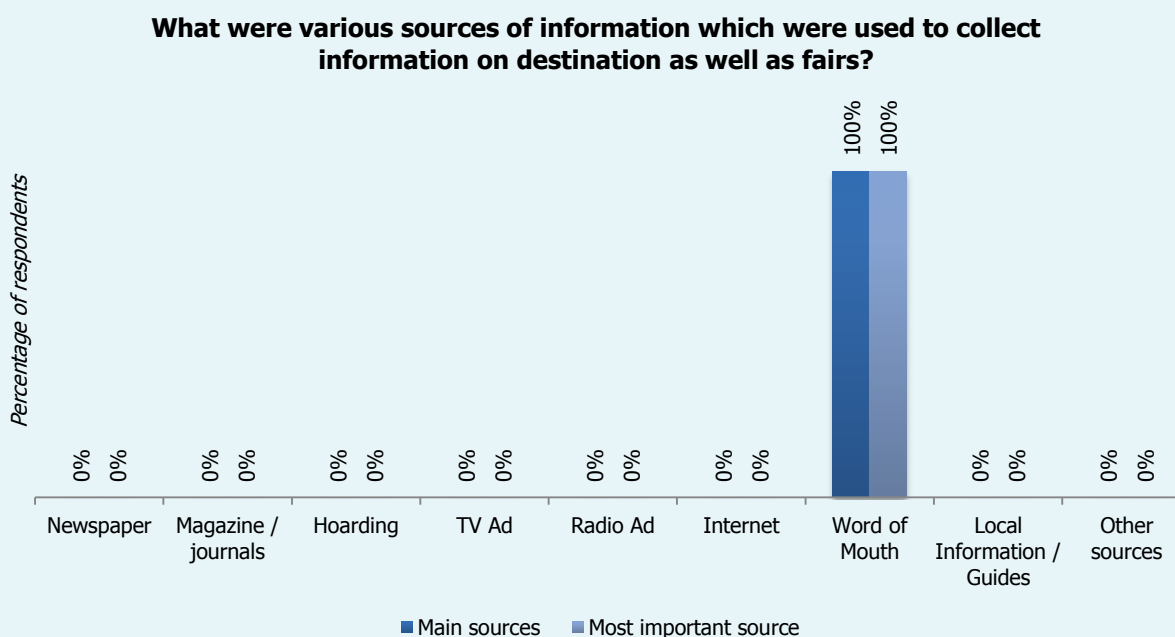
<sup>141</sup> Image source: [http://www.thehindu.com/multimedia/dynamic/02709/Copy-of-24jan\\_t\\_MA\\_2709821f.jpg](http://www.thehindu.com/multimedia/dynamic/02709/Copy-of-24jan_t_MA_2709821f.jpg)

### Detailed Visitor Profiling: Domestic Tourists

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



*Figure 350: Various sources of information for destination & fair for domestic tourists during Teppakulam Float Festival*

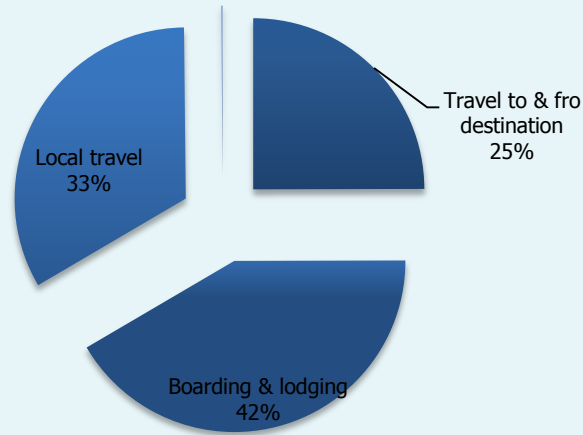
Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 78: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Teppakulam Float Festival*

<b>Utilization of time at the destination</b>	<b>Average duration</b>
<i>Total stay duration at the destination</i>	~ 1 day
<i>Number of days for visiting fair/festival</i>	~ 1 day
<i>Number of days spent to visit other attractions</i>	~ 1 day

On an average, a single tourist group / family spent around **INR 6,000** for its visit to the destination while Teppakulam Float Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 351: Break-up of expenses by a typical domestic tourist group / family during Teppakulam Float Festival*

During celebration of Teppakulam Float Festival, a typical family is expected to spend nothing additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Ooty Flower Festival**

The three-day annual flower show is a major tourist attraction during the month-long summer festival in hill resort town of Ooty in Tamil Nadu. The Summer Festival in Ooty include many interesting fairs and carnivals like the Flower Show, floral arrangements, vegetable carvings, flower rangoli etc. A large variety of flowers are displayed and decorated in this festival.

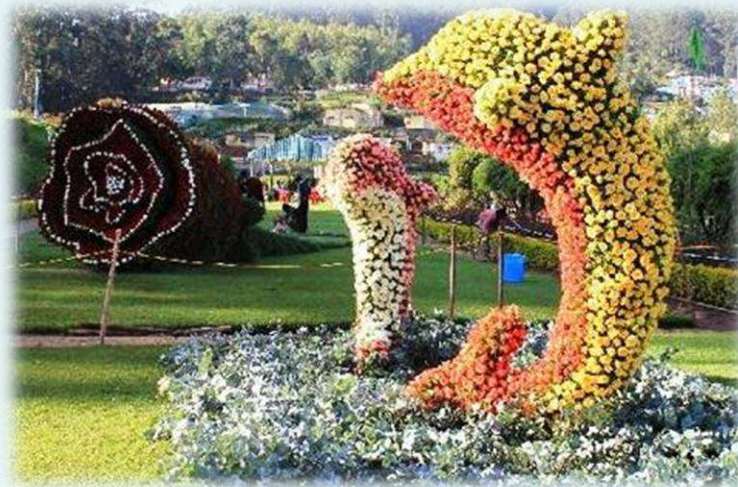


Figure 352: Ooty Flower Festival<sup>142</sup> in Tamil Nadu

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Ooty Flower Festival organized in Tamil Nadu, around 11680 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 11050 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 4020 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Ooty Flower Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Ooty Flower Festival is around 36% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

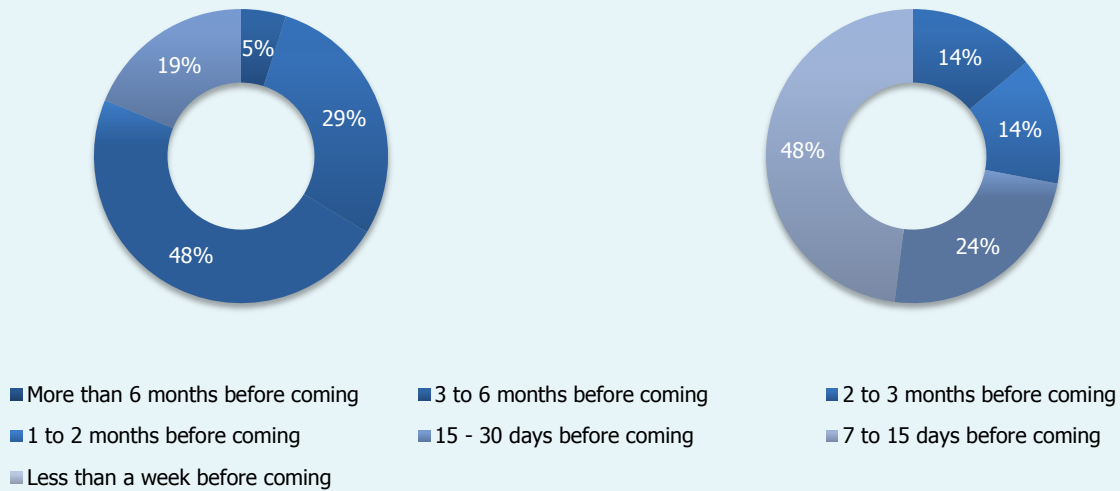
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

<sup>142</sup> Image source: <http://im.hunt.in/cg/ooty/City-Guide/Flower-Show-Of-Ooty.jpg>

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**



*Figure 353: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Ooty Flower Festival*

While 48%, of respondents started planning their travel to this destination 1 to 2 months before actual travel, 48% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

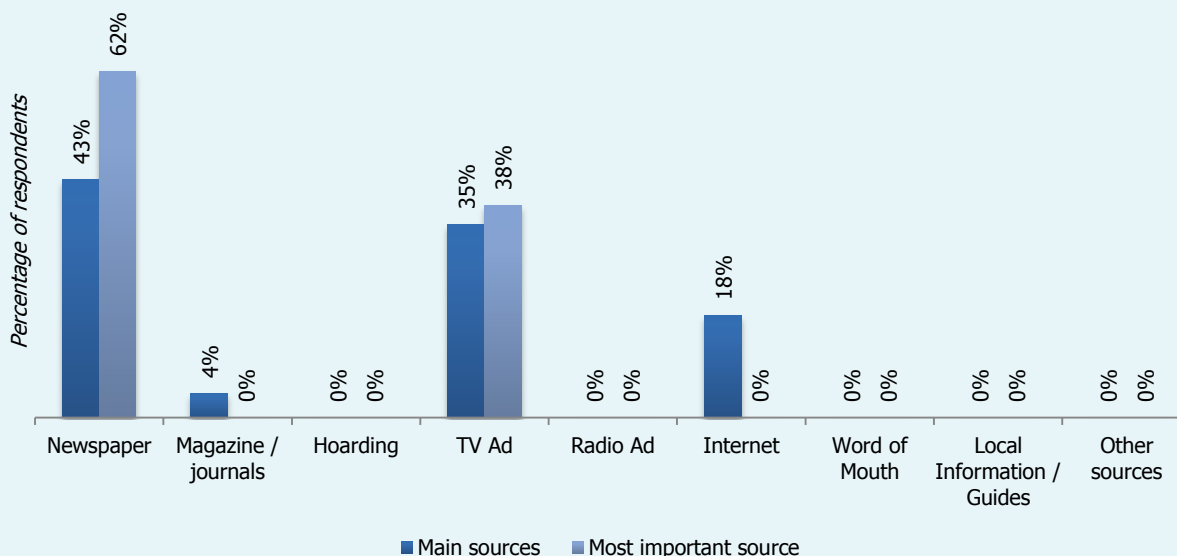


Figure 354: Various sources of information for destination & fair for domestic tourists during Ooty Flower Festival

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 62% of respondents.

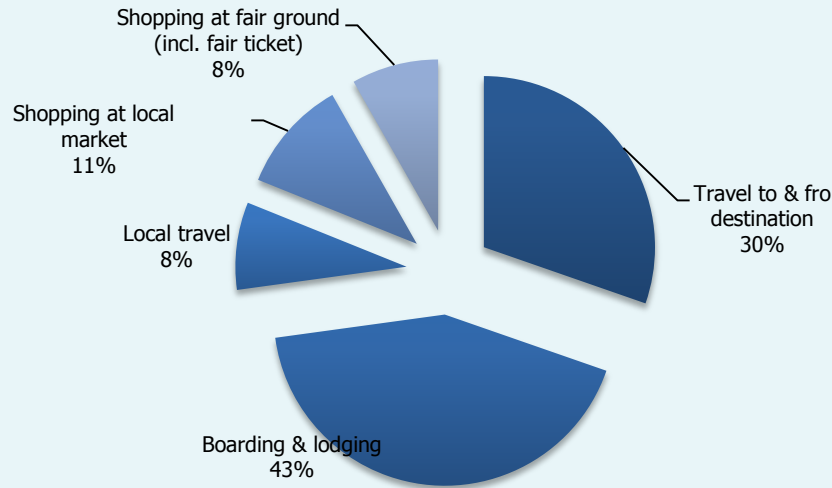
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 79: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Ooty Flower Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Botanical Garden, Rose Garden, Doddabetta, Pykara Boat House, etc.

On an average, a single tourist group / family spent around **INR 18-19,000** for its visit to the destination while Ooty Flower Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 355: Break-up of expenses by a typical domestic tourist group / family during Ooty Flower Festival*

During celebration of Ooty Flower Festival, a typical family is expected to spend around **9%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## **Sarai Vizha**

This festival is usually celebrated in the month of August to show respect to the numerous waterfalls in the state with the feeling that the waterfalls have some magical powers. The festival is celebrated in the Kuttalam region of the southern state.



*Figure 356: Courtallam Waterfall during Sarai Vizha<sup>143</sup> in Tamil Nadu*

The Courtallam waterfalls are believed to have medicinal properties which help in smooth functioning of the human body and also bringing a feeling of peace and prosperity.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Sarai Vizha organized in Tamil Nadu, around 1140 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1120 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 660 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Sarai Vizha (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Sarai Vizha is around 59% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

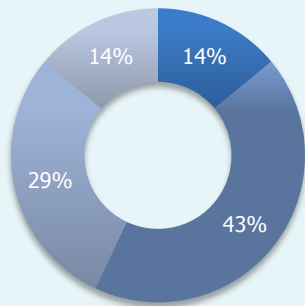
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<sup>143</sup> Image source: <http://www.tamilnadutourism.org/places/courtallam-images/courtallam-mainfalls.jpg>

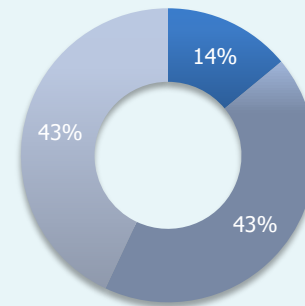
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 357: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Sarai Vizha*

While 43%, of respondents started planning their travel to this destination less than one month before actual travel, 43% of respondents booked their travel tickets, stay etc. less than 15 days before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

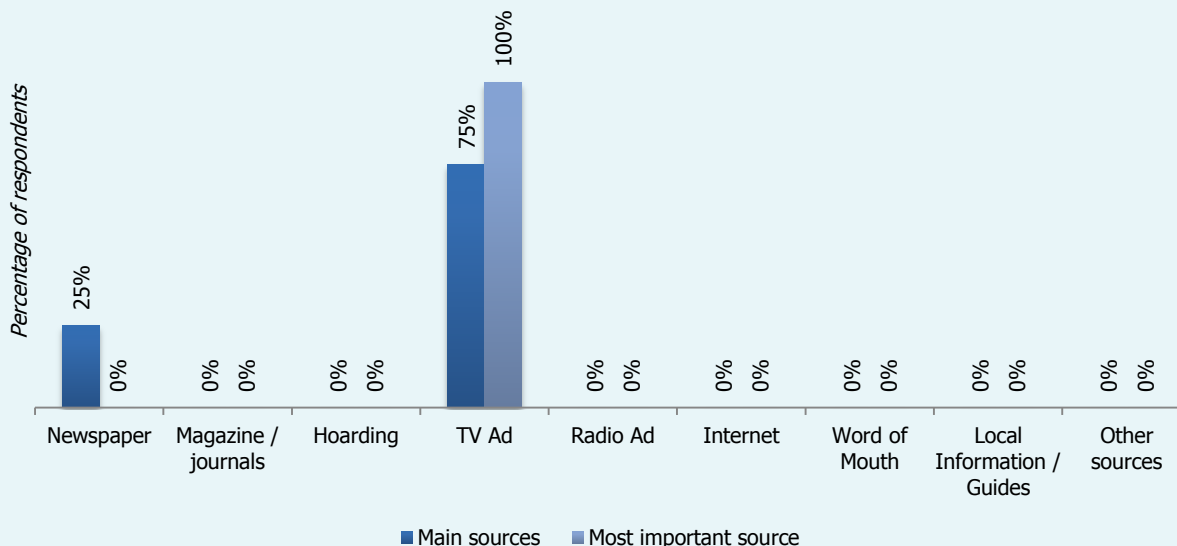


Figure 358: Various sources of information for destination & fair for domestic tourists during Sarai Vizha

Television advertisement, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 100% of respondents.

Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 80: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Sarai Vizha

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	1 - 2 days

On an average, a single tourist group / family spent around **INR 13-14,000** for its visit to the destination while Sarai Vizha was being organized. Subsequent chart provides average break-up of this expense into various heads.



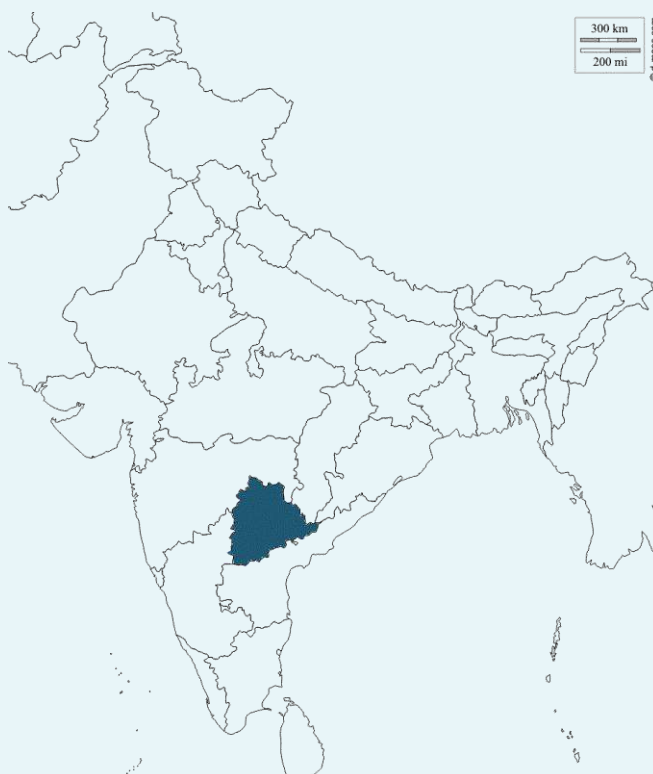
*Figure 359: Break-up of expenses by a typical domestic tourist group / family during Sarai Vizha*

During celebration of Sarai Vizha, a typical family is expected to spend around **49%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Telangana

Telangana lies in the southern part of India. It is bordered by the states of Maharashtra to the north and North-west, Chhattisgarh to the North, Odisha to the north east, Karnataka to the west, and Andhra Pradesh to the east and south. The capital city of Telangana is Hyderabad. Some other major cities are Warangal, Nizamabad and Karimnagar.



*Figure 360: Telangana and its location in India*

In February 2014, Andhra Pradesh Reorganisation Act, 2014 bill was passed by the Parliament of India for the formation of Telangana state comprising ten districts from north-western Andhra Pradesh. The bill received the assent of the President and published in the Gazette on 1 March 2014.

It is 12th largest state in India and 12th most populous state. According to 2011 census, the population stands at 35,193,978. The religious makeup of Telangana is about 85% Hindu, 12.7% Muslim, and 1.3% Christians. About 77% of the population of Telangana speak Telugu, 12% speak Urdu and 13% speak other languages.

Telangana culture combines customs from Persian traditions, embedded during rule by the Moghuls, Qutub Shahis and Nizams, with south Indian traditions and customs. The state is also known for religious pilgrimage due to presence of large number of famous temples. Some local festivals are Bonalu in Hyderabad, Batukamma all over Telangana districts, Yedupayala Jatara in Medak, Sammakka Saralamma in Warangal district.

In 2014, close to 72.5 million tourists visited Telangana of which just over 0.1% tourists were foreign. Tourism has seen a growth (CAGR<sup>144</sup>) of around 2.8% since<sup>145</sup> 2009. Subsequent chart shows the tourism statistics<sup>146</sup> for the state from 2009 to 2015.

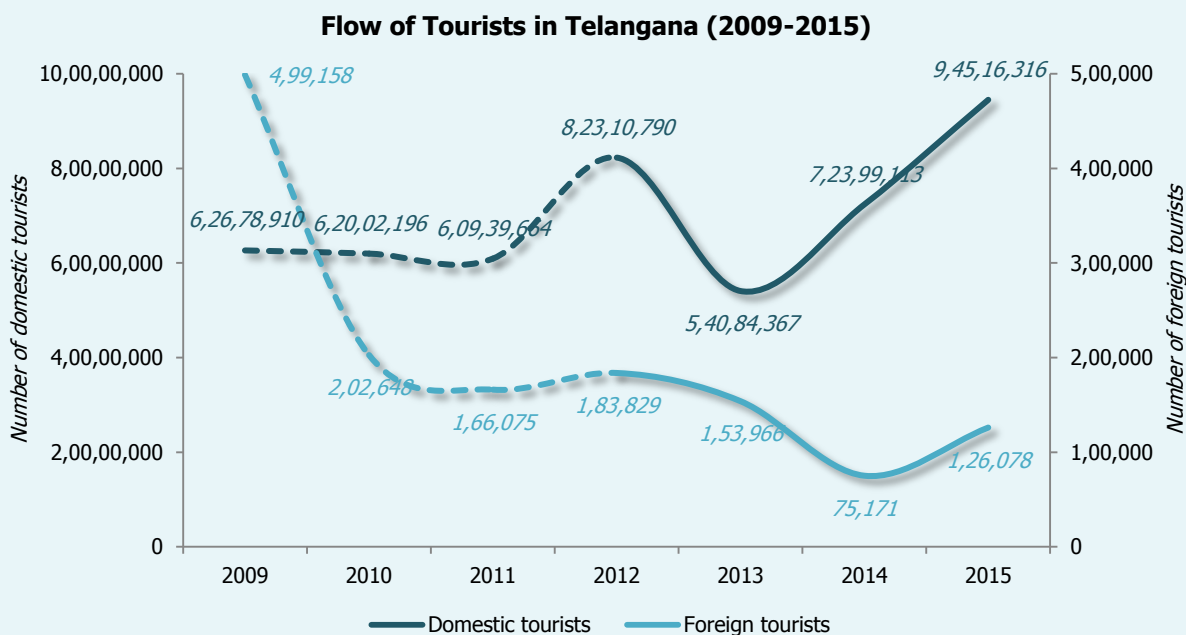


Figure 361: Inflow of tourists, both domestic & foreign, to Telangana from 2009 to 2015

Telangana has contributed to 6.76% of total tourists (domestic + foreign) in India over 2009 to 2015.

No information was provided on fairs & festivals by the Telangana administration. Also, there is no confirmation as to which fair / festival will be covered by Andhra Pradesh government and which by Telangana government. Substitute fairs / festivals have been covered as per Annexure B.

<sup>144</sup> Compounded annual growth rate

<sup>145</sup> India Tourism Statistics publishes separate data for Telangana since 2013. For the purpose of current representation, for 2009 to 2012, total tourist inflow has been divided among Andhra Pradesh and Telangana in the same ratio as total tourist inflow in 2013 and 2014 (separately for domestic and foreign tourists).

<sup>146</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## Tripura

Tripura lies in the north eastern part of India. Tripura is the third-smallest state in the country. It is bordered by Bangladesh to the north, south, and west, and the Indian states of Assam and Mizoram to the east.



*Figure 362: Tripura and its location in India*

After the Indo-Pakistani War of 1971, the Indian government reorganised the North East region to ensure effective control of the international borders and Tripura came into existence on 21 January 1972.

According to 2011 census, the population of Tripura stands at 3,671,032. Tripura ranks second only to Assam as the most populous state in North East India. It constitutes 0.3 per cent of India's population. Bengalis represent almost 70 per cent of Tripura's population while the Tripuri population amounts to 30 per cent.

Bengali is the widely spoken language followed by Kokborok which is a prominent language among the Tripura tribes. Several other languages such as Hindi, Mog, Odia, Bishnupriya Manipuri, Manipuri, Halam, Garo are also spoken in Tripura. Hinduism is followed by majority of population followed by Muslims, Christians and Buddhists.

Bengali people are the largest ethno-linguist community of the state. As a result, Bengali culture is the main non-indigenous, non-Tripura culture. Some local festivals are Ganga puja, Garia puja, Kharchi puja and Ker puja which represents confluence of different regional traditions.

Neermahal water festival takes place at Rudrasagar Lake which is organized for 3 days in the month of December every year. Biggest attraction of this festival is boat race and swimming competition.

In 2014, close to 390,000 tourists visited Tripura of which more than 7% tourists were foreign. Tourism has seen a growth (CAGR<sup>147</sup>) of around 3.8% since 2009. Subsequent chart shows the tourism statistics<sup>148</sup> for the state from 2009 to 2015.

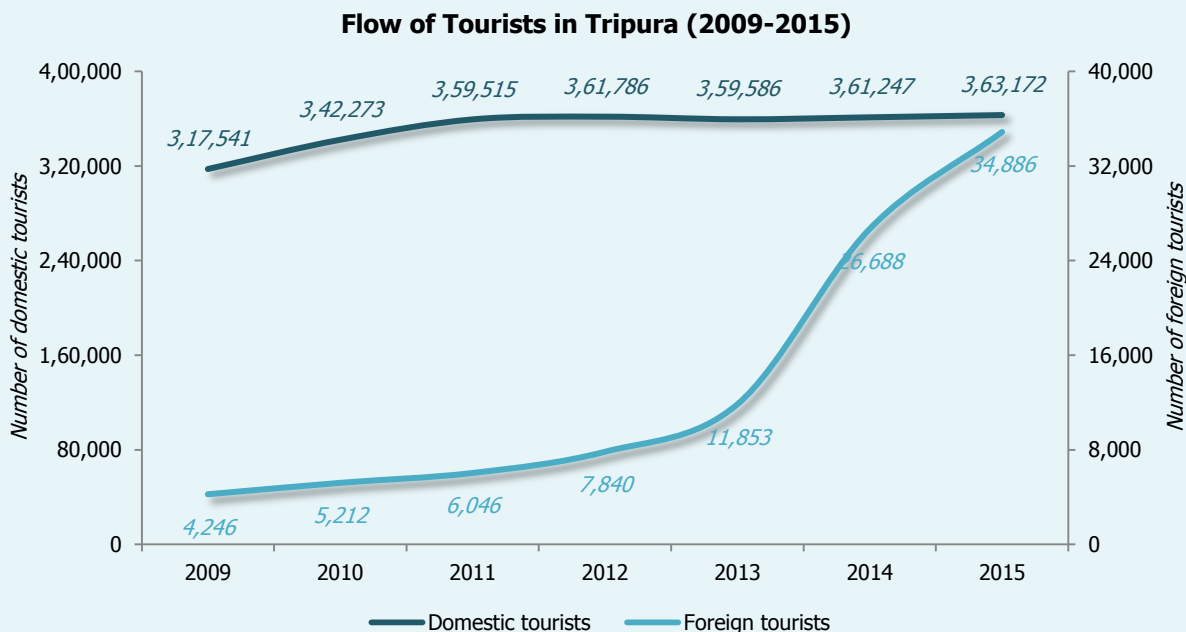


Figure 363: Inflow of tourists, both domestic & foreign, to Tripura from 2009 to 2015

Tripura has contributed to 0.04% of total tourists (domestic + foreign) in India over 2009 to 2015.

No information on fairs / festivals was provided by the state tourism board for this state. Despite best efforts, we could not collect information on the fairs / festivals being organized in this state / UT. Substitute fairs / festivals have been covered in other states/union territories as given in Annexure B.

<sup>147</sup> Compounded annual growth rate

<sup>148</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India



## Uttar Pradesh

Uttar Pradesh lies in the northern part of India. It is the most populous state in India. The state is bordered by Rajasthan to the west, Haryana and Delhi to the northwest, Uttarakhand and Nepal to the north, Bihar to the east, Madhya Pradesh to the south and touches the states of Jharkhand and Chhattisgarh to the south east.



Figure 364: Uttar Pradesh and its location in India

It is the 4th largest state in India by area equal to 6.88% of the total area of India. Lucknow is the capital city of Uttar Pradesh. Ghaziabad, Kanpur, Gorakhpur, Allahabad, Rae Bareilly, Moradabad, Bareilly, Aligarh and Varanasi are some of the important cities in the state.

According to 2011 census, the population stands at 199,581,477 and it is the most populated state in India. Literacy rate is low at 67%. Hindi is the official and most widely spoken language in its 75 districts. Hindus constitute 79.69% of the population while Muslims constitute 19.25%. Some major native languages of the state are Awadhi, Bhojपुरi, Bundeli, Braj Bhasha, Kannauji and the vernacular form of Khariboli.

Kumbh Mela, organised between February-March is a major festival held organized every twelve years in rotation at Allahabad, Haridwar, Ujjain on the river Ganges and Nasik on the Godavari river.

In 2014, close to more than 185 million tourists visited Uttar Pradesh of which over 1.5% tourists were foreign. Tourism has seen a growth (CAGR<sup>149</sup>) of around 6.4% since 2009. Subsequent chart shows the tourism statistics<sup>150</sup> for the state from 2009 to 2015.

<sup>149</sup> Compounded annual growth rate

<sup>150</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

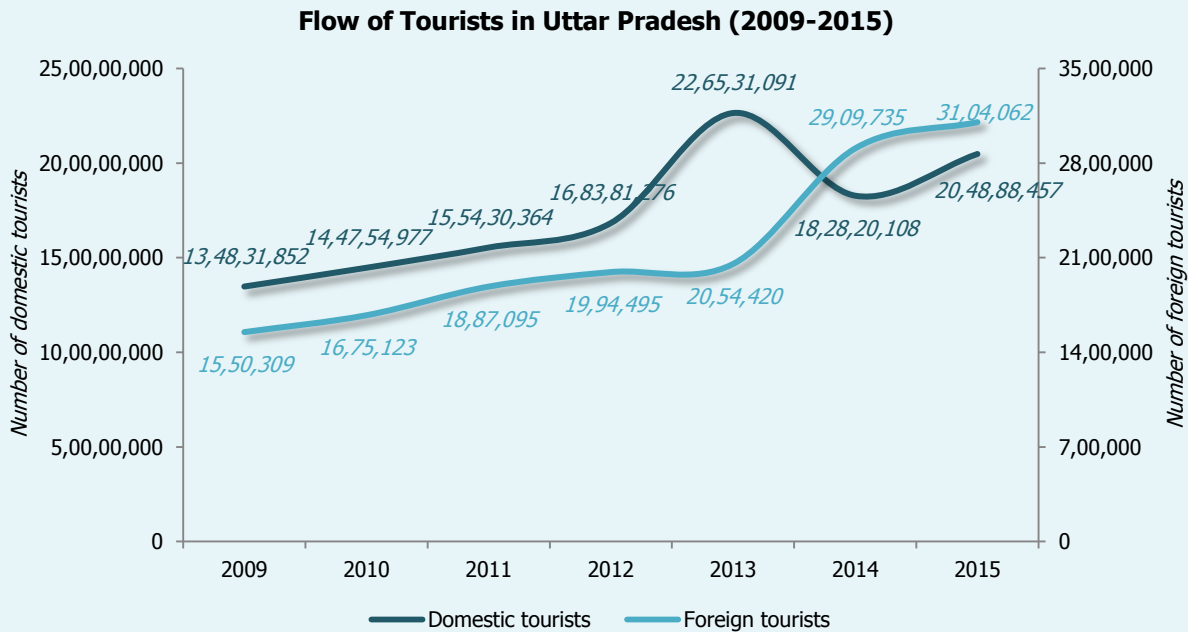


Figure 365: Inflow of tourists, both domestic & foreign, to Uttar Pradesh from 2009 to 2015

Uttar Pradesh has contributed to more than 17% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the study, following fairs & festivals have been covered:

1. Lucknow Mahotsav; organized from 27<sup>th</sup> January 2016 to 8<sup>th</sup> February 2016
2. Sarnath Buddh Festival; organized on 21<sup>st</sup> & 22<sup>nd</sup> May 2016
3. Shravasti Buddh Festival; organized on 21<sup>st</sup> May 2016

## **Lucknow Mahotsav**

Lucknow Mahotsav is organized every year to showcase Uttar Pradesh Art and Culture and in particular Lucknowavi 'Tehzeeb' so as to promote Tourism. One of the objectives of the cultural bonanza is to provide encouragement to the Artisans. Craftsmen from all over the country bring their masterpieces to the festival to the delight of shoppers. Colorful processions, traditional dramas, Kathak dances in the style of Lucknow Gharana, Sarangi and sitar recitals, ghazals, qawalis and thumri produce a cheerful atmosphere during the ten-day-long festival. Exciting events like ekka races, kite flying, cockfighting and other customary village games re-establish an ambiance of the bygone Nawabi days. It is organized for 10 days.



Figure 366: Lucknow Mahotsav<sup>151</sup> in Uttar Pradesh

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Lucknow Mahotsav organized in Uttar Pradesh, around 4810 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 4030 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 2950 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Lucknow Mahotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Lucknow Mahotsav is around 73% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

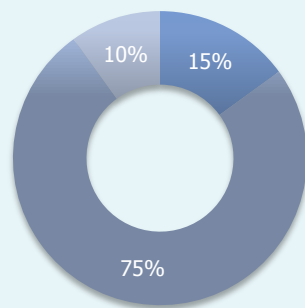
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

<sup>151</sup> Image source: <http://static.news18.com/pix/2014/11/Lucknow-mahotsav.jpg>

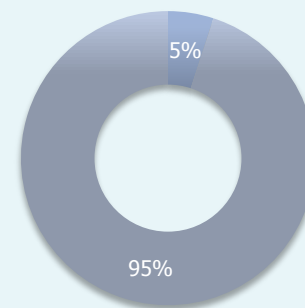
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### When did travel planning begin?



#### When was actual booking done?



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 367: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Lucknow Mahotsav*

While 75%, of respondents started planning their travel to this destination less than 15 days before actual travel, 95% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

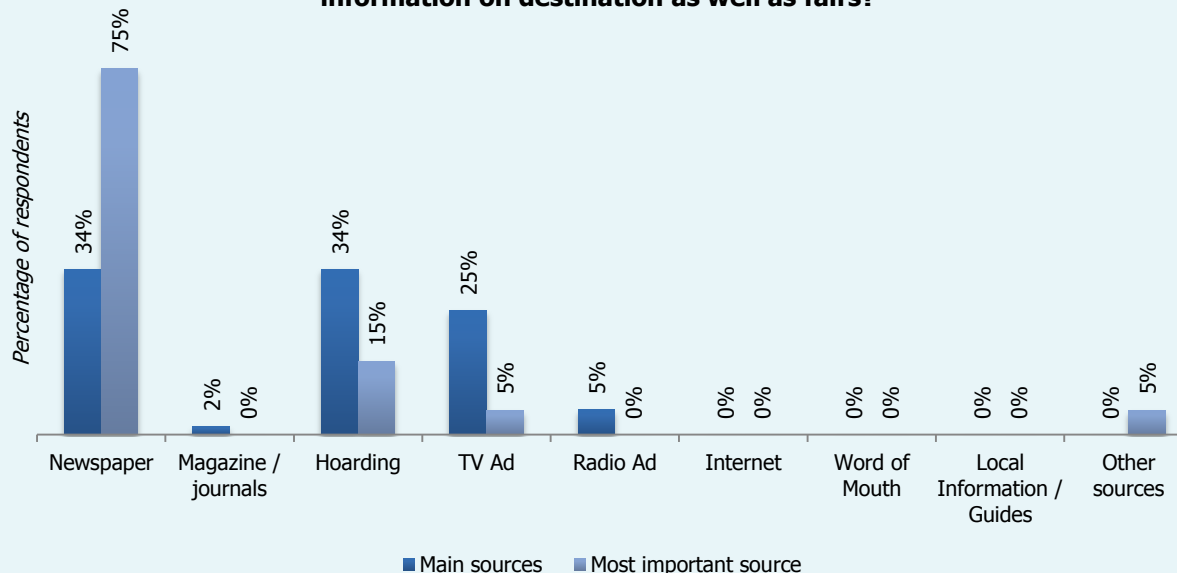


Figure 368: Various sources of information for destination & fair for domestic tourists during Lucknow Mahotsav

Newspaper, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 75% of respondents.

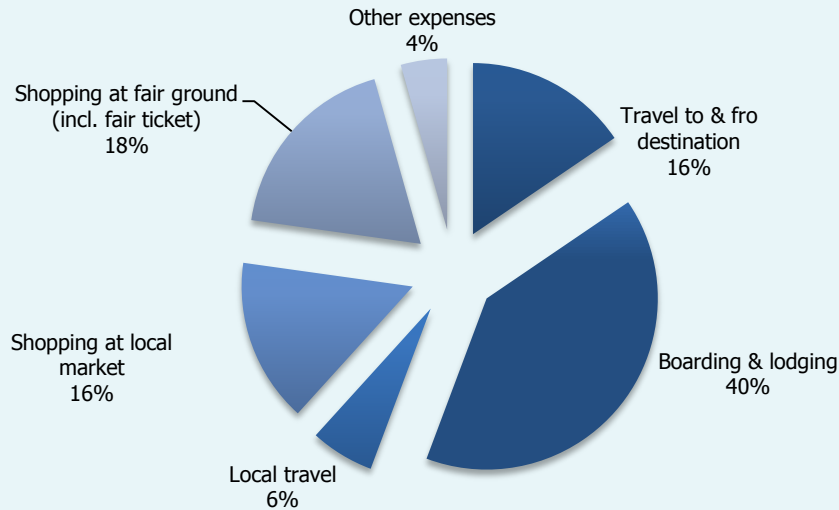
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 81: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Lucknow Mahotsav

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	2 - 3 days

Other places of interest visited by tourists during their stay at the destination include Janeshwar, Chidiya ghar, Lohiya Park, Amawadi, Kukrail Picnic Spot, etc.

On an average, a single tourist group / family spent around **INR 6,500 – 7,000** for its visit to the destination while Lucknow Mahotsav was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 369: Break-up of expenses by a typical domestic tourist group / family during Lucknow Mahotsav*

During celebration of Lucknow Mahotsav, a typical family is expected to spend around **22%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Sarnath Buddh Festival**

This festival celebrates the birth of Lord Buddha with traditional religious fervour. Buddha Purnima falls on the full moon day in the Hindu month of Vaisakh (April/May). A large fair is held at Sarnath and the relic of the Buddha are taken out for public display in a procession on this day.



*Figure 370: Sarnath Buddh Festival<sup>152</sup> in Uttar Pradesh*

The Buddha Purnima celebrations at Sarnath attract large Buddhist crowds as Buddhists offer prayers in different Buddhist temples at Sarnath on this day. Prayers, sermons, recitation of Buddhist scriptures are other important religious activities performed by the Buddhists at Sarnath. Monks and devotees meditate and worship the statue of Gautam Buddha.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Sarnath Buddha Mahotsav organized in Uttar Pradesh, around 11320 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 6010 were Indian tourists whereas there were 80 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 2260 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Sarnath Buddha Mahotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Sarnath Buddha Mahotsav is around 38% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,

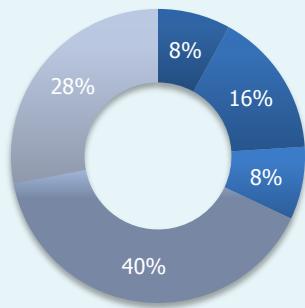
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<sup>152</sup> Image source: [http://cdn.deccanchronicle.com/sites/default/files/Budh-Purnima\\_flags.jpg](http://cdn.deccanchronicle.com/sites/default/files/Budh-Purnima_flags.jpg)

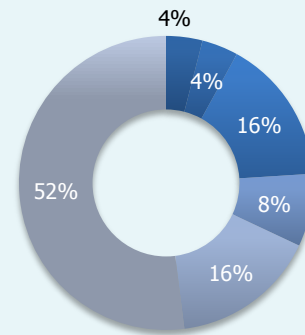
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 371: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Sarnath Buddh Festival*

While 40%, of respondents started planning their travel to this destination less than 15 days before actual travel, 52% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.



**What were various sources of information which were used to collect information on destination as well as fairs?**

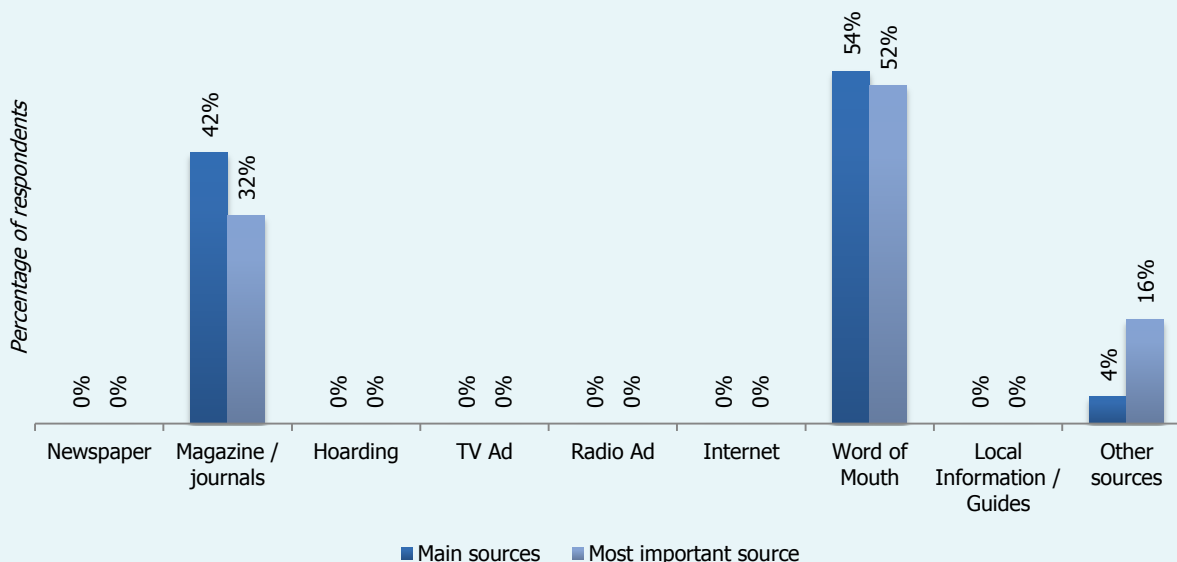


Figure 372: Various sources of information for destination & fair for domestic tourists during Sarnath Buddh Festival

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 52% of respondents.

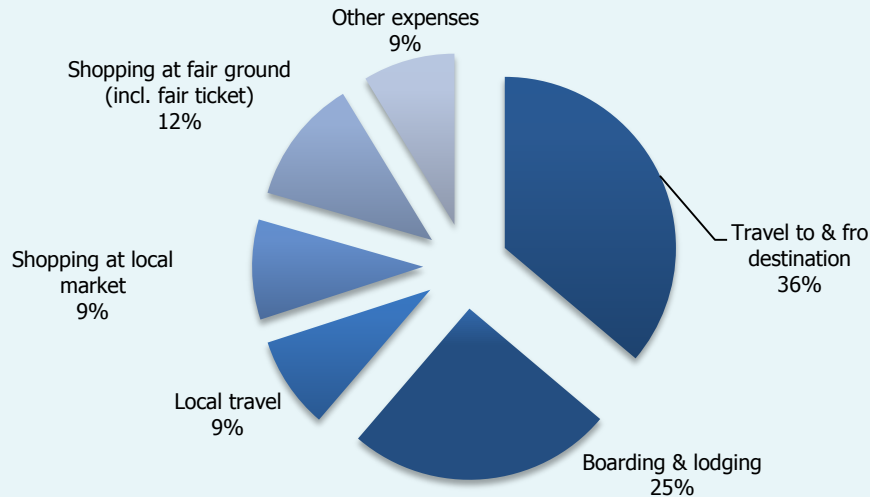
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 82: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Sarnath Buddh Festival

Utilization of time at the destination	Average duration
Total stay duration at the destination	~ 2 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Durga Mandir, Tulsi Manas Mandir, Kashi Vishwanath Temple, Mahadevi Temple, etc.

On an average, a single tourist group / family spent around **INR 7,000** for its visit to the destination while Sarnath Buddh Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 373: Break-up of expenses by a typical domestic tourist group / family during Sarnath Buddh Festival*

During celebration of Sarnath Buddh Festival, a typical family is expected to spend around **13%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Shravasti Buddh Festival**

Shravasti is situated in the north Indian state of Uttar Pradesh around 176 km off Lucknow. It is a part of the Buddhist circuit that encompasses the states of Uttar Pradesh, Bihar, and Nepal. Like in Sarnath, this festival celebrates the birth of Lord Buddha with traditional religious fervour.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Shravasti Buddha Mahotsav organized in Uttar Pradesh, around 620 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 620 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 620 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Shravasti Buddha Mahotsav (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Shravasti Buddha Mahotsav is around 100% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**

**When was actual booking done?**

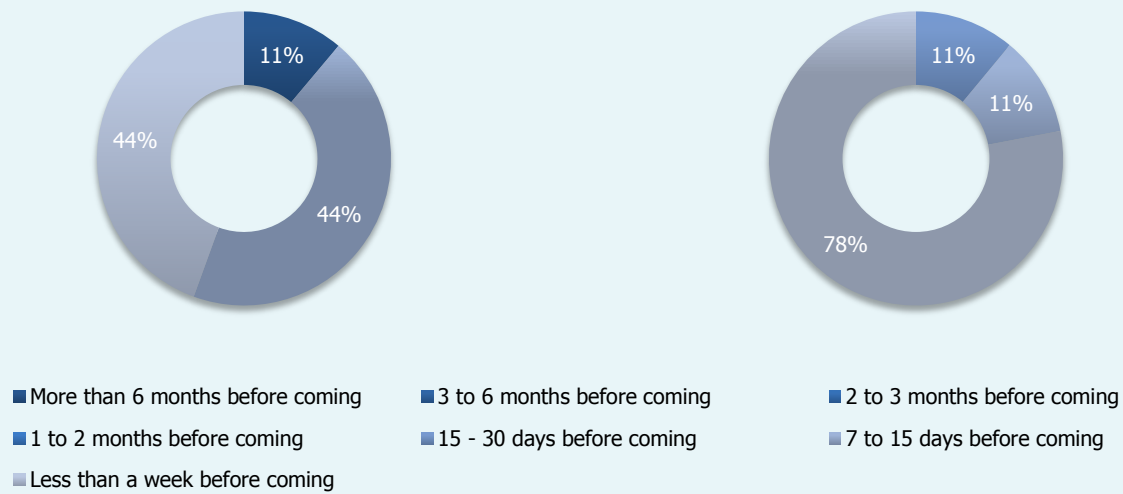


Figure 374: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Shravasti Buddh Festival

While 44%, of respondents started planning their travel to this destination less than 15 days before actual travel, 78% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

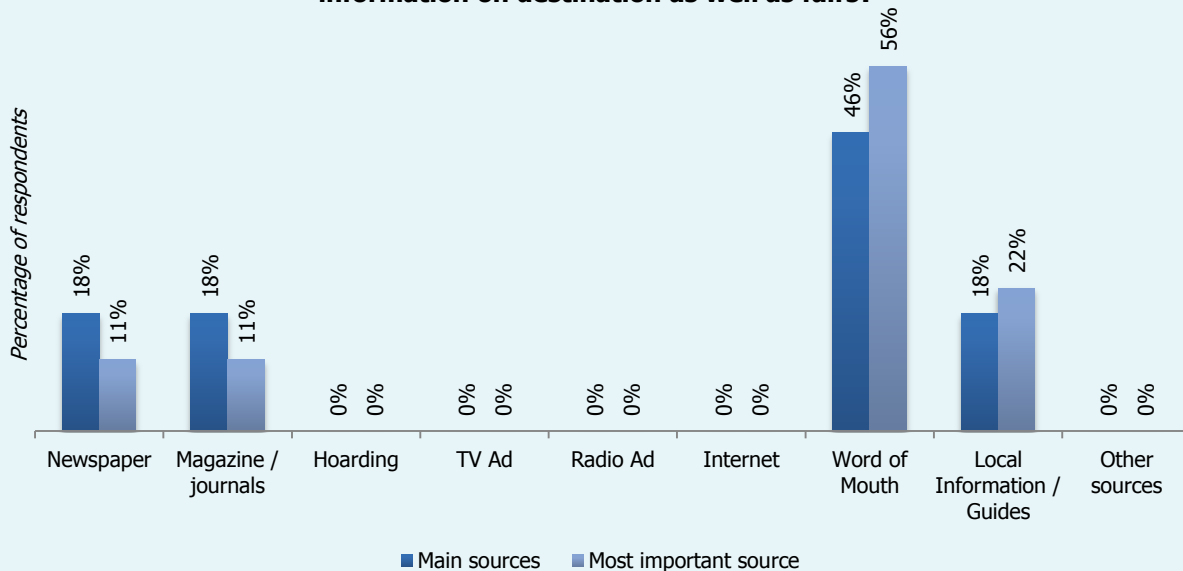


Figure 375: Various sources of information for destination & fair for domestic tourists during Shravasti Buddh Festival

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 56% of respondents.

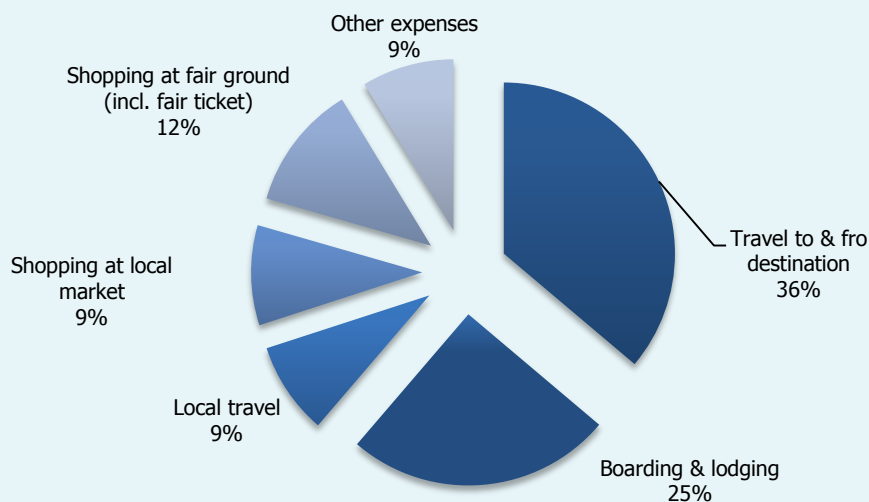
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

*Table 83: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Shravasti Buddh Festival*

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 – 3 days
Number of days for visiting fair/festival	~ 1 day
Number of days spent to visit other attractions	2 – 3 days

Other places of interest visited by tourists during their stay at the destination include Thai Buddha Vihar, Angulimal Gufa, etc.

On an average, a single tourist group / family spent around **INR 5,500** for its visit to the destination while Shravasti Buddh Festival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 376: Break-up of expenses by a typical domestic tourist group / family during Shravasti Buddh Festival*

During celebration of Shravasti Buddh Festival, a typical family is expected to spend around **14%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## Uttarakhand

Uttarakhand, a state in the northern part of India, is the 27th state of the Republic of India and was created from the Himalayan and adjoining north western districts of Uttar Pradesh. It shares its borders with China on the north, Nepal on the east, Uttar Pradesh to the south and Himachal Pradesh to the west and north-west as well as Haryana to its south-western corner. The state comprises of two divisions, Garhwal and Kumaon.



Figure 377: Uttarakhand and its location in India

In 1998, the Uttar Pradesh Legislative Assembly and Uttar Pradesh Legislative Council passed the Uttar Pradesh Reorganisation Bill, which began the process of creating a new state. In 2000 Parliament of India passed the Uttar Pradesh Reorganisation Act, 2000 and thus, on 9 November 2000, Uttarakhand became the 27th state of India. The capital of Uttarakhand is Dehradun.

According to 2011 census, the total population stands at 10,116,752. Hindu religion constitutes 80 % of the population followed by Muslims and Sikhs. The most common dialects are Garhwali and Kumaoni which are spoken in Kumaon and Garhwal regions, respectively. Jaunsari and Bhoti languages are spoken by tribal communities in the west and north, respectively. Hindi is spoken in the urban areas.

Haridwar Kumbh Mela, takes place in Haridwar, Uttarakhand. Haridwar is one of the four places in India where this is organised. Kumaoni Holi including Baithki Holi, Khari Holi and Mahila Holi start from Vasant Panchami. These are festivals and musical affairs that lasts almost a month. In addition, various fairs like Kanwar Yatra, Kandali Festival, Ramman, Harela mela, Nauchandi mela, Uttarayani mela and Nanda Devi Raj Jat Mela take place.

In 2014, close to 22 million tourists visited Uttarakhand of which just below 0.5% tourists were foreign. Tourist inflow is largely at the same level as of 2009. It had a dip in 2013 after Kedarnath tragedy but has started picking up again since then. Subsequent chart shows the tourism statistics<sup>153</sup> for the state from 2009 to 2015.

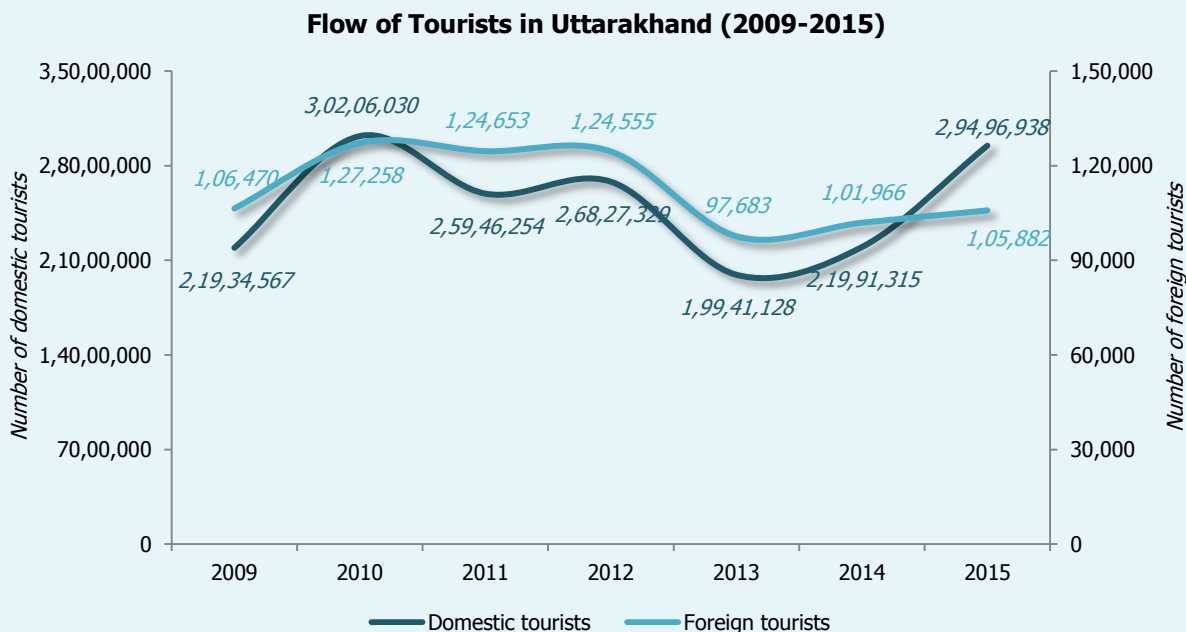


Figure 378: Inflow of tourists, both domestic & foreign, to Uttarakhand from 2009 to 2015

Uttarakhand has contributed to more than 2.5% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the study, following three fairs/festivals have been covered:

1. Late Veer Gabbar Singh Mela; organized on 23<sup>rd</sup> April 2016
2. Mussourie Winter Carnival; organized from 24<sup>th</sup> to 30<sup>th</sup> December 2015
3. Shahid Kesari Chand Mela; organized on 2<sup>nd</sup> and 3<sup>rd</sup> May 2016

<sup>153</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

## **Late Veer Gabbar Singh Mela**

Gabbar Singh Negi was a soldier in the British Indian Army during World War I and a recipient of the Victoria Cross, the highest and most prestigious award for gallantry in the face of the enemy that can be awarded to British and Commonwealth forces. Every year, on 20 or 21 April, the area around the Negi Memorial in Chamba comes alive with many kiosks being set up. This is the only fair of its kind in the state. The other feature of the fair is the recruitment rally conducted by the Garhwal Rifles Regimental Centre.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Late Gabbar Singh Mela organized in Uttarakhand, around 1750 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 1760 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Late Gabbar Singh Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Late Gabbar Singh Mela is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## **Mussourie Winter Carnival**

The event is named as Winterline Carnival because this event seeks to celebrate and promote the famous Winterline□which is visible every winter evening only from two places in the world one is Mussourie and other is Burn valley in Switzerland.

Winterline is a unique phenomenon that is visible during the evening when as the sun goes down below the Shivalik ranges the western horizon, visible from Mussourie, is a filled with various shades of yellow, red and orange above a grey, and mauve coloured strip. This grey and mauve coloured strip appears like a false horizon and is referred to as the winterline It is so beautiful to watch that the onlookers are completely spellbound.

The entire town would bear a festive look during this event and the entire Mall road as well as all the shops and hotels would be nicely decorated. The carnival promises to attract people of all ages and has been planned to cater to diverse interests of the tourists. For music lovers, every evening will be a special one with live performances by some of the most well-known artists of the country. While in places such as New Delhi and Mumbai people have to shell out a lot of money for such performances but during this carnival the entry fee has been kept very low. Quiz, treasure hunt and other games for would be organized every afternoon for Children and youth. Book lovers get a lifetime opportunity to share a cup of tea with the famous Mussourie based author Ruskin Bond. For sports and adventure enthusiasts Mussourie Car Rally, vintage car rally as well as marathon would be the major attractions.



Figure 379: Mussourie Winter Carnival<sup>154</sup> in Uttarakhand

## **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Mussourie Winter Carnival organized in Uttarakhand, around 9920 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 9210 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 880 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and

<sup>154</sup> Image source:

[http://images.tribuneindia.com/cms/gall\\_content/2015/12/2015\\_12\\$largeimg25\\_Friday\\_2015\\_231214540.jpg](http://images.tribuneindia.com/cms/gall_content/2015/12/2015_12$largeimg25_Friday_2015_231214540.jpg)

negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Mussourie Winter Carnival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Mussourie Winter Carnival is around 10% for Indian tourists and negligible for foreign tourists.

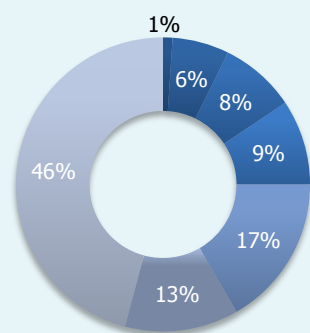
### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

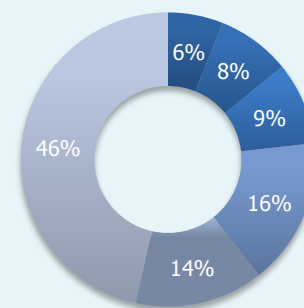
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

#### **When did travel planning begin?**



#### **When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 380: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Mussourie Winter Carnival*

While 46%, of respondents started planning their travel to this destination less than a week before actual travel, 46% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

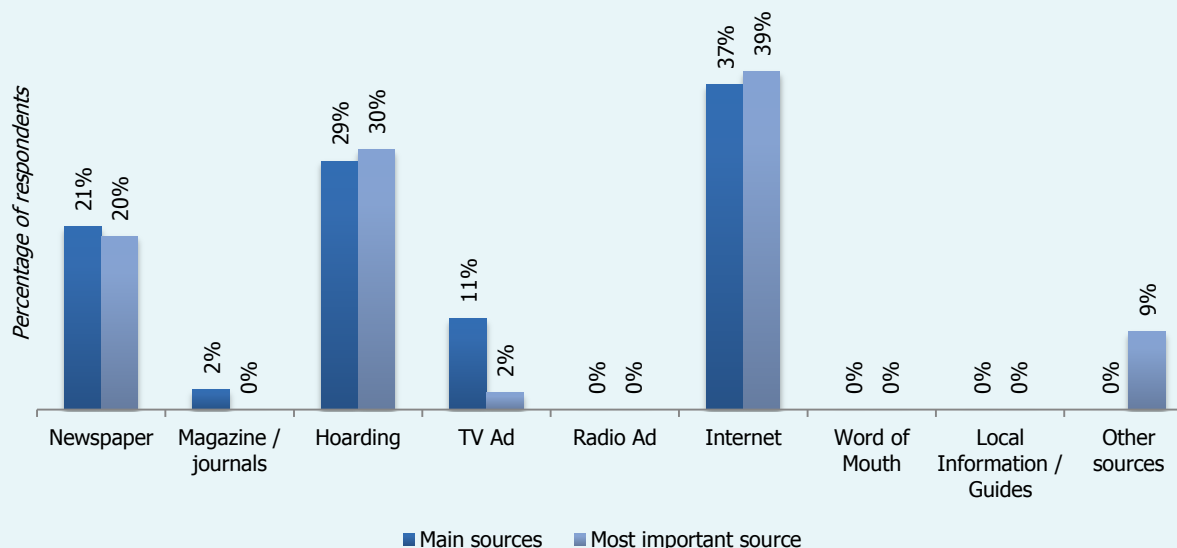


Figure 381: Various sources of information for destination & fair for domestic tourists during Mussourie Winter Carnival

Internet, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 39% of respondents.

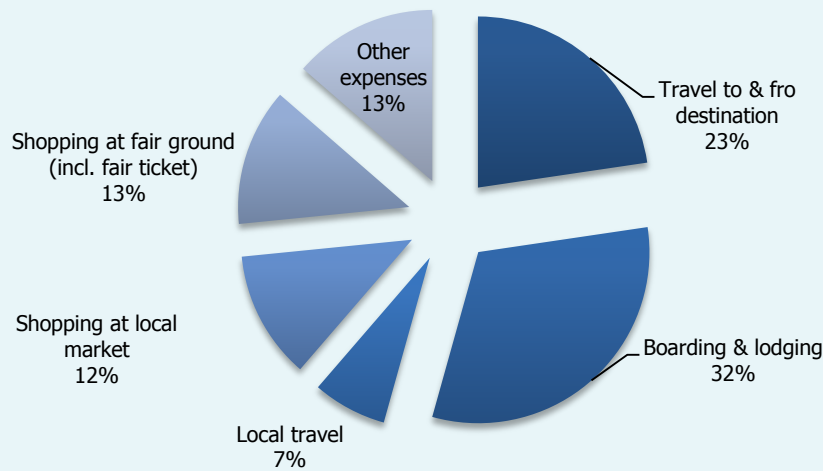
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 84: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Mussourie Winter Carnival

Utilization of time at the destination	Average duration
Total stay duration at the destination	3 - 4 days
Number of days for visiting fair/festival	2 - 3 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Mall Road, Lal Tibba, Canty Fall, Company Garden, etc.

On an average, a single tourist group / family spent around **INR 21-22,000** for its visit to the destination while Mussourie Winter Carnival was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 382: Break-up of expenses by a typical domestic tourist group / family during Missouri Winter Carnival*

During celebration of Missouri Winter Carnival, a typical family is expected to spend around **15%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Shahid Kesari Chand Mela**

Saheed Veer Kesri Chand Fair is held every year in the Nagau Gram Sabha of Chakrata Taluk at the lavish green grounds of Ramtal Tank. This fair is held each year during the auspicious time of Navratras to pay homage to the brave acts of freedom fighter Veer Kesri Chand. He was a member of Azad Hind force and was caught by British in an attempt to blow up a bridge in Imphal.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Shahid Kesari Chand Mela organized in Uttarakhand, around 400 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 100 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, very few Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Shahid Kesari Chand Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Shahid Kesari Chand Mela is negligible for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling**

During the random sampling exercise at registered accommodation units, negligible number of tourists (Indian or foreign) who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## West Bengal

West Bengal is a state in eastern India. It is bordered by the countries of Bangladesh, Nepal and Bhutan, and the Indian states of Odisha, Jharkhand, Bihar, Sikkim and Assam. The state capital is Kolkata. It is the nation's fourth-most populous state, with a population of 91,347,736 with a literacy rate of 77.08%. Hindu religion constitutes 70.53% of total population followed by Islam which constitutes 27.01%.



Figure 383: West Bengal and its location in India

Bengalis comprise the majority of the population. The Marwaris and Bihari minorities are scattered throughout the state. Some Buddhist communities such as the Sherpas, the Bhutias, the Lepchas, the Tamangs, the Yolmos and the ethnic Tibetans can be found in the Darjeeling region. The main language is Bengali followed by Hindi and English. Nepali language also has an official status in the three subdivisions of Darjeeling district.

Durga Puja is the largest festival here which takes place between September-October. Durga Puja is often labelled as India's largest open air art exhibition along with cultural events, where people across diverse religious and cultural spectrum take part in the festival.

In 2014, more than 50 million tourists visited West Bengal of which close to 3% tourists were foreign. Tourism has seen a growth (CAGR<sup>155</sup>) of around 18% since 2009. Subsequent chart shows the tourism statistics<sup>156</sup> for the state from 2009 to 2015.

<sup>155</sup> Compounded annual growth rate

<sup>156</sup> Source: India Tourism Statistics published by Ministry of Tourism, Government of India

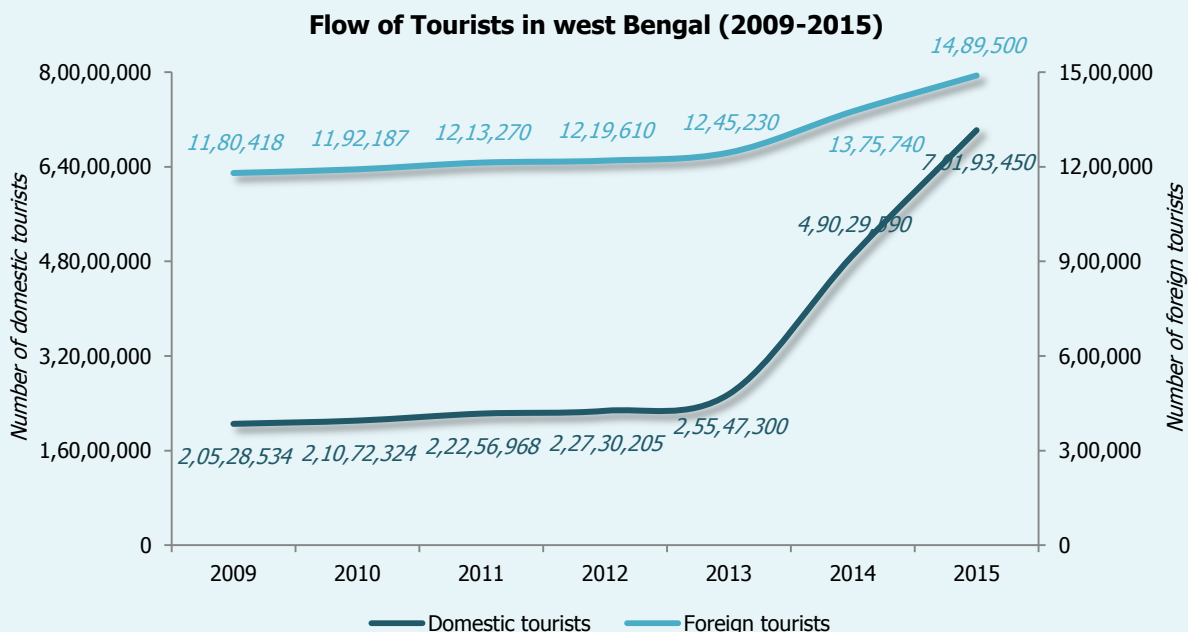


Figure 384: Inflow of tourists, both domestic & foreign, to West Bengal from 2009 to 2015

West Bengal has contributed to around 3% of total tourists (domestic + foreign) in India over 2009 to 2015.

For the purpose of the study, following two fairs/festivals have been covered:

1. Gangasagar Mela; held from 12<sup>th</sup> to 17<sup>th</sup> January 2016
2. Shantiniketan Poush Mela; held from 19<sup>th</sup> to 27<sup>th</sup> December 2016
3. Vishnupur Mela; from 27<sup>th</sup> – 31<sup>st</sup> Dec

## **Gangasagar Mela**

The Gangasagar fair and pilgrimage is held annually on Sagar Island's southern tip, where the Ganges enters the Bay of Bengal. This confluence is also called Gangasagar or Gangasagara. Near the confluence is the Kapil Muni Temple. The Gangasagar pilgrimage and fair is the second largest congregation of mankind after the triennial ritual bathing of Kumbha Mela. Every year on the day of Makar Sankranti(14 January), hundreds of thousands of Hindus gather to take a holy dip at the confluence of river Ganges and Bay of Bengal and offer prayers (puja) in the Kapil Muni Temple.



*Figure 385: Gangasagar Mela<sup>157</sup> in West Bengal*

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Gangasagar Mela organized in West Bengal, around 850 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 750 were Indian tourists whereas there were 10 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 740 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and 10 foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Gangasagar Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Gangasagar Mela is around 99% for Indian tourists and around 100% for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area

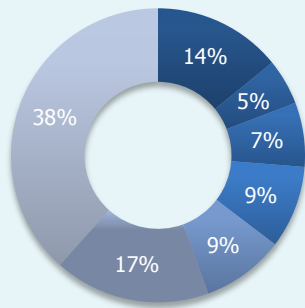
<sup>157</sup> Image source: <http://4.bp.blogspot.com/-TsI6IDxA52E/ThLUdDKEYCI/AAAAAAAAAZk/w8dv4d8Npo8/s1600/kumbha-mela.jpg>



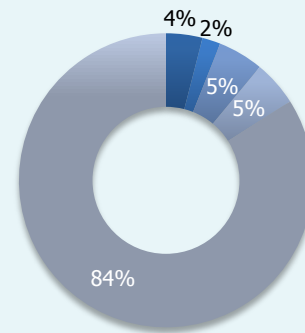
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 386: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Gangasagar Mela*

While 38%, of respondents started planning their travel to this destination less than a week before actual travel, 84% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

**What were various sources of information which were used to collect information on destination as well as fairs?**

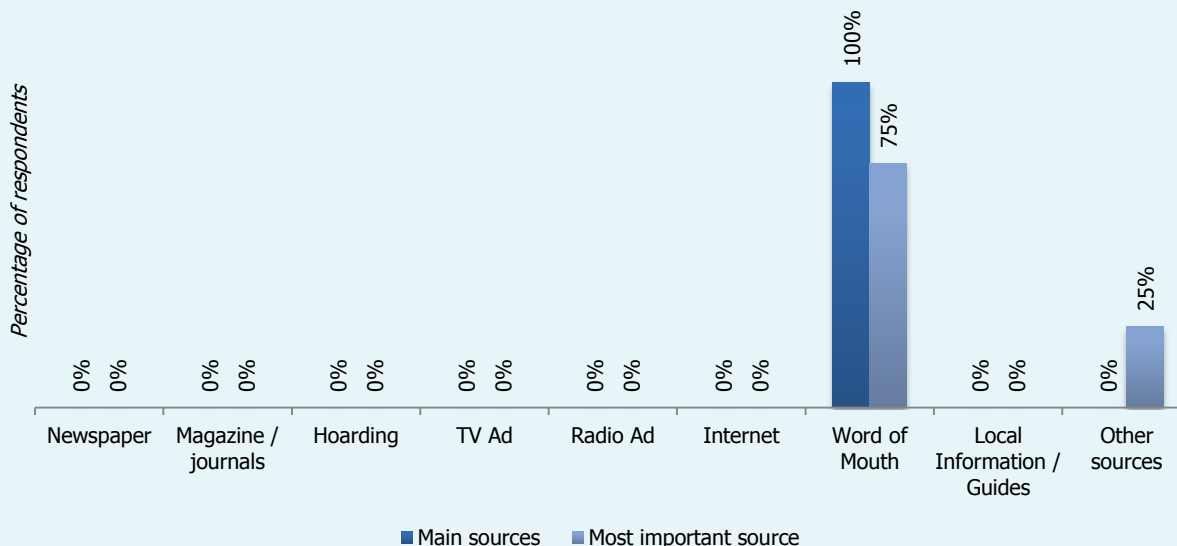


Figure 387: Various sources of information for destination & fair for domestic tourists during Gangasagar Mela

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 75% of respondents.

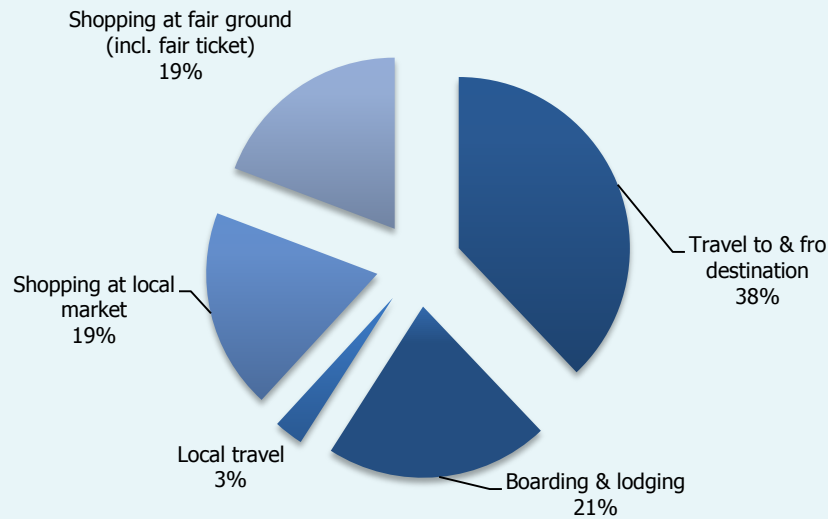
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 85: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Gangasagar Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	4 – 5 days
Number of days for visiting fair/festival	4 – 5 days
Number of days spent to visit other attractions	~ 2 days

Other places of interest visited by tourists during their stay at the destination include Nag Mandir, Topo Ban, Dhabla Hat Monasha Mandir, etc.

On an average, a single tourist group / family spent around **INR 11-12,000** for its visit to the destination while Gangasagar Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 388: Break-up of expenses by a typical domestic tourist group / family during Gangasagar Mela*

During celebration of Gangasagar Mela, a typical family is expected to spend around **24%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Shantiniketan Poush Mela**

Poush Mela is an annual fair and festival that takes place in Santiniketan, in Birbhum District of West Bengal, marking the harvest season. Commencing on the 7th day of the month of Poush, the fair officially lasts for three days, although vendors may stay until the month-end. The key characteristic of this fair includes live performances of Bengali folk music, notably baul music. Poush Utsav is inaugurated on 7 Poush (around 23 December). At dawn, Santiniketan wakes up to the soft music of shehnai. The first to enter the scenario is the Vaitalik group, who go round the ashrama singing songs. It is followed by a prayer-meeting at Chhatimtala. Then the entire congregation moves on to Uttarayan singing songs.



Figure 389: Shantiniketan Poush Mela<sup>158</sup> in West Bengal

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Shaniniketan Poush Mela organized in West Bengal, around 710 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 650 were Indian tourists whereas there were 10 foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 640 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Shaniniketan Poush Mela (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Shaniniketan Poush Mela is around 99% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

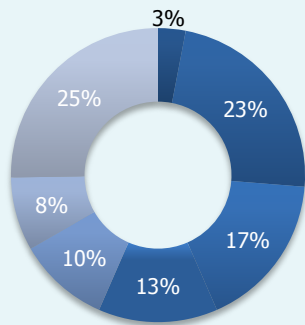
- Understand the planning process and time taken to finalize the booking,
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,

<sup>158</sup> Image source: <http://aboutfestivalsofindia.com/wp-content/uploads/2015/12/poush-mela-shantiniketan-bengal-1.jpg>

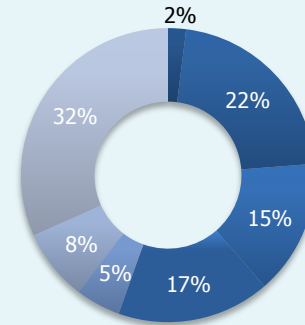
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 390: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Shaniniketan Poush Mela*

While 25%, of respondents started planning their travel to this destination less than a week before actual travel, 32% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

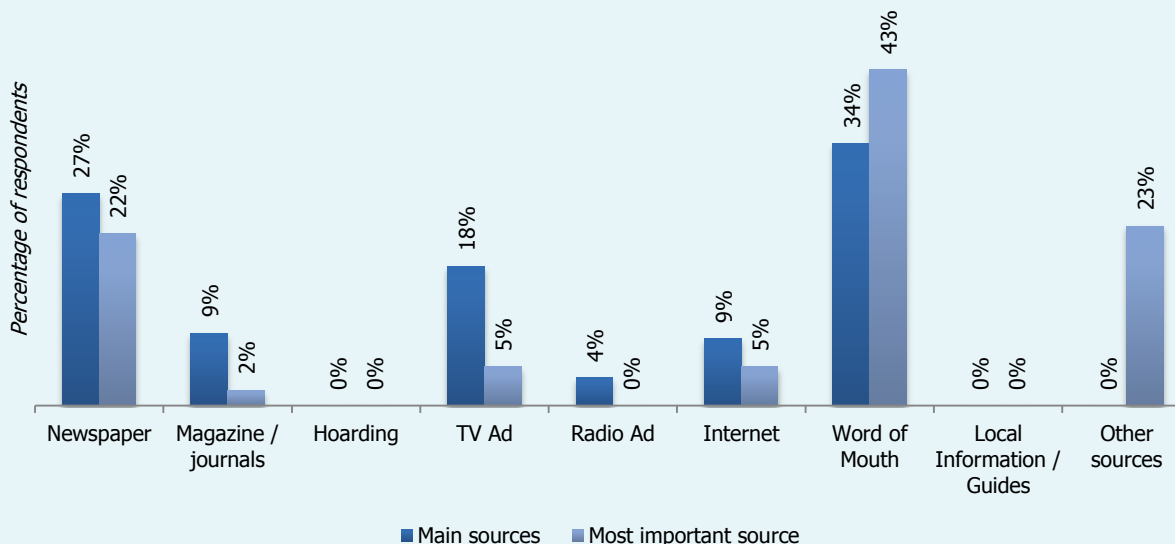


Figure 391: Various sources of information for destination & fair for domestic tourists during Shaniniketan Poush Mela

Word of mouth from friends, family or peers, among others, is one of the important sources of information for the tourists. It is also the most important source of information for 43% of respondents.

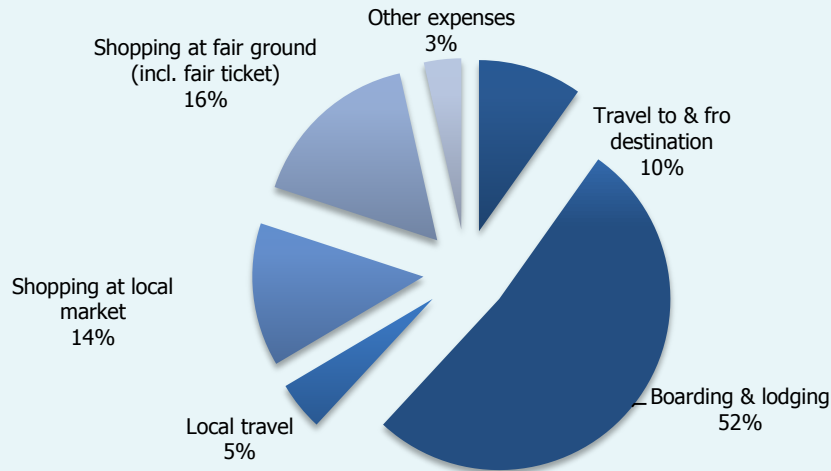
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 86: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Shaniniketan Poush Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	2 - 3 days
Number of days spent to visit other attractions	1 - 2 days

Other places of interest visited by tourists during their stay at the destination include Vishva Bharati Temple, Kopai River, Tarapith, Bakeshwar, etc.

On an average, a single tourist group / family spent around **INR 22-23,000** for its visit to the destination while Shaniniketan Poush Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 392: Break-up of expenses by a typical domestic tourist group / family during Shaniniketan Poush Mela*

During celebration of Shaniniketan Poush Mela, a typical family is expected to spend around **20%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.

## **Vishnupur Mela**

The festival is held every year between 27th and 31st December near the Madanmohana Temple in the Vishnupur area of Bankura district. The event emphasizes the importance of rich heritage of the area which is famous for its beautiful temples and traditional silk sarees. Local artisans display their work in the form of handlooms and tourists come in large numbers to buy silk clothing.



*Figure 393: Vishnupur<sup>159</sup> in West Bengal*

The festival is also characterized by musical dance performance by famous artists from the Vishnupur Gharana. The ancient culture of West Bengal is on display during the five-day festival. The festival brings all of the state together and emphasizes on unity and brotherhood irrespective of caste, religion and class.

### **Visitor Footfall Estimation**

It is estimated that in the 2016 edition of Vishnupur Festival organized in West Bengal, around 460 visitors were staying at registered accommodations like hotels on any given day during the time fair / festival was being organized. Of these 390 were Indian tourists whereas there were no foreign tourists (the remaining, if any, were Indian or foreign business travellers). Further, around 190 Indian tourists (including those staying in unregistered accommodations such as with friends/family, home stays, camp sites etc.) and negligible number of foreign tourists (including those staying in unregistered accommodations) came to the destination specifically to visit Vishnupur Festival (the rest of fair visitors being local residents; i.e. those who had come to visit the fair/festival from a distance of less than 300 Km). It is estimated that the increase in tourist inflow due to Vishnupur Festival is around 49% for Indian tourists and negligible for foreign tourists.

### **Detailed Visitor Profiling: Domestic Tourists**

The following section undertakes a detailed profiling for domestic tourists. This includes:

- Understand the planning process and time taken to finalize the booking,

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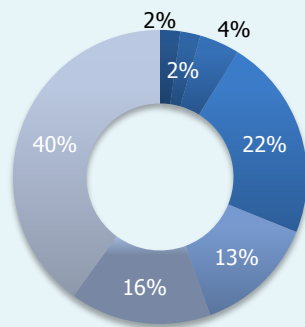
<sup>159</sup> Image source: <http://indianexpress.com/photos/lifestyle-gallery/christmas-sunburn-december-festivals-4408001/9/>



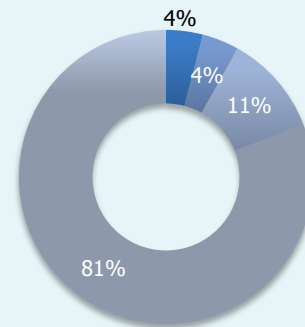
- Sources used for collecting information regarding the destination in general and fairs / festivals in specific,
- Total time spent at the destination, as well as time spent at fair ground and to visit other attractions in the area
- Total spending by a group / family during their stay at the destination as well as spending increase due to celebration of the fair at the destination

Subsequent chart shows the time, before commencement of fair / festival, when domestic tourists start planning their visit to the destination as well as time when they get the actual booking (for travel, boarding & lodging etc.) done.

**When did travel planning begin?**



**When was actual booking done?**



- More than 6 months before coming
- 3 to 6 months before coming
- 2 to 3 months before coming
- 1 to 2 months before coming
- 15 - 30 days before coming
- 7 to 15 days before coming
- Less than a week before coming

*Figure 394: Travel planning & actual booking by domestic tourists for visiting destination during celebration of Vishnupur Mela*

While 40%, of respondents started planning their travel to this destination less than a week before actual travel, 81% of respondents booked their travel tickets, stay etc. less than a week before actual travel.

Graphic subsequently shows various sources used by domestic tourists to gather information about the destination as well as fairs/festivals. It also shows the most important or trusted source of information.

### What were various sources of information which were used to collect information on destination as well as fairs?

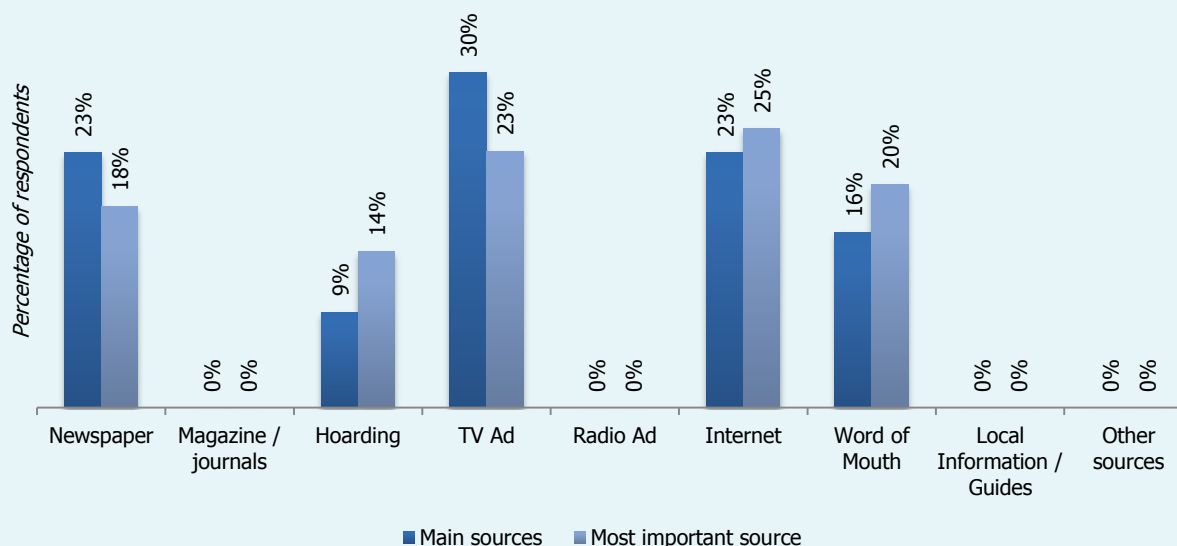


Figure 395: Various sources of information for destination & fair for domestic tourists during Vishnupur Mela

Television advertisement, among others, is one of the important sources of information for the tourists. However, for 25% of respondents, internet is the most important source of information.

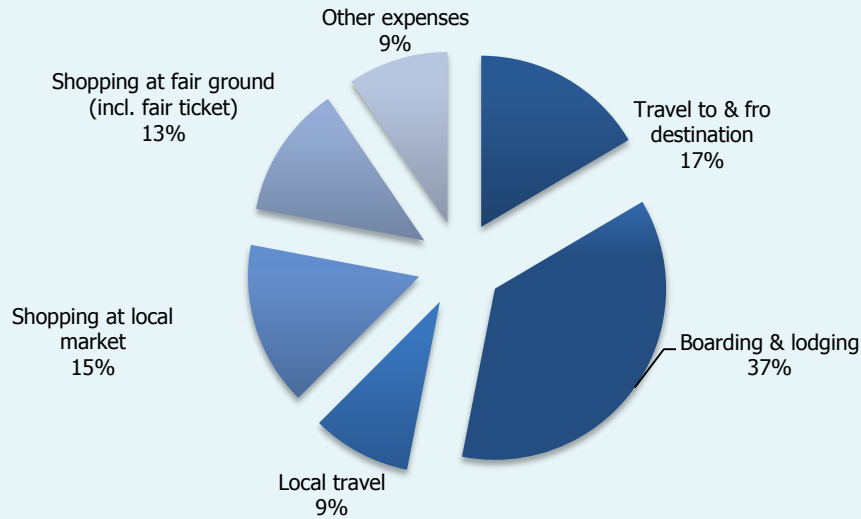
Table below gives the average duration of stay of tourists at the destination during the celebration of this fair.

Table 87: Duration of stay, time spent at fair and other locations by domestic tourists during celebration of Vishnupur Mela

Utilization of time at the destination	Average duration
Total stay duration at the destination	2 - 3 days
Number of days for visiting fair/festival	1 - 2 days
Number of days spent to visit other attractions	1 - 3 days

Other places of interest visited by tourists during their stay at the destination include Jorbangla Mandir, Madan Mohan Temple, Itachuna Rajbari, Mukutmanipur, Mangal Mandir, etc.

On an average, a single tourist group / family spent around **INR 10-15,000** for its visit to the destination while Vishnupur Mela was being organized. Subsequent chart provides average break-up of this expense into various heads.



*Figure 396: Break-up of expenses by a typical domestic tourist group / family during Vishnupur Mela*

During celebration of Vishnupur Mela, a typical family is expected to spend around **14%** additional to what it would have spent if it had visited when the fair was not being celebrated. This is on account of shopping done at fair ground (including fair tickets; wherever applicable) and does not consider appreciation of product and service pricing during the celebration.

**Note:** During the random sampling exercise at registered accommodation units, a negligible number of foreign tourists who had come with the specific objective of visiting the fair were found. Therefore, detailed profile of such tourists has not been presented.



## *Conclusions*



# Conclusions

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Fair & festivals have a minor impact on increase in tourist footfalls in a destination. It is estimated that the footfalls of tourist increase by just over 1% if a fair / festival is being celebrated in a destination. However, this is an average figure and varies from fair to fair.

It may be concluded that, in general, fairs / festivals have a positive impact to tourism at a destination.



***Annexure***



# Annexure

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# भारत के मेले

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