

Kerala Tourist Statistics - 2010

Foreign

No. of Foreign Tourists in 2010	-	6,59,265
No. of Foreign Tourists in 2009	-	5,57,258
% Variation over Previous year	-	18.31 %
Per Day Expenditure 2010	-	Rs. 3600/-
Per Day Expenditure 2009	-	Rs.3200/-
% Variation over Previous year	-	12.5%
Average duration of Stay 2010	-	16 days
Average duration of Stay 2009	-	16 days
% Variation over Previous year	-	Nil
Foreign Exchange Earnings 2010	-	Rs. 3797.37crores
Foreign Exchange Earnings 2009	-	Rs. 2853.16 crores
% Variation over Previous year	-	33.09 %

Domestic

No. of Domestic Tourists in 2010	-	8595075
No. of Domestic Tourists in 2009	-	7913537
% Variation over Previous year	-	8.61 %
Per Day Expenditure 2010	-	Rs.1800/-
Per Day Expenditure 2009	-	Rs.1500/-
% Variation over Previous year	-	20%
Average duration of Stay 2010	-	6 days
Average duration of Stay 2009	-	6 days
% Variation over Previous year	-	Nil
Earnings from Domestic tourists 2010	-	Rs.9282.68 crores
Earnings from Domestic tourists 2009	-	Rs. 7122.18 crores
% Variation over Previous year	-	30.33%
Total Earnings (Direct) 2010	-	Rs. 13080.05 crores
Total Earnings (Direct) 2009	-	Rs. 9975.34 crores
% Variation over Previous year	-	31.12%
Total revenue generated 2010 (direct and indirect)	-	Rs.17348 Crores
Total revenue generated (direct and indirect) 2009	-	Rs. 13231 Crores
% Variation over Previous year	-	31.12%

Kerala Tourist Statistics - 2009

Foreign

No. of Foreign Tourists in 2009	-	557258
No. of Foreign Tourists in 2008	-	598929
% Variation over Previous year	-	-6.96 %
Per Day Expenditure 2009	-	Rs.3200/-
Per Day Expenditure 2008	-	Rs.3200/-
% Variation over Previous year	-	Nil
Average duration of Stay 2008	-	16 days
Average duration of Stay 2007	-	16 days
% Variation over Previous year	-	Nil
Foreign Exchange Earnings 2009	-	Rs.2853.16 crores
Foreign Exchange Earnings 2008	-	Rs. 3066.52 crores
% Variation over Previous year	-	-6.96 %
<u>Domestic</u>		
No. of Domestic Tourists in 2009	-	7913537
No. of Domestic Tourists in 2008	-	7591250
% Variation over Previous year	-	4.25 %
Per Day Expenditure 2009	-	Rs.1500/-
Per Day Expenditure 2008	-	Rs.1500/-
% Variation over Previous year	-	Nil
Average duration of Stay 2008	-	6 days
Average duration of Stay 2007	-	6 days
% Variation over Previous year	-	Nil
Earnings from Domestic tourists 2009	-	Rs.7122.18 crores
Earnings from Domestic tourists 2008	-	Rs. 6832.13 crores
% Variation over Previous year	-	4.25 %
Total Earnings (Direct) 2009	-	Rs. 9975.34 crores
Total Earnings (Direct) 2008	-	Rs. 9898.65 crores
% Variation over Previous year	-	0.77 %
Total revenue generated 2009 (direct and indirect)	-	Rs.13231 Crores
Total revenue generated (direct and indirect) 2008	-	Rs. 13130 Crores
% Variation over Previous year	-	0.77 %

Tourist statistics – 2010

- ◆ Foreign Tourist arrival to Kerala during the year 2010 is **6,59,265**. It shows a increase of **18.31 %** over the previous year.
- ◆ Domestic Tourist arrival to Kerala during the year 2010 is **85,95,075**. It shows an increase of **8.61 %** over the previous year.
- ◆ **Foreign exchange earnings** for the year **2010** is **Rs.3797.37Crores** which recorded an increase of 33.09 % over the previous year.
- ◆ **Total Revenue (including direct & indirect) from Tourism during 2010 is Rs:17348 Crores, showing an increase of 31.12% over the last year's figure.**
- ◆ In India , Foreign Tourist Arrival during 2010 were 5.58 million with a growth rate of 8.1% as compared to the previous year .
- ◆ In India , Foreign exchange Earnings in Rupee terms during 2010 were Rs.64889 crores as compared to 54960 crores in 2009 which shows an increase of 18.07% .
- ◆ The 8.1% growth rate in Foreign Tourists arrival in India for 2010 over 2009 is much better than UNWTO's projected growth rate of 5% to 6% for the world during the same period.
- ◆ Month wise Foreign and Domestic Tourist arrivals during the year 2010 is as shown below:

Sl. No.	Month	Foreign	Domestic
1	January	87553	730803
2	February	86747	634454
3	March	61334	658610
4	April	50910	684522
5	May	26783	776648
6	June	24685	614955
7	July	36188	596335
8	August	49518	655937
9	September	37859	660903
10	October	49512	836517
11	November	66526	815827
12	December	81650	929564
TOTAL		659265	8595075

Tourist statistics – 2009

- ◆ Foreign Tourist arrival to Kerala during the year 2009 is 5,57,258. It shows a decrease of 6.96 % over the previous year.
- ◆ Domestic Tourist arrival to Kerala during the year 2009 is 79,13,537. It shows an increase of 4.25 % over the previous year.
- ◆ Foreign exchange earnings for the year 2009 is Rs.2853.16 Crores which recorded a decrease 6.96 % over the previous year.
- ◆ Total Revenue (including direct & indirect) from Tourism during 2009 is Rs.13,231.00 Crores, showing an increase of 0.77 % over the last year's figure.
- ◆ In India , Foreign Tourist Arrival during 2009 were 5.11 million with a growth rate of -3.3% as compared to the previous year .
- ◆ In India , Foreign exchange Earnings in Rupee terms during 2009 were Rs. 54960 crores as compared to 50730 crore in 2008 .
- ◆ In India , during 2009 , the number of domestic tourist visits to the state / UTs was 650 million as compared to 563 million in 2008 and 527 million in 2007.
- ◆ In India , the domestic tourism registered an impressive growth of 15.5% in 2009 inspite of Economic recession and other adverse factors for tourism .
- ◆ On the contrary , Foreign tourists arrival registered a decline of 3.3% during 2009 , in India
- ◆ Though the overall Foreign Tourists arrival in India declined by 3.3% in 2009 over 2008, FTA from some regions of world observed positive growth viz . Africa, Central and South America and South East Asia
- ◆ Month wise Foreign and Domestic Tourist arrivals during the year 2009 is as shown below:

Sl. No.	Month	Foreign	Domestic
1	January	77,839,	6,96,878
2	February	71,136	6,00,648
3	March	57,250	6,35,963
4	April	43,473	6,49,553
5	May	25,386	7,30,310
6	June	19,499	5,69,624
7	July	28,914	5,52,162
8	August	39,079	5,85,658
9	September	29,283	6,09,127
10	October	38,870	7,38,253
11	November	56,880	7,26,832
12	December	69,649	8,18,529
TOTAL		5,57,258	79,13,537

EARNINGS FROM TOURISM

<i>Year</i>	<i>Foreign Exchange Earnings (Rs. In Crores)</i>	<i>Percentage of Increase</i>	<i>Total revenue generated from Tourism (Direct & Indirect) Rs. In Crores</i>	<i>Percentage of Increase</i>
2001	535.00	1.85	4500.00	9.58
2002	705.67	31.90	4931.00	20.42
2003	983.37	39.35	5938.00	12.83
2004	1266.77	28.82	6829.00	15.01
2005	1552.31	22.54	7738.00	13.31
2006	1988.40	28.09	9126.00	17.94
2007	2640.94	32.82	11433.00	25.28
2008	3066.52	16.11	13130.00	14.84
2009	2853.16	-6.96	13231.00	0.77
2010	3797.37	33.09	17348.00	31.12

TRENDS IN DOMESTIC & FOREIGN TOURIST ARRIVALS INTO KERALA (2002 TO 2010)

YEAR	DOMESTIC TOURISTS	% VAR.	FOREIGN TOURISTS	% VAR.
2002	55,68,256	6.3	2,32,564	11.3
2003	58,71,228	5.4	2,94,621	26.7
2004	59,72,182	1.7	3,45,546	17.3
2005	59,46,423	-4.3	3,46,499	0.27
2006	62,71,724	5.47	4,28,534	23.7
2007	66,42,941	5.92	5,15,808	20.37
2008	75,91,250	14.28	5,98,929	16.11
2009	79,13,537	4.25	5,57,258	-6.96
2010	85,95,075	8.61	6,59,265	18.31

INDICATORS ON ECONOMIC IMPACT OF TOURISM

- Foreign Exchange Earning during the year 2010 is Rs. 3797.37 crores
- Total Revenue generated from tourism in 2010 comes to Rs. 17348 crores
- Tourism's contribution to State's GDP is around 9 % (approximately)
- The average per day expenditure of a foreign tourist is Rs.3600/-
- The average per day expenditure of a domestic tourist is Rs.1800/-
- The average length of stay of a foreign tourist is 16 days
- The average length of stay of a domestic tourist is 6 days