

TOURIST STATISTICS 2003 – HIGHLIGHTS

Total Number of Tourists

Tourist traffic to Kerala shows an increasing trend over the past few years. It is estimated that the total tourist inflow to Kerala was 6165849 during 2003, showing an increase of 6.29 % over the previous year. The following Table -1 gives the total number of tourists visited Kerala during the past five years.

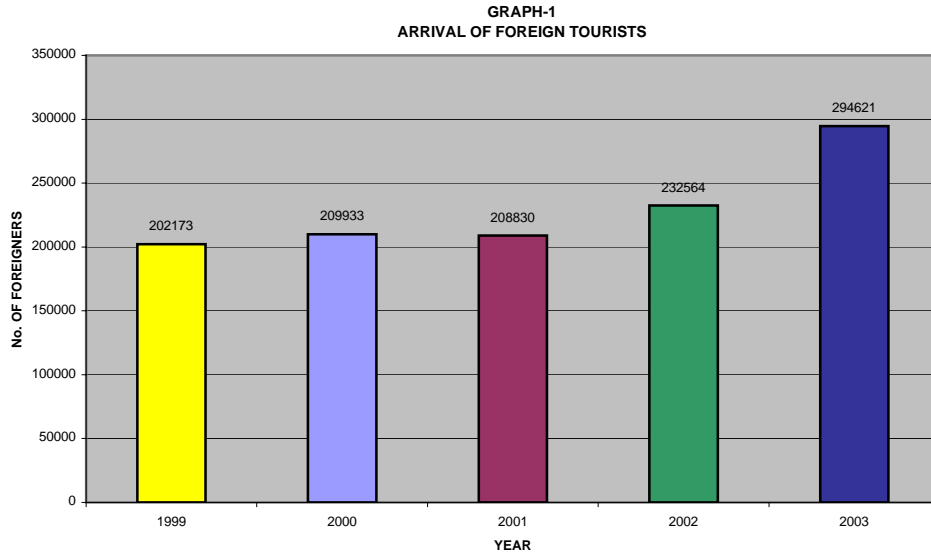
TABLE No.1					
DETAILS OF FOREIGN & DOMESTIC TOURISTS ARRIVALS 1999-2003					
Tourist Arrival	1999	2000	2001	2002	2003
Tourists (Foreign & Domestic)	5090460	5223154	5448522	5800820	6165849
Percentage of variation over previous year.	8.96	2.61	4.31	6.47	6.29

Foreign Tourists

Foreign tourist arrivals during 2003 is estimated as 294621 showing an increase of 26.68% over the previous year. Table-2 given below indicates the arrival of foreign tourists to Kerala during the last five years and percentage of variation over the previous years.

TABLE No.2					
DETAILS OF FOREIGN TOURISTS ARRIVALS 1999-2003					
Tourist Arrival	1999	2000	2001	2002	2003
Tourists	202173	209933	208830	232564	294621
Percentage of variation over previous year.	6.44	3.80	-0.53	11.37	26.68

Graph-1 shows the growth of foreign tourists from 1999 to 2003



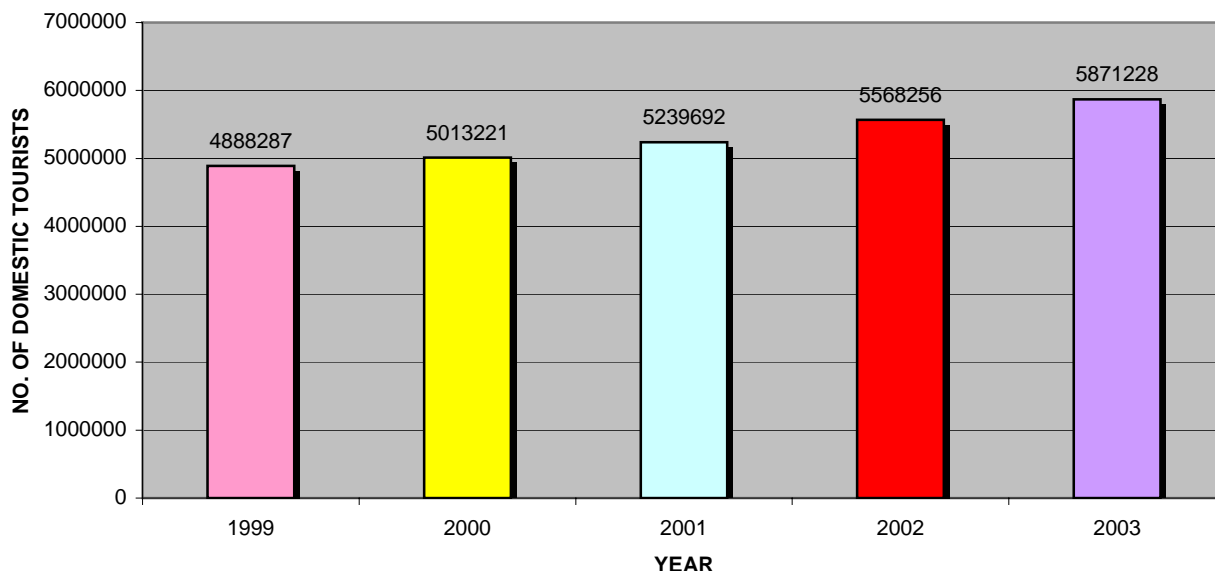
Domestic Tourists

A domestic Tourist arrivals during 2003 is estimated to be 5871228 as against 5568256 in 2002, showing an increase of 5.44%. Table-3 indicates the number of domestic tourists who visited Kerala during the last five years and percentage of variation over the previous years.

TABLE No.3					
DETAILS OF DOMESTIC TOURISTS ARRIVALS 1999-2003					
Tourist Arrival	1999	2000	2001	2002	2003
Number of domestic tourists	4888287	5013221	5239692	5568256	5871228
Percentage of variation over previous year.	9.07	2.55	4.52	6.27	5.44

Graph-2 shows the growth of domestic tourists from 1999 to 2003

**GRAPH-2
ARRIVAL OF DOMESTIC TOURISTS**



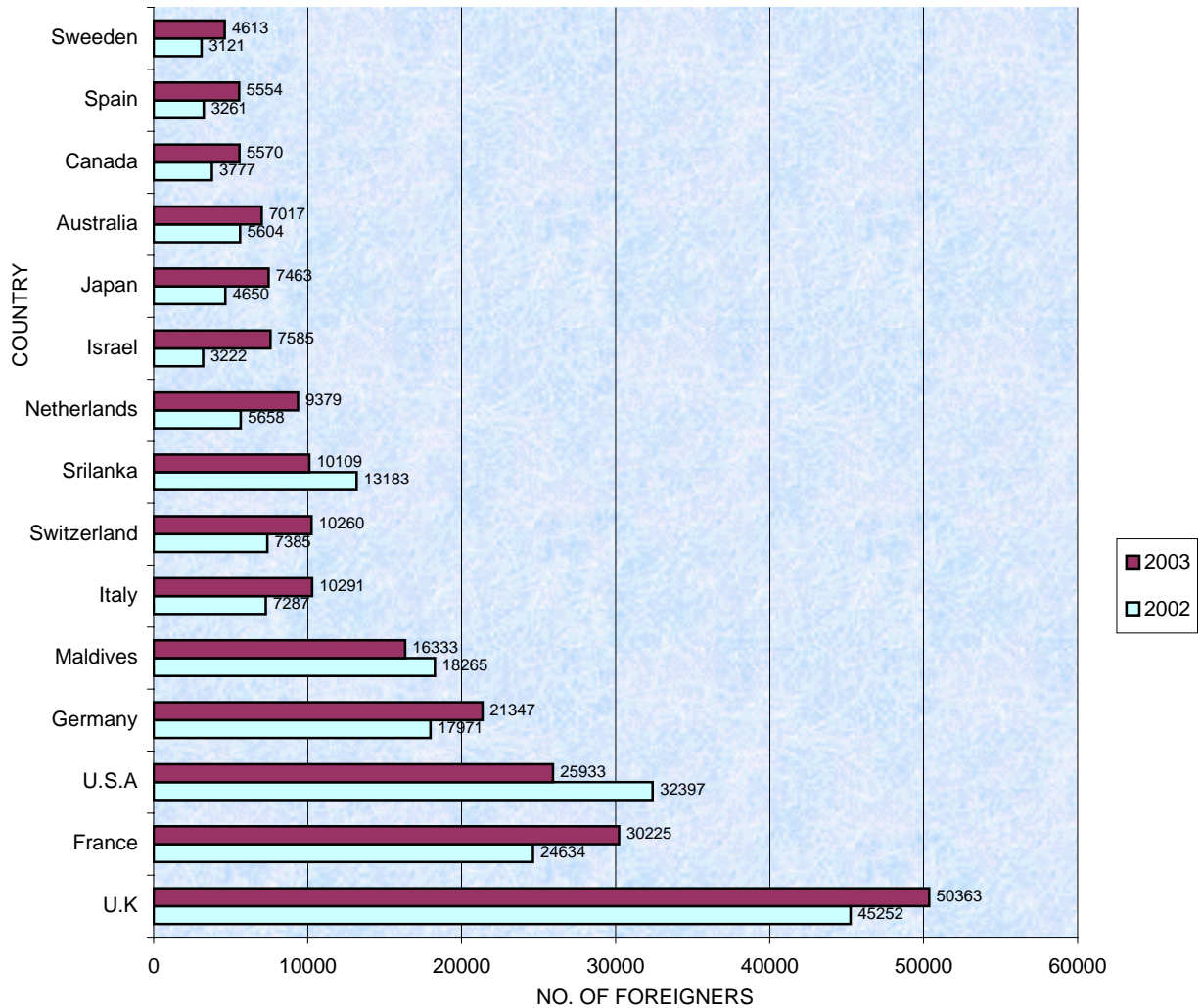
Market Performance of Top Fifteen Countries

Table –4 shows the market performance of top fifteen countries. It is clear from this that tourist arrival from the first fifteen countries constituted 75.37% of the total foreign tourist arrival to Kerala in 2003. It is to be noted that United Kingdom with an estimated arrival figure of 50363 remained on the top of all tourist-generating countries for Kerala and accounted for 17.09% of the total traffic as against the arrival figure of 45252 in 2002. Pictorial representation of the same is made in Graph-3.

TABLE No. 4				
MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES				
Country	No. of Tourists 2002	Proportion to total	No. of Tourists 2003	Proportion to total
U.K	45252	19.46	50363	17.09
France	24634	10.59	30225	10.26
U.S.A	32397	13.93	25933	8.80
Germany	17971	7.73	21347	7.25
Maldives	18265	7.85	16333	5.54
Italy	7287	3.13	10291	3.49
Switzerland	7385	3.18	10260	3.48
Srilanka	13183	5.67	10109	3.43
Netherlands	5658	2.43	9379	3.18
Israel	3222	1.39	7585	2.57
Japan	4650	2.00	7463	2.53
Australia	5604	2.41	7017	2.38

Canada	3777	1.62	5570	1.89
Spain	3261	1.40	5554	1.89
Sweden	3121	1.34	4613	1.57

**GRAPH-3
FOREIGN TOURIST ARRIVALS OF TOP 15 COUNTRIES 2002 & 2003**



Mode of Transport

As in the previous years, road and rail continued as the predominant modes of transport for the tourists coming to Kerala and constituted about 71 % of the total inflow in 2003. The arrivals in the year 2003 by air and ship are 27% and 2% respectively. The country wise break-up of arrival details of foreigners according to transport used is given in Table -5

**TABLE No.5
COUNTRYWISE BREAK-UP OF FOREIGNERS
ACCORDING TO TRANSPORT USED - 2003**

Sl.No.	NATIONALITY	Air	Ship	Other Mode	Total Tourists Arrival
1	AUSTRALIA	1,431	235	5,351	7,017
2	AUSTRIA	839	28	2,438	3,305
3	BAHRAIN	141	0	1,126	1,267
4	BANGALADESH	259	0	429	688
5	BELGIUM	304	14	3,836	4,154
6	BRAZIL	26	2	620	648
7	CANADA	1,519	333	3,718	5,570
8	CHINA	37	2	811	850
9	CZECHOSLOVAKIA	63	2	831	896
10	DENMARK	207	4	2,562	2,773
11	FRANCE	2,182	23	28,020	30,225
12	GERMANY	3,894	764	16,689	21,347
13	IRAN	69	0	697	766
14	ISRAEL	138	1	7,446	7,585
15	ITALY	1,935	9	8,347	10,291
16	JAPAN	684	1,010	5,769	7,463
17	KENYA	76	4	365	445
18	KOREA	250	6	1,485	1,741
19	KUWAIT	296	0	2,007	2,303
20	MALAYSIA	2,123	0	815	2,938
21	MALDIVES	14,732	0	1,601	16,333
22	MEXICO	32	37	651	720
23	NEPAL	88	0	465	553
24	NETHERLANDS	728	27	8,624	9,379
25	NEWZEALAND	228	36	1,690	1,954
26	OMAN	733	0	554	1,287
27	PAKISTAN	0	0	43	43
28	PHILLIPPINES	139	5	438	582
29	QATAR	97	0	473	570
30	RUSSIA	138	3	1,894	2,035
31	SAUDI ARABIA	409	3	3,781	4,193
32	SINGAPORE	2,424	21	1,810	4,255
33	SOUTH AFRICA	323	12	2,176	2,511
34	SPAIN	306	10	5,238	5,554
35	SRI LANKA	7,626	6	2,477	10,109
36	SWEEDEN	539	1	4,073	4,613
37	SWITZERLAND	1,364	38	8,858	10,260
38	THAILAND	54	2	765	821
39	U.A.E	1,014	0	1,953	2,967
40	U.K	14,789	827	34,747	50,363
41	U.S.A	15,021	1,249	9,663	25,933
42	YUGOSLAVIA	12	1	380	393
43	OTHERS	1,745	66	25,110	26,921
	Total	79,014	4,781	210,826	294,621

Earnings from Tourism

The following Table –6 and Graph shows the estimates of earnings from foreign tourists for the last ten years. It is to be noted that earnings from tourism shows an increasing trend over the years. Compared to 2002 there is an increase of 26.68% occurred during 2003.

TABLE No. 6		
FOREIGN EXCHANGE EARNINGS FROM TOURISM		
Year	Earnings (Rs. In Cs.)	% Variation over previous year
1994	116.11	9.83
1995	158.76	36.73
1996	196.38	23.70
1997	273.20	39.12
1998	302.08	10.57
1999	416.07	37.74
2000	525.30	26.25
2001	535.00	1.85
2002	705.67	31.90
2003	983.37	39.35

GRAPH-4
EARNINGS FROM TOURISM

