

KERALA TOURIST VISITS STATISTICS – 2024– HIGHLIGHTS

FOREIGN TOURIST VISITS(FTV)-2024

- In 2024, Kerala recorded 738,374 foreign tourist visits, compared to 649,057 in 2023, reflecting a 13.76% increase from the previous year. However, despite this growth, the 2024 figures still show a 37.94% decline compared to the foreign tourist visits recorded in 2019.
- The top eleven countries contributing the highest percentage of foreign tourist visits to Kerala in 2024 were the UK (14.55%), USA (13.33%), Germany (6.24%), France (6.12%), Malaysia (5.55%), Oman (5.20%), Australia (4.32%), Maldives (4.1%), Saudi Arabia (4.05%), UAE (3.35%), and Canada (2.32%). Together, these countries accounted for approximately 69.13% of the total foreign tourist visits to Kerala in 2024.

DOMESTIC TOURIST VISITS(DTV)-2024

- In 2024, the number of domestic tourist visits to Kerala reached 22,246,989, reflecting a 1.72% increase from 21,871,641 visits in 2023. Additionally, the 2024 figures show a significant rise of 21.01% compared to the domestic tourist visits recorded in 2019.
- In 2024, Kerala led in domestic tourist visits (DTV) with a dominant share of 68.65%. The other top nine states contributing to DTVs in Kerala were Tamil Nadu (10.52%), Karnataka (6.22%), Maharashtra (3.37%), Andhra Pradesh (1.95%), Gujarat (1.38%), Delhi (1.32%), Telangana (1.12%), Uttar Pradesh (0.92%), and West Bengal (0.80%). Collectively, these nine states accounted for approximately 27.6% of the total domestic tourist visits in Kerala.

Kerala- Foreign and Domestic Tourist visits -Trends

CAL YEAR	DOMESTIC TOURIST VISITS (DTV)	% variation over the previous year	FOREIGN TOURIST VISITS (FTV)	% variation over the previous year
2017	14673520	11.39	1091870	5.15
2018	15604661	6.35	1096407	0.42
2019	18384233	17.81	1189771	8.52
2020	4988972	-72.86	340755	-71.36
2021	7537617	51.09	60487	-82.25
2022	18867414	150.31	345549	471.28
2023	21871641	15.92	649057	87.83
2024	22246989	1.72	738374	13.76

District wise Foreign and Domestic Tourist visits during the year 2024

#.	District	FTV	DTV
1	ALAPPUZHA	46470	705993
2	ERNAKULAM	268614	4329536
3	IDUKKI	136883	3830186
4	KANNUR	2649	857686
5	KASARAGOD	3775	284865
6	KOLLAM	9048	488167
7	KOTTAYAM	49318	609752
8	KOZHIKODE	14224	1334089
9	MALAPPURAM	11449	823026
10	PALAKKAD	1459	613025
11	PATHANAMTHITTA	735	386300
12	THIRUVANANTHAPURAM	171095	3921054
13	THRISSUR	18700	2775175
14	WAYANAD	3955	1288135
TOTAL		738374	22246989

TOP 15 COUNTRIES - FOREIGN TOURIST VISITS 2024 & 2023					
Sl.No.	Country	2024		2023	
		FTV	%Share	FTV	%Share
1	United Kingdom	107454	14.55	79894	12.31
2	United States of America	98414	13.33	82206	12.67
3	Germany	46084	6.24	35077	5.4
4	France	45170	6.12	37645	5.8
5	Malaysia	40996	5.55	29790	4.59
6	Oman	38387	5.2	40033	6.17
7	Australia	31929	4.32	24512	3.78
8	Maldives	30299	4.1	36980	5.7
9	Saudi Arabia	29906	4.05	27003	4.16
10	United Arab Emirates	24751	3.35	24834	3.83
11	Canada	17117	2.32	13322	2.05
12	Italy	16675	2.26	13311	2.05
13	Russia	13787	1.87	19910	3.07
14	Singapore	11879	1.61	11601	1.79
15	Spain	10951	1.48	11021	1.7

ESTIMATION ON AVERAGE SPENDINGS BY TOURISTS

Cal Year	~Spending by Foreign Tourists Visits (In Crore)	% variation over the previous year	~Total Spending by Foreign & Domestic Tourists Visits (In Crore)	% variation over the previous year
2017	8392.11	8.29	33383.68	12.56
2018	8764.46	4.44	36258.01	8.61
2019	10271.06	17.19	45010.69	24.14
2020	2799.85	-72.74	11335.96	-74.82
2021	461.5	-83.52	12285.91	8.38
2022	2792.42	505.07	35168.42	186.25
2023	5245.09	87.83	43621.22	24.03
2024	6631.02	26.42	45053.61	3.28

Distribution of Domestic Tourist Visits in Kerala by State of Origin

TOP 20 STATES/UT- DOMESTIC TOURIST VISITS 2024					
Sl.No.	State	2024	2023	% variation over 2023	% Share 2024
1	Kerala	15271817	14972153	2	68.65
2	Tamil Nadu	2341438	2270782	3.11	10.52
3	Karnataka	1383065	1431776	-3.4	6.22
4	Maharashtra	750242	778275	-3.6	3.37
5	Andhra Pradesh	433643	391431	10.78	1.95
6	Gujarat	307590	303426	1.37	1.38
7	Delhi	294723	300683	-1.98	1.32
8	Telangana	249584	238409	4.69	1.12
9	Uttar Pradesh	204065	200095	1.98	0.92
10	West Bengal	177916	165799	7.31	0.8
11	Madhya Pradesh	102396	102800	-0.39	0.46
12	Rajasthan	94417	93044	1.48	0.42
13	Lakshadweep	91410	95387	-4.17	0.41
14	Haryana	72269	64537	11.98	0.32
15	Orissa	66184	58345	13.44	0.3
16	Punjab	63980	57445	11.38	0.29
17	Assam	56101	55437	1.2	0.25
18	Bihar	54464	57470	-5.23	0.24
19	Jharkhand	31053	36402	-14.69	0.14
20	Goa	29671	29856	-0.62	0.13
21	Others	170961	168089	1.71	0.79
Total		22246989	21871641	1.72	100

Top 20 Destinations

Domestic Tourist Visits			Foreign Tourist Visits		
Sl. No.	Destination	DTV 2024	Sl.No.	Destination	FTV 2024
1	Kochi City	3153301	1	Kochi City	193270
2	Thiruvananthapuram City	2359402	2	Kovalam	79043
3	Guruvayoor	2349721	3	Thekkady	68799
4	Munnar	2205159	4	TVM City	65702
5	Kozhikode City	939660	5	Munnar	52897
6	Thekkady	670093	6	Kumarakom	47576
7	Kovalam	607671	7	Alappuzha	36260
8	Varkala	598813	8	Fort Kochi	36220
9	Wayanad	490958	9	Maradu	22464
10	Alappuzha	461612	10	Varkala	19749
11	Pookkode Lake - Vaithiri	453512	11	Kozhikode City	16946
12	Kumarakom	436780	12	Guruvayoor	11278
13	Iringal - Kottakkal	419324	13	Aluva	8395
14	Aluva	388342	14	Kuttanadu	7565
15	Maradu	337864	15	Kollam	6335
16	Parassinikkadavu	330025	16	Iringal - Kottakkal	5737
17	Wagamon	319341	17	Athirappalli	3534
18	Malampuzha	282468	18	Bekal	3076
19	Kollam	280192	19	Chowara	3071
20	Bekal	223671	20	Cherai Beach	2681
21	Others	4939080	21	Others	47776
Total		22246989		Total	738374