



FLASH

REPORT ON TOURISM STATISTICS 2011

TOURIST STATISTICS – 2011

(Provisional)

- ◆ Foreign Tourist arrival to Kerala during the year 2011 is 7,32,985. It shows a increase of 11.18 % over the previous year's figure of 6,59,265.
- ◆ Domestic Tourist arrival to Kerala during the year 2011 is 93,81,455. It shows an increase of 9.15 % over the previous year's figure 85,95,075.
- ◆ **Foreign exchange earnings** for the year **2011 is Rs.4221.99 Crores** which recorded an increase of 11.18 % over the previous year.
- ◆ **Total Revenue (including direct & indirect) from Tourism during 2011 is Rs:19037 Crores, showing an increase of 9.74% over the last year's figure.**
- ◆ In India , Foreign Tourist Arrival during 2011 were 6.29 million with a growth rate of 8.9% as compared to the Foreign tourist arrival 5.78 million with a growth of 11.8% during the year 2010 over 2009.
- ◆ The growth rate of 11.18 in Foreign Tourists arrival in Kerala for 2011 over 2010 is much better than UNWTO's projected growth rate of 4% to 5% for the world during the same period and 7% to 9% for Asia and the Pacific
- ◆ Month wise Foreign and Domestic Tourist arrivals during the year 2011 is as shown below:

Sl. No.	Month	Foreign	Domestic
1	January	94966	777064
2	February	94185	676327
3	March	66854	686745
4	April	57215	722497
5	May	28938	824988
6	June	26738	653916
7	July	40931	643806
8	August	56230	719963
9	September	44673	747312
10	October	59414	953630
11	November	73843	913542
12	December	88998	1061665
TOTAL		7,32,985	93,81,455

EARNINGS FROM TOURISM

Year	Foreign Exchange Earnings (Rs. In Crores)	Percentage of Increase	Total revenue generated from Tourism (Direct & Indirect) Rs. In Crores	Percentage of Increase
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
2011	4221.99	11.18	19037.00	9.74

TRENDS IN DOMESTIC & FOREIGN TOURIST ARRIVALS INTO KERALA (2002 TO 2011)

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
2011	93,81,455	9.15	7,32,985	11.18

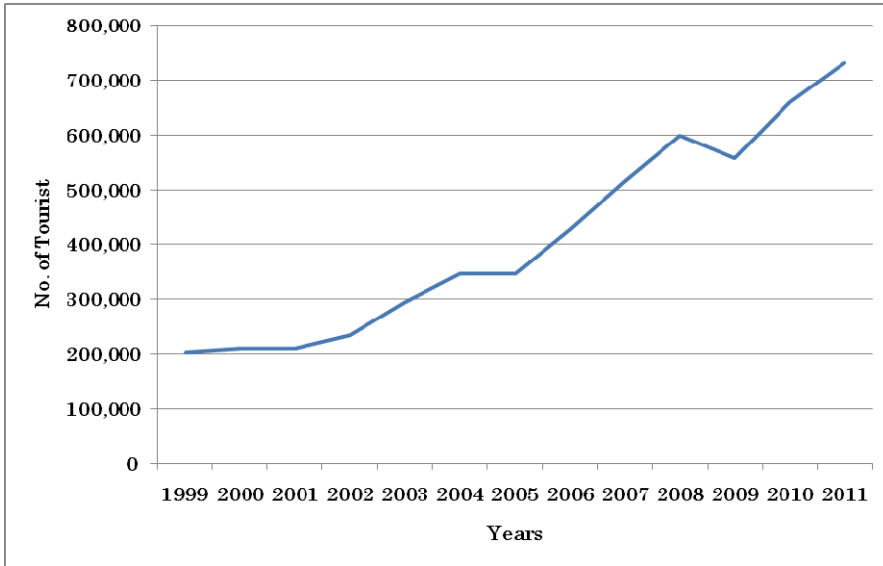
DISTRICT WISE TOURIST ARRIVAL STATISTICS - 2011- FOREIGN (PROVISIONAL)

S.No	District	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL 2011	TOTAL 2010	%var .over 2010
1	ALAPPUZHA	8178	8070	4634	3450	724	370	1680	3680	2093	3260	3900	5980	46019	41977	9.63
2	ERNAKULAM	39978	32180	21920	28570	16680	16204	15960	24465	18630	25587	31520	36980	308674	277675	11.16
3	IDUKKI	9830	8450	5903	2912	1455	1042	4780	3468	2208	5960	4680	5090	55778	48295	15.49
4	KANNUR	850	1170	680	320	160	110	160	325	163	480	630	990	6038	5886	2.58
5	KASARGOD	389	248	195	130	110	63	82	75	78	80	310	280	2040	1679	21.50
6	KOLLAM	1620	1265	880	550	260	210	420	686	696	770	680	1280	9317	8211	13.47
7	KOTTAYAM	4132	4370	3280	3420	1160	1020	3120	2915	2920	3450	3720	4066	37573	32561	15.39
8	KOZHIKODE	1610	1382	920	834	684	449	623	375	575	550	950	940	9892	9017	9.70
9	MALAPPURAM	1866	2751	1150	925	780	1372	1554	1456	986	1900	1490	2164	18394	16915	8.74
10	PALAKKAD	227	168	95	83	80	86	91	83	55	125	70	168	1331	1270	4.80
11	PATHANAMTHITTA	85	70	73	55	58	70	93	72	83	88	99	118	964	829	16.28
12	TRIVANDRUM	23727	32131	25926	15482	6348	5260	11680	17988	15566	16110	24667	29502	224387	204049	9.97
13	THRISSUR	1054	708	469	188	187	282	230	312	200	374	387	620	5011	4326	15.83
14	WAYANAD	1420	1222	729	296	252	200	458	330	420	680	740	820	7567	6575	15.09
	Total 2011	94966	94185	66854	57215	28938	26738	40931	56230	44673	59414	73843	88998	732985	659265	11.18
	Total 2010	87553	86747	61334	50910	26783	24685	36188	49518	37859	49512	66526	81650	659265		
	% variation	8.47	8.57	9.00	12.38	8.05	8.32	13.11	13.55	18.00	20.00	11.00	9.00	11.18		

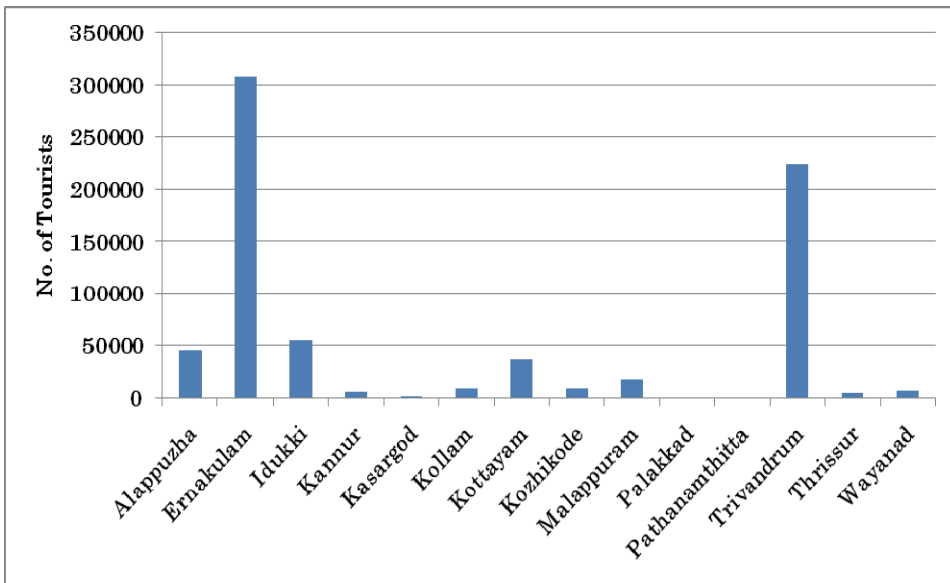
DISTRICT WISE TOURIST ARRIVAL STATISTICS -2011-DOMESTIC(PROVISIONAL)

Sl. No.	DISTRICT.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL 2011	TOTAL 2010	% var. over 2010
1	ALAPPUZHA	26698	20149	15887	22288	11730	8650	11380	13990	11470	17158	16520	23750	199670	183416	8.86
2	ERNAKULAM	186330	151138	159760	156770	158045	153026	162440	181272	164700	239455	204510	251980	2169426	1987743	9.14
3	IDUKKI	51680	51260	41530	49960	50520	24370	21460	32240	37510	52980	46610	46870	506990	464123	9.24
4	KANNUR	38023	35380	54195	39579	43830	36860	35229	38963	41250	41460	39320	42680	486769	455822	6.79
5	KASARGOD	18753	13412	11198	12780	15780	12532	13690	13968	14960	15880	17080	18650	178683	160539	11.30
6	KOLLAM	19506	18397	16112	17110	16357	14956	15780	17710	16930	17460	19010	21480	210808	196773	7.13
7	KOTTAYAM	30523	21467	23230	21880	27870	25910	21705	24852	31650	31190	34590	39880	334747	301599	10.99
8	KOZHIKKODE	51440	53490	52142	54680	62903	52040	50350	51281	50402	61960	54310	55678	650676	612316	6.26
9	MALAPPURAM	30900	27716	26827	31178	32590	28330	27503	30476	31340	34190	34410	34313	369773	347311	6.47
10	PALAKKAD	32011	28150	30154	30964	32456	36080	26394	28023	29610	38675	35190	35320	383027	359961	6.41
11	PATHANAMTHITTA	6680	5980	5758	8950	6253	6628	7360	7415	6680	11714	7810	7887	89115	82470	8.06
12	TRIVANDRUM	98899	94430	90026	91520	125024	81990	87550	92118	99870	122420	134152	170556	1288555	1160640	11.02
13	THRISSUR	148616	126720	119610	162002	207490	144116	131480	152990	179980	216378	219040	253610	2062032	1874211	10.02
14	WAYANAD	37005	28638	40316	22836	34140	28428	31485	34665	30960	52710	50990	59011	451184	408151	10.54
	TOTAL 2011	777064	676327	686745	722497	824988	653916	643806	719963	747312	953630	913542	1061665	9381455	8595075	9.15
	TOTAL 2010	730803	634454	658610	684522	776648	614955	596335	655937	660903	836517	815827	929564	8595075		
	% variation	6.33	6.60	4.27	5.55	6.22	6.34	7.96	9.76	13.07	14.00	11.98	14.21	9.1		

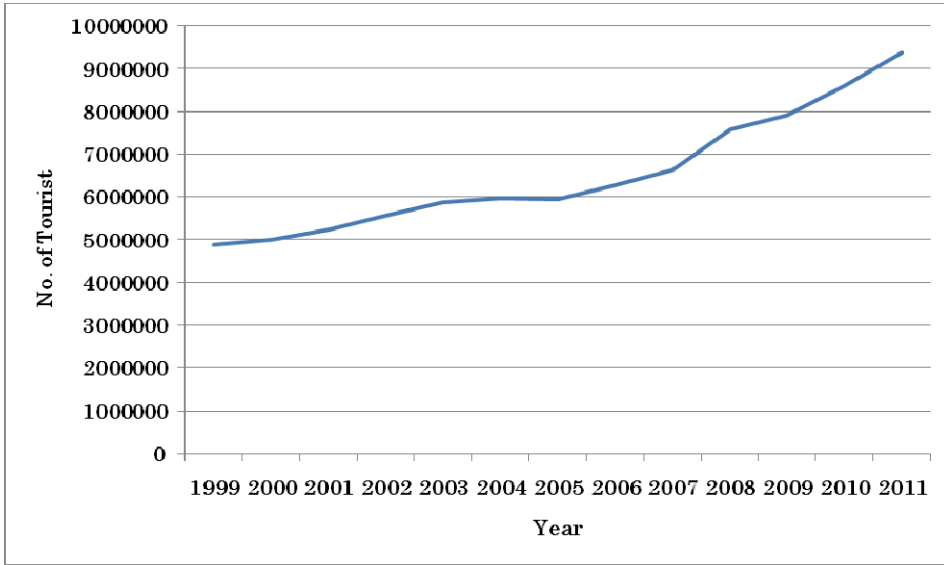
FOREIGN TOURIST ARRIVALS IN KERALA DURING 1999-2011



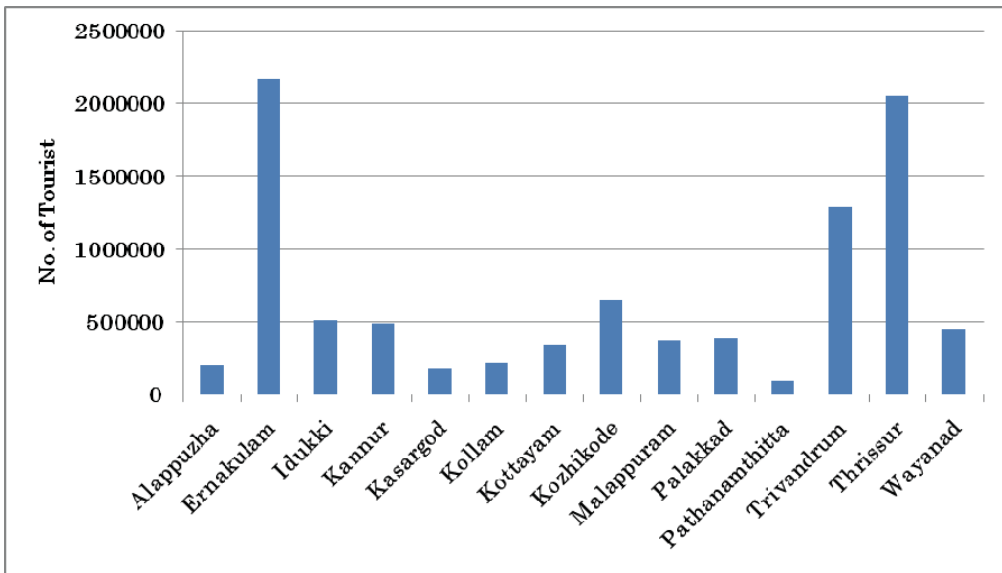
DISTRICT WISE FOREIGN TOURIST ARRIVALS IN KERALA 2011



DOMESTIC TOURIST VISITS IN KERALA DURING 1999 TO 2011



DISTRICT WISE DOMESTIC TOURIST ARRIVALS IN KERALA 2011





APPENDIX

DEFINITIONS

1. DEFINITIONS FOLLOWED IN INDIA ARRIVALS:

The data presented in this publication refer to the number of arrivals of tourists/visitors and not to the number of persons. An individual who makes multiple trips to the country is counted each time as a new arrival. This is also true in the case of Indian nationals going abroad.

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:

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

THE FOLLOWING ARE NOT REGARDED AS 'FOREIGN TOURISTS':

- (i) Persons arriving with or without a contract, to take up an occupation or engage in activities remunerated from within the country;
- (ii) Persons coming to establish residence in the country;
- (iii) "Same Day Visitors" i.e. temporary visitors staying less than twenty four hours in the country (including travelers 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.

PORTS

Ports are the points of entry of foreign visitors into India. At present, there are seventy two ports. The list of those ports is given below.

S.No.	Name of port	Type of port	S.No.	Name of port	Type of port
1	Agartala	Land Check post	37	Kakinada	Seaport
2	Agra	Airport	38	Kandala	Seaport
3	Ahmedabad	Airport	39	Karimaganj	Land Check post
4	Alang	Seaport	40	Khowai	Land Check post
5	Amritsar	Airport	41	Kolkatta	Airport
6	Attari Rail	Land Check post	42	Lalgalaghat	Land Check post
7	Attari Road	Land Check post	43	Lucknow	Airport
8	Banbasa	Land Check post	44	Mahadipore	Land Check post
9	Bangalore	Airport	45	Mangalore	Seaport
10	Bedi Bender	Seaport	46	Mankachar	Land Check post
11	Bhavnagar	Seaport	47	Marmagoa	Seaport
12	Calicut	Airport	48	Muhurighat	Land Check post
13	Changrabandha	Land Check post	49	Mumbai	Airport
14	Chennai	Seaport	50	Mumbai	Seaport
15	Chennai	Airport	51	Munabao	Land Check post
16	Cochin	Seaport	52	Nagapattinam	Seaport
17	Cochin	Airport	53	Nagpur	Airport
18	Coimbatore	Airport	54	Nhava Sheva	Seaport
19	Cuddalore	Seaport	55	Paradeep	Seaport
20	Dabolim	Airport	56	Patna	Airport
21	Dalaighat	Land Check post	57	Port Blair	Airport
22	Dalu	Land Check post	58	Port Blair	Seaport
23	Dawki	Land Check post	59	Pune	Airport
24	Delhi	Airport	60	Radhikapore	Land Check post
25	Gauriphanta	Land Check post	61	Ragna	Land Check post
26	Gaya	Airport	62	Ranjganj	Land Check post
27	Gede Rly. Station	Land Check post	63	Raxual	Land Check post
28	Ghojadanga	Land Check post	64	Rupaidiha	Land Check post
29	Guwahati	Airport	65	Sonauli	Land Check post
30	Haridaspore	Land Check post	66	Srimantapur	Land Check post
31	Hilli	Land Check post	67	Sutarkandi	Land Check post
32	Hyderabad	Airport	68	Trichy	Airport
33	JaigaonKalinpong	Land Check post	69	Thiruvananthapuram	Airport
34	Jaipur	Airport	70	Tuticorin	Seaport
35	Jogbani Purnea	Land Check post	71	Varanasi	Airport
36	Kailashahar	Land Check post	72	Visakhapatanam	Seaport

REGIONS:

The regional classification of countries, used for the presentation of data in the publication, is as follows:

- 1) Africa comprises the continent of Africa including, Egypt and the adjoining islands.
- 2) Australasia includes Australia, New Zealand, Fiji and the Pacific Island groups like French Polynesia, Papua New Guinea, New Caledonia etc.
- 3) East Asia comprises China, Hongkong, Japan, Korea, Macau, etc.
- 4) West Asia comprises countries in the Middle East including Turkey, Cyprus and Persian Gulf countries excluding Iran.
- 5) South Asia includes Iran, Afghanistan, Sri Lanka, Maldives and countries of the Indian sub continent.
- 6) South East Asia comprises countries of Indo-China including Myanmar & ASEAN countries.
- 7) North America includes Canada and the USA.
- 8) Central and South America comprises countries in the Central and South America, and the Caribbean Islands.
- 9) Eastern Europe comprises all the countries of former Soviet Union, Yugoslavia, Czech, Slovakia, Hungary, Poland, etc.
- 10) Western Europe includes all the countries of Europe excluding East European countries, Turkey and Cyprus.

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 / musafir khanas / 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:-

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

The following are not regarded as domestic tourists:

- (i) Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.

- (ii) Persons coming to establish more or less permanent residence in the State/ Centre.
- (iii) 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.
- (iv) Foreigners resident in India.

INDIAN NATIONALS GOING ABROAD

Any person going abroad with an Indian passport is regarded as an Indian national going abroad irrespective of the purpose and the destination.

TRAVEL RECEIPTS/FOREIGN EXCHANGE EARNINGS FROM TOURISM

These are receipts of the country as a result of consumption expenditure, i.e. payments made for goods and services acquired, by foreign visitors in the economy out of foreign currency brought by them.

ACCOMMODATION ESTABLISHMENTS

Places in which rooms are provided to tourists for stay, and classified as hotels, tourist bungalows, travelers' lodges, youth hostels, etc.

APPROVED HOTELS

Hotels which conform to certain laid down standards on physical features, standards of facilities and other services are approved by the Tourism Departments of Central and State Governments and are known as approved hotels. These are graded variously as five star deluxe, five star, four star, etc.

OCCUPANCY RATE

The occupancy rate refers to the ratio between available capacity (in terms of rooms or beds) and the extent to which it is used. Occupancy is worked out on the basis of number of rooms occupied by both domestic and international tourists.

2. INTERNATIONAL DEFINITIONS

TOURISM:

The activities of persons traveling to and in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

DOMESTIC TOURISM:

Residents of a given country traveling only within that country. **INBOUND TOURISM:** In relation to a given country non-residents traveling to that country. **OUTBOUND TOURISM:** In relation to a

given country, residents traveling another country. INTERNAL TOURISM: Domestic and Inbound Tourism.

NATIONAL TOURISM:

Domestic and Out bound Tourism.

INTERNATIONAL TOURISM :

Inbound and Outbound Tourism.

VISITORS:

All type of travelers engaged in tourism are described as Visitors, and as such the term represents the basic concept for the whole system of tourism statistics.

INTERNATIONAL VISITORS :

Any person who travels to a country other than that in which is his/her usual residence, but outside his/her usual environment, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

INTERNATIONAL VISITORS INCLUDE

- Tourists (overnight visitors): Visitors who stay at least one night in a collective or private accommodation in the country visited.
- Same Day Visitors: Visitors who do not spend a night in a collective or private accommodation in the country visited. This definition includes passengers of cruise ships who return to the ship every night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension, owners or passengers of Yachts, and passengers on a group tour accommodated in a train.

DOMESTIC VISITORS:

Any person residing in a country who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

DOMESTIC VISITORS INCLUDE

- Tourists (overnight visitors): Visitors who stay at least one night in a collective or private accommodation in the place visited.
- Same Day Visitors: Visitors who do not spend one night in a collective or private accommodation in the place visited.