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**Maharashtra - Tourist Survey Findings (2014-2015)****Findings of the Survey**

Following the methodology in previous Section, the four different types of survey, namely, enumeration and short survey at destinations, exit survey at exit point(s) at district headquarters and accommodation unit survey were conducted during the period July 2014 to June 2015. The survey data were tabulated following the approved tabulation program and estimates of various parameters were made as per estimation procedure approved by the government. Coverage of various surveys under the present assignment is presented at Table 1.

**Table 1 Coverage at a Glance**

Coverage at a Glance					
S. No.	Survey Type	Sample Size			
		Per Month per district	Per Quarter per district	Per Annum Aggregate for	
				per district	State (35 district)
1	Short Survey	600	1800	7200	252000
2	Exit Point Survey	-	400	1600	56000
3	Accommodation Survey (Monthly)	-	Census#	-	
4	Accommodation Survey (Monthly)	Classified AUs – Covered All			
		Non-Classified AUs – 10% of each category			
		I. Having more than 20 rooms			
		II. Having 10-20 rooms			
		III. Having less than 10 rooms			
<b># Total Number of Census Accommodation in Maharashtra = 4773</b>					

Table 2 gives the month-wise details of domestic and foreign tourist visits during the year 2014 – 2015 at the tourist destinations. In case of Domestic Tourists; the survey findings suggest that peak months for overnight and same day tourist visits were November (16956400) and October 2014 (15033500) and May 2015 (14681622). Overall, lowest number of visits by domestic tourists was measured during the months of September 2014 and February 2015. In case of Foreign Tourists, the survey findings suggest that peak months for overnight and same day tourist visits were May 2015 (413837), June 2015 (325559) and October 2014 (321884). Overall, lowest number of visits by foreign tourists was measured during the months of July and August 2014. Destination wise visits by domestic and foreign tourists is given in Annexure– V.

District wise visits by overnight and same day domestic and foreign Tourists is given in Annexure -VI

**Table 2 Total Number of Visits to Tourist Destinations**

Name of the Month	Total No. of Visits by Domestic Tourists/ Same Day Visitors	Total No. of Visits by Foreign Tourists/ Same Day Visitors	Total No. of Visits
July	14192411	127996	14320407
August	13441619	154941	13596560
September	12582880	275819	10929905
October	15033500	321884	12949270
November	16956400	187701	17144101
December	13151722	239681	13391403
January	13494881	254789	13749670
February	12214143	203328	12417471
March	13827864	240462	14068326
April	14624268	245623	14869891
May	14681622	413837	15095459
June	13410756	325559	13736257
<b>Total</b>	167612066	2991620	165851249

Table 3 gives the details of Leisure and Non-Leisure Domestic Overnight and Same Day Visitors. In the case of overnight visitors, the survey findings suggest that total numbers of non-leisure tourists (42555029) were higher than leisure tourists (26203469) during the year 2014-2015. The highest (3064833) number of leisure domestic tourists visited Maharashtra during the month of April 2015, whereas the maximum (4303007) number of non-leisure tourists visited the state during the month of January. Furthermore, In the case of same day visitors the survey findings suggest that the total numbers of leisure tourists (110969346) were higher than non-leisure visitors (98711166) during the year 2014-2015. The maximum (11345113) number of leisure same day tourists visited Maharashtra during the month of November, whereas maximum (12916208) number of non-leisure tourists visited during the month of December. The district wise distribution of overnight and same day visitors (both domestic and foreign) is given in Annexure -VII

**Table 3 Total Number of Leisure and Non-Leisure Domestic Tourists and Same Day Visitors**

Month	Overnight			Same day		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
July	1663956	2034467	3698423	9194813	5320830	14515643
August	962563	2872956	3835519	9094044	4553026	13647070
September	1417059	3121686	4538745	9805378	5234536	15039914
October	1481252	3268142	4749394	10374152	5572222	15946374
November	1944903	3364333	5309236	11345113	6094348	17439461
December	2045737	3414137	5459874	8295594	12916208	21211802
January	2718427	4303007	7021434	8831161	10594479	19425640
February	2358970	3746588	6105558	8032245	9648147	17680392
March	2717297	4242168	6959465	8529771	10268900	18798671
April	3064833	4110962	7175795	9388770	9848163	19236933
May	3048721	4224652	7273373	9456288	9792104	19248392

<b>June</b>	2779751	3851931	6631682	8622017	8928205	17550222
<b>Total</b>	26203469	42555029	68758498	110969346	98771168	209740514

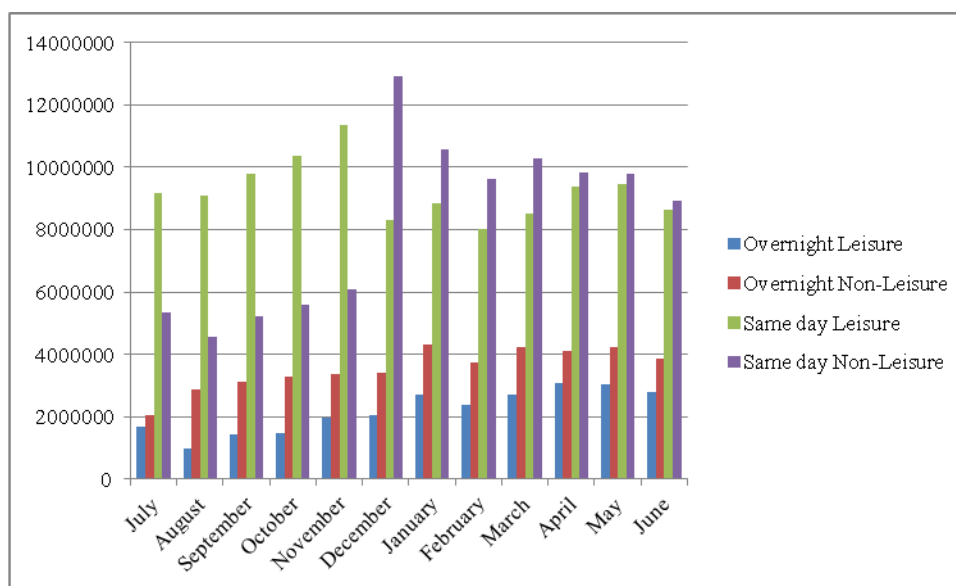


Fig 1 Leisure and Non-Leisure Domestic Tourists and Same Day Visitors

Table 4 gives the details of leisure and non-leisure foreign overnight and Same Day Visitors. In the case of overnight visitor the survey findings suggest that total numbers of leisure tourists (2345399) were higher than non-leisure tourists (264554) during the year 2014- 2015. The highest (245730) number of leisure tourists visited Maharashtra during the month of January, 2014 and the highest (57230) number of non-leisure tourists came in August, 2014.

**Table 4 Total Number of Leisure and Non-Leisure Foreign Tourists and Day Visitors**

Month	Overnight			Same day		
	Leisure	Non-Leisure	Total	Leisure	Non-Leisure	Total
<b>July</b>	109966	40892	150858	Visitors were not found in the survey		
<b>August</b>	112814	57230	170044			
<b>September</b>	198518	14505	213023			
<b>October</b>	211561	15082	226643			
<b>November</b>	231424	19581	251005			
<b>December</b>	245460	20025	265485			
<b>January</b>	245730	20058	265788			
<b>February</b>	201619	16127	217746			
<b>March</b>	203681	15321	219002			
<b>April</b>	214522	16243	230765			
<b>May</b>	197621	15143	212764			
<b>June</b>	172483	14347	186830			
<b>Total</b>	2345399	264554	2609953			

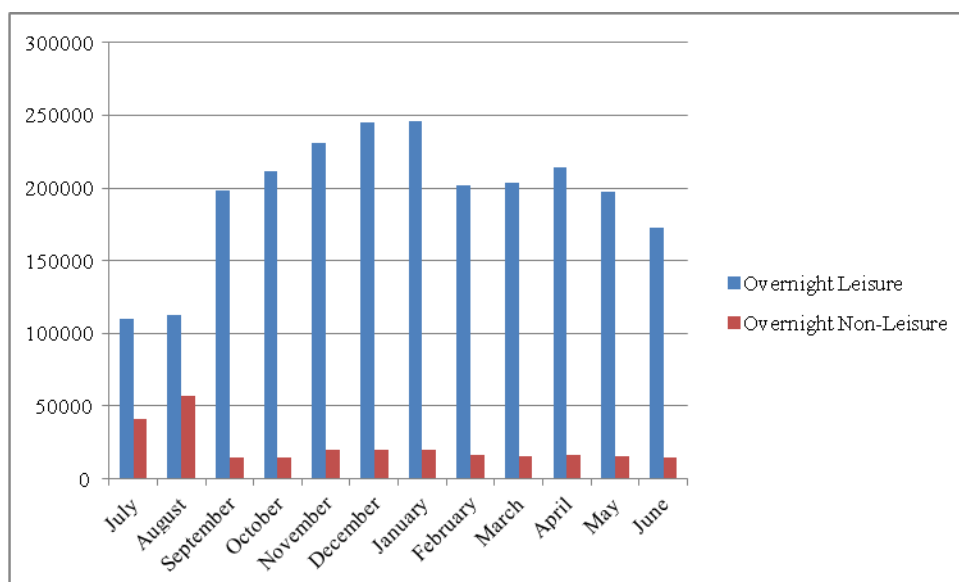


Fig 2 Leisure and Non-Leisure Foreign Tourists

Table 5 gives the details of domestic and foreign tourists and day visitors for the state of Maharashtra. Maximum (7273373) number of domestic overnight tourists visited Maharashtra during the month of April, whereas maximum (265788) number of foreign tourists visited this state during the month of December. Furthermore, maximum (21211802) number of domestic same day visitor visited Maharashtra during the month of November and there were no same day foreign visitor during the year 2014 –2015

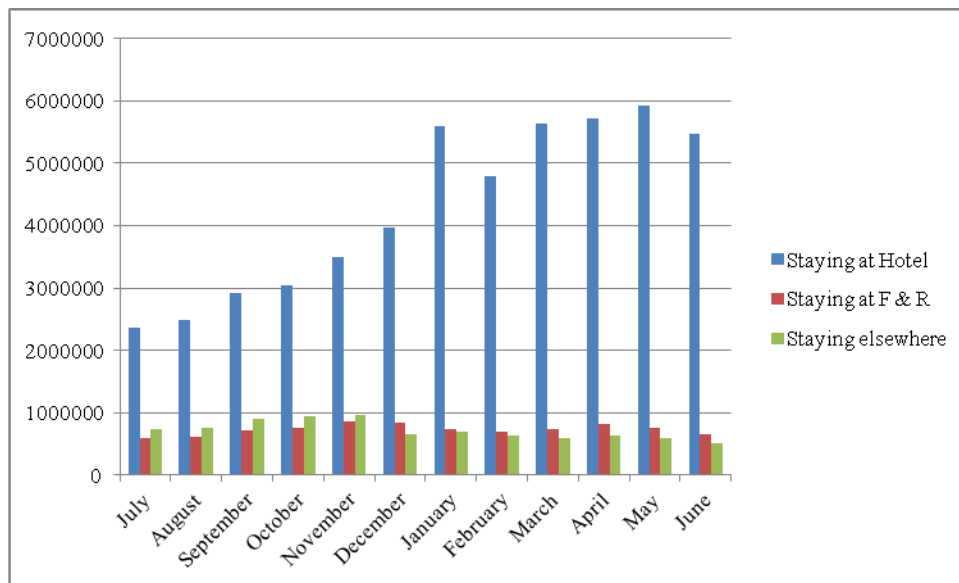
Table 5 Total Number of Domestic and Foreign Tourists and Day Visitors

Month	No. of Tourist			No. of same day visitors		
	Domestic	Foreign	Total	Domestic	Foreign	Total
July	3698423	150858	3849281	14515643		14515643
August	3835519	170044	4005563	13647070		13647070
September	4538745	213023	4751768	15039914		15039914
October	4749394	226643	4976037	15946374		15946374
November	5309236	251005	5560241	17439461		17439461
December	5459874	265485	5725359	21211802		21211802
January	7021434	265788	7287222	19425640		19425640
February	6105558	217746	6323304	17680392		17680392
March	6959465	219002	7178467	18798671		18798671
April	7175795	230765	7406560	19236933		19236933
May	7273373	212764	7486137	19248392		19248392
June	6631682	186830	6818512	17550222		17550222
<b>Total</b>	<b>68758498</b>	<b>2609953</b>	<b>71368451</b>	<b>209740514</b>		<b>209740514</b>

Table 6 gives the distribution of place of stay for domestic tourists. The survey findings suggest that hotel was first choice for the domestic tourists, followed by staying at friends/relatives place and staying elsewhere. During the month of May maximum number (5921041) of domestic tourists selected hotels for the stay. In November, maximum number (850869) of domestic tourists selected friends/relative’s place for the stay and also maximum (956770) number of tourist reported that they stayed elsewhere.

**Table 6 Distribution of Domestic Tourists by Place of Stay**

Month	Domestic Tourists			
	Staying at Hotel	Staying at Friends / Relatives	Staying elsewhere	Total
July	2366964	591762	739697	3698423
August	2476834	604010	754675	3835519
September	2914740	722176	901829	4538745
October	3049504	757178	942712	4749394
November	3501597	850869	956770	5309236
December	3976387	829470	654017	5459874
January	5592439	727794	701201	7021434
February	4801717	683378	620463	6105558
March	5636070	742076	581319	6959465
April	5728616	807467	639712	7175795
May	5921041	755901	596431	7273373
June	5472334	647299	512049	6631682
<b>Total</b>	<b>51438243</b>	<b>8719380</b>	<b>8600875</b>	<b>68758498</b>



**Fig 3 Distribution of Domestic Tourists by Place of Stay**

Table 7 gives the distribution of place of stay for foreign tourists. All the foreign tourists stayed at hotels and other accommodation units. The survey findings suggest that during the month of January, maximum (265788) number of foreign tourists selected hotel for stay.

**Table 7 Distribution of Foreign Tourists by Place of Stay**

Month	No. Foreign Tourists
	Staying at Hotel
July	150858
August	170044
September	213023
October	226643
November	251005
December	265485
January	265788
February	217746
March	219002
April	230765
May	212764
June	186830
<b>Total</b>	<b>2609953</b>

Table 8 gives the details of number of accommodation units, availability of rooms, beds and number of persons staying at accommodation units as per survey of Accommodation Units. The survey findings suggest that maximum (6451900) number of guests and also the maximum number (6238831) of domestic tourists stayed in May 2015. Highest number (266109) of foreigners stayed in December 2014. District-wise distribution of visitors stayed in accommodation units, bed night spent, average duration of stay and occupancy rate are given in Annexure- VIII.

**Table 8 No. of accommodation units, Rooms Available and No. of Guests Stayed**

Month	No. of Guests Stayed					
	No. of Accommodation units	No. of Rooms Available	No. of beds Available	Domestic	Foreign	Total
July	4691	85786	193526	3700015	150965	3850980
August	4691	85786	193526	3772892	170163	3943055
September	4691	85786	193526	4441732	213146	4654878
October	4691	85786	193526	4313734	226573	4540307
November	4691	85786	193526	4487502	255498	4743000
December	4691	85786	193526	5290455	266109	5556564
January	4739	86473	242138	5719925	265848	5985773

Month	No. of Guests Stayed					
	No. of Accommodation units	No. of Rooms Available	No. of beds Available	Domestic	Foreign	Total
<b>February</b>	4739	86473	242764	5005089	217835	5222924
<b>March</b>	4739	86473	243073	5583626	219450	5803076
<b>April</b>	4745	86601	243329	5578872	231160	5810032
<b>May</b>	4753	86761	243740	6238831	213069	6451900
<b>June</b>	4773	87216	244768	5925595	187778	6113373

### Characteristics of the sample Tourists

Age distribution of sample domestic visitors is given in Table 9. The sample sizes of the three groups are 13697 domestic overnight, 41783 domestic same day and 520 foreign overnight visitors. Most of the domestic visitors (94.1%) were interviewed at the bus station or railway station. Nearly 38% of the foreigners were interviewed at their place of stay.

**Table 9 Survey point of Sample Domestic Visitors (%)**

Point	Domestic	Foreign
<b>Railway station</b>	43.7	32.9
<b>Air port</b>	1.4	1.8
<b>Bus Station</b>	50.4	27.8
<b>Hotel</b>	4.5	37.5
<b>Total</b>	100	100

The survey findings suggest that most of the male and female domestic overnight as well as same day visitors are in the age category of 25-44 years. Only very small proportion of domestic same day visitors is of 60 or more years of age.

**Table 10 Age Distribution of Sample Domestic Visitors (%)**

Age Group	Domestic Overnight Visitors		Domestic Same day Visitors	
	Male	Female	Male	Female
<b>15 – 24 Years</b>	4.9	28.2	22.2	24.6
<b>25 – 34 Years</b>	40.2	31.5	30.4	47.8
<b>35 – 44 Years</b>	38.9	29.6	34.7	18.7
<b>45 – 60 Years</b>	8.2	6.9	9.8	7.3
<b>&gt;60 Years</b>	7.8	3.8	2.9	1.6
<b>Total</b>	100	100	100	100

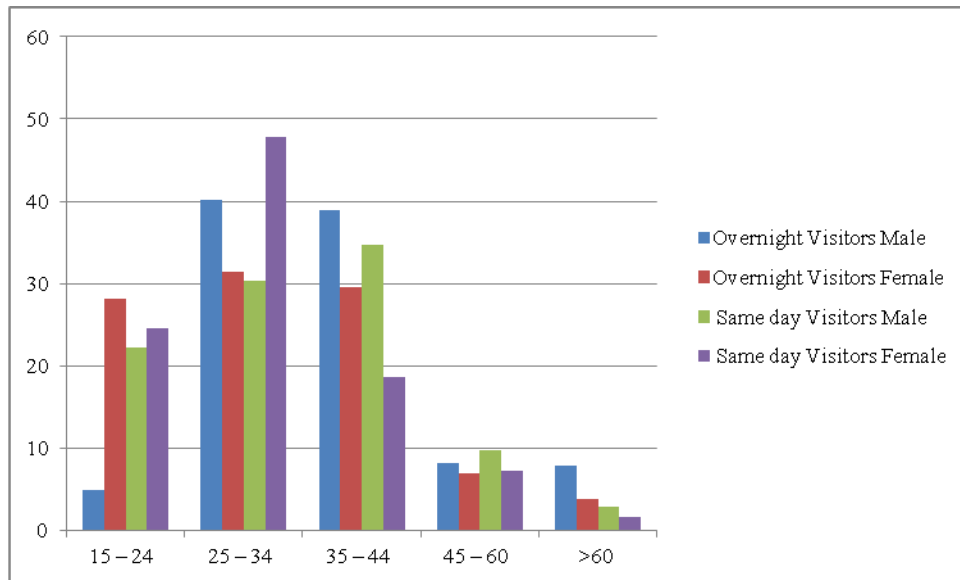


Fig 4 Age Distribution of Sample Domestic Visitors

Age distribution of sample foreign visitors is given in Table 11. The survey findings suggest that majority (74%) of foreign overnight male visitors is aged 25 – 44 years and the corresponding Fig for females is 72.1.

**Table 11 Age Distribution of Sample Foreign Visitors (%)**

Age Group	Foreign Overnight Visitors	
	Male	Female
15 – 24 Years	8.9	18.6
25 – 34 Years	46.6	44.8
35 – 44 Years	27.4	27.3
45 – 60 Years	11.5	5.4
>60 Years	5.6	3.9
<b>Total</b>	<b>100</b>	<b>100</b>

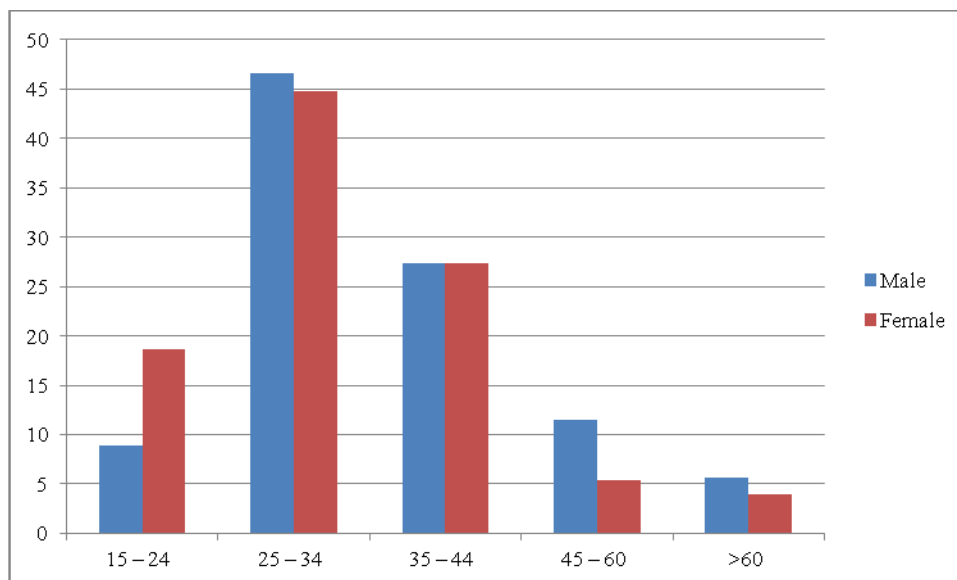


Fig 5 Age Distribution of Sample Foreign Overnight Visitors



Details of gender distribution of sample visitors are given in Table 12. The survey findings suggest that in the case of domestic visitor's percentage of male overnight and same day visitors as well as foreign visitors were higher than female visitors.

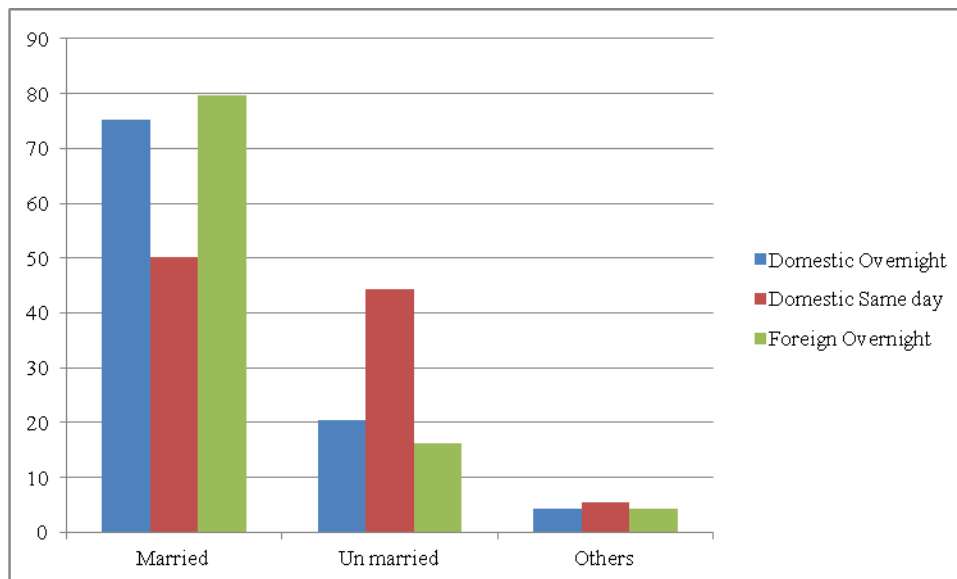
**Table 12 Gender Distribution of Sample Visitors (in %)**

Gender	Domestic		Foreign
	Overnight	Same day	Overnight
Male	76.4	81.7	64.5
Female	23.6	18.3	35.5
Total	100	100	100

Details of marital status of sample visitors are given in Table 13. The survey findings suggest that maximum domestic and foreign visitors were married, 75.3% overnight visitors, 50.2% same day visitors and 79.6% of foreign visitors were married.

**Table 13 Marital Status of Sample Visitors (%)**

Marital Status	Domestic		Foreign
	Overnight	Same day	Overnight
Married	75.3	50.2	79.6
Un married	20.5	44.4	16.2
Others	4.2	5.4	4.2
Total	100	100	100



**Fig 6 Marital Status of Sample Visitors**

**Table 14 Companion in the travel of the Sample Visitors (%)**

Companion	Domestic Overnight	Domestic Same Day	Foreign
None	25.8	32.4	6.9
With Family	21.6	13.5	43.7
With Friends	15.3	39.2	27.6
With Family & Friends	37.3	14.9	21.8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Table 14 shows the tourists' companions for their travel. The highest proportion (37.3%) of domestic overnight tourists travelled with their family and friends and the same day visitors (39.2%) travelled with their friend. Among the foreign tourists, the highest proportion (43.7%) came with their family.

**Table 15 No. of Persons accompanied the Sample Visitors (%)**

Number	Domestic Overnight	Domestic Same Day	Foreign
<=3	24.6	37.8	68.5
4-5	63.8	28.3	27.3
6-7	10.4	29.2	4.2
8+	1.2	4.7	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

The number of persons accompanied the visitors who came in groups is presented in Table 15. About three fourth of the foreigners were accompanied by one or two or three persons. Majority of the overnight domestic visitors came with 4-5 persons and the highest proportion (37.8%) for same day visitors is with 3 or less persons.

**Table 16 Gender & Age Distribution of the Companions of the Sample Visitors (%)**

Characteristics	Domestic Overnight	Domestic Same Day	Foreign
<b>Gender</b>			
Male	52.3	67.8	48.9
Female	47.7	32.2	51.1
<b>Age in Years</b>			
<20	6.7	1.3	3.7
21-30	35.2	43.5	39.1
31-40	34.6	37.9	27.4
41-50	11.4	14.1	21.2
51+	12.1	3.2	8.6
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Table 16 shows the gender and age distribution of the companions of the visitors. More than three fourth of the same day visitors and around half of the overnight domestic and foreign visitors came with males. The highest proportions of the three groups have companions with age between 21 and 30 years.

**Table 17 Number of nights spent in that place (%)**

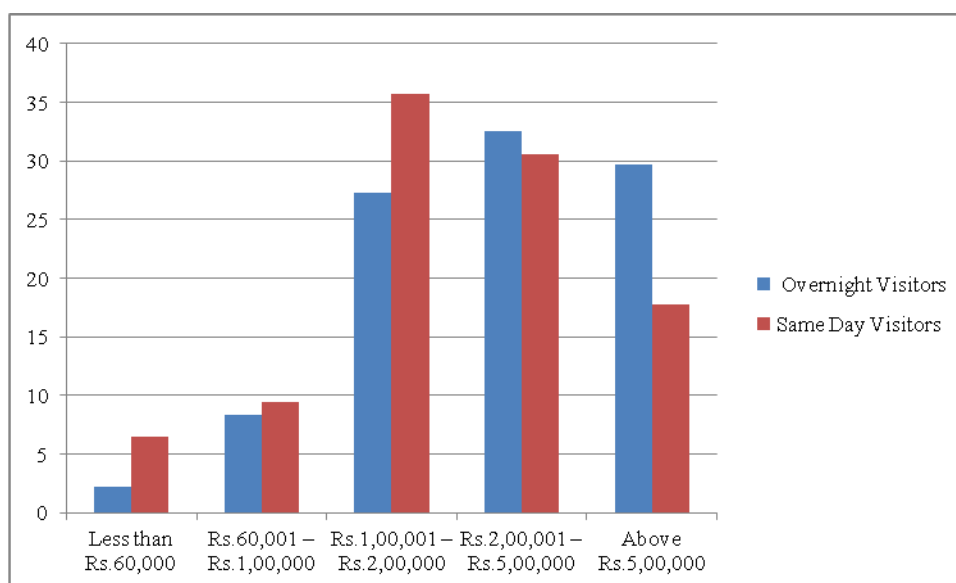
Companion	Domestic Overnight	Foreign
<b>1</b>	65.8	46.9
<b>2</b>	29.5	52.7
<b>3 or more</b>	4.7	0.4
<b>Total</b>	100	100

Table 17 shows the number of nights the visitor spent in that location. Nearly 66% of the domestic spent one night while 62.7% of the foreigners spent two nights in that location.

Details of annual household income of the sample domestic visitors are given in Table 18. The survey findings suggest that majority (62.2%) of the domestic overnight visitors had an annual household income of Rs,200001/- and above and 66.3% of the domestic same day visitors were coming under the household annual income range of Rs.1,00,001 – Rs.5,00,000.

**Table 18 Annual Household income of the Sample Domestic Visitors (%)**

Household annual income	Domestic Overnight Visitors	Domestic Same Day Visitors
<b>Less than Rs.60,000</b>	2.2	6.5
<b>Rs.60,001 – Rs.1,00,000</b>	8.3	9.4
<b>Rs.1,00,001 – Rs.2,00,000</b>	27.3	35.7
<b>Rs.2,00,001 – Rs.5,00,000</b>	32.5	30.6
<b>Above Rs.5,00,000</b>	29.7	17.8
<b>Total</b>	100	100

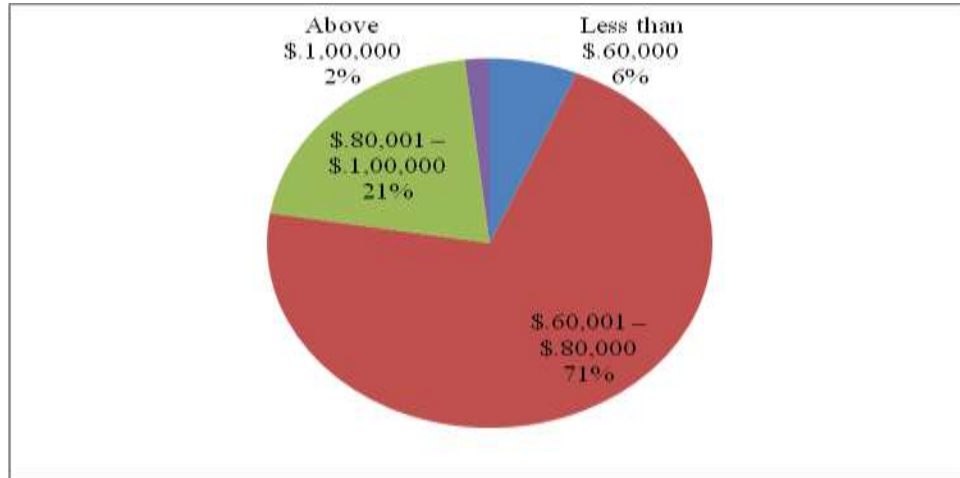


**Fig 7 Annual Household income of the Sample Domestic Visitors**

Details of annual household income of the sample foreign visitors are given in Table 19. The survey findings suggest that maximum (71.2%) of the foreign overnight visitors were coming under the household annual income range of \$.60, 001 – \$.80, 000.

**Table 19 Household income of the Sample Foreign Visitors (%)**

Household annual income	Foreign Overnight Visitors
Less than \$.60,000	6.4
\$.60,001 – \$.80,000	71.2
\$.80,001 – \$.1,00,000	20.6
Above \$.1,00,000	1.8
<b>Total</b>	<b>100</b>



**Fig 8 Annual Household income of the Sample Foreign Visitors**

Details of educational level of sample visitors are given in Table 20. The survey findings suggest that maximum number of domestic overnight, domestic same day visitors and foreign overnight visitors had an educational level of graduation and above. The second highest is higher secondary education for domestic visitors and technical and professional for the foreign visitors.

**Table 20 Educational Level of Sample Visitors(%)**

Level of Education	Domestic Overnight Visitors	Domestic Same Day Visitors	Foreign Overnight Visitors
No Formal Education	0.3	0.2	0
Primary	1.7	0.5	0
Secondary	18.3	22.4	7.3
Higher Secondary	21.2	25.2	6.8
Graduate & Above	39.6	35.1	42.9
Technical & Professional	11.7	8.5	29.6
Others	7.2	8.1	13.4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

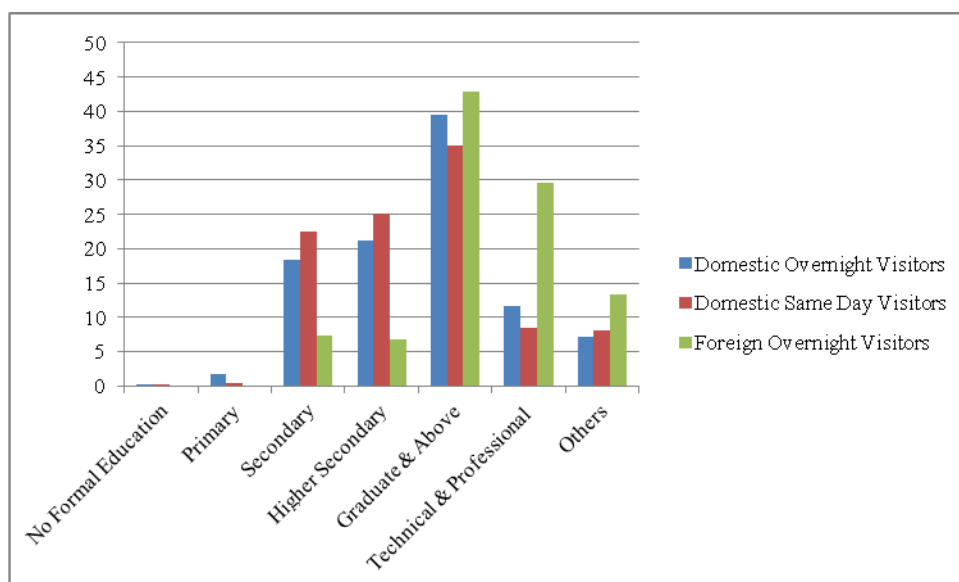


Fig 9 Educational Levels of Sample Visitors

Details of occupation pattern of sample visitors are given in Table 21. The survey findings suggest that maximum (23.7%) of the domestic overnight visitor's occupation is business, whereas in the case of domestic same day visitors, the highest proportion (23.4%) of the respondents are student/researcher. Among the foreign overnight visitors, the highest proportion (30.4%) is self employed.

Table 21 Occupation of Sample Visitors (%)

Occupation	Domestic Overnight	Domestic Same Day	Foreign Overnight
<b>Business</b>	23.7	11.6	18.7
<b>Self Employed Professional</b>	18.5	16.3	30.4
<b>Government Service</b>	9.4	10.2	5.3
<b>Private Service</b>	27.2	21.9	26.8
<b>Student / Researcher</b>	1.7	23.4	11.2
<b>Agriculture</b>	3.8	2.2	1.4
<b>Housewife</b>	6.5	4.7	2.7
<b>Other</b>	9.2	9.7	3.5
<b>Total</b>	100	100	100

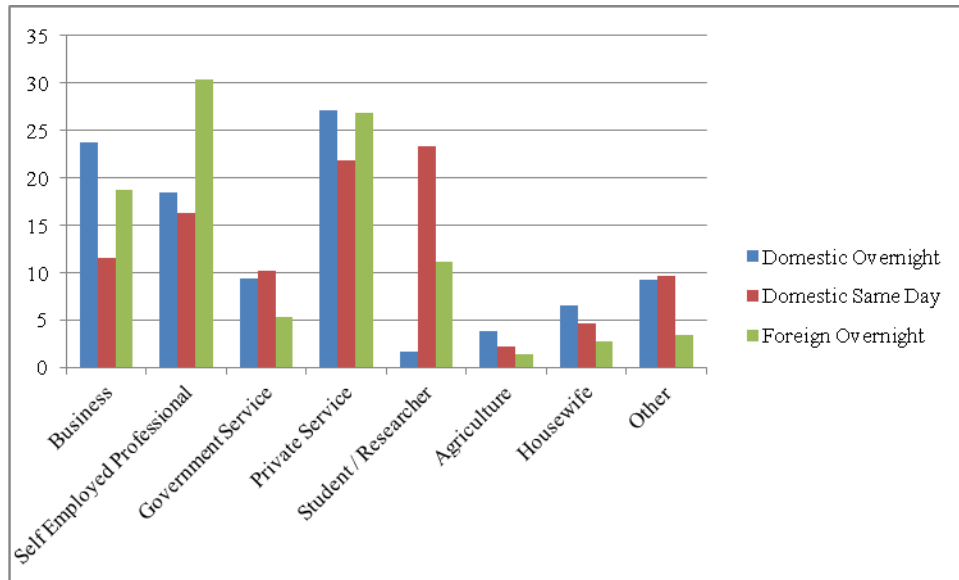


Fig 10 Occupation of Sample Visitors

Details of purpose of visit by sample visitors are given in Table 22. The survey finding suggest that majority (43.5%) of the domestic overnight visitors, 51.2% of the same day visitors and 62.8% of foreigners visited Maharashtra in their Holidays, Leisure & Recreation. Nearly one third of the domestic overnight visitors visited Maharashtra for religious purpose. In the case of foreign overnight visitors 17.4% of them visited Maharashtra for business.

Table 22 Purpose of visit by Sample Visitors (%)

Purpose	Domestic Overnight	Same Day	Foreign
Business	11.6	8.8	17.4
Holidays, Leisure & Recreation	43.5	51.2	62.8
Social Activity	7.4	2.8	0
Pilgrimage / Religious Activity	24.8	12.6	6.3
Education / Training	2.8	5.7	3.2
Health & Medical	3.8	2.4	5.7
Shopping	2.7	3.9	2.8
Others	3.4	12.6	1.8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

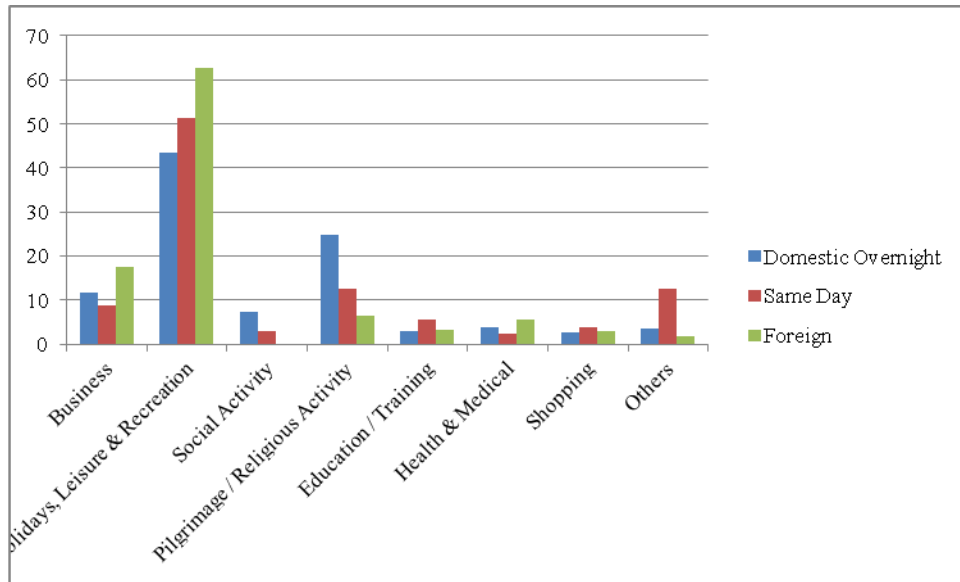


Fig 11 Purpose of visit by Sample Visitors

Details of mode of transportation selected by sample visitors are given in Table 23. The survey finding suggest that 36.4% of the domestic overnight visitors selected train as mode of transportation, whereas most (48.2%) of the domestic same day visitors selected their own vehicle as mode of transportation. In the case of foreign overnight visitors, 49.4% of them selected taxi as the mode of transportation.

**Table 23 Mode of Transportation of Sample Visitors (%)**

Mode of Transportation	Domestic Overnight	Domestic Same Day	Foreign Overnight
Train	36.4	15.3	25.3
Bus	17.7	23.8	8.9
Air	2.3	0	16.4
Personal Vehicle	17.4	48.2	0
Taxi	24.5	12.1	49.4
Other	1.7	0.6	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

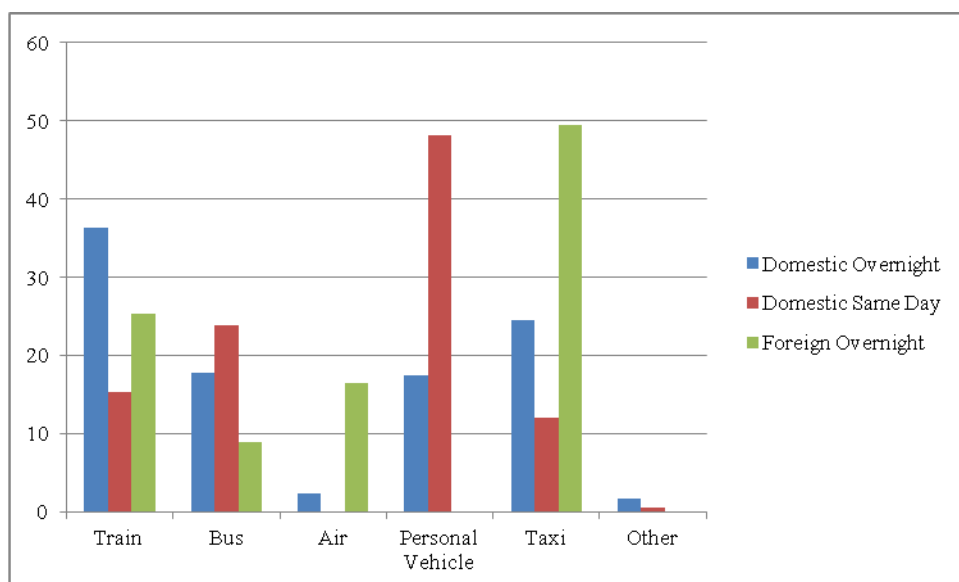


Fig 12 Mode of Transportation of Sample Visitors

Details of travel behavior of sample visitors are given in Table 24. The survey findings suggest that most of the domestic overnight visitors (70.2%) and domestic same day visitors (51.6%) were traveling once in a year, whereas 79% foreign overnight visitors were traveling less often.

Table 24 Travel Behavior of Sample Visitors (%)

Travel Behavior	Domestic Overnight	Domestic Same Day	Foreign Overnight
Once a week or more often	4.3	3.9	0
Once a fortnight	3.8	6.1	0
Once a month	4.5	21.3	0
Once in 3 months	5.1	1.7	0
Once in 6 months	8.3	7.8	1.3
Once in a Year	70.2	51.6	19.5
Less Often	3.8	7.6	79.2
Total	100	100	100



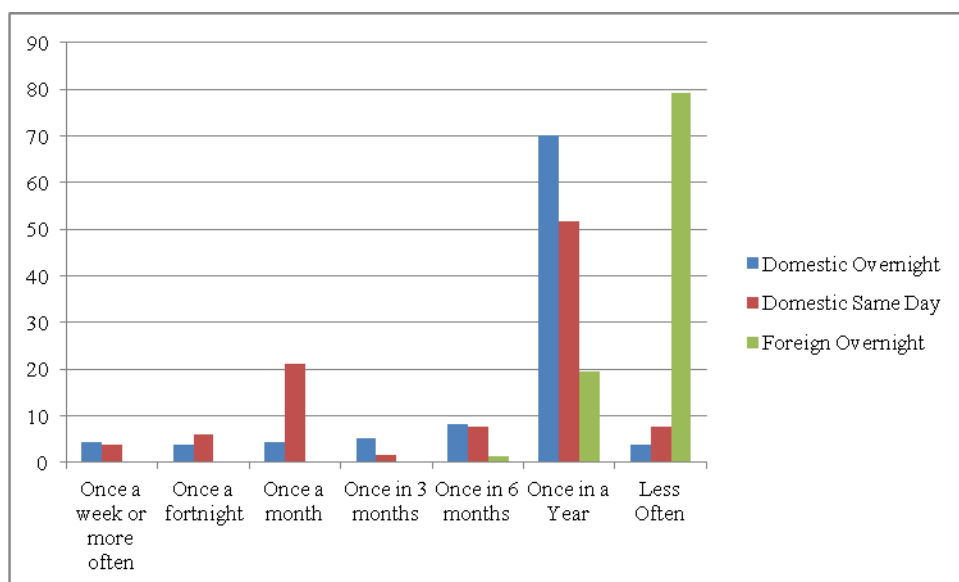


Fig 13 Travel Behaviors of Sample Visitors

Details of propensity of availing package tour of sample visitors are given in Table 25. Majority of the domestic overnight visitors (97.4%) and same day visitors (99.2%) were not availing tour package. On the other hand, 90.3% of the foreign overnight visitors were availing tour package.

**Table 25 Propensity of availing package tour of Sample Visitors (%)**

Availing package tour	Domestic Overnight	Domestic Same Day	Foreign Overnight
<b>Tourists availing package tour</b>	2.6	0.8	90.3
<b>Tourists not availing package tour</b>	97.4	99.2	9.7
<b>Total</b>	100	100	100

Details of travel arrangement mode of sample visitors are given in Table 26. Majority of the domestic overnight visitors (91.3%), same day visitors (90.5%) and 51.2% of the foreign visitors were arranging the travel mode by themselves. Also 43.1% of the foreign overnight visitors were arranging the travel mod with the help of travel agents.

**Table 26 Travel Arrangement Mode of Sample Visitors (%)**

Travel Arrangement Mode	Domestic Overnight	Domestic Same Day	Foreign Overnight
<b>Self</b>	91.3	90.5	51.2
<b>Office / Employer</b>	2.6	0.8	0
<b>Travel Agent</b>	1.7	0.1	43.1
<b>Tour Operator</b>	0.5	1.1	0.8
<b>Others</b>	3.9	7.5	4.9
<b>Total</b>	100	100	100

Details of distribution of overnight visitors by place of stay of sample visitors are given in Table 27. Non star hotels (41.3%) were the major place of stay for the domestic overnight visitors, followed by star hotels (29.2%). On the other hand, star hotels (72.4%) were the major place of stay for the Foreign Overnight Visitors.

**Table 27 Distribution of overnight visitors by place of stay (%)**

Place of Stay	Domestic Overnight	Foreign Overnight
Star	29.2	72.4
Non-Star	41.3	23.6
Dharamshala / Gurudwara	13.3	0
Bed & Breakfast	10.6	0
YMCA	2.4	2.7
Others	3.2	1.3
<b>Total</b>	<b>100</b>	<b>100</b>

Details of distribution of visitor by their preferred eating place of sample visitors are given in Table 28. Restaurants were the major eating place for majority of the visitors. Friends & relatives were the second preferred eating place for domestic overnight visitors and domestic same day visitors, while foreign visitors preferred fast food outlet.

**Table 28 Distribution of visitor by their preferred eating place (%)**

Preferred eating place	Domestic Overnight	Domestic Same Day	Foreign Overnight
Restaurant	49.4	32.5	71.2
Fast Food Outlets	2.3	10.7	13.4
Cafeteria	3.7	2.3	5.9
Dhaba	11.3	15.2	1.3
Bars	3.2	2.1	5.6
Place of Lodging	2.5	0.0	1.7
Dharamshala & other free accommodation	4.5	4.5	0
Others	3.6	1.5	0.9
Friends & Relatives	19.5	31.2	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

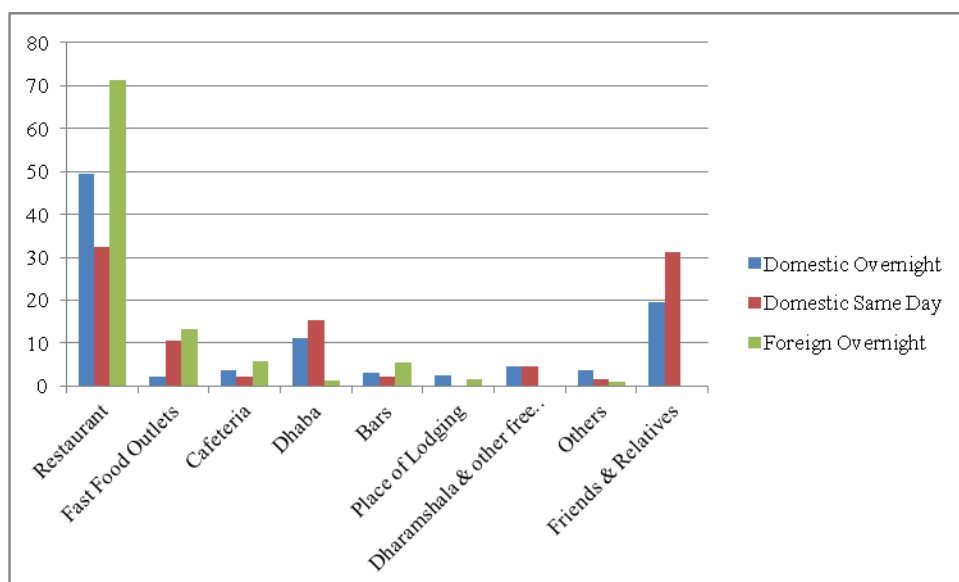


Fig 14 Distribution of visitor by their preferred eating place of sample visitors

Details of satisfaction level of services by sample domestic overnight visitors are given in Table 29. Majority of the domestic overnight visitors were satisfied most of the services. Very few were completely dissatisfied with the upkeep of tourist places and tariff of accommodation units.

Table 29 Satisfaction level of services by Sample Domestic Overnight Visitors (%)

Satisfaction	Domestic Overnight Visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	5.7	48.3	37.4	8.6	0
Availability of Transportation	3.2	46.8	48.6	1.4	0
Availability of Tourist Guide	9.5	80.4	10.1	0	0
Quality of accommodation	10.8	57.3	25.4	6.5	0
Public Convenience	4.9	65.6	23.7	5.8	0
Eating Places	33.7	50.2	11.5	4.6	0
Information Centers	1.4	61.5	33.9	3.2	0
Souvenir Shops	0	46.4	50.8	2.8	0
Entertainment Places	41.5	56.4	2.1	0	0
Quality of Roads	0	22.5	72.9	4.6	0
Security	0	33.8	51.7	14.5	0
Behavior of Local People	34.8	60.6	4.6	0	0
Shops other than souvenir	0	69.6	22.5	7.9	0
Upkeep of tourist sites	0	51.2	28.7	13.6	6.5
Accommodation tariff	0	46.4	9.5	25.7	18.4
Quality of Information	23.1	46.6	24.7	5.6	0

Details of satisfaction level of services by sample domestic same day visitors are given in Table 30. Majority of the domestic same day visitors were either highly satisfied or satisfied with almost all parameters.

**Table 30 Satisfaction level of services by Sample Domestic Same day Visitors (%)**

Parameters	Domestic Same day Visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	0	61.3	31.5	17.2	0
Availability of Transportation	4.8	67.5	27.7	0	0
Availability of Tourist Guide	16.2	65.2	18.6	0	0
Public Convenience	13.4	72.6	8.3	2.1	3.6
Eating Places	26.7	47.2	21.4	3.4	1.3
Information Centers	5.8	65.4	21.6	7.2	0
Souvenir Shops	0	71.4	28.6	0	0
Entertainment Places	43.7	50.7	5.6	0	0
Quality of Roads	0	27	70	0	0
Security	0	59.3	21.1	19.6	0
Behavior of Local People	42.5	55.6	1.9	0	0
Shops other than souvenir	2.6	76.6	20.8	0	0
Upkeep of tourist sites	5.2	65.4	28.1	1.3	0
Quality of Information	32.6	54.2	10.7	2.5	0

Details of satisfaction level of services by sample foreign overnight visitors are given in Table 31. Most of the foreign overnight visitors were satisfied with all parameters.

**Table 31 Satisfaction level of services by Sample Foreign Overnight Visitors (%)**

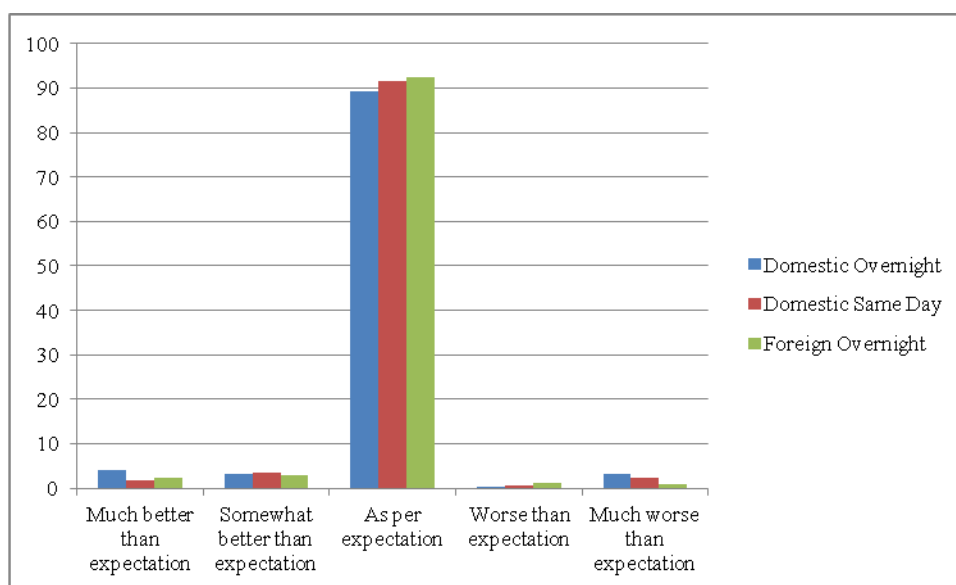
Parameters	Foreign Overnight Visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	9.3	46.5	44.2	0	0
Availability of Transportation	7.8	74.3	17.9	0	0
Availability of Tourist Guide	6.1	62.3	31.6	0	0
Quality of accommodation	18.6	66.2	15.2	0	0
Public Convenience	3.2	52.5	44.3	0	0
Eating Places	27.4	53.7	18.9	0	0
Information Centers	5.8	69.5	5.7	0	0
Souvenir Shops	3	43	40	12	0
Entertainment Places	12	46	29	7	0
Quality of Roads	4	5	79	9	0

<b>Security</b>	23	32	13	32	0
<b>Behavior of Local People</b>	32.4	67.6	0	0	0
<b>Shops other than souvenir</b>	55.6	43.1	1.3	0	0
<b>Upkeep of tourist sites</b>	12.7	67.1	16.4	3.8	0
<b>Accommodation tariff</b>	42.1	56.1	1.8	0	0
<b>Quality of Information</b>	54.2	35.4	8.1	2.3	0

Details of expectation level of their visit to district /state of sample visitors are given in Table 32. Most of the domestic overnight visitors (89.4%), domestic same day visitors (91.5%) and foreign overnight visitors (92.6%) selected the option “As per expectation”. Only a very small proportion had the opinion worse or much worse than their expectation.

**Table 32 Expectation level of Sample Visitors to their visit to district/State(%)**

<b>Parameters</b>	<b>Domestic Overnight</b>	<b>Domestic Same Day</b>	<b>Foreign Overnight</b>
<b>Much better than expectation</b>	4.1	1.8	2.4
<b>Somewhat better than expectation</b>	3.1	3.6	2.9
<b>As per expectation</b>	89.4	91.5	92.6
<b>Worse than expectation</b>	0.3	0.7	1.3
<b>Much worse than expectation</b>	3.1	2.4	0.8
<b>Total</b>	100	100	100



**Fig 15 Expectation level of their visit to district / State of Sample Visitors**

Names of top 10 destinations in Maharashtra are given in Table 33.

**Table 33 Top 10 destinations in Maharashtra**

Domestic	Foreign
Shirdi	Gateway of India
Ellora	Juhu Chowpatti
Gateway of India	Tadoba Tiger project
Juhu Chowpatti	Elephanta Caves
Tadoba Tiger project	Marine Drive
Elephanta Caves	Ellora
Mahalakshmi Temple, Mumbai	Lonovala
Mahalakshmi Temple, Kolhapur	Khandala
Lonovala	Haji Ali
Khandala	Agha Khan Palace

**Table 34 Most visited tourist destination of Sample Visitors (in %)**

Most visited tourist destination	Domestic Overnight Visitors	Domestic Same Day Visitors	Foreign Overnight Visitors	Total
Ellora	24.3	75.5	0.2	100
Shirdi	20.5	79.3	0.2	100
Gateway of India	14.3	81.1	4.6	100
Tulja Devi	12.5	87.5	0	100
Dharashiv Caves Balaghat Mountains	9.3	90.7	0	100
Shanisignapur	15.5	83.3	1.2	100
Juhu Chowpatty	18.7	80.3	1.0	100
Ajanta	6.8	92.0	1.2	100
Daultabad Fort	19.9	79.8	0.3	100
Mahalaxmi temple	20.1	77.1	3.8	100

**Table 35 Average Expenditure on Package Component of Sample Domestic and Foreign Visitors availing package tour**

Package Component	Overnight Visitors	Foreign
Travel + Food	2310	2847
Travel + Transport + Accommodation	3250	5377
Travel + Transport + Accommodation + Food	4160	6474

Table 35 shows the average expenditure on package component of packaged tour of domestic and foreign tourists. The total expenditure for all facilities for all the two groups is not very high.

**Table 36 Average Expenditure on non-package component of Sample Visitors**

Non-Package Component	Avg. Expenditure of Domestic	Avg. Expenditure of Same Day	Avg. Expenditure of Foreign
Accommodation	1045	0	3436
Food & Drinks	596	451	1478
Transport	357	284	1077
Shopping	536	318	1398
Recreation, Leisure & Cultural Activities	272	198	392
<b>TOTAL</b>	<b>2806</b>	<b>1251</b>	<b>7781</b>

Details of average expenditure on non-package component during trip of sample visitors are given in Table 37. All the tourists spend fewer amounts for cultural activities.

**Table 37 Average Expenditure on non-package component during trip of Sample Visitors**

Non-Package Component	Avg. Expenditure of Domestic	Avg. Expenditure of Foreign
Accommodation	427	1037
Food & Drinks	263	652
Transport	350	1121
Shopping	442	882
Recreation, Leisure & Cultural Activities	72	192
<b>TOTAL</b>	<b>1554</b>	<b>3884</b>

**Table 38 States/ UTs visited during the last two years (%) before this visit**

Name of the State / UTs	Domestic	Foreign
Andhra Pradesh	10.7	3.8
Bihar	3.5	1.6
Delhi	7.5	11.5
Goa	2.3	8.5
Gujarat	6.5	2.7
Jammu Kashmir	2.6	1.3
Karnataka	8.2	8.4
Kerala	3.2	5.7
Maharashtra	4.3	3.5
Maharashtra	11.5	9.7
Odisha	1.6	1.3
Punjab	2.4	2.3
Rajasthan	3.5	7.2
Tamilnadu	10.1	10.3
Uttar Pradesh	9.8	8.1
Uttarakhand	2.3	1.3
West Bengal	4.3	6.7
Others	2.1	2.7
None	3.6	3.4
<b>Total</b>	<b>100</b>	<b>100</b>

Table 38 shows the visitors travel habits before the present visits. More domestic tourists visited Andhra Pradesh, Delhi and Tamil Nadu, while more foreigners visited Delhi and Tamil Nadu.

**Table 39 Compare experience of visiting this State with the last State/ UT visited (%)**

Opinion	Domestic	Foreign
<b>This State Destination is better managed</b>	72.9	73.3
<b>Infrastructure better in this State</b>	87.1	90.4
<b>People in tourism related sector more hospitable</b>	55.7	86.7
<b>People are more hospitable</b>	91.4	93.3

The visitors gave more than one response when we ask to compare their experience of visiting this state with the last state /UT visited. Almost all of them had more than one good opinion about this state.

Details of reasons for choosing this state as a tourist destination are given in Table 40. Most of them gave all the reasons for selecting this state as a tourist destination.

**Table 40 Reasons for choosing this State as a tourist destination (%)**

Reasons	Domestic	Foreign
<b>Location of preferred destination.</b>	87.8	81.5
<b>Visiting Friends and relatives or for Business and Professional Purposes.</b>	36.6	8.5
<b>Nearer to the Place of Residence.</b>	58.1	0
<b>Better infrastructure.</b>	95.6	93.86
<b>Less costly.</b>	8.7	0
<b>Attracted by Publicity Measures.</b>	76.7	76.5
<b>Others</b>	8.4	5.3

Major source for the advertisement on Maharashtra tourism was local magazines, web, internet etc for majority of the domestic (52.5%) and foreign (84.9%) tourists (see Table 41).

**Table 41 Watched / seen/ heard the advertisement of the State Government for tourism promotion (%)**

Sources	Domestic	Foreign
<b>Newspaper</b>	15.5	3.7
<b>Radio</b>	2.8	0
<b>Televisions</b>	6.4	4.9
<b>Newspaper and Radio both</b>	3.5	0
<b>Newspaper and Television both</b>	2.3	0
<b>Radio and Television both</b>	7.2	0
<b>All Three</b>	9.8	6.5
<b>Others*</b>	52.5	84.9
<b>Total</b>	100	100

\* Local Magazine, web site, Poster etc.



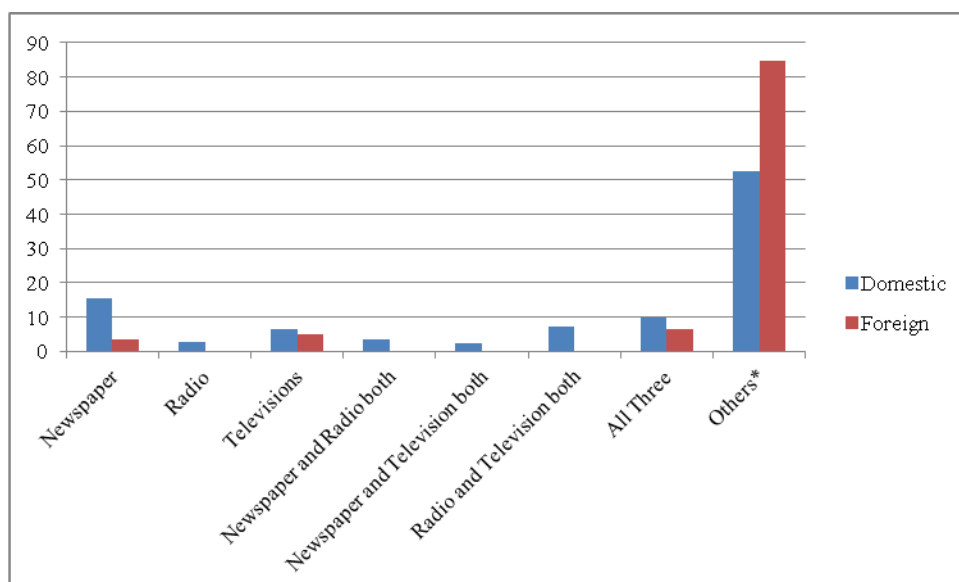


Fig 16 Watched / seen/ heard the advertisement of the State Government for tourism promotion

**Table 42 Ratio and Estimated number of domestic overnight tourists/same day visitors from States**

State	Ratio of overnight in sample	Estimated No. of Tourists	Ratio of Same Day Visitors in sample	Estimated Number of Day Visitors
Maharashtra	21.1	14520705	71.8	150550608
Gujarat	19.5	13419607	11.8	24742301
Karnataka	11.3	7776490	0.7	1467764
Maharashtra	9.8	6744213	0.5	1048403
West Bengal	7.1	4886113	0.0	0
Rajasthan	5.0	3440925	1.0	2096805
Punjab	3.4	2339829	0.4	838722
Delhi	4.3	2959195	1.7	3564569
Goa	4.7	3234469	2.2	4612971
Orissa	2.1	1445188	0.0	0
Jammu Kashmir	1.5	1032277	0.0	0
Others	10.2	7019487	9.9	20758371
<b>Total</b>	<b>100</b>	<b>68758498</b>	<b>100</b>	<b>209740514</b>

Table 42 represents the distribution of states for domestic tourists in the state of Maharashtra. The survey findings suggests that contribution of Maharashtra state was highest (21.1%) in contribution of domestic tourists for the state of Maharashtra, followed by Gujarat (19.5%), Karnataka (11.3%), Maharashtra (9.8%) etc. On the other hand, about 84% of the contribution of domestic same day tourists is from the state of Maharashtra and Gujarat. Month wise distribution is given in Annexure-IX.

**Table 43 Popular Source of Information of tourist destinations for the Sample Domestic Visitors (%)**

Month	State Tourism Department	Travel Agents	Internet			Travel books / guides / Magazines / paper	Relatives / Friends	Others	Total
			Website	MOT	Others				
July	5.4	3.2	12.3	1.3	0.5	1.5	72.6	3.2	100
August	3.4	4.7	17.5	2.1	0.7	1.1	67.4	3.1	100
September	2.6	2.8	16.7	2.4	0.6	1.3	71.3	2.3	100
October	3,2	2.1	25	2.3	0.8	1.3	68.5	1,9	100
November	2.8	2.7	20.4	1.7	0.5	1.5	70.4	3,1	100
December	2,1	3.2	13.9	1.9	0.7	0.7	79.6	2,8	100
January	3,6	2.4	15.5	3.2	0.8	1.4	74.2	2.5	100
February	3.4	2.5	13.9	2.4	0.4	0.9	76.5	1,4	100
March	2.8	2.1	14	3.2	0.5	0.5	75.1	1.8	100
April	3.1	3,2	20.3	3.5	0.6	0.6	69.7	2.2	100
May	3.5	3.4	20.1	2.6	0.4	0.7	69.3	2,7	100
June	2.3	2.4	18.7	3.4	0.7	0.4	70.5	1.6	100

Table 43 shows the main source of information for the domestic tourists about the destination. Most of them said that their friends and relatives are the main source.

Table 44 represents the distribution of countries for foreign tourists in the state of Maharashtra. The survey findings suggest that contribution of USA was highest (15.0%) in contribution of foreign tourists for the state of Maharashtra, followed by United Kingdom (14.0%), Australia (13.0%) and UAE (10%).

**Table 44 Distribution of Country wise Foreign Tourists (%)**

Place Of Origin	Foreign Tourists
U.S.A	16.0
U.K	15.0
Australia	14.0
UAE	11.0
Canada	8.0
France	6.0
Germany	6.0
Italy	3.0
South Africa	2.0
Saudi Arabia	2.0
Spain	2.0
Others	15.0
Total	100.0

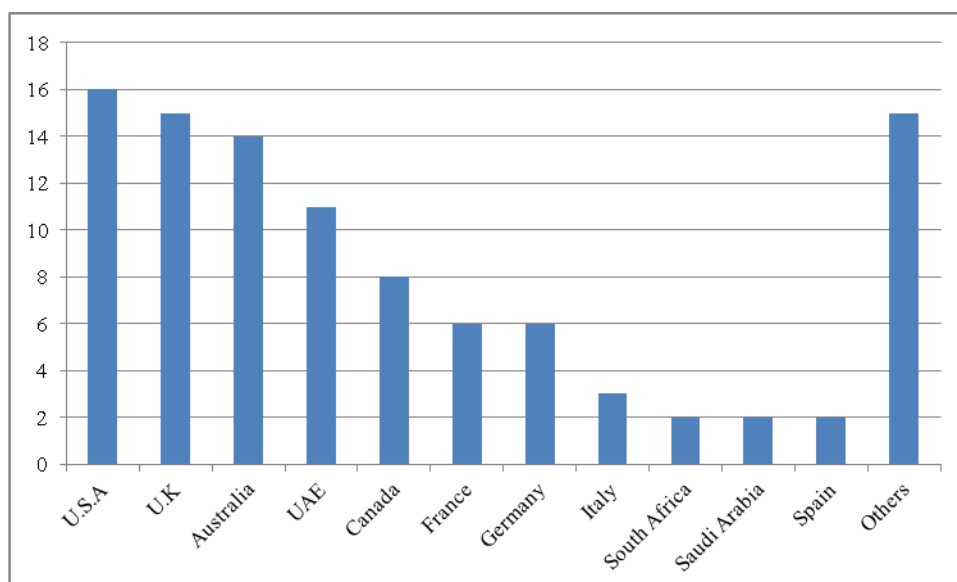


Fig 17 Distribution of Country wise Foreign Tourists

### Hotel Survey Findings

Table 45 gives the details of number of accommodation units, number of rooms available, number of beds available and the details about the employment during the year 2014 - 2015. The survey findings suggest that in total 4773 accommodation units were available during the year 2014 - 2015, 87216 rooms, 244728 beds and 86521 employees.

**Table 45 Number of Accommodation units, Rooms, Beds and Employment**

	No. of accommodation units	No. of Rooms	No. of Beds	Number of Employees		
				Permanent	Temporary	Total
<b>Census</b>	4773	87216	244768	34882	51639	86521

Distribution of employees in accommodation units by age group are given in Table 46. In total, 86521 employees were working in the 4773 accommodation units. Majority (64.4%) of the employees are in the age group 26-40 years.

**Table 46 Distribution of Employees in Accommodation Units by Age Group**

	No. of accommodation units	Number of Employees	Employees by age-group (%)				
			18-25 Yr	26-30 Yr	31-40 Yr	41-50 Yr	Above 50 yr
<b>Census</b>	4773	86521	6.4	25.6	38.8	27.1	2.1

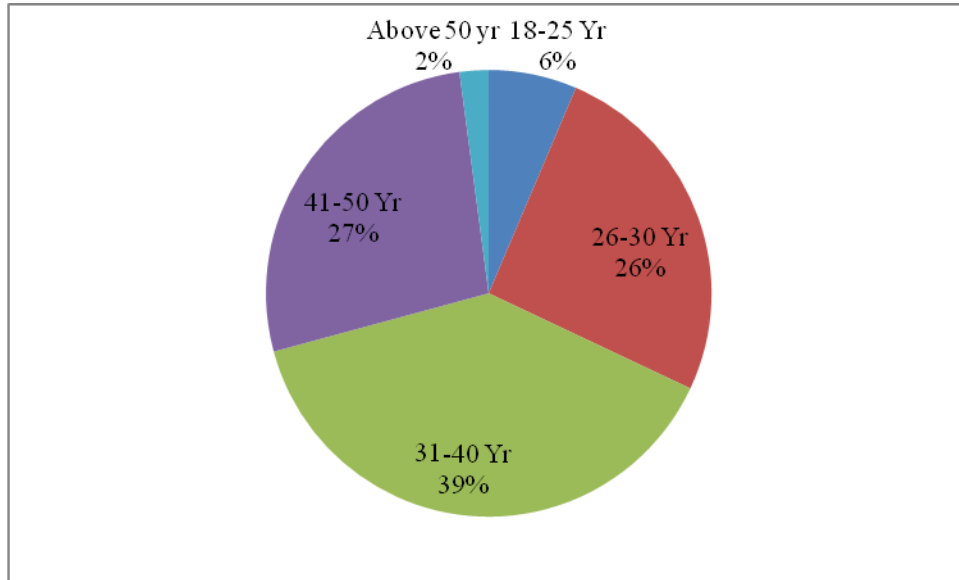


Fig 18 Distribution of Employees by age-group

Distribution of employees in accommodation units by service are given in Table 47. Majority (61.4%) works in the F&B department.

**Table 47 Distribution of Employees in Accommodation Units by Service**

	No. of accommodation units	Number of Employees	Distribution of employees by service			
			Management	F & B	House keeping	Others
<b>Census</b>	4773	86521	10.7	61.4	24.5	3.4

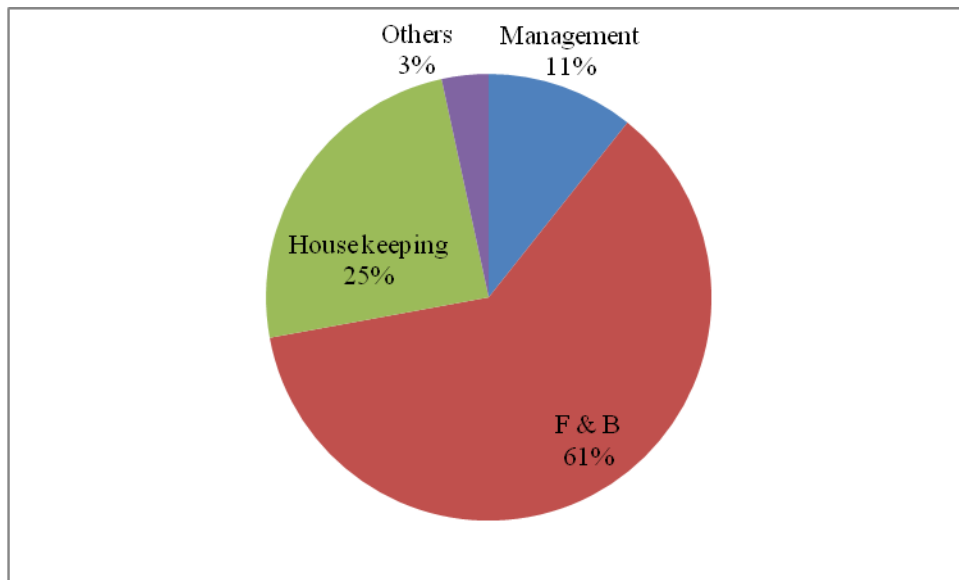


Fig 19 Distribution of Employees in Accommodation Units by Service

Distribution of accommodation units by types is given the in Table 48. Out of 4773 accommodation units, 340 were Star Hotels, 4045 were Non-Star Hotels and 294 were Bed & Breakfast type.

**Table 48 Distribution of Accommodation Units by Types**

	Star Hotels	Apartment Hotel	Non-Star	Dharamshala / Gurudwara	Bed & Breakfast	YMCA & Youth Hostels	Others	Total
<b>Census</b>	340	16	4045	45	294	14	19	4773

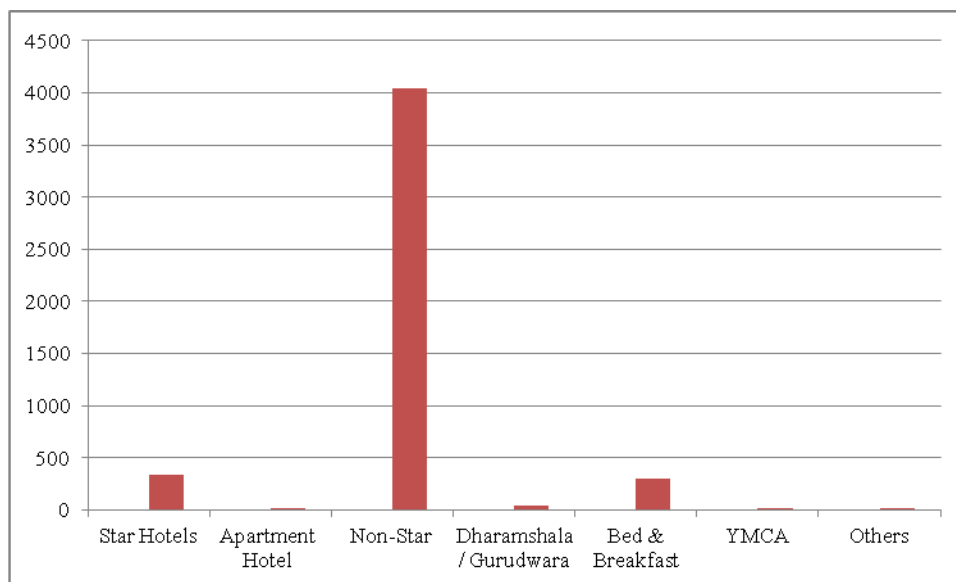


Fig 20 Distribution of Accommodation Units by Types

For more detailed report please click [here](#)