

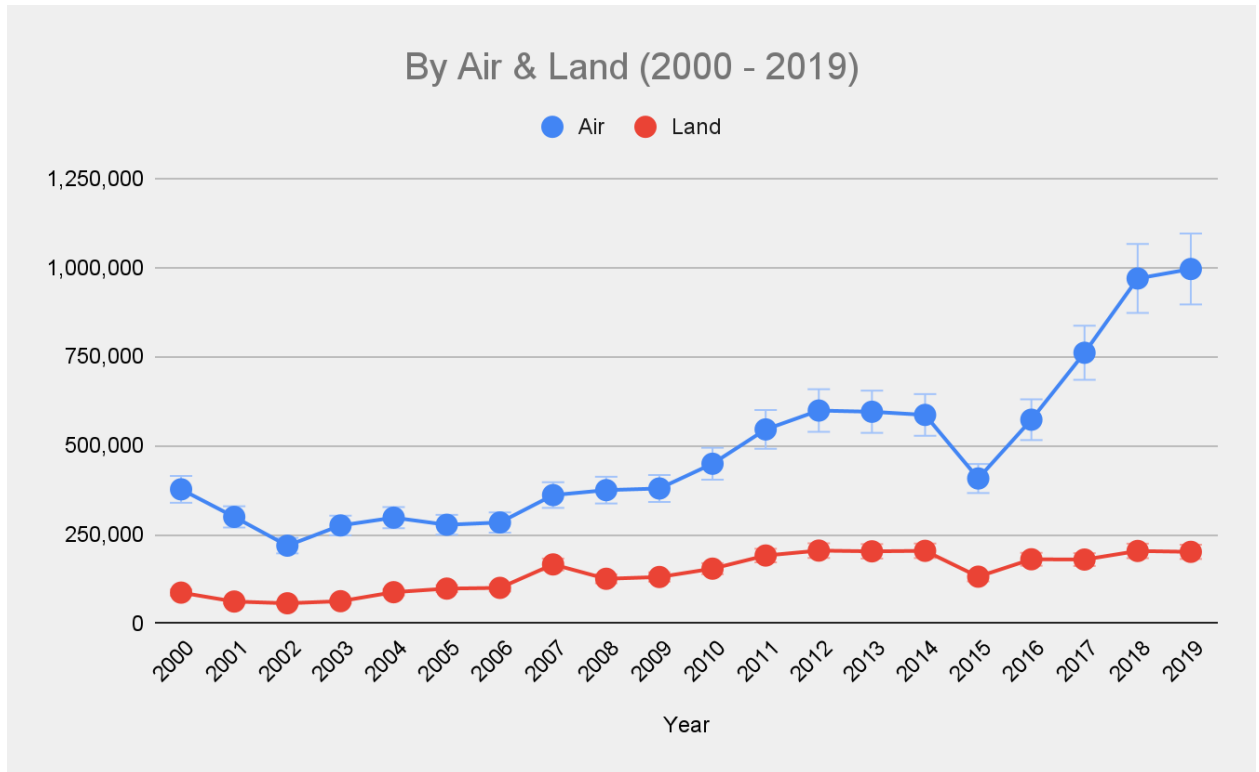
# Travel And Tourism Data Analysis

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# 1.Arrival Means (Transportation)

- Number of Travellers By Air is Greater
- Average Ratio is 77% By Air and 23% By Land

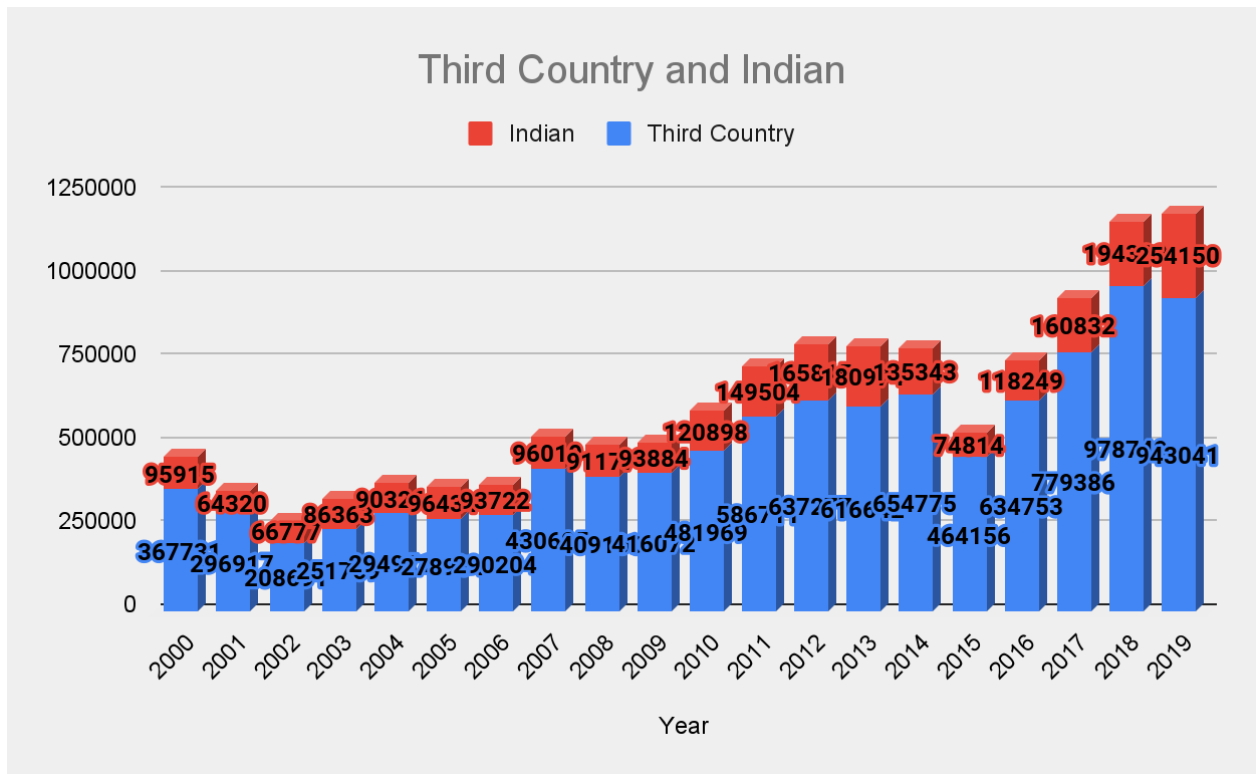


## Analysis

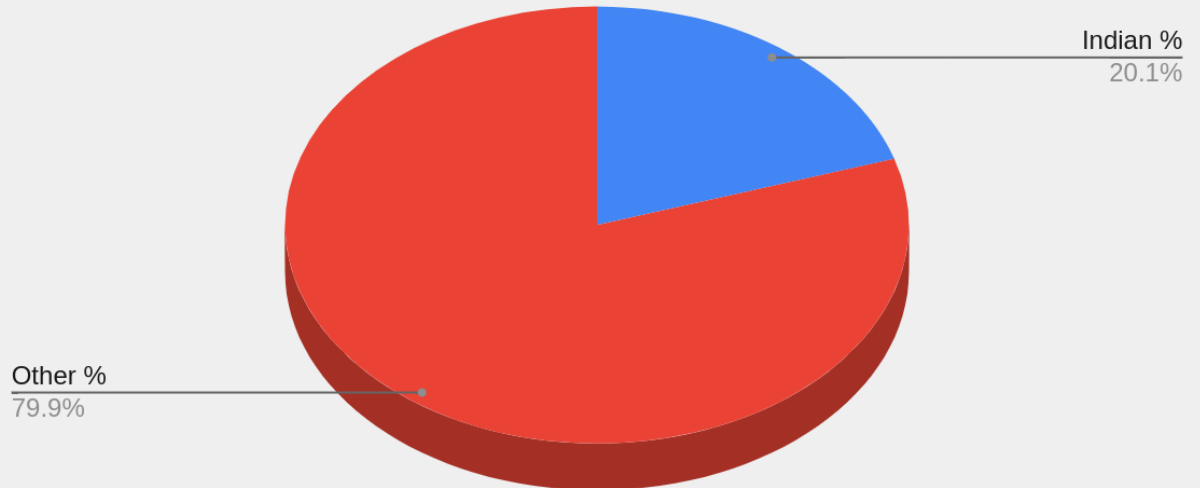
| Detail    | Action                                                                                     |
|-----------|--------------------------------------------------------------------------------------------|
| Marketing | Maybe we can do marketing by targeting Airways people.<br>Eg; Marketing in Airport or near |

## 2.Arrival People (Indian & Others)

- On average 20.1% of Indians visit Nepal every Year.
- On average 79.9% of Other foreigners visit Nepal every year.



## Other % vs. Indian %



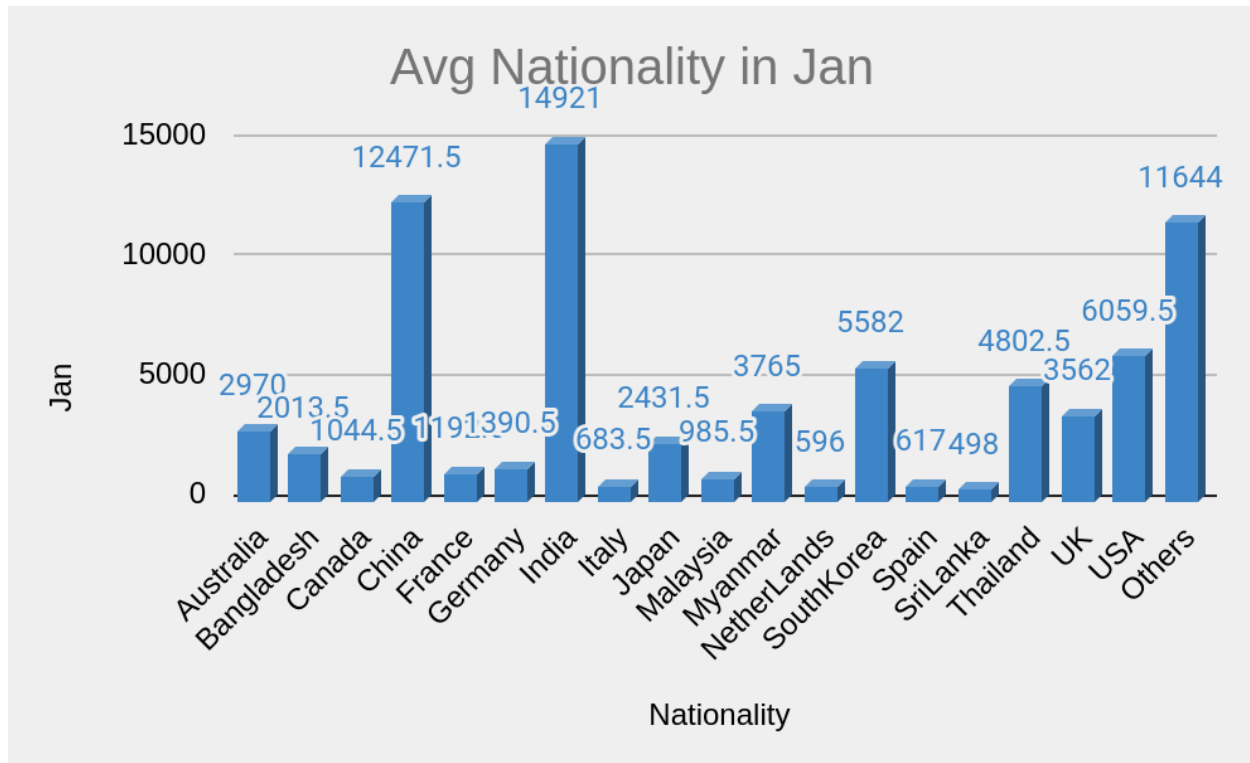
## Analysis

| Detail         | Action                                                                                                                                                                                                           |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Research/Study | <ul style="list-style-type: none"><li>- We can study other traveling apps of India, to understand what Indians want in software.</li><li>- Consider both indian and foreigner while creating software.</li></ul> |

### 3. Arrival Data By Month

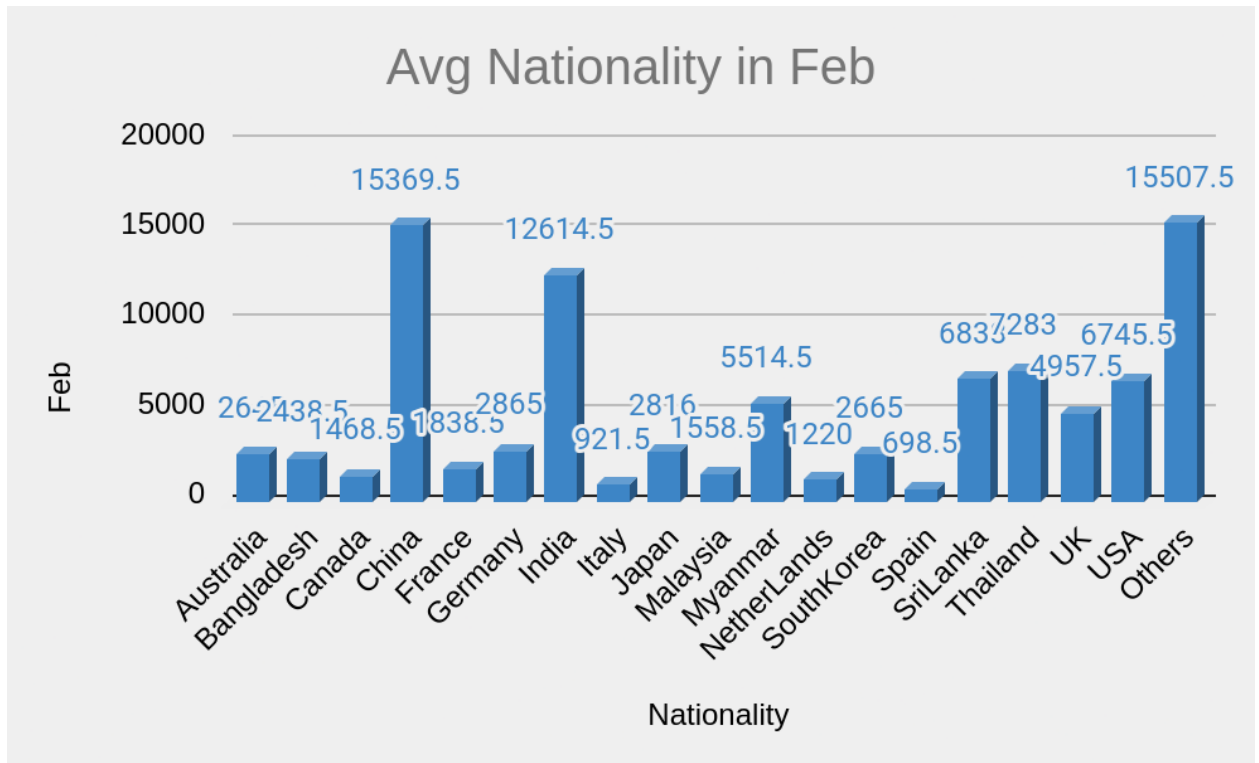
#### A. **Average** Arrival in Jan (2018 & 2019)

- India, China, Others, USA and South Korea



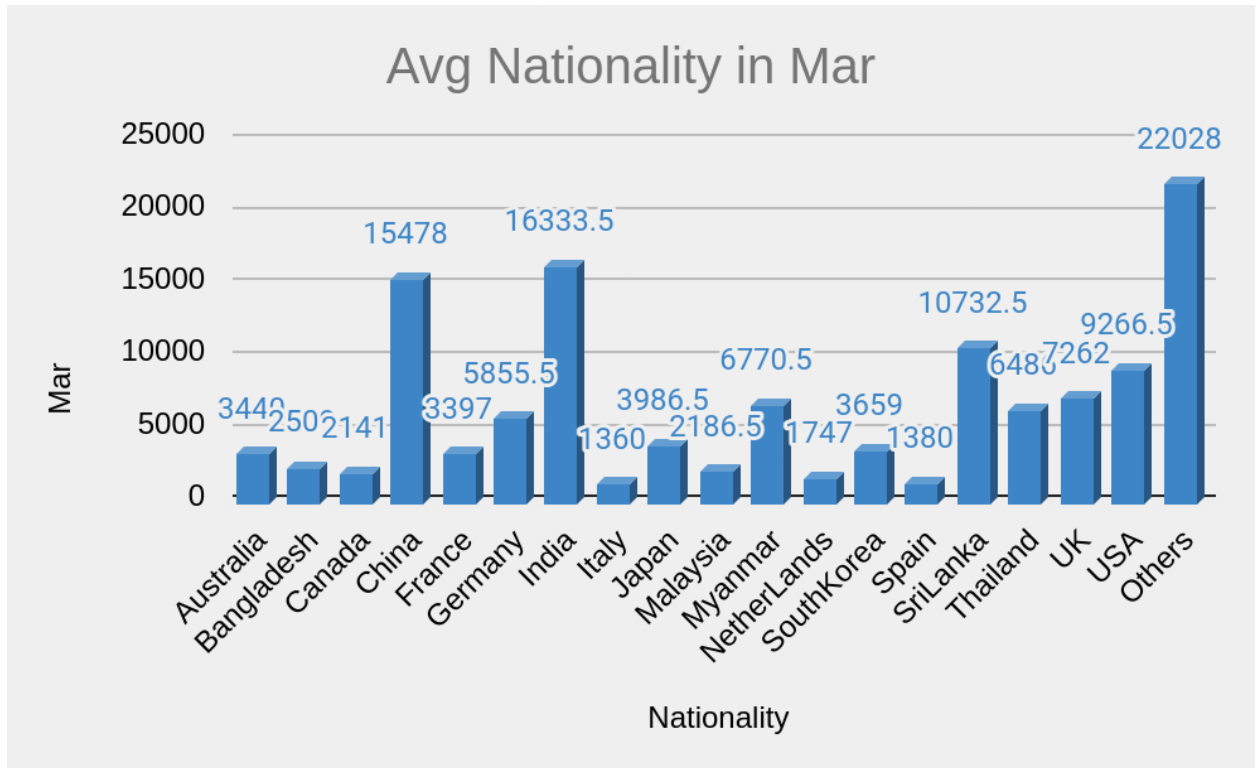
## B. **Average** Arrival in Feb (2018 & 2019)

- **China, India, Others, Thailand SriLanka, USA and Myanmar** visit most in Feb



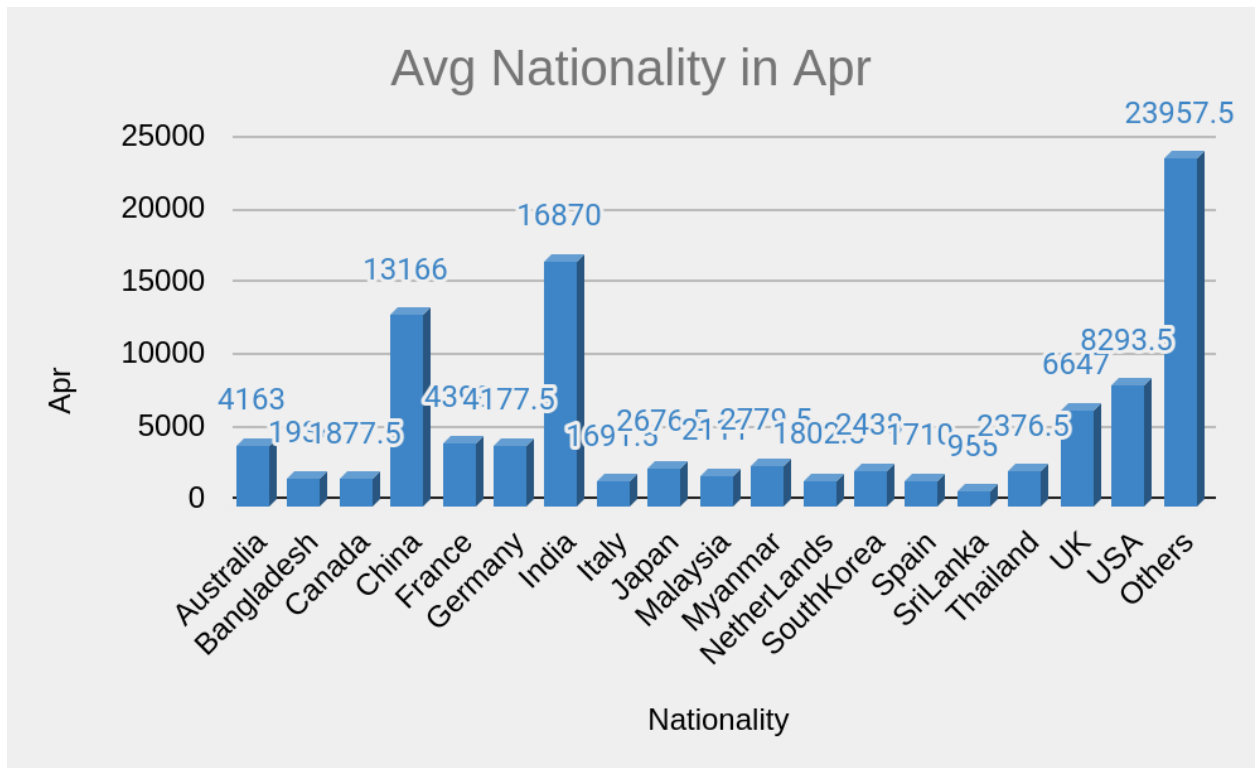
### C. **Average** Arrival in Mar (2018 & 2019)

- **Others, India, China** and **Sri-Lanka** visit most in Mar



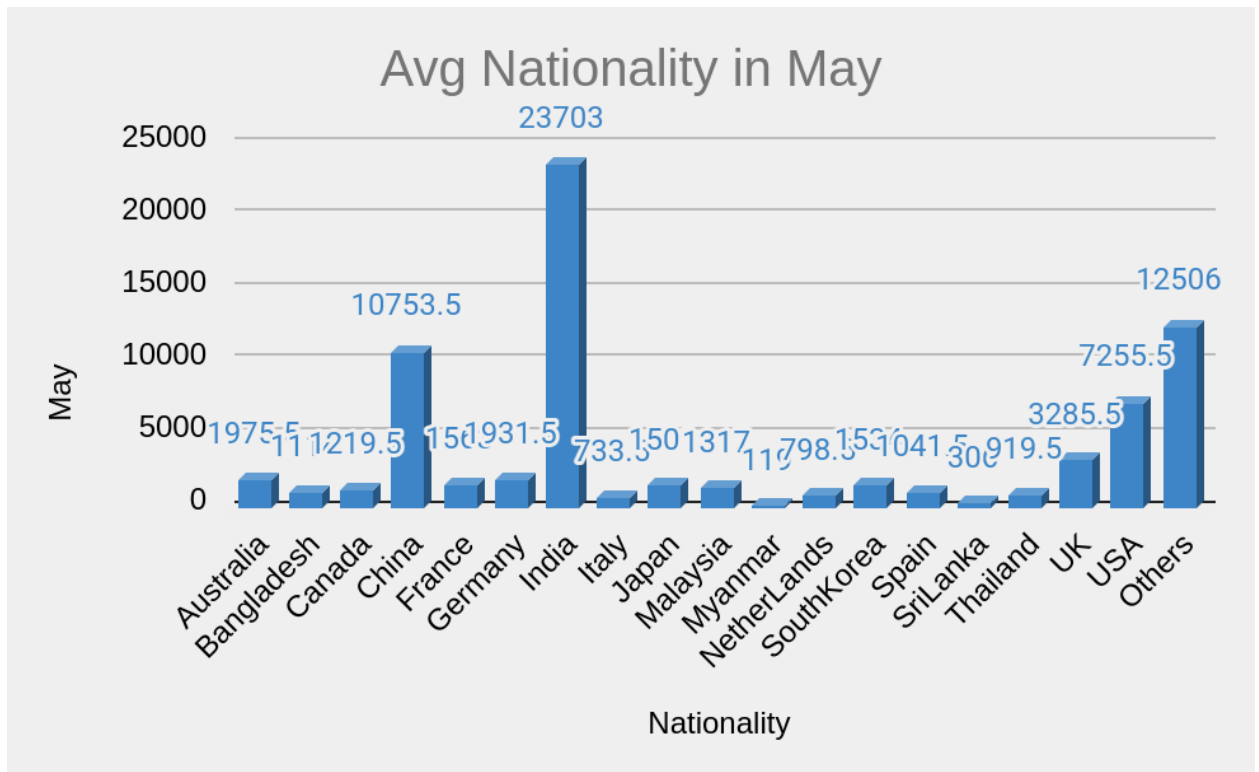
## D. **Average** Arrival in Apr (2018 & 2019)

- **Others, India, China, USA and UK** visit most in Apr



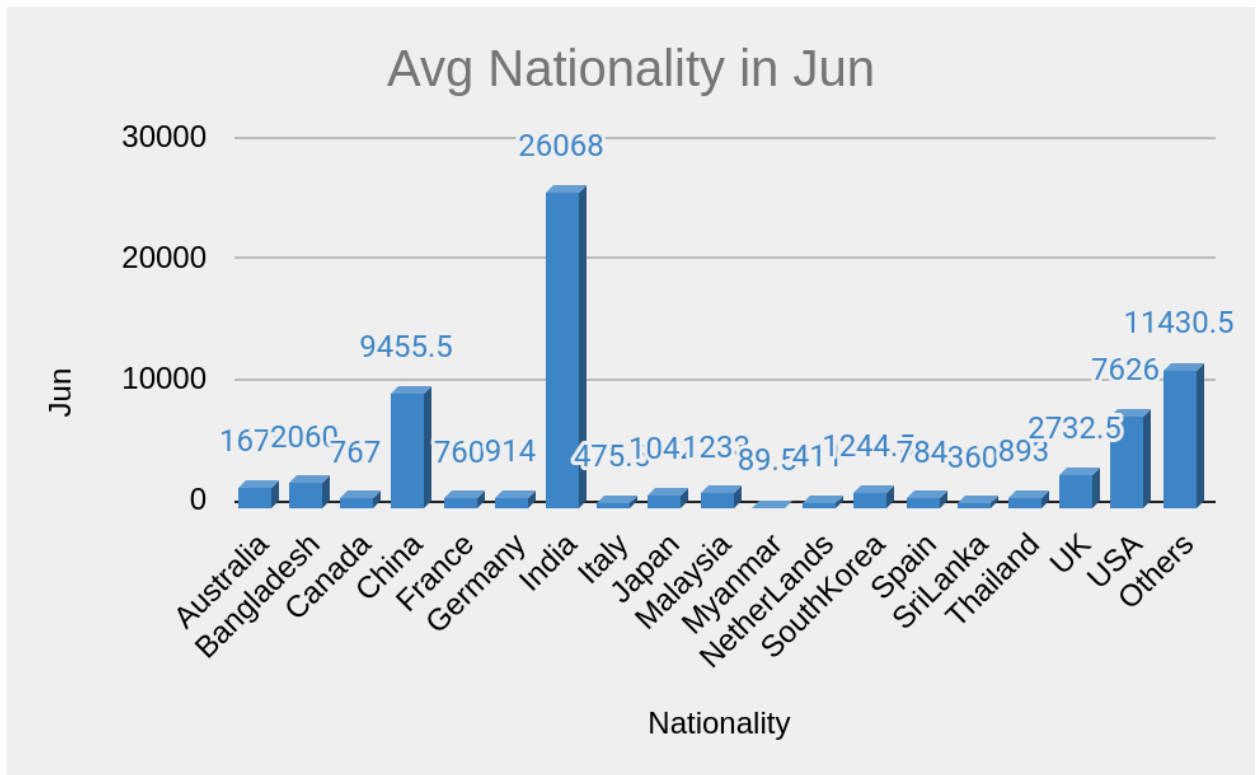
## E. **Average** Arrival in May (2018 & 2019)

- **India, Others, China and USA** visit most in May



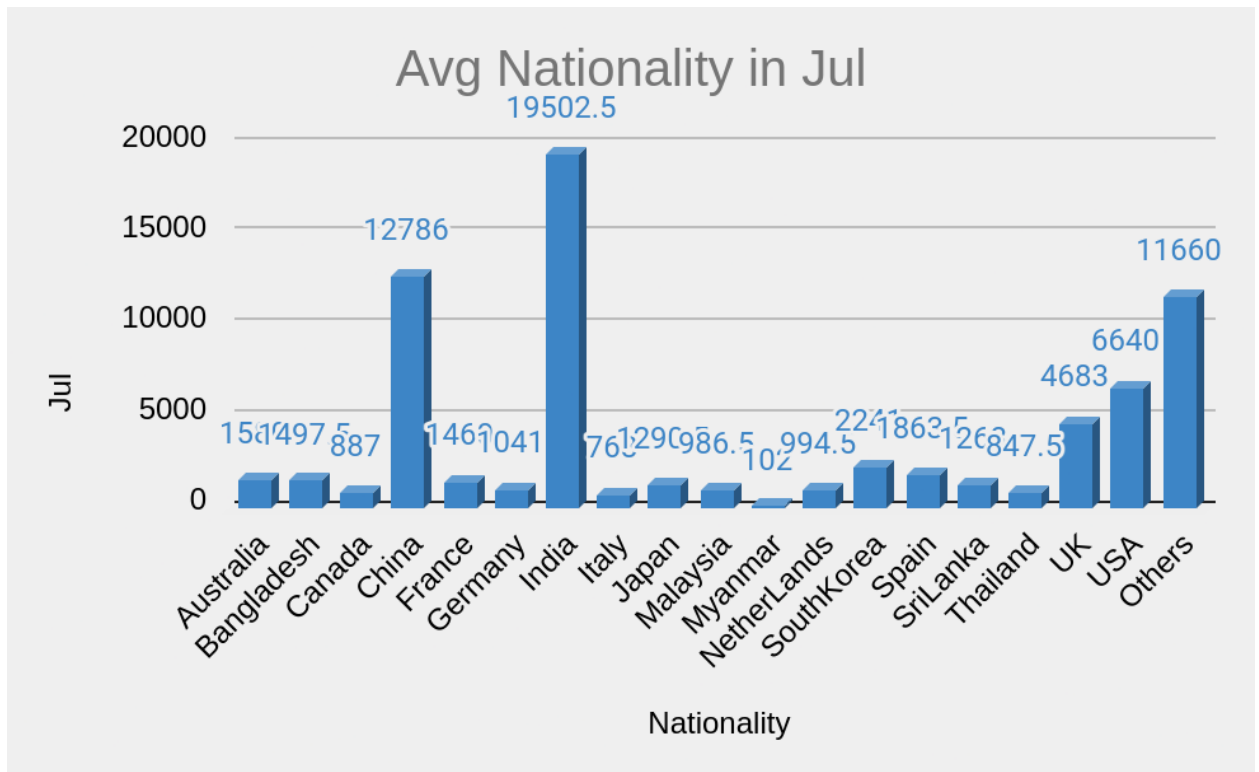
## F. **Average** Arrival in Jun (2018 & 2019)

- **India, Others, China and USA** visit most in Jun



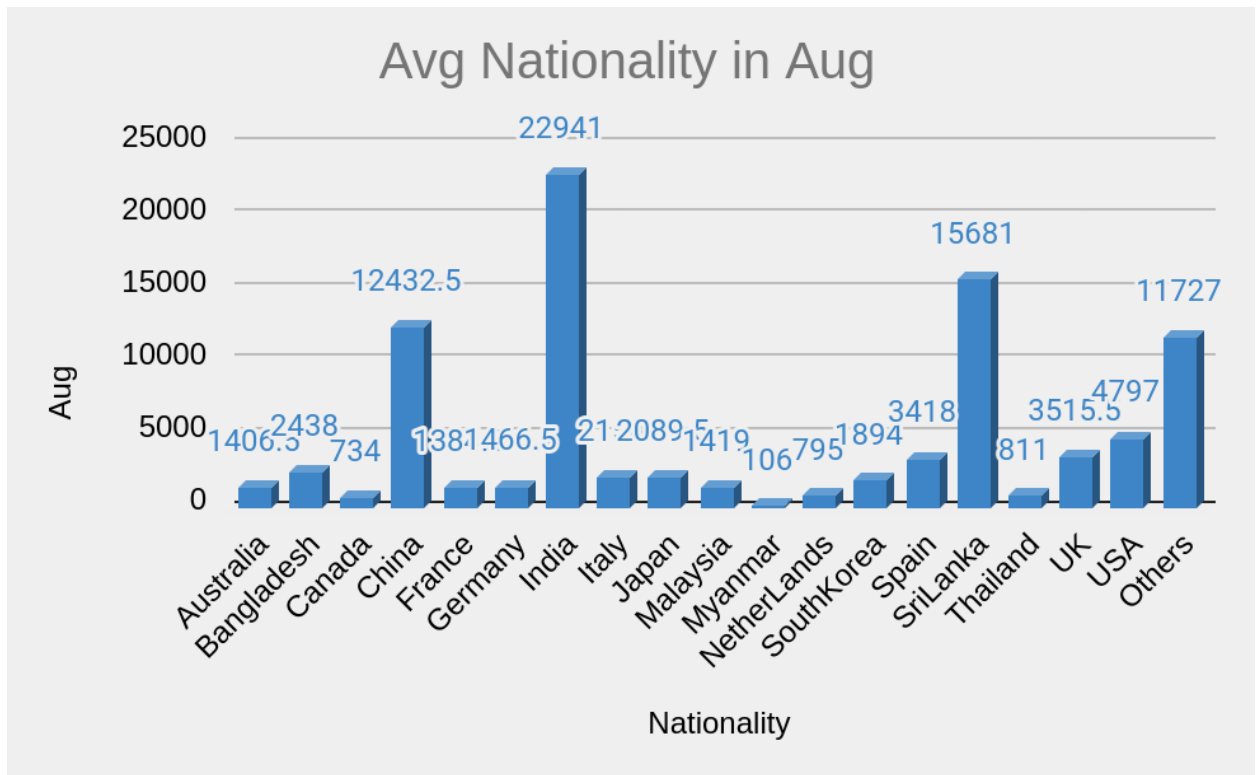
## G.Average Arrival in Jul (2018 & 2019)

- India, China, Others, and USA visit most in Jul



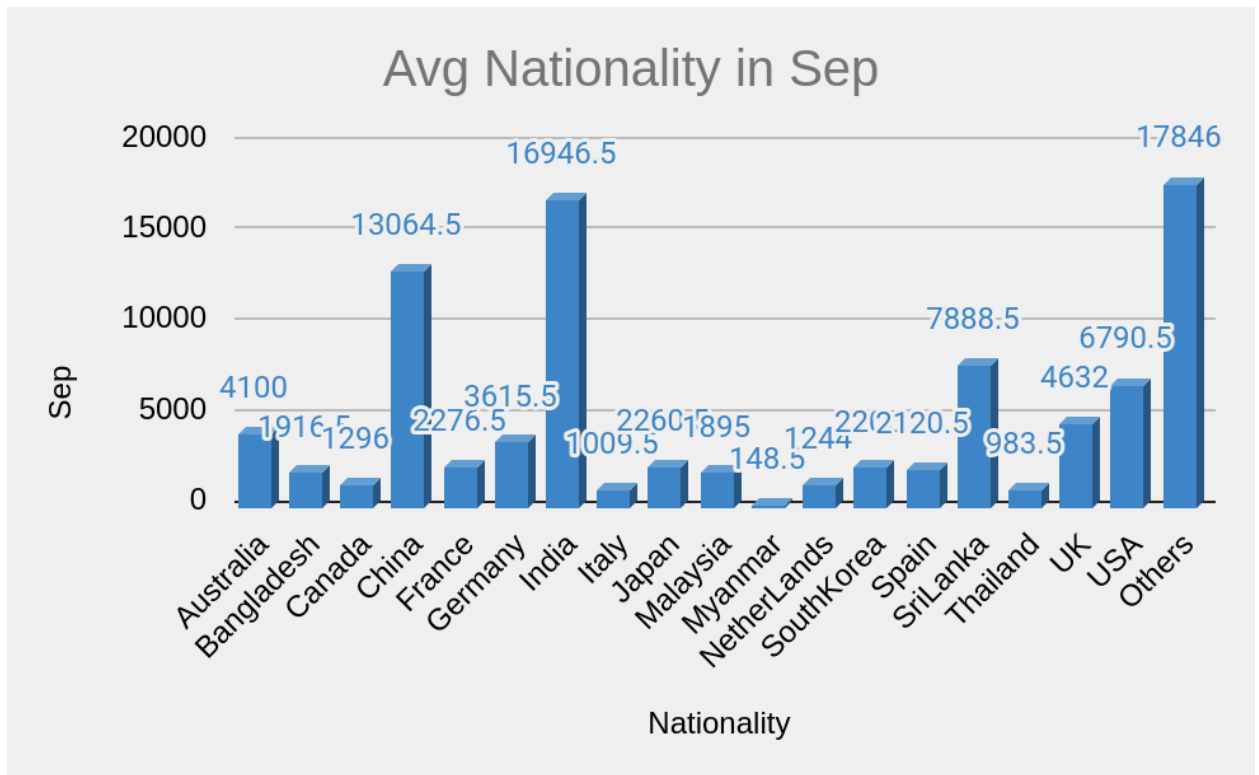
## H. **Average** Arrival in Aug (2018 & 2019)

- **India, China, Sri-Lanka and Others** visit most in Aug



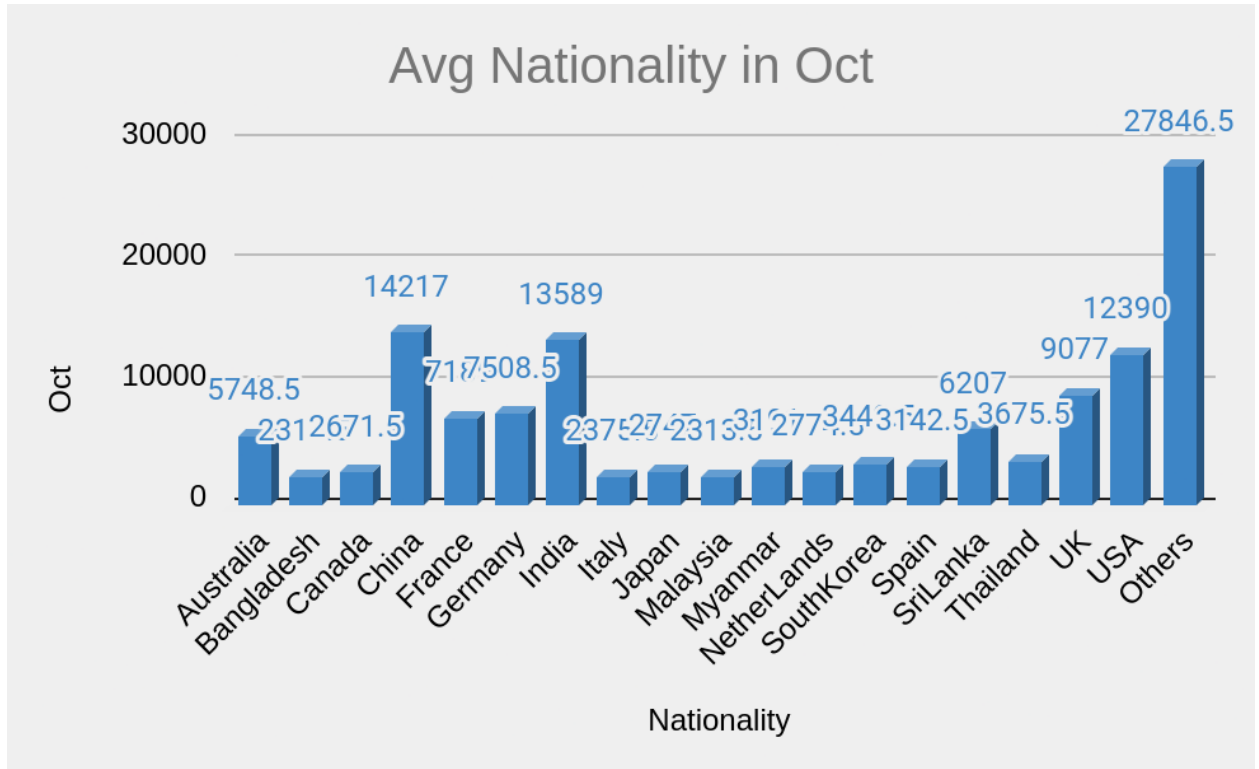
## I. **Average** Arrival in Sep (2018 & 2019)

- **Others, India, China, SriLanka and USA** visit most in Sep



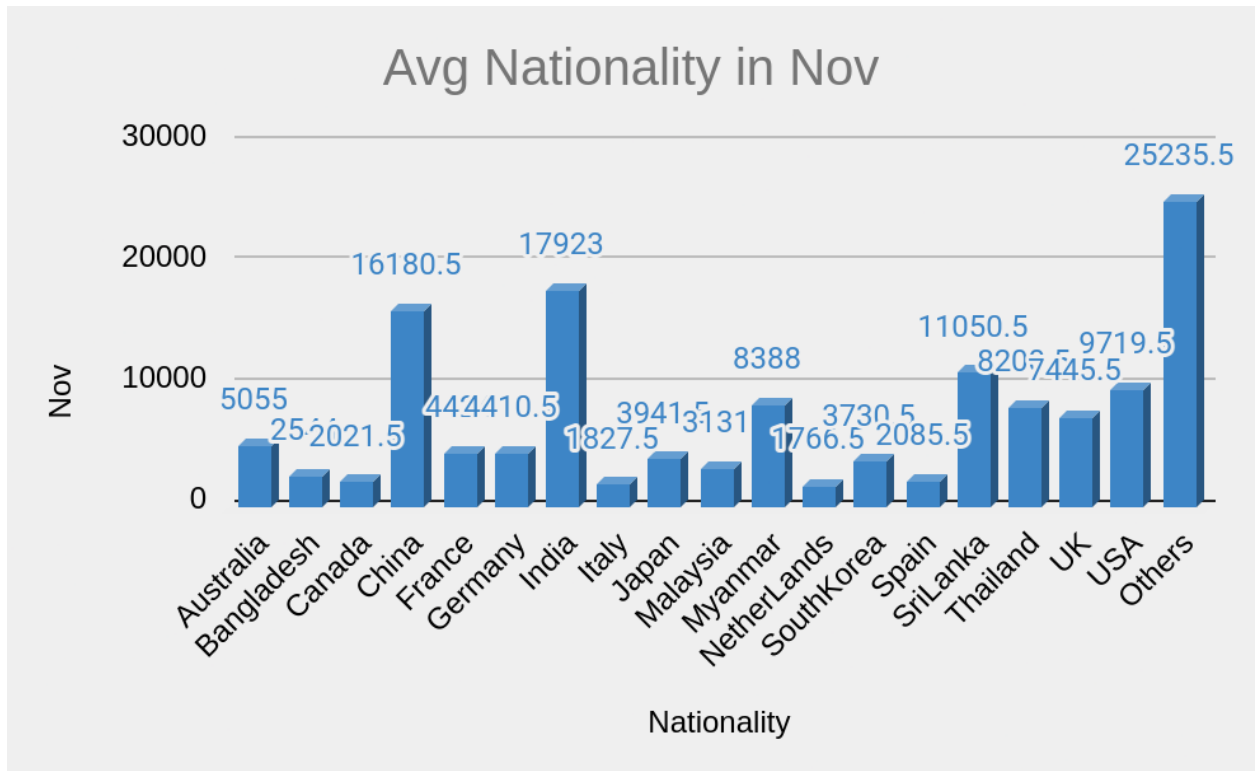
## J. **Average** Arrival in Oct (2018 & 2019)

- **Others, China, India, USA, UK, France, Germany** and **Australia** visit most in Oct



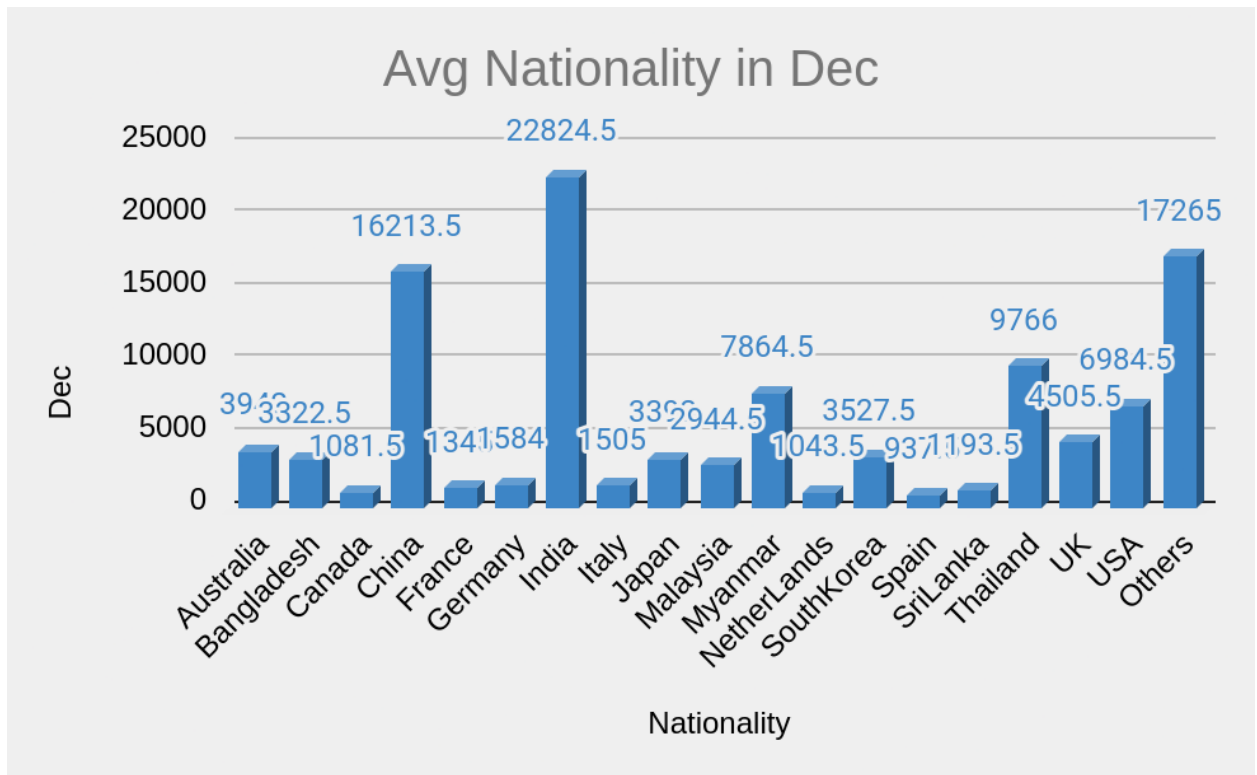
## K. **Average** Arrival in Nov (2018 & 2019)

- **Others, India, China, SriLanka, USA, Myanmar, Thailand**, visit most in Nov



## L. **Average** Arrival in Dec (2018 & 2019)

- **India, Others, China, Thailand, Myanmar and USA** visit most in Dec



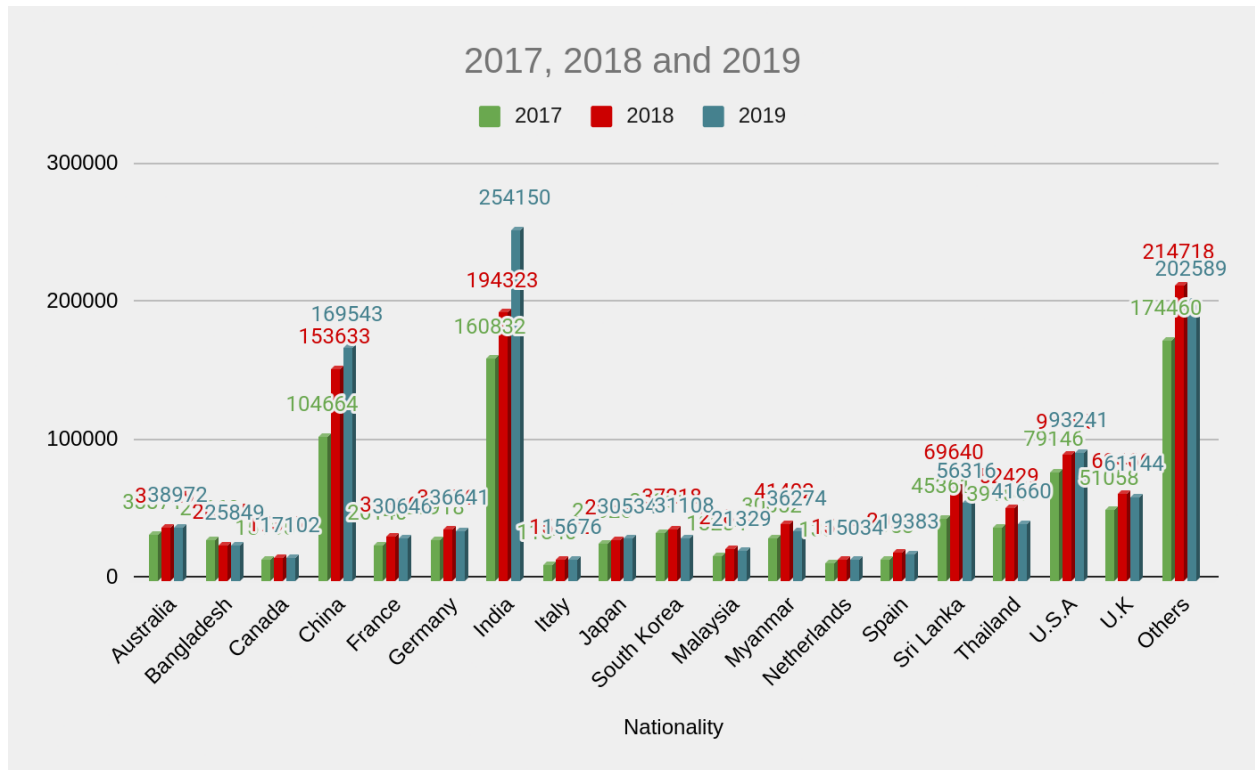
## Analysis of All months

| Detail                 | Action                                                                                                                                                                                 |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | Some of the maximum visitors are below: <ul style="list-style-type: none"> <li>- India</li> <li>- Others</li> <li>- China</li> <li>- USA</li> <li>- Sri-Lanka</li> <li>- UK</li> </ul> |
| Packages               | <ul style="list-style-type: none"> <li>- Study and make packages that fit different groups of people.</li> <li>- Need to focus on the problem</li> </ul>                               |

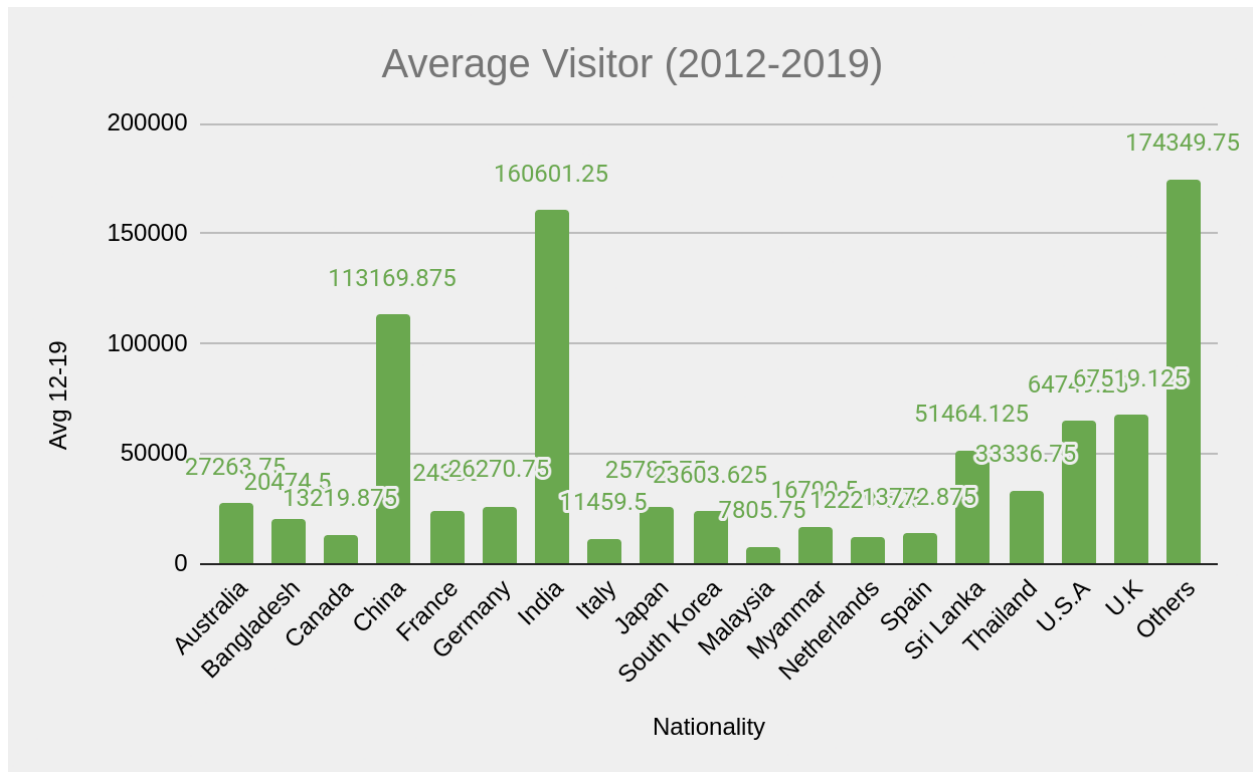
|  |                                                          |
|--|----------------------------------------------------------|
|  | of respective months (rainy season => road problem)<br>- |
|--|----------------------------------------------------------|

## 4. Arrival Data By Year

- The ratio of visitor in Nepal was increasing
- Due to covid in 2019 the visitor has declined little.
- Need analysis of after covid data flow.



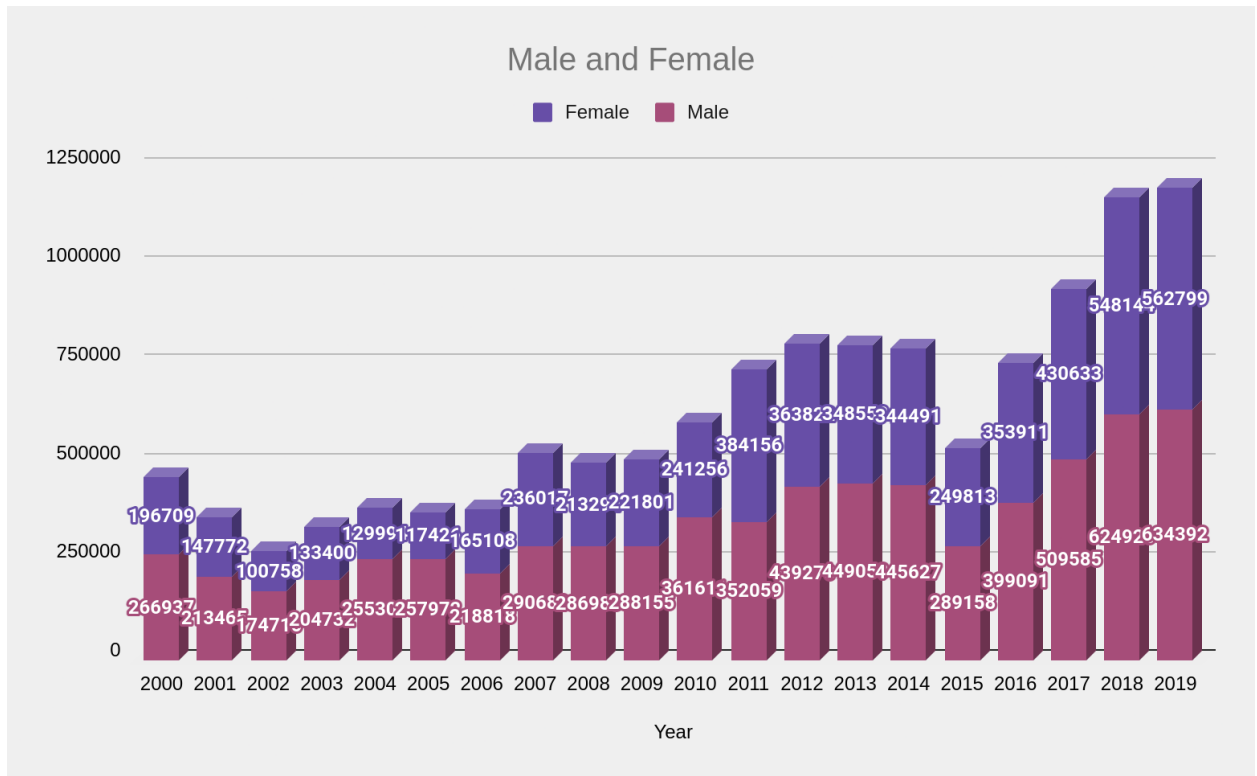
- The Average data from 2012-2019 is represented below:
- Average is just for rough analysis.  
(Since the tourist flow is increasing every year the average is not super suitable.)



## Analysis of Visitor By Year

| Detail                 | Action                                                                                                                                                                                        |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <p>Some of the maximum visitors are below:</p> <ul style="list-style-type: none"> <li>- Others</li> <li>- India</li> <li>- China</li> <li>- UK</li> <li>- USA</li> <li>- Sri-Lanka</li> </ul> |

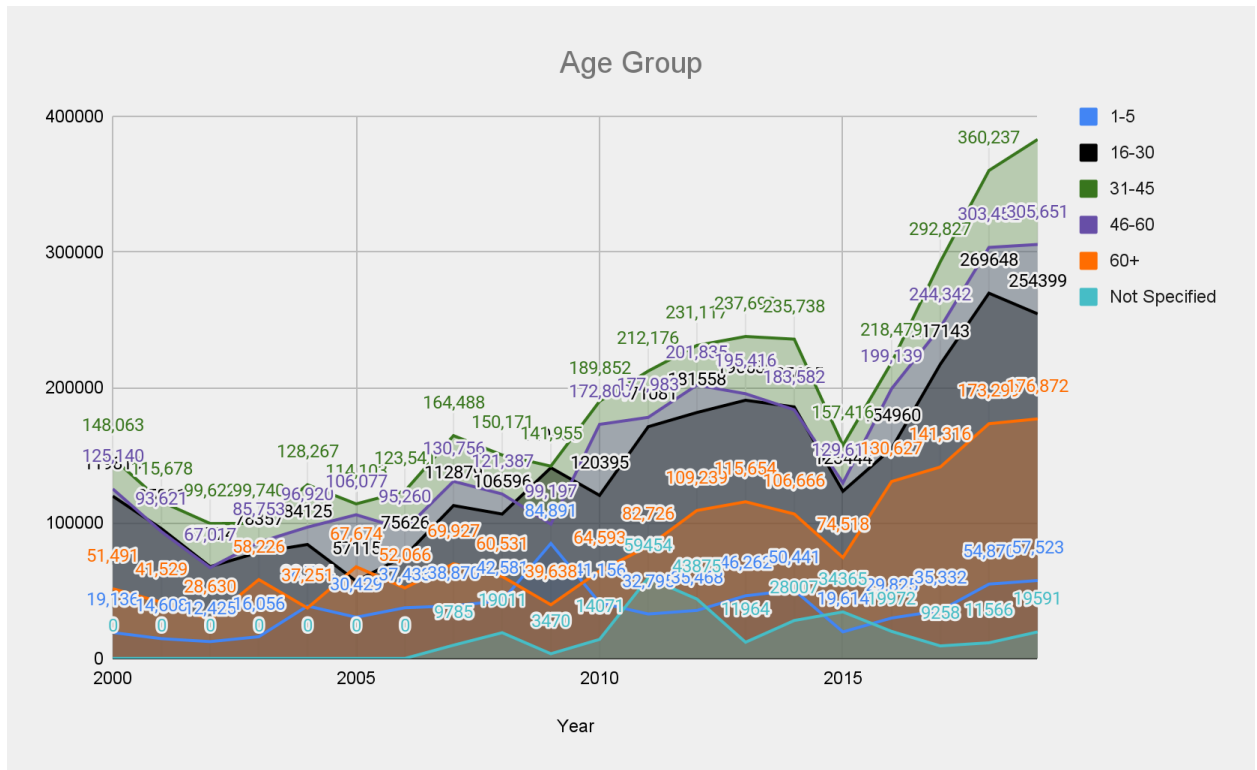
## 5.Total Visitor By Gender



### Analysis of Visitor By Gender

| Detail                 | Action                                                                                                                                                               |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <ul style="list-style-type: none"> <li>- Comparatively Male are more than females.</li> <li>- The Flow of Male and females both are increasing over time.</li> </ul> |

## 6.Total Visitor By Age Group

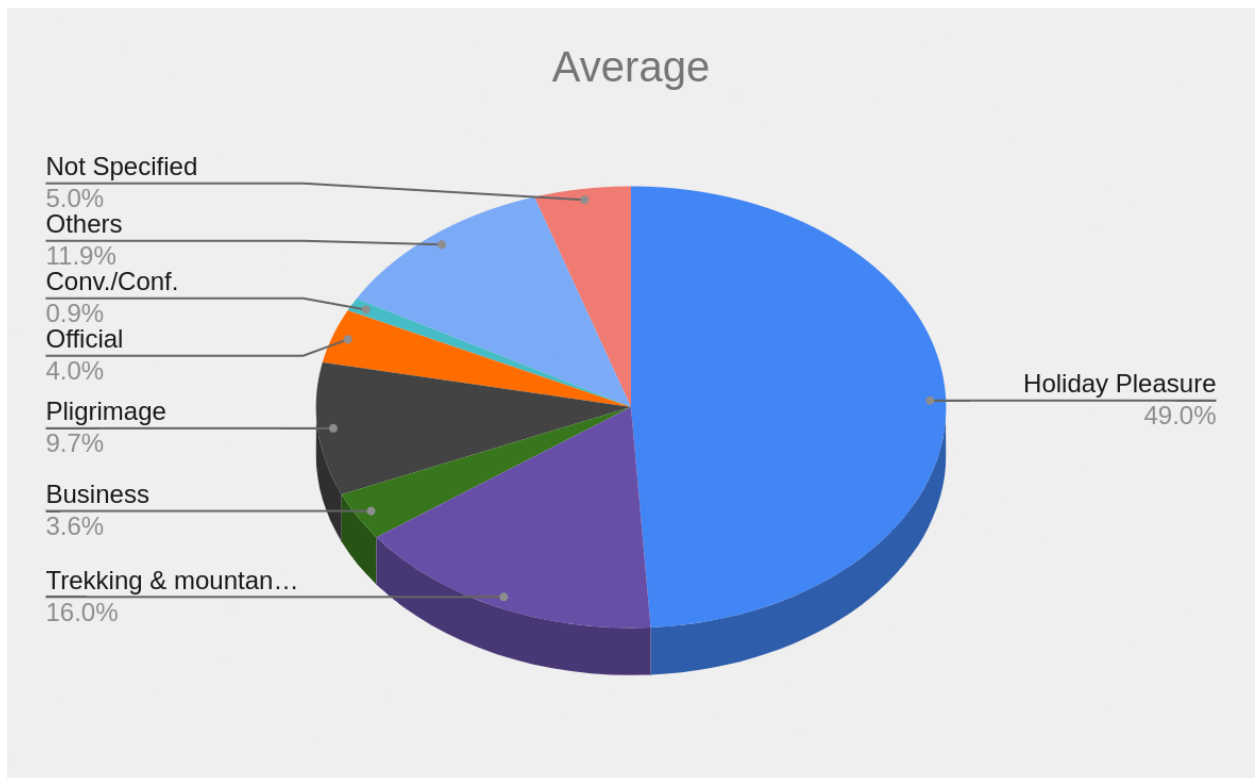
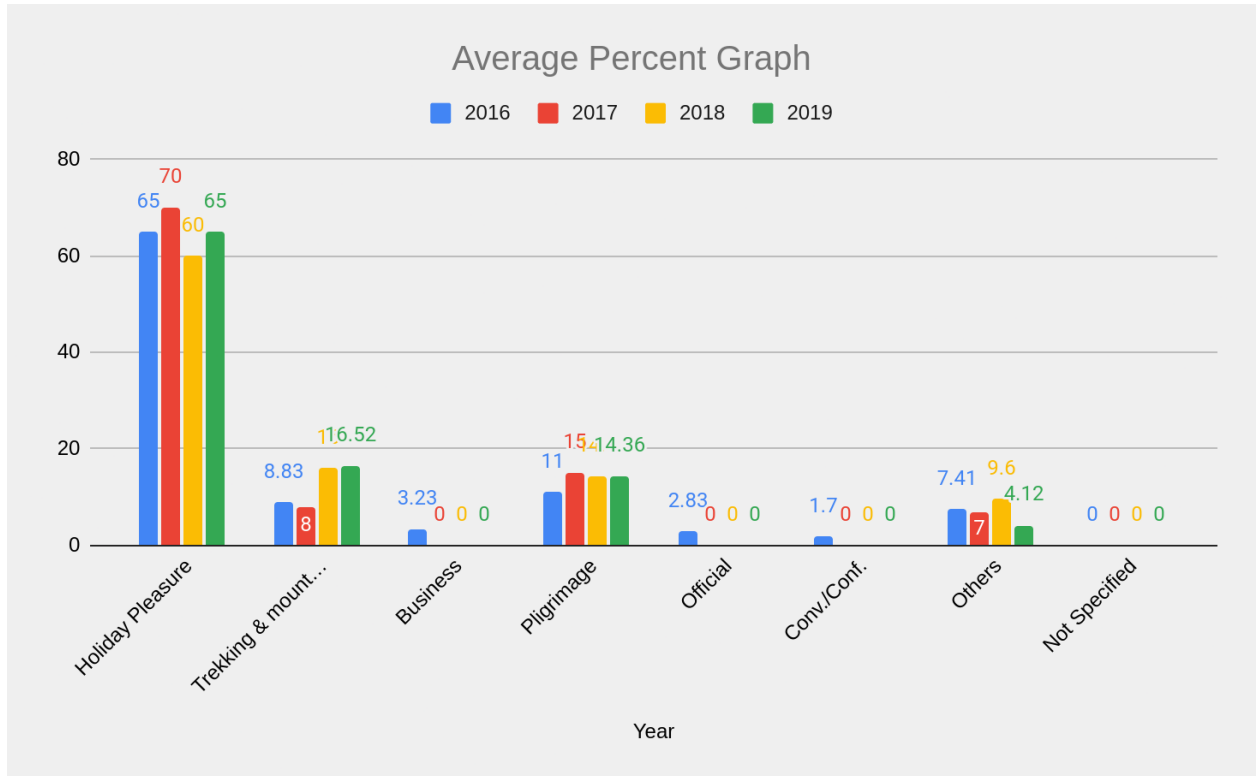


### Analysis of Visitor By Age Group

| Detail                 | Action                                                                                                                                                                                                                              |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <ul style="list-style-type: none"> <li>- Maximum visitor By Age is given below: <ul style="list-style-type: none"> <li>- 31-45</li> <li>- 46-60</li> <li>- 16-30</li> <li>- 60+</li> <li>- 1-5</li> <li>- NS</li> </ul> </li> </ul> |
| Focus                  | <ul style="list-style-type: none"> <li>- Need to focus age accordingly</li> <li>- Also, elderly people need to be focused.</li> </ul>                                                                                               |

|       |                                                                                                                                                                                                                                                                                          |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study | <p>Study the mindset of different Age Group People:</p> <p>Examples;</p> <ul style="list-style-type: none"><li>- Old people come to relax and won't prefer adventure (They want luxurious hotel and vehicle)</li><li>- Find where young people love to travel (Maybe Trekking)</li></ul> |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

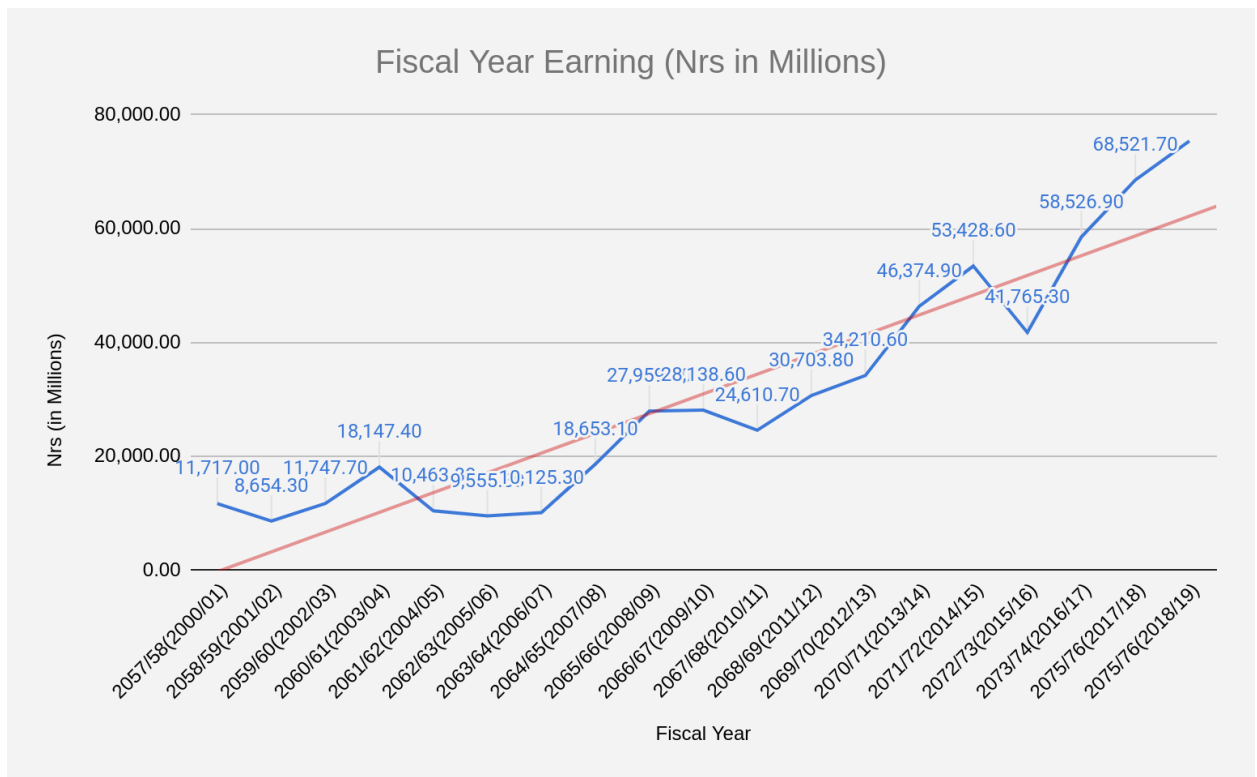
## 7. Purpose of Visit



## Analysis of Visitor By Purpose

| Detail                      | Action                                                                                                                                                                                                                                                  |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors type (Information) | <ul style="list-style-type: none"><li>- 49% =&gt; Holiday Visitors</li><li>- ~16% =&gt; Trekking and Mountaineering</li><li>- 9.72% =&gt; Pilgrimage</li><li>- ~4% =&gt; Official</li><li>- ~3.6% =&gt; Business</li><li>- ~11.9 =&gt; Others</li></ul> |
| Focus                       | <ul style="list-style-type: none"><li>- Need to focus on making great packages for <b>Holiday visitors, Trekking and Mountaineering, Pilgrimage.</b></li></ul>                                                                                          |
| Study                       | <ul style="list-style-type: none"><li>- Which package is suitable for different visitors.</li><li>- Need to consider the age groups.</li></ul>                                                                                                          |

## 8.Revenue



### Analysis of Visitor By Revenue

| Detail                | Action                                                                                                                                                                                     |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Revenue (Information) | <ul style="list-style-type: none"> <li>- Revenue is increasing every year</li> <li>- 68521.70 millions</li> <li>- This is the T.A.M =&gt; (Total Addressable Market)</li> <li>-</li> </ul> |

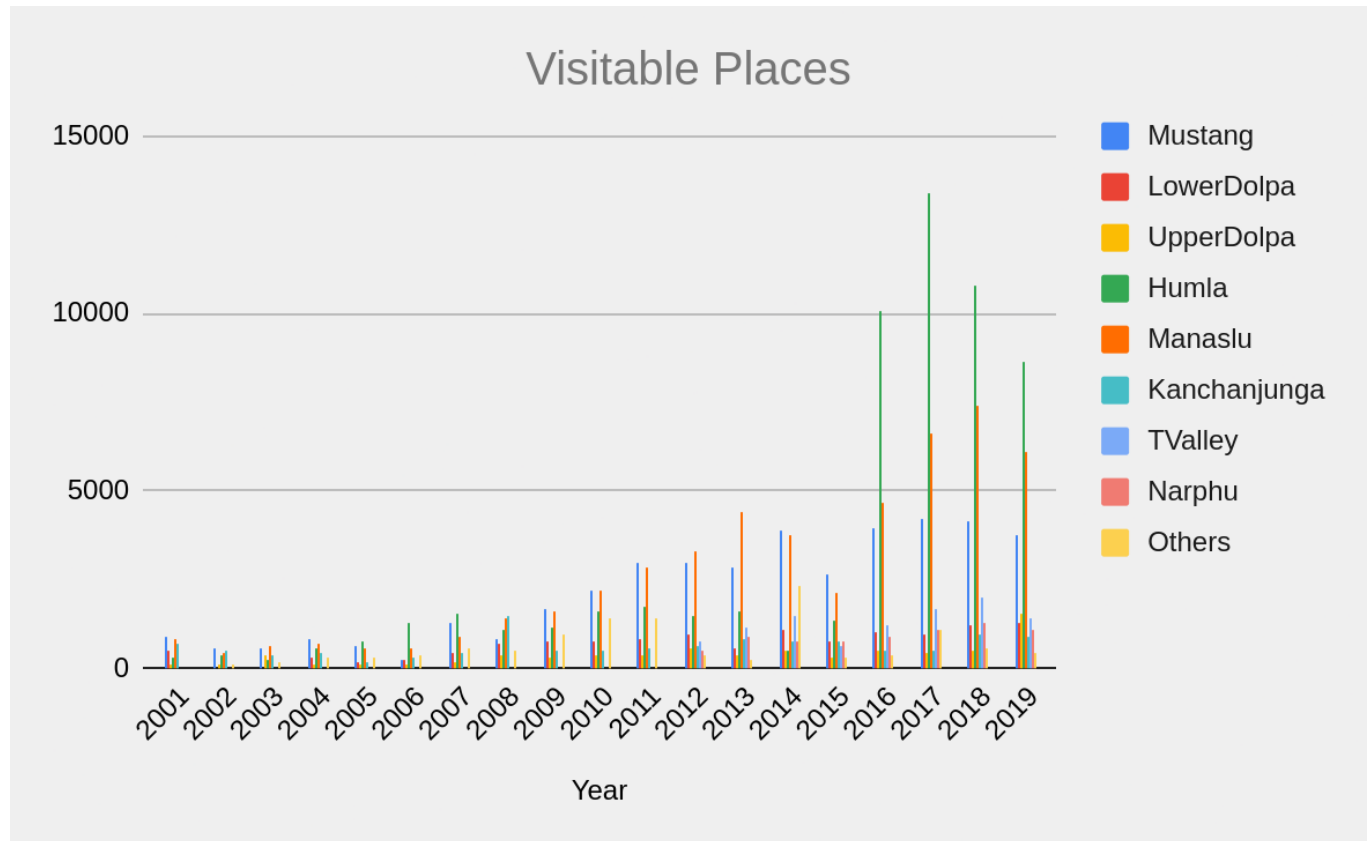
## 9.Average Stay

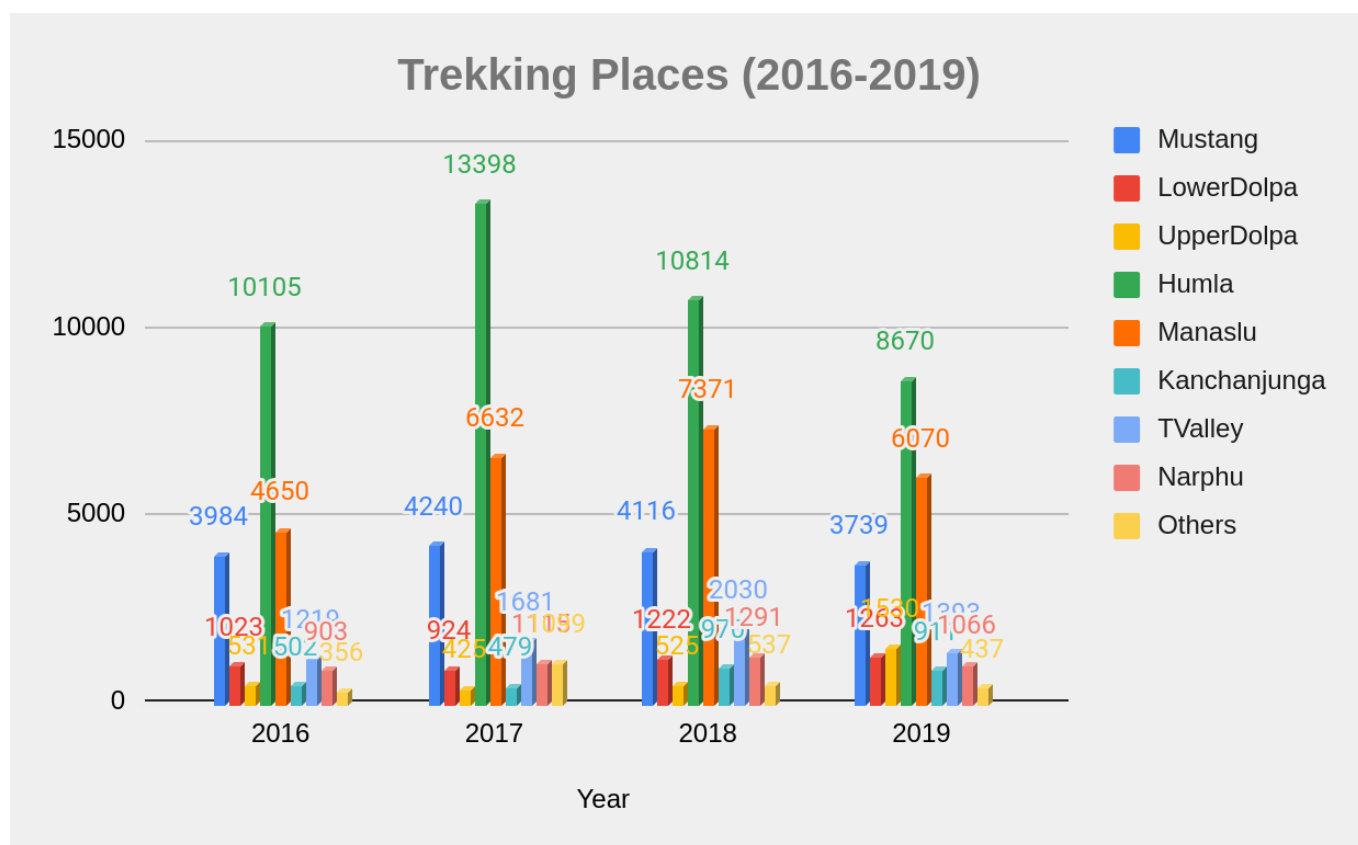


### Analysis of Visitor By Revenue

| Detail             | Action                                                                                                                                     |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Stay (Information) | <ul style="list-style-type: none"><li>- Average stay is 12 days while taking after 2010 data</li></ul>                                     |
| Packages           | <ul style="list-style-type: none"><li>- Need to research which type of tourist stays longer and make <b>packages</b> accordingly</li></ul> |

## 10. Trekking Data

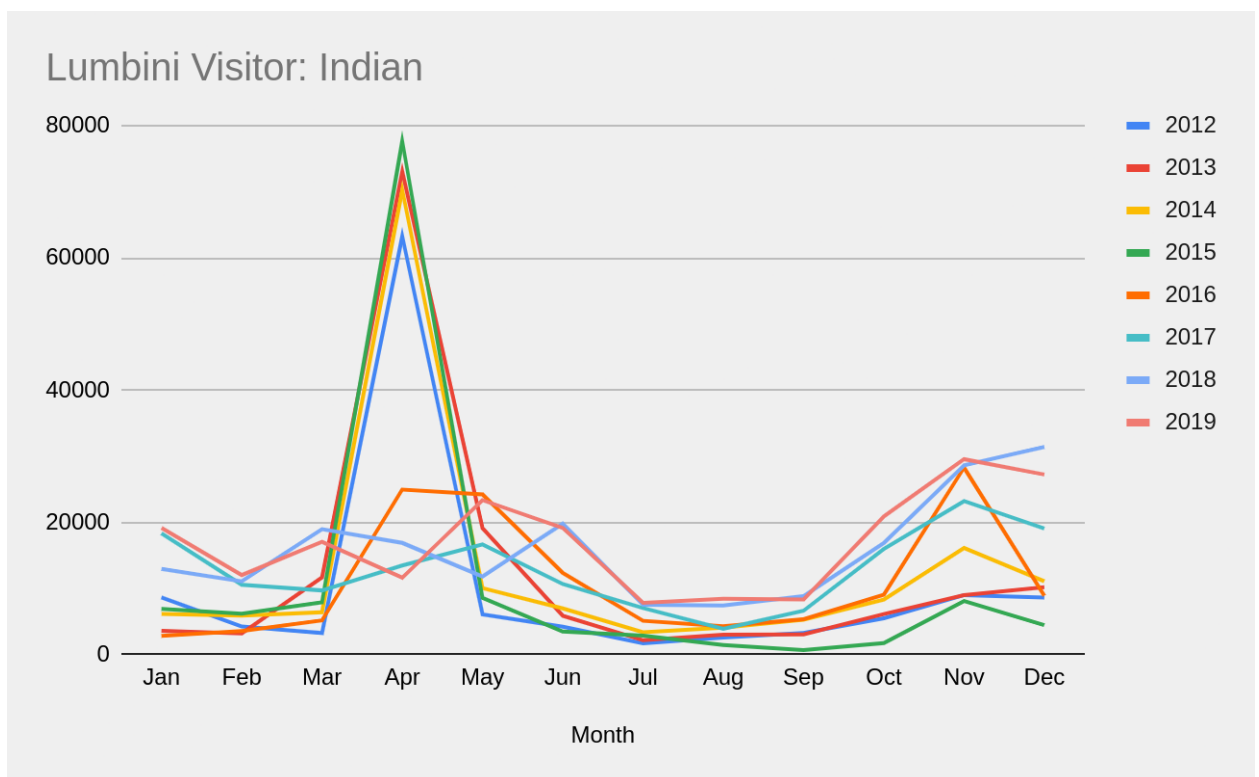
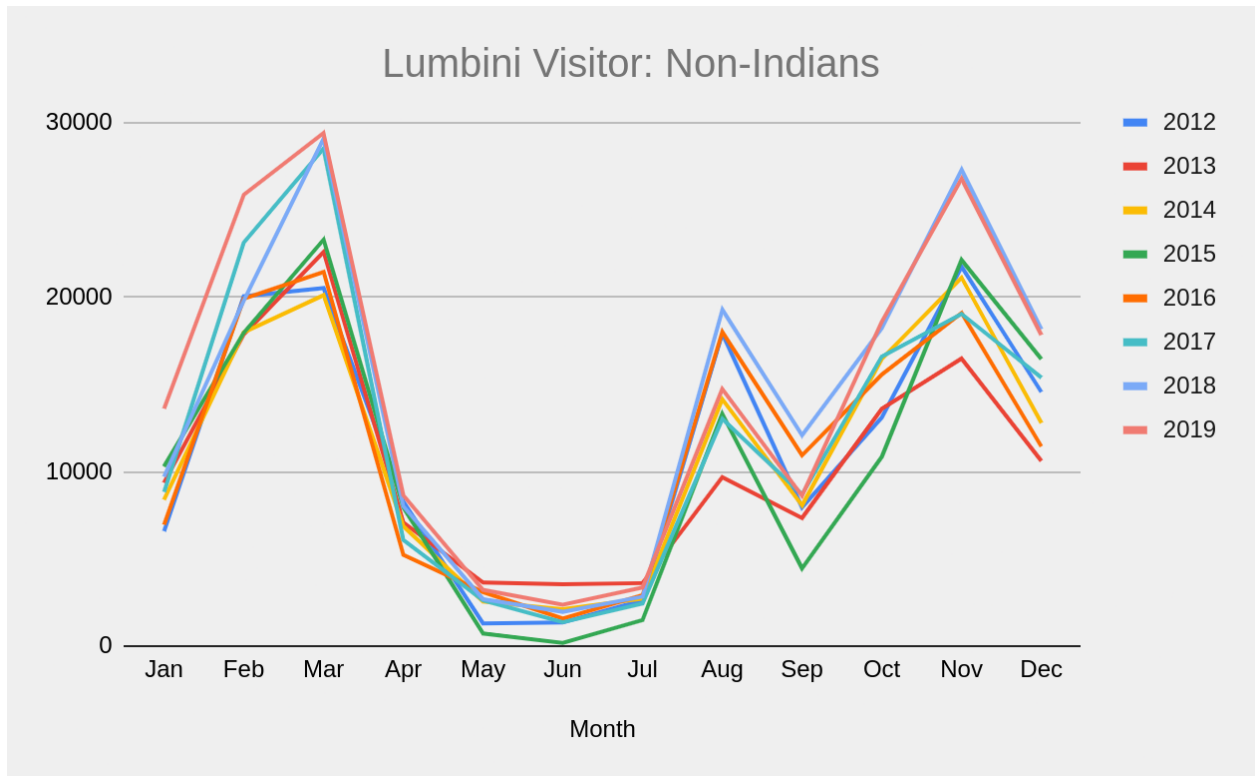




## Analysis of Trekking place

| Detail                 | Action                                                            |
|------------------------|-------------------------------------------------------------------|
| Trekking (Information) | - Maximum people go trekking in <b>Humla, Manaslu and Mustang</b> |
| Packages               | - Trekking trails should start from these areas first.            |

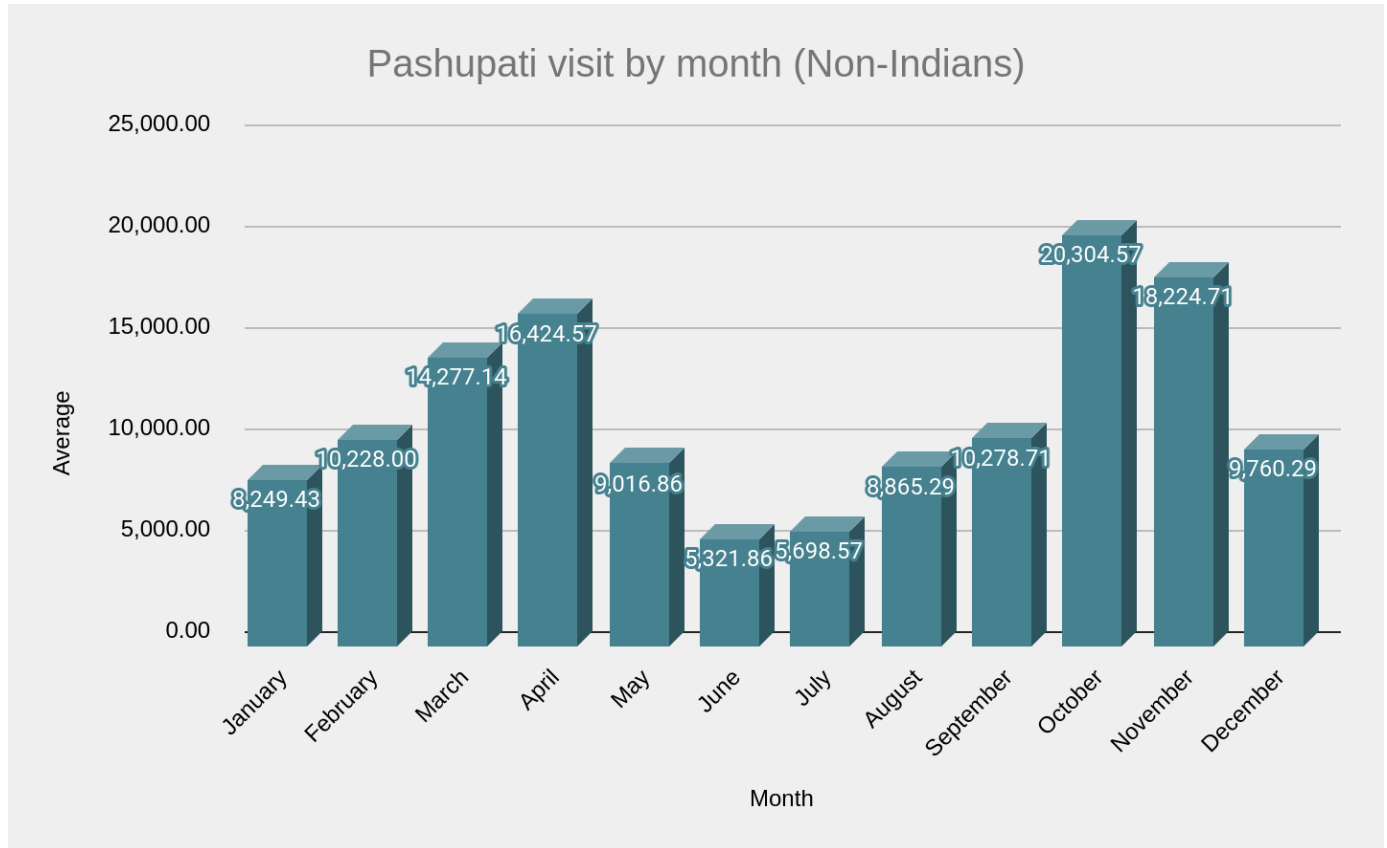
## 11. Lumbini Visitor



## Analysis of Lumbini Visitor

| Detail                 | Action                                                                                                                                                                                      |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <ul style="list-style-type: none"><li>- Max <b>indians</b> visit in <b>April</b></li><li>- Other <b>non-indians</b> visit less in April, May, June and July. Good in other months</li></ul> |
| Packages               | <ul style="list-style-type: none"><li>- Package plan for lumbini considering both indians and non-indians</li><li>- Support for hotel and other booking may be</li></ul>                    |

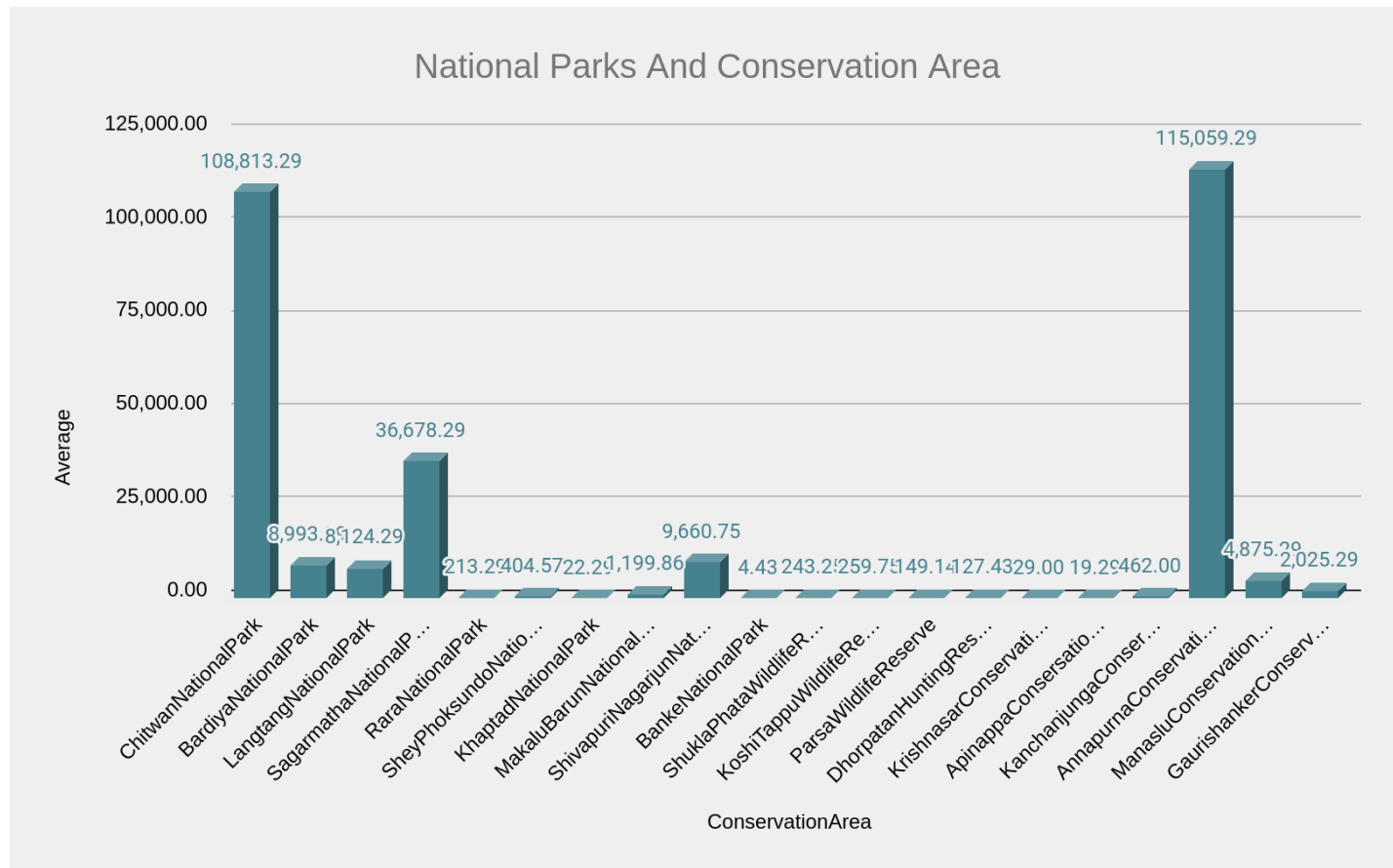
## 12. Pashupati Visitor



### Analysis of Pashupati Visitor (Non-indians)

| Detail                 | Action                                                                                                                                                  |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <ul style="list-style-type: none"><li>- Max flow is in <b>October, November, April and March.</b></li><li>- The flow is low in June and July.</li></ul> |
| Packages               | <ul style="list-style-type: none"><li>- Package plan for pashupati</li></ul>                                                                            |

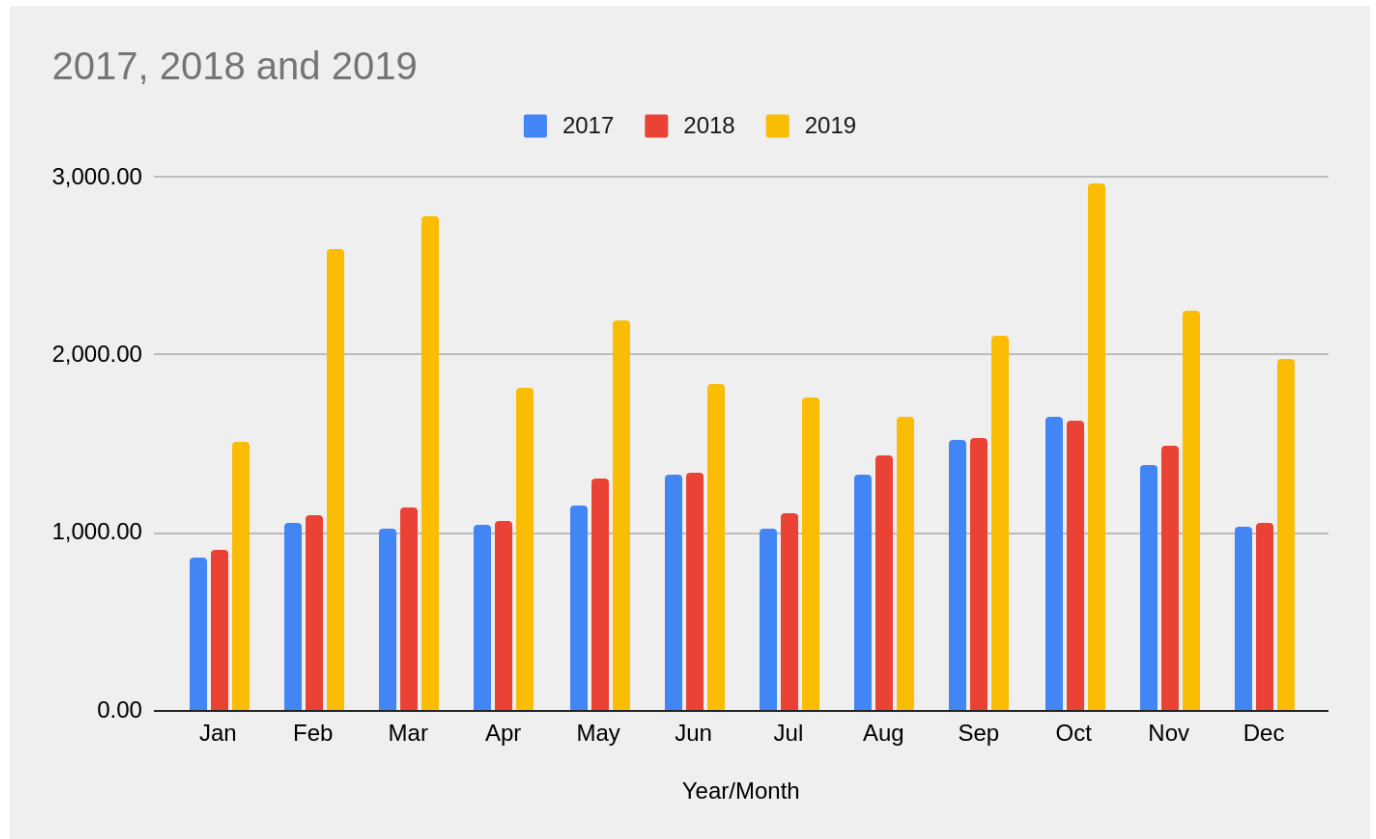
## 13. Visitors in National Park and Conservative Area



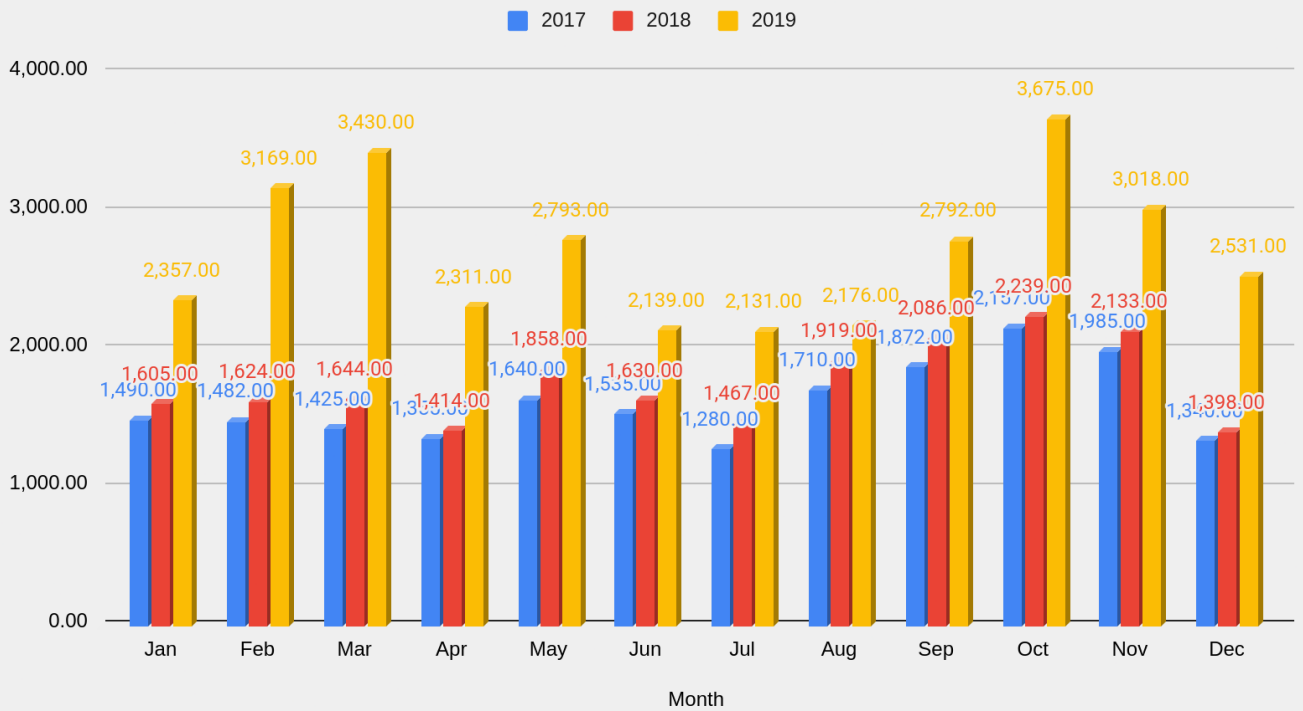
### Analysis of National Parks and Conservative areas.

| Detail                 | Action                                                                                                                                                       |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <ul style="list-style-type: none"> <li>Some of the high flow are in <b>AnnapurnaConservationArea, ChitwanNationalPark, SagarmathaNationalPark</b></li> </ul> |
|                        |                                                                                                                                                              |

## 14. Paragliding



## 2017/Total, 2018/Total and 2019/Total



## Analysis of Paragliding.

| Detail                 | Action                                                                                                                                             |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <ul style="list-style-type: none"> <li>- Maximum flow is in <b>October, March, February and November.</b></li> </ul>                               |
| Study                  | <ul style="list-style-type: none"> <li>- Why the flow is less in other months (maybe weather or climate)</li> <li>- Packages to include</li> </ul> |

## 15. Security



**Tourist Police Nepal: 1144, 01-4247041**

| Incidence          | 2074/75 | 2075/76 | 2076/77 | 2077/78 |
|--------------------|---------|---------|---------|---------|
| Lost/Missing       | 450.00  | 481.00  | 390.00  | 54.00   |
| Stolen/theft       | 131.00  | 102.00  | 93.00   | 9.00    |
| Fraud/Cheating     | 18.00   | 24.00   | 28.00   | 8.00    |
| Robbery            | 1.00    | 2.00    | 7.00    | 0.00    |
| Pickpocketing      | 2.00    | 6.00    | 0.00    | 0.00    |
| Harassment/dispute | 7.00    | 4.00    | 7.00    | 3.00    |
| Accident           | 0.00    | 1.00    | 0.00    | 0.00    |
| Damage             | 4.00    | 4.00    | 0.00    | 0.00    |
| Attack Assault     | 1.00    | 1.00    | 3.00    | 3.00    |
| Snatching          | 1.00    | 1.00    | 4.00    | 0.00    |
| Threaten           | 0.00    | 0.00    | 0.00    | 0.00    |
| Missing Person     | 3.00    | 0.00    | 7.00    | 2.00    |
| Rape               | 0.00    | 0.00    | 0.00    | 0.00    |
| Misbehavior        | 1.00    | 2.00    | 0.00    | 0.00    |
| Kidnap             | 0.00    | 0.00    | 0.00    | 0.00    |
| Other              | 0.00    | 5.00    | 1.00    | 0.00    |
| Total              | 619.00  | 633.00  | 540.00  | 79.00   |

### Analysis of Security.

| Detail                 | Action                                                                                                                 |
|------------------------|------------------------------------------------------------------------------------------------------------------------|
| Visitors (Information) | <ul style="list-style-type: none"> <li>- Maximum tourist has lost and missing cases</li> </ul>                         |
| Study                  | <ul style="list-style-type: none"> <li>- Other previous data as well.</li> <li>- How can they ask for help?</li> </ul> |

|        |                                   |
|--------|-----------------------------------|
|        | - How is NTB supporting this?     |
| Action | - Provide security for travelers. |