

Goa to promote sustainable travel; regional airline Fly91 to boost tourism

The Goa International Travel Mart (GITM) 2024 served as a platform for various stakeholders to deliberate on setting new standards for the future of tourism in Goa. The event brought together government officials, leaders from the travel and tourism industries, and enthusiasts to chart Goa's evolution in the tourism landscape.

This year's GITM highlighted the innovative concept of regenerative tourism, emphasizing sustainability through the revitalization of local ecosystems and communities. It also underscored the significance of meetings, incentives, conferences, and exhibitions (MICE) tourism in positioning Goa as a premier destination with advanced infrastructure for hosting global corporate events and conferences.

Referring to the PM's 'Dekho Apna Desh People's Choice 2024' initiative, aimed at promoting tier-2 and tier-3 cities for tourism, Tourism Minister of Goa, Rohan Khaunte, emphasized that modern tourists seek diverse experiences beyond conventional attractions.

Khaunte elaborated, stating, "In the era of 'revenge tourism,' tourists seek to explore everything a destination has to offer. With the inauguration of the new Mopa Airport and collaboration with Indigo, we are expanding connectivity to cities like Guwahati, Dehradun, Nagpur, and more. Additionally, the launch of regional airline Fly91 further enhances our efforts."

Fly91 commenced its inaugural Mopa-Agatti-Mopa flight on March 12, initiating commercial services on March 18, connecting Goa to Bengaluru and Hyderabad. The airline, headquartered at Manohar International Airport-Goa Airport in Mopa, plans to launch flights to Lakshadweep on April 18, along with flights to Sindhudurg from Bengaluru and Hyderabad.

Highlighting Goa's diverse offerings beyond its beaches, Khaunte stressed the importance of showcasing the state's rich history and cultural traditions to attract new tourists.

The event also emphasized the hospitality industry's crucial role in enhancing Goa's tourism sector by providing top-notch accommodations and services.

Suneel Anchipaka, Director of Tourism and Managing Director of the Goa Tourism Development Corporation (GTDC), emphasized the state's vision for a tourism sector that is economically prosperous, environmentally conscious, and socially responsible.

Anchipaka stated, “Our commitment to regenerative tourism goes beyond preservation; it aims to regenerate and rejuvenate our ecosystems, communities, and cultural traditions.”

Through regenerative tourism, GTDC seeks to enhance the visitor experience while ensuring the long-term sustainability of the sector, focusing on sustainability and the adoption of responsible travel practices.