

Goa 5-star resorts sold out for weekend, see 10-20 % rate drop

The Independence Day long weekend saw a surge of travelers in Goa, but tourism stakeholders noted a decline in footfalls compared to the previous year. While most five-star resorts were fully booked, three-star and four-star resorts saw a 10-20% drop in room rates, leading to subdued revenues.

The reduction in tariffs is attributed to the increased supply of rooms and competition from other domestic and international destinations.

“Compared to the rest of this year, the long weekend was positive for the industry, but when compared to last year’s Independence Day, it’s not as strong. In Goa, five-star resorts are sold out, but at lower room rates,” said Jack Sukhija, president of the Travel & Tourism Association of Goa (TTAG).

The Independence Day weekend is traditionally a peak time for Goa’s tourism, setting the tone for the upcoming season. Along with Diwali and New Year, it’s one of the busiest times for the hospitality sector.

“The average occupancy for this weekend reached about 90%, up from 60% last year, driven largely by families. The outlook for the season is promising,” said Sourav Panchanan, general manager at Caravela Beach Resort Goa. However, there was also a noticeable increase in Millennials and Gen Z guests, though their stays were typically shorter.

“The response has been good, but not the best. The off-season was slow, and this weekend has seen an uptick with bookings for two to three nights,” said Esther Mascarenhas, managing director at Prainha Resort.

A Calangute-based hotelier pointed out that the increase in new three-star hotels has created an oversupply, forcing a drop in prices. “More people are coming to Goa than in previous years, but the spike in hotel rooms, many of which are unregistered and avoid taxes and license fees, has pressured registered hotels to lower their rates. Without lowering prices, occupancy is hard to maintain,” said the hotelier. The long weekend, which began with Independence Day on Thursday, extended through Monday due to Raksha Bandhan holidays in many states.