

Goa Tourism celebrates successful showcase at Arabian Travel Market 2025 in Dubai

Goa Tourism concluded a highly successful participation at the Arabian Travel Market (ATM) 2025, held at the Dubai World Trade Centre from April 28 to May 1, 2025. The state's delegation captivated travel trade stakeholders, media representatives, and tourism investors from across the Middle East with its compelling vision of regenerative, culturally immersive, and year-round tourism.

ATM Dubai is one of the premier international travel trade shows, serving as a gateway for tourism business opportunities within the Middle East. Representing Goa was a high-level delegation led by Shri Rohan A. Khaunte, Hon'ble Minister for Tourism, Government of Goa, along with Shri Ganesh Gaonkar (MLA, Sanvordem & Chairman, GTDC), Shri Kuldeep Arolkar (Managing Director, GTDC), Shri Shawn Mendes (OSD to Hon'ble Tourism Minister), Shri Laxmikant Vaigankar (General Manager, GTDC), and Smt. Lodovina Quadros (Assistant Tourist Officer, Department of Tourism).

“ATM Dubai 2025 has been a remarkable platform to reposition Goa as a culturally rich, year-round destination,” said Shri Rohan A. Khaunte. “Our regenerative tourism model—rooted in culture, community, economy, and environment—ensures that tourism benefits every Goan. We've showcased Goa's heritage, wellness, and adventure offerings to the UAE's travel trade, inviting travellers to explore the state's villages, monsoons, and vibrant traditions.”

Immersive Goa at ATM 2025

The Goa Pavilion stood out with its vibrant display of local handicrafts, cultural performances, and interactive experiences. Attendees were introduced to authentic, community-driven offerings such as:

- Heritage walks
- Organic farm visits
- Backwater explorations

- Artisanal markets

These offerings reflect the essence of Goa's hinterlands, culinary richness, and monsoon beauty, drawing interest from Middle Eastern travellers looking for soulful, offbeat travel experiences.

Enhanced Accessibility and Industry Participation

A major advantage for Gulf-based travellers is direct air connectivity from Dubai to both Goa International Airport (Dabolim) and Manohar International Airport (Mopa). This accessibility was a key talking point in Goa's pitch to GCC tour operators and travel investors.

The pavilion also featured a strong contingent of co-exhibitors representing Goa's dynamic tourism ecosystem, including:

Concord Exotic Voyages, SpeedBird Travels, Shining Sand Beach Resort, DSK Holidays, Travel Unlimited, Spice Route, TravelSmith, Freedom Holidays, Flying Fish, The Konkan Explorers, The Astor Goa, Lets Goa, and Adamo The Bellus.

Strengthening Global Connections

Goa's participation reinforced its positioning as a destination that blends Bollywood glamour, culinary exploration, and sustainable tourism. The event laid the groundwork for deeper partnerships with GCC-based travel agencies, aimed at driving higher tourist footfalls and long-term engagement.