

# Goa Tourism grows with record domestic visits and sustainable growth

Goa's tourism sector has made a remarkable recovery, with over 8 million domestic visitors recorded in 2023, surpassing pre-pandemic levels and reaffirming its status as one of India's premier travel destinations. The state also welcomed 450,000 international tourists this year, thanks to the easing of global travel restrictions.

Despite challenges with limited international flight connections, efforts are underway to improve accessibility. The state government is collaborating with the central government to enhance international air routes and increase seat allocations, aiming to facilitate direct access for more foreign travelers.

To maintain its reputation as a top-tier destination, Goa has launched several initiatives prioritizing visitor safety and convenience. Programs like the *Pink Force* ensure women's safety, while the 24/7 tourist helpline (1364) provides real-time assistance. The introduction of the *Beach Vigil App* has further boosted safety along Goa's iconic beaches, earning praise from both domestic and international visitors.

Beyond its renowned beaches, Goa is emerging as a hub for destination weddings and MICE (Meetings, Incentives, Conferences, and Exhibitions) events, attracting leading corporate brands. International connectivity is also strengthening, with charter flights from key markets such as Moscow, London, Uzbekistan, and Kazakhstan. A new Polish charter service, set to launch on November 8, 2024, will further enhance overseas travel options.

In line with its commitment to sustainable tourism, the Department of Tourism has unveiled the *Ekadasha Teertha Circuit*. This initiative merges ecotourism with Goa's spiritual heritage, focusing on regenerative tourism to preserve the state's natural and cultural assets while promoting quality over quantity in visitor experiences.

Global visibility for Goa is also being bolstered through partnerships with international travel platforms like Agoda, MakeMyTrip, and Airbnb, making it easier for foreign tourists to discover and access the state. Goa's continued

innovation and focus on sustainable practices ensure it remains a favored destination for diverse travelers worldwide.