

Goa Tourism launches wellness-centric #GlowOnArrival campaign

The Department of Tourism, Government of Goa, has launched its latest seasonal campaign, #GlowOnArrival, aimed at repositioning Goa as a rejuvenating monsoon destination rooted in wellness, culture, and nature. Designed to promote regenerative and mindful travel, the campaign invites visitors to experience the state's unique charm during its lush, rain-soaked season.

“This campaign is an invitation to rediscover Goa during its most magical season,” said Kedar Naik, Director of Tourism, Government of Goa. “The monsoon in Goa offers more than scenic beauty — it's about reconnecting with nature, embracing wellness, and immersing oneself in our rich cultural heritage. We invite travellers to slow down, breathe deeply, and leave with a glow that only Goa can offer.”

Campaign Highlights:

- Heritage treks and forest walks amid misty hills and verdant trails.
- Wellness and Ayurvedic therapies at curated retreats.
- Locally hosted homestays that promote slow, community-based tourism.
- Immersive cultural experiences, from traditional festivals to regional cuisine.

Running from June through September, the #GlowOnArrival campaign aligns with Goa's off-season rhythm, showcasing experiences tailored for serenity and soulfulness. Thematic monthly highlights include:

- June: Festive celebrations of Sao Joao and Chikhal Kalo.
- July: Traditional Goan monsoon cuisine and culinary trails.
- August: Eco-adventures like plantation visits, waterfall treks, and nature walks.

- September: Heritage drives, museum trails, and events around World Tourism Day.

Multi-Platform Rollout:

The campaign will be promoted extensively across digital platforms and social media, targeting both domestic and international travellers. Through evocative storytelling, immersive visuals, and influencer partnerships, Goa Tourism aims to shift the narrative around the monsoon from off-season to soul season.

With #GlowOnArrival, Goa is reimagining the monsoon not as a time to retreat, but as a time to reconnect — with oneself, with nature, and with the heart of Goa.