

## **Goa Tourism showcases innovative tourism products by participating in the three-day Travel & Tourism Fair 2023 organized in Gandhinagar**

Goa Tourism Development Corporation (Goa Tourism) actively participated in the prestigious Travel and Tourism Fair (TTF) - 2023, held in Gandhinagar. This event took place from August 23 to 25, 2023, at the Mahatma Mandir Convention and Exhibition Centre in Gandhinagar. TTF is renowned as one of Gujarat's and the country's premier travel trade fairs, providing an invaluable platform for sharing insights and opportunities in the travel industry. It also facilitates crucial B2B networking to foster growth in the sector. During TTF 2023, Goa Tourism showcased a diverse array of tourism offerings and disseminated information about various tourist destinations and upcoming mega events organized by Goa Tourism.

An official from Goa Tourism remarked that TTF stands as one of India's largest travel and tourism fairs, where Goa has the opportunity to present its tourism products and attractions to a diverse audience, including travel enthusiasts, industry professionals, domestic budget travelers, and international tourists from across the state and the nation. These events enable Goa Tourism to showcase its captivating travel destinations, encompassing everything from the state's pristine beaches, cruise tourism, water sports, adventure tourism, religious pilgrimage sites, cultural heritage, and wellness tourism destinations.

Goa, renowned for its celebrations and festivities, boasts a stunning coastline stretching over 100 kilometres. The state is primarily celebrated for its picturesque beaches, framed by swaying palm trees, and its vibrant nightlife. Goa welcomes a substantial number of national and international tourists each year. It's a captivating Indian tourist destination that caters to a wide range of interests, making it popular among avid travelers and honeymooners alike. The true beauty of Goa lies in its gorgeous beaches, sacred places of worship, and world-class heritage architecture, as emphasized by the official.

Goa Tourism is now focusing its efforts on the upcoming festive season, including Diwali and winter, with plans to offer accessible facilities, engage in mega events, facilitate wildlife safaris, promote cultural heritage experiences, and provide a host of other exciting opportunities for tourists visiting Goa.