Gujarat Strengthens Tourism Growth Through Infrastructure and Destination Diversification

Sustained investment, infrastructure development and strategic destination planning have helped Gujarat emerge as an increasingly attractive tourism destination, according to Kuldeep Arya, Secretary, Gujarat Tourism. The state's tourism growth has been supported by efforts to diversify its offerings and promote destinations beyond the traditional pilgrimage circuit.

Highlighting the shift towards year-round tourism, Arya said Gujarat is witnessing growing interest across multiple tourism segments rather than relying primarily on religious travel. Government-led events and initiatives, supported by investments in tourism infrastructure and destination development, have further strengthened the state's appeal.

Going forward, Gujarat Tourism plans to focus on attracting more international visitors through heritage, spiritual, wildlife and coastal tourism, along with MICE (Meetings, Incentives, Conferences and Exhibitions) tourism. Targeted international marketing and the development of diverse travel experiences will remain important priorities in positioning Gujarat as a destination for visitors throughout the year.

The state's approach reflects a broader effort to expand tourism opportunities, strengthen destination infrastructure and generate economic activity across hospitality, transport, local businesses and allied sectors.

