

Goa Tourism's Strategic Outreach Fuels 10.5% Surge in Q1 2025 Tourist Arrivals

Goa Tourism has reported a robust 10.5% year-on-year growth in tourist arrivals for Q1 2025, with 28,51,554 visitors compared to 25,80,155 in Q1 2024. The figures underscore Goa's transformation from a seasonal beach retreat into a globally connected, culturally immersive, and year-round tourism destination.

This sustained momentum is powered by a three-pronged strategy from the Department of Tourism, Government of Goa: strengthening core and emerging market outreach, expanding international air connectivity, and diversifying tourism offerings to attract a broader spectrum of travellers.

Expanded Connectivity Fuels Growth

Strategic aviation partnerships have unlocked new international routes. Air India Express, which already operated flights to Dubai, has now added direct connections to Kuwait and Abu Dhabi. These additions stem from ongoing dialogue with Gulf carriers and a targeted push into Middle Eastern transit hubs—key moves as Goa works with the Centre to ease current bilateral flight limitations.

Aggressive Global Promotions

Goa Tourism has stepped up international outreach with a strong presence at marquee global events including WTM London, ITB Asia (Singapore), the Tashkent International Tourism Fair, and Arabian Travel Market (ATM) 2025 in Dubai.

At WTM London, Goa joined the Chalo India Global Diaspora Initiative, which invites members of the Indian diaspora to introduce foreign friends to India—a campaign that aligns perfectly with Goa's focus on high-value travellers and cultural ambassadors.

During ATM Dubai, top-level meetings with the Consul General of India and Gulf region stakeholders laid the foundation for a long-term tourism bridge

between the UAE and India, positioning Goa as a premium destination for leisure, wellness, culture, and family travel.

Goa Beyond Beaches: All-Season Travel

Goa is redefining its identity through diverse and immersive experiences:

- Ekadasha Teertha spiritual circuit
- Ayurveda and wellness retreats
- Hinterland eco-adventures
- Monsoon village experiences

These offerings resonate with conscious travellers, global nomads, and domestic tourists seeking off-season escapes. Events like Deep Parv, Raponkaracho Sea Food Festival, Chikhal Kalo, Sao Joao, and the Spirit of Goa & Heritage Festival have enhanced local cultural tourism, drawing visitors beyond the coastline.

Seasonal Readiness and Industry Dialogue

While May continues to benefit from school holiday travel, regional uncertainty has introduced some volatility in bookings. To address this, the Department has convened industry stakeholders—hoteliers, transporters, travel agents, and alternate accommodation providers—to review May–July trends and collaboratively prepare for any potential demand softening.

Tourism for Impact: Inclusive, Responsible, and Forward-Looking

Goa's Homestay Policy, support for women-led enterprises, and integration of village-based tourism initiatives are ensuring wider and more inclusive distribution of tourism benefits. The state is also working to bring alternate accommodations into the formal tourism ecosystem, encouraging quality standards, transparency, and long-term viability.

“Our Q1 success is no accident — it's the result of strategic vision, market-driven outreach, and strong public-private collaboration,” said Shri Rohan Khaunte, Hon'ble Minister for Tourism, IT, E&C, Government of Goa. “As we

navigate emerging dynamics, our mission remains clear: to build a future-ready Goa rooted in sustainability, connectivity, and meaningful visitor experiences.”

As 2025 progresses, Goa Tourism remains focused on delivering value-driven growth, responsive governance, and shared prosperity, setting new benchmarks for resilient and inclusive tourism across India.