

The initiatives undertaken are:

- **Eco and Nature based tourism:**
 - Launched Homestay policy.
 - Launched Caravan tourism policy.
 - MoU with Airbnb.
 - E-bike tours
 - Showcased Goa beyond beaches to 40 numbers of National media.
 - Goa tourism has organized a Reel making competition to promote destinations of Goa under following themes:
 - Treks of Goa
 - Homestays of Goa
 - Nature of Goa
 - To promote Eco – tourism activities, Goa tourism has appointed an operator for undertaking treks & trails at Dudhsagar waterfalls.
 - Cotigao village has won bronze award for the BEST TOURISM VILLAGE from Ministry of Tourism, GOI.
- **Spiritual, Heritage & Culture:**
 - MoU with Uttarakhand Tourism.
 - MoU with Temple Connect.
 - Participated in the first International Temples Convention and Expo held at Varanasi from 22nd – 24th July 2023.
 - Goa tourism has organized a Reel making competition to promote destinations of Goa under following themes:
 - Spiritual tourism in Goa
 - Cuisines of Goa
 - Festivals like ChikalKalo& Sao Joao, Deepotsav, Heritage festival, Shigmo& Carnival, food & culture festival, Sri Ram Jyoti.
 - ET Travel World Awards 2023 for Fairs and Festivals state of the year.
- **Adventure & Sports Tourism**
 - EOI for NTS
 - Bungee Jumping at Mayem Lake, Motor gliding and various other watersports in Goa.
 - 3 tour agents have been empaneled by Goa Tourism for undertaking unique experiential tours like nature trails, heritage cruise, village walks, bird watching, culinary trails, camping & distillery tours. 130 Yuva Tourism Clubs.
 - **Goa Tourism supported sports events:**
 - **Ironman.**
 - “RFC India” an International Off-Road Motorsport Competition from 22nd – 29th July 2023.
 - Adventure Racing India Championship 2023 – part of ARWS- Asia series from 8th – 10th Sept 2023
 - Surf festival of Goa from 29th Sep to 1st Oct 2023
 - 37th National games held in October 2023.
 - Volleyball World Beach Pro Tour at Zuri White Sand Resort in South Goa from 19th Oct 2023 till 22nd October 2023.
 - World Table Tennis competition from 27th February 2023 to 5th March 2023.
 - Sports tourism conclave to promote sports tourism in the State.

- **MICE & Wedding Tourism:**

- Infrastructure Development:**

- Convention Center being developed at Rua-De-Ourem Creek
 - Developing a Mini-Convention center at Margao

- Various Tourism events undertaken by Goa Tourism:**

- 4th G20 Tourism Working group meeting
 - G20 tourism ministerial meeting & session on Cruise tourism
 - TVS Motosoul 2023 Bike event on 3rd & 4th March 2023
 - Maruti India 2023 Exhibition from 4th – 7th April 2023
 - Royal Enfield “Motoverse” 2023 event from 24th – 26th November 2023
 - India Bike Week on 8th & 9th December 2023

- Policy Development & administrative support:**

- 435+ beach weddings undertaken from Jan 2021 – December 2023
 - formulated a draft MICE and Wedding Tourism

- **Leisure and Entertainment**

- Supported Sunburn Festival 2023
 - Supported Echoes of Earth 2024 from 2nd Feb – 4th Feb 2024, a sustainable, green festival that celebrates music, art, and the environment.
 - To attract leisure tourists, Goa Tourism promoted the tourism offerings in Dubai, London, Berlin, Japan, Lisbon etc.
 - Goa hosted the Tourism delegation from Malaysia to promote leisure tourism

- **Wellness & Medical**

- Signing a MoU with All India Institute of Ayurveda, Goa for Development and Promotion of Wellness and Medical Tourism in Goa is in process.
 - Requested the central government for implementation of Digital nomad visa.
 - Goa is promoting Wellness & Medical tourism vide its social Media handles.

- **Goan Waters (Coastal + Rivers)**

- Goa tourism has organized a Reel making competition to promote destinations of Goa under the theme “Beaches of Goa”
 - Appointed private operator for operating Heritage Boat cruise at mandovi in Goa,
 - Appointed private operator for Nautical tours in Goa
 - Development and inauguration of Dona Paula Jetty.
 - Jetty Terminal Building development is in progress at Santa Monica Jetty, which shall become a prime attracting for tourists to undertake various river cruises
 - Goa was awarded by Outlook Travel awards 2023 for Best Beach Destination of India