



## Press Release



### **Goa Tourism bags two prestigious India Today Tourism Awards**

*Adjudged as Best State and Best Beaches/Coastal Destination (Palolem)*

**Panjim, Feb 27:** Goa has been recognized as 'Best State – Travellers' Choice' and 'Best Beaches/Coastal Destination (Palolem- Goa)' at the India Today Tourism Survey & Awards 2019.

The Hon'ble Minister for Tourism, Govt. Of Goa, Mr. Manohar Ajaonkar today hailed Goa Tourism's achievement. He said, "I have always been reinforcing the fact that Goa is the top tourist destination in India and we have taken several measures to ensure that remains at the top across all parameters which includes safety of tourists, cleanliness and hygiene, infrastructure development, new tourism initiatives and more."

Mr. Ajaonkar's jubilant reaction comes soon after Goa Tourism was presented with the two prestigious India Today Tourism awards by Mr. K J Alphons, the Hon'ble Union Minister of State for Tourism (Independent Charge), in New Delhi this Monday.



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**Best state for travel:** While beaches are the mainstay of Goa's tourism landscape, the state has a lot to offer in terms of culture, adventure, wellness and more. Goa has the finest, most well-maintained beaches in India. And what makes it so special is that each beach has a distinct personality. The north and south are as different as chalk and cheese in terms of topography, food and activities on offer. Goa is for the tourist who loves nature, enjoys the sunny beaches, is a foodie, loves art, wants to study its brilliant architecture, or tour of a spice or cashew estate. In recent times, the state has also emerged as a destination for spiritual seekers as its natural beauty and Zen personality attracts yoga lovers and alternative medical practitioners by the dozens.

**Best beach or coastal destination:** Palolem beach, located in southern Goa, emerged as the most favoured beach in India, given its location, natural beauty and the range of activities on offer. It has been described as one beach that caters to both families and backpackers. Palolem has held its position as one of the finest beaches in Goa because of the diversity in experiences it offers: Its bamboo hut shacks, locals selling their colourful wares, yoga, spirituality etc.

The India Today Tourism Awards 2019 recognises popular travel destinations and attractions across the country in a range of categories. This year it commissioned market research company IPSOS to sample opinion through online and offline surveys in 10 urban locations from all corners of India. The list of winners reflects the public thirst for variety: From thronging beaches to mountain wildernesses, and from riverbanks to highways. To keep things interesting, it also introduced some novel categories, such as 'Iconic Landscapes' and 'Scenic Roads'.