



Ministry of Tourism
Government of India



Domestic Tourism roadshow in Goa organised by Ministry of Tourism on December 19, 2020

Ministry of Tourism, Government of India organised the domestic tourism road show in Goa on 19th Dec. 2020 through its Indiatourism office in Goa . This event was organised in collaboration with Goa Tourism and Tourism and Travel and Tourism Association of Goa (TTAG).

This B2B event and second in series of domestic tourism Road shows in the Western and Central Region that the Ministry of Tourism has planned to conduct since the Covid-19 outbreak was inaugurated by the Chief Guest Ms. Rupinder Brar , Additional Director General, Ministry of Tourism .

This roadshow featured fruitful engagement between tour operators from Maharashtra and Goa. This event was one of the series of roadshows being organized in Western & Central Region by Indiatourism Mumbai. Maharashtra Tour Operators delegation consisted of 15 tour operators who drove into Goa to experience the Road travel which is now gaining popularity as travel is unlocking across the country. 30 members of Travel and Tourism Association of Goa (TTAG) participated in the roadshow.

Delivering his keynote address, Additional Director General Rupinder Brar spoke about how Domestic tourism, when developed in a meaningful, sustainable and complementary way to international tourism, offers India an exceptional platform for



year-round tourism economy growth and development. She said “ This would mean a relentless determination to drive up quality, whether accommodation, hospitality or customer service.” She also spoke about the several initiatives being taken by Ministry of Tourism in rebooting the tourism sector and the Dekho Apna Desh Campaign and the famed Dekho Apna Desh Webinar Series.

Shri J. Ashok Kumar, Secretary (Tourism), Govt. of Goa informed about the release of new Tourism policy of Goa in November, 2020 which aims on shifting from Coastal to Hinterland Tourism in the State. He also informed about the State having a dedicated agency for Beach Clean – up and forthcoming initiative of having a dedicated Police Force for all beaches

Goa Tourism Development Corporation made a presentation on the limitless options for holiday makers in Goa and especially the new tourism products being developed by the State.

Mr. Nilesh Shah, the President of the Travel and Tourism Association of Goa (TTAG) the apex body representing the Hotel & Travel Trade in Goa welcomed the participants . TTAG consists of Hoteliers, Travel Agents, Tour Operators, Airlines and other allied bodies.

Excellent support was extended by Goa Tourism, Institute of Hotel Management ,Goa , TTAG in organizing the roadshow.
