

# GOMANT

beaches and beyond



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## Initiatives

### Goa Tourism woos foreign tourists from Iran



**Panjim, 2 August 2015:** Goa Tourism hosted a Familiarization (FAM) Trip for 18 travel and tour operators from Iran in association with Air Arabia, an exercise to market value based Monsoon Tourism in the Middle East. This is the third FAM trip organized in recent times by Goa Tourism for travel and tour operators from the oil rich provinces in the Gulf. Two separate Familiarization (FAM) trips from the Gulf regions were hosted in May and June 2015. The travel and tour operators from Iran arrived in Goa on July 25, 2015 on a 5 day FAM trip and were given insights into various tourism facets that Goa has to offer. During this FAM, the guests from Iran experienced the thrills of white water rafting in the river waters at Mhadei in Sattari. They also visited Atreya Vedic Farm at Mollem, important mosques, temples, churches, beaches and hotel properties, besides relishing Goan cuisine along with Goan folklore and culture.

Iran, though an energy super power, is also a tourism destination with diverse activities especially adventure. They met officials of

Goa Tourism and tourism stakeholders where they engaged in B2B dialogues and exchanged views on promotion of tourism and travel.

The Hon'ble Minister for Tourism Mr Dilip Parulekar said, "Iran is an important tourism market for Goa Tourism and we are focusing our marketing strategies for attracting foreign tourists from this region. Goa is a perfect holiday destination for visitors from Iran and there is a surge in footfalls from Iran during the last two years." He pointed out that during the year 2014 as many as 3,990 tourists from Iran visited Goa. While during the charter season 2014-15 as many as 42 charter flights landed in Goa from Iran bringing in 3,594 tourists. Foreign nationals from Iran also visit Goa as FITs.

The Hon'ble Chairman of Goa Tourism Development Corporation Mr. Nilesh Cabral said, "Visitors from the Middle East opt to holiday in Goa during the monsoons. Goa has also carved a niche for itself as a Destination for Yoga, Ayurveda and Wellness tourism which are some of the newer tourism options that tourists from the Middle East seek while planning holidays in India. It is our endeavor to enhance footfalls from the Middle East and give them an experience of our new offerings in addition to adventure and all other tourism avenues." Mr Yogesh Naik, Manager - Marketing (GTDC) co-ordinated the entire FAM tour for the Iranian contingent.

A B2B interaction with the Goan Travel Trade stakeholders was also organized and was well attended. This included a presentation on Goa Tourism. The Iranian contingent enjoyed luxury stays at the Radissons, Mayfair Hideaway Spa and Aillias in Goa and experienced Goan hospitality par excellence.

## Tourism Minister Shri. Dilip Parulekar bags 'Best Innovated Tourism Minister' for the year 2015



Panjim, 5th August 2015: The Hon'ble Minister for Tourism, Government of Goa, Shri. Dilip Parulekar has been awarded the PATWA - Safari India South Asia Travel awards in the category for 'Best Innovated Tourism Minister' for the year 2015. This award will be presented to him at a ceremony in New Delhi on August 7, 2015. Pacific Area Travel Writers Association

(PATWA) is an affiliate of United Nations WTO.

Shri. Parulekar is the first tourism minister of Goa to receive this prestigious award. The Hon'ble Minister for Tourism, Shri. Dilip Parulekar said, "It is a matter of great pride and honor for me and the Tourism ministry, Government of Goa. During the last three-and-a-half years as Minister for Tourism in the Government of Goa, it has been my endeavor to take Goa Tourism to greater heights. Innovating, re-branding and creativity have been the key mantras that I have been working on tirelessly along with my young and energetic team."

He further said, "Tourism is a subject close to my heart and I am thankful to the then Chief Minister of Goa and now, the Hon'ble Union Defence Minister, Shri. Manohar Parrikar for reposing confidence in me and allocating the tourism portfolio to me in 2012." Shri. Parulekar pointed out that Goa Tourism has achieved a lot during his stint as tourism minister and attributed this

success to the co-operation and support of the government, all tourism officials and the media in promoting Goa tourism far and wide. He added that during the last one year new initiatives have been launched such as the Hot Air Balloons, Amphibious vessels, Seaplanes, Women Taxi Service and Comprehensive Beach Cleaning Management Plan.

Safety on the beach belt has been augmented through the lifeguard services and IRB patrolling, and other safety measures strengthened. Tourism infrastructure has also been augmented and new facilities such as parking, changing rooms, toilet and locker facilities will be put in place soon. Safari India is a prestigious regional tourism magazine covering India, Nepal, Sri Lanka, Bangladesh, Pakistan and South East Asia. It covers a wide range of topics on tourism, aviation, travel agents, hotels, travel trade conferences, wildlife and environment.



## Awards

### Goa bags 'Wellness Destination of the Year' Award at IITM, Chennai



Goa Tourism bagged the prestigious 'Wellness Destination of the Year' award at the India International Travel Mart (IITM) 2015 which took place over three days in Chennai.

Goa's stall at IITM Chennai received an overwhelming response and a large number of travel and tour agencies visited the stall..

The Goa stall, decked up in classic Goan style with 3D detailing and customized lighting, depicting the contrasts of Goa in line with Goa's brand strategy, was a massive draw for visitors on all the 3 days, marking an excellent response from both the trade and general public. A Goa evening was also organised at the Chennai Deluxe Hotel for select local travel operators. The evening consisted of a presentation on Goa, screening of a film on Goa, entertainment performance and authentic dinner, followed by informal interaction with tourism officials, offering Chennai a true flavour of Goa.

### Goa bags "Wedding Destination of the Year" Award at IITM, Bangalore

Goa Tourism won the prestigious award as the "Wedding Destination of the Year" at the Indian International Travel Mart (IITM) Bangalore.

A delegation of officials from Goa Tourism along with hoteliers and travel and tour operators from Goa graced the occasion.

The award was received by Mr. Deepak Narvekar, PRO, Goa Tourism at the hands of Mr. Indrajith De Silva, Director - Sri Lanka Tourism Promotion Bureau.

A presentation, Q&A sessions and quiz on tourism in Goa were organized for the Travel Agents and Tour Operators from Bangalore.

The rich and diverse culture of Goa was depicted through a

colourful program at the event. Goa presented its new initiatives, Monsoon Tourism and various other facets both to the national and international



visitors. Goa Tourism's pavilion at the IITM 2015 in Bangalore received an overwhelming response and was one among the 120 stalls that participated from around the country and across the globe.

### Goa wins the "Best Decorated Stall Award" at TTF Hyderabad

Competing with various other states that had stall spaces of over 80 sq meters, Goa Tourism bagged the "Best Decorated Stall Award" at the Travel & Tourism Fair (TTF) 2015 in Hyderabad by putting up an impressive decor in a stall area of just 36 sq meters. An intricate design that created arches with three dimensional depth made a rush to the platform for photographs.

The stall got over 1,600 footfalls with many genuine customers interacting with prominent hoteliers and officials from Goa

Tourism.

The Goa evening was organised at the Taj Vivanta Begumpet where over 80 travel and tourism trade personnel attended. The evening was uniquely designed with a full LED screen, digitally mapped facet, backdrop that depicted Goan Heritage houses with multiple facets on the windows. A cultural performance mesmerized the crowd during the Goa evening making it a successful event.



## Events - Bonderam 2015



Goa Tourism organized the Bonderam festival, which is celebrated in the island of Divar, located 12 kms from Panjim city, on the fourth Saturday of August. This year the festival fell on August 22, 2015.

The name Bonderam originates from 'Bandeira' – the Portuguese word for flag. During the Portuguese rule there were frequent disputes between the villagers on the Divar island over property issues. Thus the Portuguese introduced a system by putting up flags to demarcate the boundaries.

The otherwise laidback island of Divar came alive on the day of the Bonderam festival. The day began with a Flag Parade from the main Divar junction, which is accompanied by a Brass Band. After this the Bonderam festival was officially declared open. Later in the day there was a fancy dress competition followed by the traditional float parade and a live musical performance featuring the famous music bands of Goa. The festival begun at noon and concluded late in the evening.

### Photo of the month



A little girl performs at on the one of the floats at the Bonderam Festival 2015

### Top tweets



**Department of Tourism**  
 Paryatan Bhavan, 2nd Floor, Patto Plaza,  
 Panaji-Goa, India 403001  
 T: 832 2437132 / 2437728 / 2438515 / 2438866  
 F: +91 832 2437433  
 E: reservations@goa-tourism.com

**Goa Tourism Development Corporation Ltd.**  
 Paryatan Bhavan, 3rd Floor, Patto Plaza,  
 Panaji-Goa, India 403001  
 T: 832 2437132 / 2437728 / 2438515 / 2438866  
 F: +91 832 2437433  
 E: reservations@goa-tourism.com