SEPTEMBER 2026

TOURISM NEWSLETTER

WORLD TOURISM DAY 2026: REIMAGINING GOA'S TOURISM FUTURE

September marked a month-long celebration of World Tourism Day in Goa, culminating on 27 September with the Tourism Stakeholders' Meet at Grand Hyatt Goa, Bambolim, organised by the Department of Tourism, Government of Goa, in association with TTAG.









World Tourism Day 2026





The celebrations brought together tourism stakeholders, industry representatives and partners to reflect on Goa's evolving tourism landscape and the opportunities that lie ahead. Discussions focused on key areas shaping the next phase of tourism in the State, including MICE tourism, artificial intelligence, emerging markets, high-value tourism, sustainable growth and strengthening Goa as a year-round destination.

The month also moved beyond conventional tourism showcases, bringing attention to the many ways Goa can be experienced — through its communities, culture, hinterland, heritage, food and emerging experiential offerings. The celebrations reflected a larger shift towards a tourism model that is diverse, inclusive, technology-enabled and rooted in Goa's identity.

The Stakeholders' Meet provided a platform for the government and tourism industry to come together, exchange perspectives and explore collaborative pathways for the future. With technology and AI increasingly becoming part of how travellers discover and experience destinations, the discussions also highlighted the importance of balancing digital innovation with Goa's enduring strength — its human hospitality.

WORLD TOURISM DAY CELEBRATION FOR THE MONTH.

Goa Tourism, in association with the Travel and Tourism Association of Goa (TTAG), marked World Tourism Day 2026 with a month-long calendar of experiences that encouraged people to discover Goa beyond its familiar tourism narrative. The programme brought together YUVA and the public through heritage walks, village saunters, cycling and e-bike trails, cruises, kayaking, birdwatching, hinterland experiences, art workshops, food trails and nature-based experiences.



















Highlights included Museum of Goa visits, Aguad Heritage Walks, Saligao Village Saunter, the Mollem Bioluminescence Trail, Old Goa heritage and art experiences, Chorao Island E-bike Tour, Carambolim birdwatching, Goan Hinterland Experience, Goencho Swad 3.0 and Secret Food & Tavern Trail. Dedicated boat cruises were also organised for senior citizens, persons with disabilities and children with special needs, making the celebrations more inclusive.

GOA YUVA TOURISM MEET 2026:

PUTTING YOUTH AT THE CENTRE OF TOURISM'S FUTURE

On 24 September 2026, Goa Tourism hosted the Goa Yuva Tourism Meet 2026 at NIO Auditorium, Dona Paula, bringing together students, young tourism enthusiasts, creators, influencers, industry professionals and tourism stakeholders.

With Digital Agenda and Artificial Intelligence to Redesign Tourism at its core, the meet created a platform for young people to explore how technology, creativity and new ideas can shape Goa's tourism journey.









Goa Yuva Tourism Meet 2026





The programme featured two key thematic tracks — "Digital Agenda & AI to Redesign Goa's Tourism Future" and "Goa Beyond Beaches – Scaling Sustainable Tourism Future." These discussions looked at how young talent can contribute to a tourism ecosystem that is innovative while remaining connected to Goa's communities, culture and natural environment.

A key highlight of the day was the launch of the Goa Tourism AI Chatbot, designed to make travel information and assistance more accessible to visitors through technology. The initiative is aimed at helping travellers discover verified information, accommodation options, transit guidance and tourism-related assistance through a digital interface.

The event also saw the launch of the Goa Creator Circle, creating a platform for Goa's young creators to engage with the tourism ecosystem, along with the State-level Tourist Facilitator Certification Programme.

The Goa Yuva Tourism Meet underlined a simple idea: the future of tourism is not only being built for young people, but with them. By bringing youth, technology, creativity and tourism stakeholders into the same conversation, Goa is creating space for the next generation to actively participate in shaping how the State is experienced and represented.

AI FILTER CONTEST #MEETMEINGOA

WHEN TRAVELLERS REIMAGINED GOA THROUGH AI

As part of the World Tourism Day celebrations, Goa Tourism took its digital storytelling a step further with the #MeetMeInGoa AI campaign, inviting people to use artificial intelligence to place themselves within unique Goa experiences.

Instead of simply showcasing destinations through traditional photographs, the campaign invited participants to become part of the story.

Participants first uploaded their own photograph and selected one of the featured Goa experiences. Using the campaign's base prompt along with the chosen experience prompt, they could generate a realistic AI image of themselves experiencing Goa — while keeping their identity and appearance recognisable.

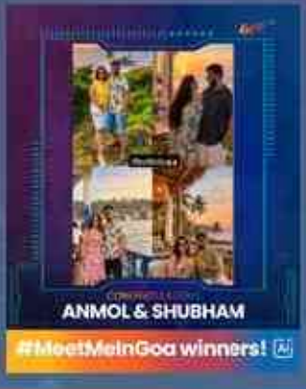








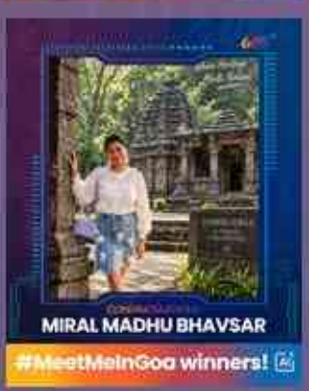












The campaign featured experiences at distinctive locations across the State, including Mayem Lake, Tambdi Surla and the Goa ferry, encouraging participants to discover Goa through experiences that extended beyond its familiar tourism imagery.

Participants then shared their AI-generated Goa experiences on their Instagram Stories, tagged @goatourism and invited their friends to participate. The result was a stream of user-generated Goa stories, with people from different places imagining themselves exploring the State in new ways.

The campaign also turned participation into an opportunity to experience Goa in real life. Selected winners were offered curated experiences and rewards from tourism stakeholders, including Museum of Goa, Heritage Cruises and IHCL Goa.

Through #MeetMeInGoa, technology became more than a creative tool — it became a way for audiences to imagine, participate in and share their own version of Goa. The campaign brought together AI, social storytelling and tourism experiences while giving the public an active role in creating the destination narrative.

BLTM DELHI 2026:

Goa Tourism participated as a Partner State at BLTM 2026, held from 2–4 September at Yashobhoomi, New Delhi. The event brought together MICE planners, wedding planners, corporate buyers, tourism boards and travel trade stakeholders.

Goa showcased its growing potential in the MICE and wedding segment and was recognised with the “Most Promising MICE and Wedding Destination” award.













BLTM Delhi 2026

41ST IATO ANNUAL CONVENTION 2026:

Goa Tourism participated in the 41st IATO Annual Convention, held from 10–13 September in Visakhapatnam under the theme "India: The World's Next Tourism Opportunity."

Goa Tourism received the Best Digital Marketing Campaign Award, recognising its digital storytelling and efforts to present a wider and more diverse picture of Goa through its tourism communication.















41st IATO Annual Convention 2026

GANESH CHATURTHI & SANGOD:

Ganesh Chaturthi brought alive Goa's diverse community traditions, with families and villages coming together through distinctive rituals, devotional music and celebrations.

Among these traditions, Sangod Utsav remains one of Goa's most distinctive cultural expressions. Held on the seventh day of Ganesh Chaturthi along the Cumbharjua Canal, the centuries-old tradition sees decorated canoes and boats come together in a vibrant procession connected to Ganesh Visarjan.













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GALLERY





























