Long Term (2035–2047) (Maharashtra@100)

Vision: Transform Maharashtra into a global tourism powerhouse, fully aligned with sustainability, innovation, and inclusive growth

STRATEGIC PILLAR	GOALS
Tourism Metrics	• Tourist footfall: 310 Mn • Avg. stay: 5+ days • Spend: INR 50,000 (Per Visit)
Policy Reforms & Infrastructure	• Global-standard circuits with green ratings & last-mile connectivity • Smart tourism cities with real-time visitor data and AI infrastructure management • Attract 2 lakh crore private investment
Branding, Safety & Outreach	• Position Maharashtra as India's global tourism gateway • Launch premium tourism packages and global loyalty programs • Branding the tourism festivals and events across globally
MICE & Global Events	• Host 10-15 global mega-festivals, concerts and world-class theme parks in metro cities for e.g. Mumbai & Pune
Rural & Women Empowerment	• Transform rural livelihoods via tourism • Deploy tourism-linked microfinance & insurance networks
Fiscal & Capacity-Building Support	• AI-driven tourism training & employment platform
Digital Enablement	• AI-powered travel planner, multilingual cashless tourism • Smart tourism cities with real-time visitor data • AI infrastructure management
MMR Growth Hub	• MMR becomes $1.5 trillion global tourism node
Sustainable tourism	• Sustainable tourism model aligned with Net Zero emissions goals
Responsible tourism	• Building Maharashtra's image as safe, secure and trusted tourist destination
Thematic Destination Development	
Maha- Special destination development	• Establish Maharashtra as a global tourism destination with fully integrated thematic circuits.
Spiritual tourism	• Global spiritual tourism hub with seamless access, multilingual guides, and infrastructure parity with top sites.
Wildlife tourism	• Establish Maharashtra as a preferred wildlife tourist destination with immersive experiences

Eco-tourism	• Maharashtra as Asia's model for eco-tourism with certified green practices in all reserves.
Harbour tourism development	• Position Konkan Coast as the "Gold Coast of Asia": identified 8–10 luxury beach hubs featuring luxury resorts, water-based adventure etcalong the 600km 4-lane Konkan Drive.
Fort tourism	• Maharashtra as Asia's only Fort Tourism Destination, 350+ forts for treks and 100% digitally enabled history experiences with year-round trails and heritage circuits
Wedding destination	• Establish Maharahstra within Top 5 wedding destinations in India through consistent branding and outreach