

Medium Term (2029–2035) – (Maharashtra@75)

Vision: Position Maharashtra as a national leader in diversified tourism offerings and make the Mumbai Metropolitan Region (MMR) a globally competitive tourism hub.

STRATEGIC PILLAR	GOALS
Tourism Metrics	<ul style="list-style-type: none"> • Tourist footfall: 200 Mn • Avg. stay: 3.5 days • Spend: INR 30,000
Policy Reforms & Infrastructure	<ul style="list-style-type: none"> • Expand infrastructure in Tier 2/3 • Attract 1 lakh crore private investment • Upgrade tourist facilities at all tourist destinations. • Universal design in destinations
Branding, Safety & Outreach	<ul style="list-style-type: none"> • Annual MMR events like Mumbai Festival, Food Festival, Flamingo Festival, etc. • Create Maharashtra tourism brand internationally • Initiatives like Bundled passes, family holiday circuits with discounts and rewards • International marketing campaigns and MoUs with global travel operators, media and airlines • Branding the tourism festivals and events across India
MICE & Global Events	<ul style="list-style-type: none"> • Make Mumbai and Pune among top 5 global MICE destinations. • Host 10–12 mega global festivals, concerts, and expos.
Rural & Women Empowerment	<ul style="list-style-type: none"> • Promotion of festivals and homestays • Empower 10,000 women entrepreneurs in tourism • Establish homestay and agro-unit clusters
Fiscal & Capacity-Building Support	<ul style="list-style-type: none"> • Establish tourism innovation labs, MICE skill hubs
Employment in tourism sector	<ul style="list-style-type: none"> • 18 lakh direct and indirect jobs
Digital Enablement	<ul style="list-style-type: none"> • Digitizing destinations for better visitor planning, feedback, and personalization • Smart infrastructure in other tourist destinations. Implement digital access, bookings, AR/VR, and AI tools.
MMR Growth Hub	<ul style="list-style-type: none"> • Execute 18+ mega projects - eg. Nhava Island, Mumbai Eye, Floatels, Beach tourism, cruise tourism, flamingo view point, Marina in Belapur, etc.,
Sustainable tourism	<ul style="list-style-type: none"> • Ensure sustainable infrastructure at all tourist destinations • Build carbon calculators for tourists
Responsible tourism	<ul style="list-style-type: none"> • Monitoring and improvement of safety and behaviorial quality at tourism destinations

Thematic Destination Development	
Maha- Special destination development	<ul style="list-style-type: none"> • Execute development across all 50 destinations across districts to promote balanced regional growth and employment
Spiritual tourism	<ul style="list-style-type: none"> • Achieve leadership as India's #1 pilgrimage destination (250+ Mn footfall).
Wildlife tourism	<ul style="list-style-type: none"> • Expand sustainable wildlife zones.
Eco-tourism	<ul style="list-style-type: none"> • Identification of eco-destination, trails
Harbour tourism development	<ul style="list-style-type: none"> • Cruise tourism for entertainment purposes for long distances • To boost interstate river tourism potential, department has identified various locations connecting with Gujarat and Madhya Pradesh.
Fort tourism	<ul style="list-style-type: none"> • Digitally enable 150+ forts with immersive history experiences and guided treks.
Theme parks	<ul style="list-style-type: none"> • Development and promotion of world-class theme parks
Wedding destination	<ul style="list-style-type: none"> • Increase the number of premium wedding venues • Collaborate with international wedding planners and influencers to promote Maharashtra as a global wedding destination.