Goals

Short Term (2025–2029)

Vision: Laying the foundation for vibrant, inclusive and digitally enabled tourism ecosystem through introduction of policies, schemes, basic infrastructure and other enablers for growth.

STRATEGIC PILLAR	GOALS
Tourism Metrics	• Tourist footfall: 150 Mn • Avg. stay: 2.5 days • Spend: INR 15,000
Policy Reforms & Infrastructure	• Launching of various policies/schemes/G.R.s - State tourism policy, MICE G.R., AAI policy, RTDS etc,. • Upgrade tourist facilities at major tourist destinations. • Development of a tourism land bank. • Introduction of a Single Window Clearance System for ease of doing business • Promotion of PPP projects in resorts, ropeways, eco-parks, and cruise terminals. • Promote private investment
Branding, Safety & Outreach	• Pan-India marketing campaign to create a distinct identity for Maharashtra Tourism by adopting a 360-degree approach through dedicated campaign. • Installation of tourist signages across key destinations. • Launch of the Tourism Mitra initiative to promote safe and responsible tourism • Organizing yearly 20+ tourism festivals through which various tourist places / attractions of the state will be widely publicized. • Leverage influencers & global partnerships
MICE & Global Events	• Formation of MICE Bureau • Build world-class MICE venues in emerging metros • Provision of incentives for organisers • Host 3–5 international MICE events in Tier 1 Cities.
Rural & Women Empowerment	• Promotion of Rural Tourism through Tourism fairs/Annual Fairs, • Introducing Tourism Awards for best Tourism Villages, • Financial incentives for establishing homestays , Agro Tourism Units. • Introduction of the AAI Policy to support women entrepreneurs in tourism

Fiscal & Capacity-Building Support	• Skill development Programme for tourist guides, tour operators and youth.
	• Financial Incentives for:
	    o ICT enablement in tourism
	    o Reviving art, culture, and cuisine
	    o Agro-tourism enterprises
	    o Research and innovation in tourism and hospitality

Employment in tourism sector	• 9 lakh direct and indirect jobs
Digital Enablement	• Launch tourism app, map 100+ sites • Smart infratstructure at 3 major tourist destinations

	• Partner with tech startups for immersive content
MMR Growth Hub	• Prepare investment roadmap • Initiate 18+ mega projects - eg. Nhava Island, Mumbai Eye, Floatels, Beach tourism, cruise tourism, flamingo view point, Marina in Belapur, etc,.
Sustainable tourism	• Launch sustainability intiatives like low carbon infrastructure - EV charging stations, golf carts at MTDC resorts, cycling paths, ropeways, solar-powered tourism facilities, rain-water harvesting, etc,.
Responsible tourism	• Appointment of Tourism mitra at all destinations • Behavourial & soft skill training for locals • Penalties for vandalism , littering , etc,. • Initiating establishment of safety measures
Thematic Destination Development	
Maha- Special destination development	• Under Maha- Special destination development program department has identified Beach, Spiritual, Culture & Heritage, Adventure, MICE, Rural etc. tourism. • Identify 50 destinations for MAHA Destination development programme and launch development in 10 districts
Spiritual tourism	• Promote the Shaktipeeth and Ashtavinayak circuits with digital guides and amenities. • Begin Nasik–Shirdi–Aurangabad circuit.
Wildlife tourism	• Establish Tadoba as Asia's #1 tiger destination: eco-lodges, safari circuits, birding trails.
Eco-tourism	• Identification of destinations, trails, festivals and initiate development
Harbour tourism development	• Identify and initiate development of Island tourism • Local Ferry may be deployed for short distances and duration • To boost tourism potential along the coast of Maharashtra identified various locations around Ratnagiri, Raigad and Thane districts.
Fort tourism	• Promote ASI and Non-ASI forts • Provide basic toruist infrastructure • Digitize top 50 forts with QR-based guides. • Begin AR/VR content development.
Theme parks	• Identify destinations for development of theme parks like Disneyland, Universal Studios and attract private investment
Wedding destination	• Identify and develop dedicated wedding clusters (eg. Alibag, Nashik, Lonavala) • Launch a national campaign highlighting Maharashtra's diverse wedding offerings, targeting domestic couples and NRIs. • Implement policies that facilitate easy licensing and permissions for destination wedding organisers.