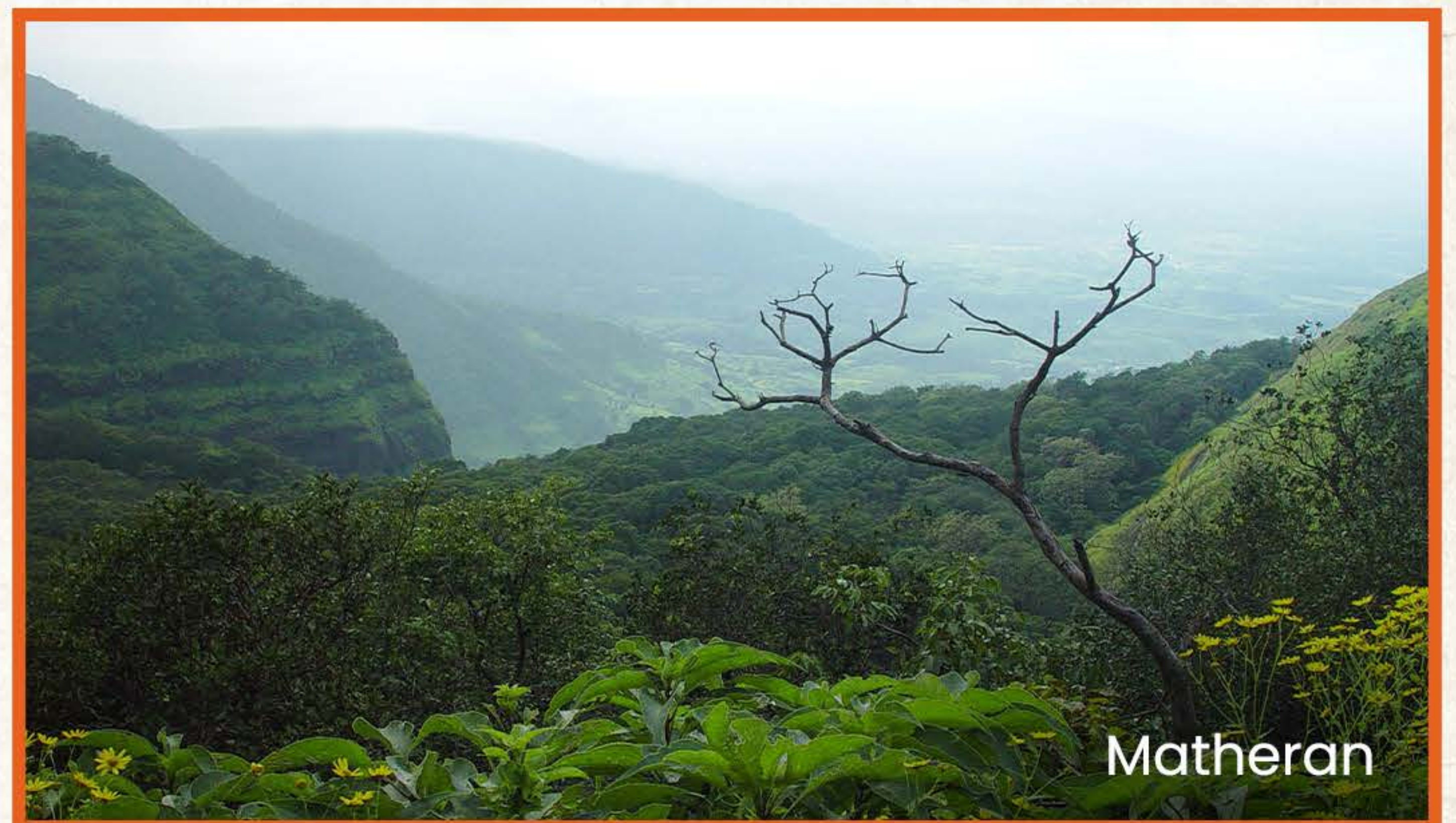
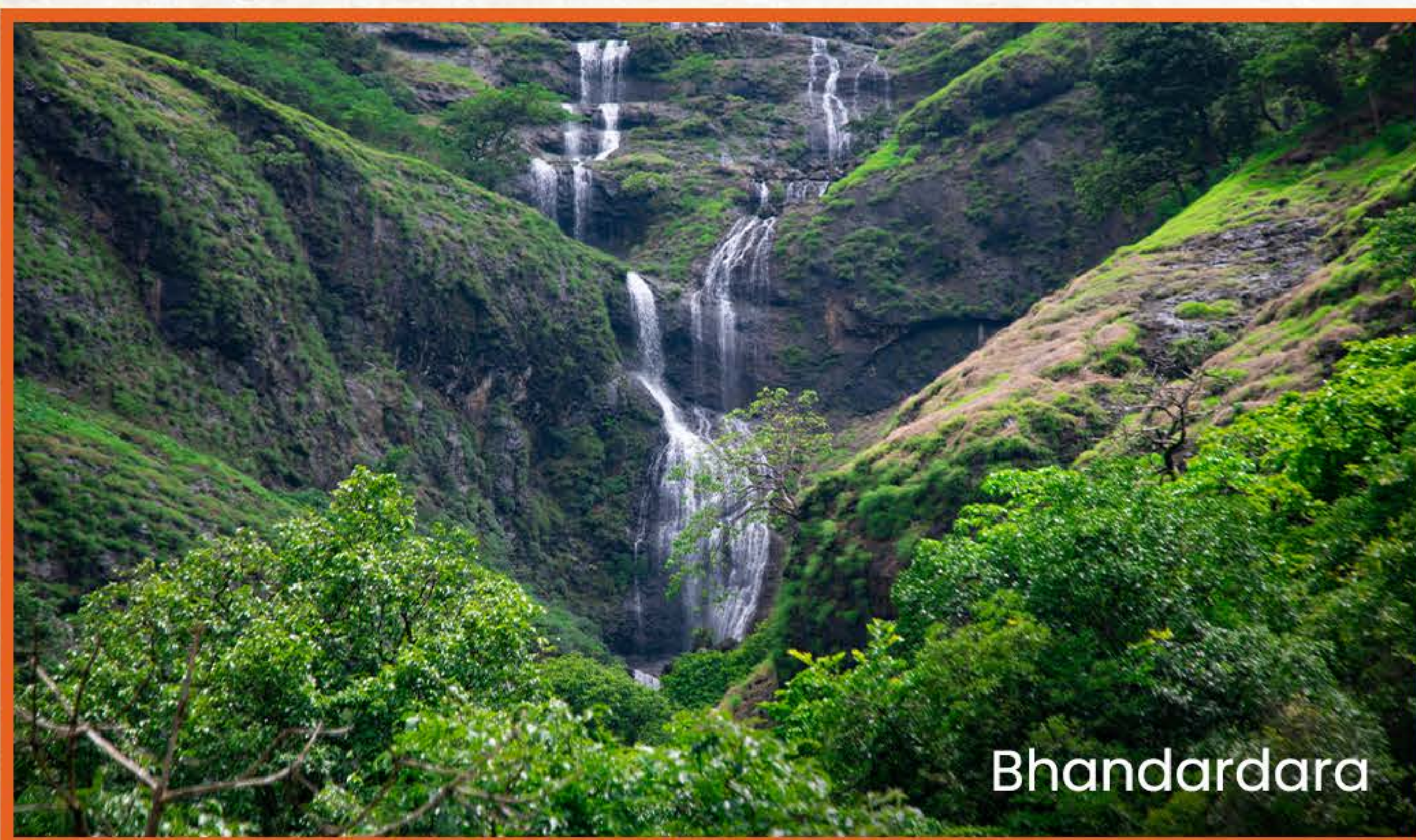




MAHARASHTRA A WORLD WITHIN

Directorate of Tourism, Tourism Department, GoM
February 2026 / Issue 2



Events That Define Maharashtra

While 2026 commenced on a positive note for tourism in Maharashtra, February also reflected this positive start. This was due to the carry-over effects of the New Year holidaying and tourist activities, weather, and cultural attractions, which kept all destinations in Maharashtra vibrant and alive.

Maharashtra Tourism's Pavilion Receives an Enthusiastic Response on the Three-Day 'OTM 2026' Event

Asia's largest travel trade show, the Outbound Travel Mart (OTM) 2026, was conducted at the Jio Convention Centre in Bandra, Mumbai. This three-day exhibition is held annually in Mumbai to promote tourism on a global stage. The travel trade show saw a good turnout from the stakeholders in the tourism sector. Over 40+ stakeholders participated through Maharashtra Tourism's pavilion at the event.



On the event days, some of the prominent dignitaries present included Mr. Sanjay Khandare (IAS), Principal Secretary, Tourism Department, Government of Maharashtra, Dr. B. N. Patil (IAS), Director, Directorate of Tourism, GoM, Mr. Neelesh Ramesh Gatne (IAS), Managing Director, MTDC, GoM, and Mr. Chandrashekhhar Jaiswal, General Manager, MTDC, GoM, among others. The dignitaries visited Maharashtra Tourism's pavilion and met the exhibitors. Details on tourist destinations in Maharashtra are also provided during OTM 2026. The Department of Tourism has arranged a special pavilion for the event. Through this pavilion, visitors received information on the state's tourism segments, access to destinations, available facilities and services.

Maharashtra Tourism Takes Centre Stage at SATTE 2026, New Delhi

The Department of Tourism, Government of Maharashtra, marked a significant presence at the 32nd edition of SATTE 2026, South Asia's leading B2B travel and tourism exhibition, held from 25–27 February 2026 at Yashobhoomi (India International Convention & Expo Centre), New Delhi.



Mr. Santosh Jadhav, Joint Director, Directorate of Tourism; Mr. Chandrashekhhar Jaiswal, General Manager, Maharashtra Tourism Development Corporation; and Mr. Vijay Jadhav, Deputy Director, Directorate of Tourism, spearheaded Maharashtra Tourism's presence at the exhibition. The participation underscored the state's strategic focus on strengthening its national and international tourism footprint. Organised by Informa Markets, SATTE 2026 brought together exhibitors and buyers from over 50 countries and 28 State Tourism Boards, providing a robust platform for business expansion and destination promotion.

Maharashtra Positions Itself as a Year-Round Destination with Domestic and International FAM Tour 2026 Initiative

The Department of Tourism, Government of Maharashtra, launched the Maharashtra Tourism Familiarisation (FAM) Tour 2026 as a part of its tourism promotion and destination marketing strategy. As a part of this, the Domestic FAM Tour was conducted between 15th and 19th February 2026, with three different routes that included destinations such as Mumbai, Mahabaleshwar, Ganpatipule, Vijaydurg, Sindhudurg, Tarkarli, Kolhapur, Ajanta-Ellora, Nashik, Tadoba-Andhari Tiger Reserve, and Pench Tiger Reserve, with a total of 94 participants.

The success of the Domestic FAM Tour led to the organisation of the International FAM Tour between 27th February and 4th March 2026, with two different routes that included destinations such as UNESCO heritage sites, wildlife reserves, vineyard tourism, and urban heritage sites in Chhatrapati Sambhajnagar, Nashik, Nagpur, and Mumbai, with a total of 65 international participants. The participants who joined the tours engaged directly with Maharashtra's tourism circuits, hospitality infrastructure, and cultural experiences, strengthening destination promotion and travel trade engagement.



Three-Day 'Hindavi Swarajya Mahotsav 2026' Strengthens Rural Tourism in Junnar

The 'Shri Chhatrapati Shivaji Maharaj Janmotsav: Hindavi Swarajya Mahotsav 2026', organised jointly by the Maharashtra Tourism and the Pune District Administration, at the foothills of Fort Shivneri, received an overwhelming response from the citizens, followers of Chhatrapati Shivaji Maharaj, and tourists alike. The event, held from February 17 to 19, 2026, highlighted the region's growing potential for rural tourism.



Right from the first day, the surroundings of the historic fort were filled with excitement. The special platform for women's self-help groups proved to be a major attraction, with a considerable number of people thronging their food stalls and handicraft displays. Local products and handicrafts were readily available for purchase, thereby providing a practical boost to the rural economy. The festival was brought alive by a diverse range of traditional and cultural events. Bullock cart races, kabaddi matches, folk shows, and classical music shows enthralled the crowds present over the three days of the festival.

Events to Look Forward to:

'Koyna Daulat Dongari Festival 2026' to be held in Patan, Satara, from April 2 to 6



A colourful and vibrant celebration of nature, culture, and tourism is all set to come to life in the picturesque Sahyadri ranges with the organisation of the 'Koyna Daulat Dongari Festival 2026,' which is scheduled to be held between April 2 and April 6, 2026, in Patan, Satara District. Organised in collaboration with the Tourism Department of the Government of Maharashtra, the District Administration of Satara, and the Regional Directorate of Tourism, Pune, the festival is set to highlight the tourism potential of Satara District and bring its attractions into sharper focus, both within the country and abroad.

"This festival is expected to give a boost to tourism in the region and strengthen the rural economy of the region. By bringing tourists and entrepreneurs to the region through this festival, we hope to create new business opportunities for the people of the region," stated Mr. Shambhuraj Desai, Minister of Tourism, Government of Maharashtra. He further stated that all citizens of the country, farmers, tourists, and entrepreneurs must enthusiastically participate in the festival and help create a grand celebration of the region's rich cultural and natural heritage.

News in Focus

₹10.38 Crore Approved for Conservation of Naldurg Fort

The Maharashtra government has approved funding of ₹10.38 crore for the conservation and restoration of Naldurg Fort in Dharashiv District. Described as the largest land fort in Maharashtra with outstanding medieval architecture, it is considered one of the most important historical monuments in the region. Funding has been approved by the Tourism and Cultural Affairs Department of the Maharashtra government as part of a larger plan to develop facilities at a cost of ₹14.38 crore. Another proposal has been made



crore. Another proposal has been made to undertake repairs to the Kalyan Chawdi area and the main entrance gate of the fort at a cost of ₹2.87 crore. With sustained efforts to boost tourism in the region, restoration work is set to gain momentum. Naldurg Fort is set to emerge as a major hub of heritage tourism in the years to come.

Approval for 75 'Namo Tourism Centres' and Information Facilities



The Maharashtra government has accepted a suggestion to open 75 "Namo Tourism Centers" and tourism information centres in various prominent tourist spots in the state. These centres will offer tourists modern facilities and information on tourism. The decision was announced by Tourism Minister Shambhuraj Desai at a meeting held at Sahyadri Guest House in Mumbai. In the first phase, tourism centres will be set up at various locations like Prasadgad, Triveni, Salher Fort, and Raigad Fort. As part of the decision, 1,500 of the 5,000 tourism skill trainees will receive training first, followed by the remaining 3,500.

Union Budget to Boost Tourism Development: Mr. Shambhuraj Desai, Minister of Tourism

According to the honourable Minister of Tourism, Shambhuraj Desai, the Union government has introduced attractive schemes and financial incentives for the tourism sector through the current budget. Under the "Self Drive for Health" initiative, many hospitals and health centres will be included in the tourism sector. Moreover, 32 large-scale programs will be undertaken through 20 tourism skill development initiatives. To boost the tourism sector, 45 major tourism destinations will be developed across India to establish globally renowned centres for tourism sector, many charges will be rationalized and tax concessions will be provided through relevant institutions.



Maharashtra Emerges as the Top Choice for Foreign Tourists



Maharashtra has emerged as the most preferred destination for international tourists arriving in India, with the number of foreign tourists to the state more than doubling over the last three years. In his written answer to the Rajya Sabha, Honourable Union Minister of Tourism and Culture Gajendra Singh Shekhawat stated that in 2023, 1.512 million foreign tourists visited Maharashtra. This number shot up significantly in 2024 to 3.765 million. Data released by the Ministry of Tourism shows a steady increase in the number of international tourists arriving in India. The

India in 2022 was 1.512 million, which shot up to 3.358 million in 2023 and further to 3.705 million in 2024. It is interesting to note that in 2024, 19.61 per cent of the total foreign tourists arriving in India visited Maharashtra, making it the top state in India in terms of international tourists.

'World Heritage Desk' to Study Ancient Rock Art in Konkan

The Maharashtra government has accorded administrative sanction to establish a "World Heritage Desk" to facilitate research and documentation of ancient rock engravings (geoglyphs) discovered across the Konkan coast and the plateau regions of Maharashtra. The project is set to be implemented with a total grant of ₹14.62 crore and is expected to be undertaken between 2026 and 2029. This was stated in a government resolution issued by the Tourism and Cultural Affairs Department. The ancient rock engravings discovered across the Konkan region of Maharashtra are believed to

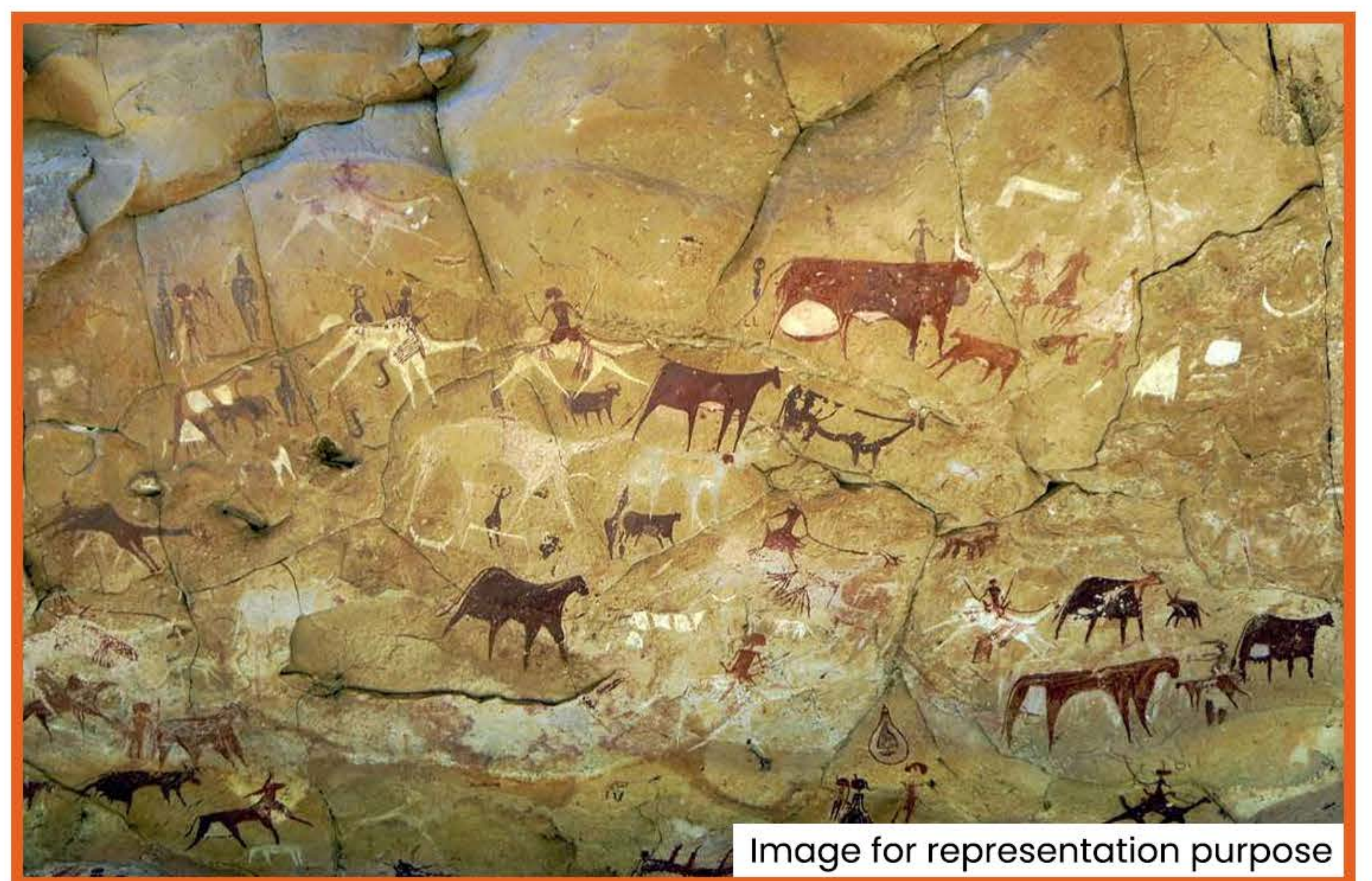


Image for representation purpose

be thousands of years old and represent an invaluable record of early human civilisations. These engravings provide valuable insights into the lifestyles and traditions of people in ancient times, as well as the region's climatic conditions.

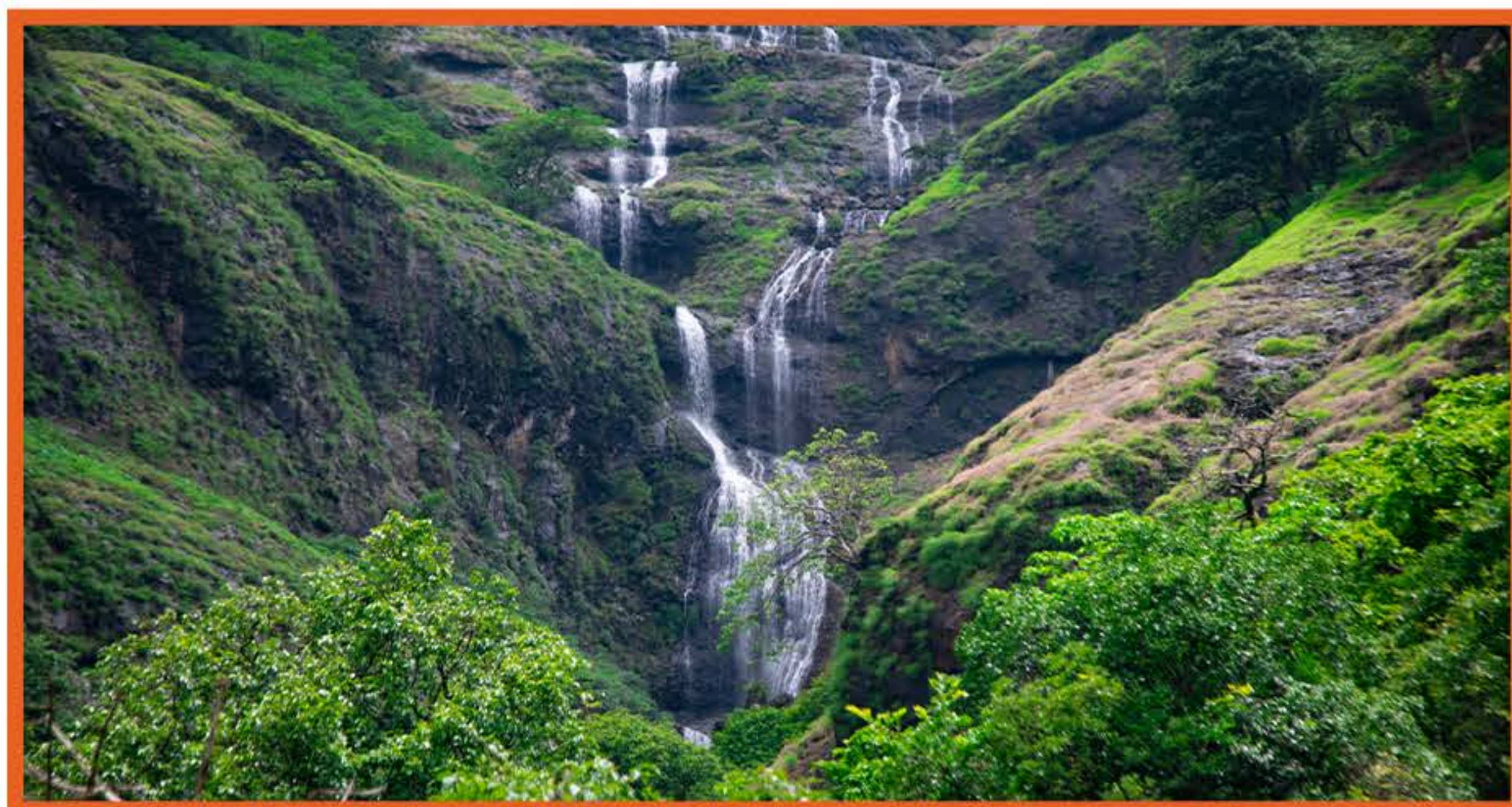
This March, Experience the Summer Retreats of Maharashtra

Tapola

Located in the picturesque Satara District, Tapola, near Mahabaleshwar, has been referred to as the “Mini Kashmir of Maharashtra.” The picturesque surroundings of the Koyna Dam backwaters and the rolling hills of the Sahyadris add to the charm of the place, which offers boating, kayaking, and lakeside camping. The place offers a welcome respite from the heat and the humdrum of the city with its gentle breeze and picturesque landscapes.



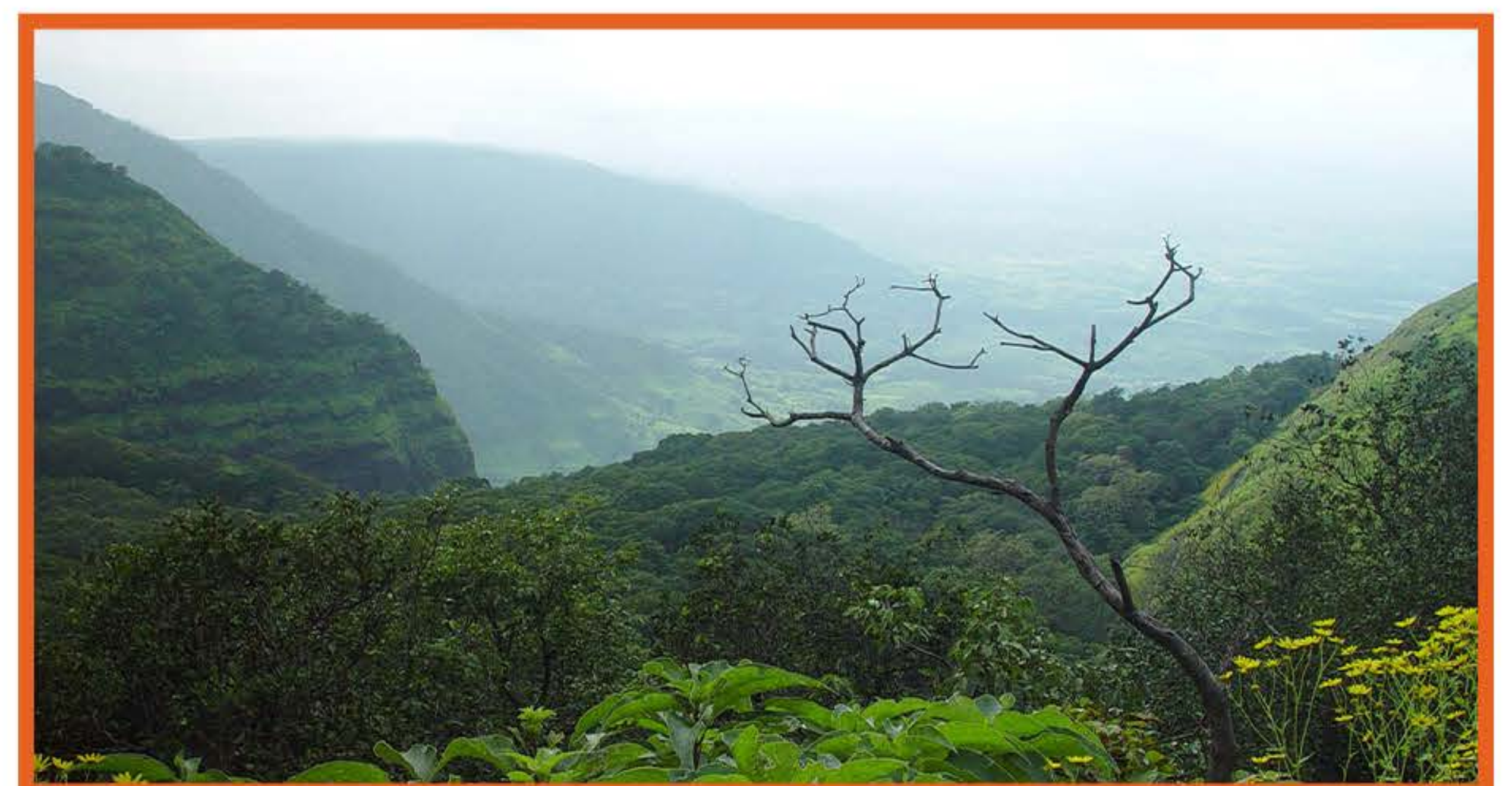
Bhandardara



Situated in the Sahyadri ranges of Ahmednagar District, Bhandardara is a peaceful getaway nestled amidst the scenic beauty of Arthur Lake. One can visit the historic Wilson Dam, relax amid serene lake views, and trek to nearby mountain peaks, including Mount Kalsubai, the highest peak in Maharashtra. With its misty mornings and pleasant climate, Bhandardara is a perfect summer destination for tourists seeking a peaceful getaway amidst nature's bounty.

Matheran

Perched atop the Western Ghats, Matheran remains one of the most picturesque hill stations in Maharashtra. Situated close to the cities of Mumbai and Pune, the town is special for its vehicle-free status, which has enabled it to maintain its fresh air and peaceful environment. From the viewpoint of Panorama Point to the nostalgic experience of the Matheran Hill Railway, the hill station provides respite from the summer heat.



Amboli



Nestled amidst the lush green Western Ghats, Amboli is situated in the Sindhudurg District and is famous for its pleasant weather, dense forests, and panoramic views of the valleys. The hill station is filled with picturesque spots such as Amboli Waterfall and Sunset Point. Even during the peak summer season, the weather remains pleasant, and the misty mountains make for a serene getaway for tourists.









MAHARASHTRA TOURISM



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