



Goa Tourism

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Slowdown in the growth of tourists

- **Russian Economic, UK Crisis**

Falling in Ruble, Talks of Brexit, Nearly 40000 Russians cancelled booking during 2015

- **Unfavourable Image**

Pestering tourists, Poor air quality and safety Issues. According to Hindustan Times, a shocking 245 foreigners have died in Goa in the last 12 years.

- **Increased Taxation**

GST came into effect(2017) with upto 28% tax on hospitality services while other asian counterpart charge 7-8%. Hotel bookings dropped to 50% of total occupancy.

- **Increased Visa Charge**

In 2018, E-Visa on arrival charges increased from 75\$ to 100\$ (33%) for US, UK and from 50\$ to 80\$ (60%) for other countries.

- **Transportation Issue**

Goa Airport was partially shut down on every saturday in 2019 to undergo repair because of the damage caused by heavy rainfall and sustained use. This resulted in decline in charter arrivals.

Proposed Solution

- Focusing on other potential markets like Germany
- Organising cleanliness drive, Regulating and standardizing local shops near beaches and assuring safety to tourists
- Government should consider relaxation of taxes on hospitality industry to attract customers
- Reconsidering Visa prices based on charges levied by foreign counterparts
- Avoiding situations like these with the help of proper administration to ensure hassle-free services to tourists

Marketing strategies

The goal of marketing should be promotion of goa on the lines of mentioned topics.

- Goan culture and heritage
- Safety Assurance
- Under lining the spirit of Goa

Medium for advertising them same can be-

- Tradition television Ads
- Targeted Social media Ads
- Celebrity endorsement

Goan culture and heritage

Goa is not only about beaches but also about its diverse culture. Reminding people about the rich cultural heritage that goa possesses and its cuisine which is dominated by variety of seafood. It has played host to several empires – Hindu, Buddhist, Islamic and Portuguese. From portuguese mansions and forts to one of the oldest hindu temple, Goa has to offer many things from and to the people of different ethnicity

Under lining the spirit of Goa

Be it a Global pandemic or anything, Goan spirit will never die. Goa is a land that redefines holidays, with its exquisite mix of sun, surf, and beaches. Goa's atmosphere will always be Convivial undeterred by the current situation. It is said that goa never sleeps, Night parties of goa are known and enjoyed by youngsters from around the world. The people of Goa are friendly and full of life, holiday spirit is reflected in their attitude. This campaign/Ad should focus more on mood and experiences rather than just mapping places

Safety Assurance

Winning confidence of people in goa's safety and social distancing protocol to keep them safe and entertained at the same time. Promoting and showcasing support of local bodies in following COVID protocols and government regulatory measures will help instill confidence in people

Increased proportion of foreign tourists to overall

- The change in proportion of foreign tourists to overall might be the result of economic slowdown and fear of recession in India during the period 2019-2020. Discontinuation of Jet Airways, grounding of boeing 737 MAX contributed to the decrease in domestic tourist, the passenger vehicle sales plummeted 30.6% in August 2019.
- Another reason was foreign tourism visit goa during Jan-March (prime time) which was open for tourist in 2020 while domestic tourist visit round the year where most of the year was under lockdown

Digital Marketing Strategies

Tagline: Goa...where the the heart belongs.

Share your best moment/story of your tour of goa on social media platforms with the best photo of your goa trip and tag 2 friends who have never been to goa while using the following hashtags. Post with most likes get a free trip to goa along with the two tagged friends.

Hashtags: #goanspirit

Thank You