



Monthly Goa Hospitality Market Update

August 2026: What moved, what mattered, and what Goa resort owners should be watching next.

August is almost over, the monsoon is still doing its thing, and Goa continues to welcome visitors. But this month, there's a more interesting story hiding behind the tourism headlines.

Goa welcomed 61.38 lakh tourists between January and July 2026. July alone recorded 6.94 lakh arrivals 2.27% higher than July last year. Sounds pretty good. But zoom out slightly and the picture changes. Across the first seven months of 2026, total tourist arrivals grew by just 0.08% year on year. And that is where things get interesting for resort owners.



TOURISM SNAPSHOT – AUGUST IN NUMBERS



61.38 lakh

Tourist arrivals in Goa from January–July 2026.



59.02 lakh

Domestic visitors – approximately 96% of total arrivals.



6.94 lakh

Visitors in July 2026.



+2.27%

July tourist-arrival growth compared with July 2025.



+0.08%

Overall tourist-arrival growth for January–July 2026 compared with the same period last year.

Source: Goa Department of Tourism figures reported by The Goan, Mint and ET HospitalityWorld.[1][2]



So... is Goa tourism growing or not?

Technically, yes.

But the July number and the year-to-date number tell two slightly different stories. July's 2.27% year-on-year increase is encouraging because it came right in the middle of the monsoon traditionally a softer period for Goa.

August gave us another useful signal.

Even without the kind of extended Independence Day weekend Goa enjoyed in 2025, The Goan reported healthy bookings among accommodation businesses along the coastal belt, with TTAG pointing to continued domestic tourist flow despite rising airfares.[3]



Our Observation

This doesn't mean Goa has suddenly stopped having a low season. But it does suggest that the old idea of:

Winter = season
Monsoon = discount

This is becoming a little too simplistic

The opportunity for resorts



Give guests a **reason to travel** during the monsoon rather than simply giving them a cheaper room.



Wellness weekends



Food experiences



Slow stays



Workations



Nature & adventure



Celebrations



Couple escapes

Interestingly, The Department of Tourism is pushing in a similar direction, promoting wellness, heritage, gastronomy, MICE, workations, adventure and hinterland experiences alongside the traditional beach product.[2]

GTDC's Monsoon Special Package, running from 1 August to 30 September, is another example of this shift towards selling the experience of Goa in the rains rather than apologising for the weather.[4]



But here's the number we'd really watch

Tourist arrivals make great headlines. For resort owners, however, there's another side of the equation: How many rooms are competing for those tourists?

Accommodation supply is growing faster than visitor numbers



Goa's Economic Survey reported **9,005** hotels and lodging establishments with **119,719** beds for 2024-25.



The newer Goa Economy in Figures 2026 lists **9,573** establishments and **122,490** beds for 2025-26.

Source: [5] DPSE — Economic Survey 2025-26

[6] Directorate of Planning, Statistics & Evaluation — Goa Economy in Figures 2026

	2024-25*	2025-26*	% CHANGE
 REGISTERED ACCOMMODATION ESTABLISHMENTS	9,005	9,573	 +6.3%
 AVAILABLE BEDS	119,719	122,490	 +2.3%
 TOURIST ARRIVALS (JAN-JUL)	61.33 lakh**	61.38 lakh**	 +0.08%
 Important caveat: These aren't directly comparable periods, so this isn't an occupancy calculation. But it does raise a commercially important question.			

Our Observation

If Goa's accommodation supply continues to expand faster than visitor numbers, simply waiting for "more tourists" may not be enough.

More rooms chasing broadly similar demand means resorts need to compete better for the guests already coming to Goa.

That's where pricing, distribution, visibility, direct bookings and enquiry conversion start becoming much more important.

THE COMPETITION HAPPENS LONG BEFORE THE GUEST ARRIVES



They search Google.



They compare five properties on an OTA.



They open your Instagram.



They visit your website.



They WhatsApp asking for a rate.



They receive — or don't receive — a follow-up.





One thing to do before September

Here's our practical task for the month:

Stop using one "monsoon rate" for the whole calendar. Open your September calendar and look at it date by date.

Check:



Current
occupancy



Booking
pace



Competitor
rates



OTA
rate



Direct
rate



Minimum
stay



Inclusions

Then ask a simple question:

Which dates actually need a discount?

A quiet Tuesday and a high-demand weekend shouldn't automatically have the same pricing strategy just because they're both in September. Price for demand, not simply for season.



Dates to watch in September



Janmashtami falls on Friday, 4 September. In Goa it is listed as a restricted rather than a public holiday, but the Friday date still makes this a useful weekend to watch for short-break demand from key feeder markets.[7]

Recommended campaign deadline: 29th - 31st August

If Mumbai, Pune or Bengaluru are important feeder markets for your property, this is the time to start pushing a short monsoon escape. And before reaching for a discount, consider adding value instead - breakfast, transfers, an experience or flexible checkout can sometimes do more for conversion without unnecessarily reducing your room rate.



Dates to watch in September



**12-15
SEPTEMBER
GANESH CHATURTHI**



Goa's official 2026 holiday notification lists 14th September as the first day of Ganesh Chaturthi and 15th September as the second day, creating an important mid-month travel and local-demand period. Ganesh Chaturthi falls in mid-September, with Goa's holiday calendar covering 15th - 16th September.[8]

Recommended campaign deadline: 1st - 4th September

This one needs slightly more careful revenue management. Travel behaviour around Ganesh Chaturthi isn't necessarily the same as a normal leisure long weekend, particularly across Goa and Maharashtra.

Watch pickup before making aggressive rate changes.



**25-27
SEPTEMBER**

The final full weekend



Recommended campaign deadline:
14-17 September

This is a useful late-monsoon getaway window.
It's also a good time to begin changing your creative.



LESS:

"Come experience
Goa in the rains."



MORE:

"The season is
almost here."

Your October positioning should already be starting.





One operational change to watch in September

Deposit Refund Scheme rollout 1st September

Goa's Deposit Refund Scheme is due to roll out from 1st September, affecting beverage packaging including glass bottles, PET bottles, cans and tetra packs. Resorts should confirm with beverage suppliers how deposits, guest-facing returns, collection and staff handling will work before rollout. [10][11]



**Glass
bottles**



**PET
bottles**



Cans



**Tetra
packs**

And don't forget October....



2 OCTOBER

**GANDHI
JAYANTI**

THREE-DAY WEEKEND



Gandhi Jayanti falls on
Friday, 2nd October 2026,
creating a three-day weekend.



Recommended campaign launch:
7th – 10th September





The number that matters most isn't Goa's

Every month there will be another tourism statistic.

More arrivals. Fewer arrivals. A strong weekend. A new flight. A new tourism initiative. They're useful.

But they don't tell you whether your resort is performing well.

For that, we'd watch five numbers:



Because 61 lakh people can visit Goa and it doesn't automatically mean they're going to book your property. The real commercial question is: How effectively are you capturing your share of the demand that's already here? That's the number worth watching.

Sources

- [1] [The Goan - Goa records 2.27% growth in tourist arrivals in July](#)
- [2] [ET HospitalityWorld - Goa records 6.14 million tourist arrivals in first seven months of 2026](#)
- [3] [The Goan - Independence Day tourism and coastal accommodation demand](#)
- [4] [Goa Tourism - Monsoon Special Package](#)
- [5] [DPSE - Economic Survey 2025-26](#)
- [6] [Directorate of Planning, Statistics & Evaluation - Goa Economy in Figures 2026](#)
- [7] [September 2026 holiday calendar - Janmashtami](#)
- [8] [Government of Goa - official 2026 holiday notification PDF](#)
- [9] [Goa 2026 holiday calendar - Gandhi Jayanti](#)
- [10] [Government of Goa Environment Department - Deposit Refund Scheme](#)
- [11] [ET HospitalityWorld over 1,000 hospitality businesses sign up ahead of rollout](#)

All external market figures and developments above are attributed to their respective sources. Sections marked "Our observation" represent Hotel Growth Partners' interpretation of the available market information.



Every month, we look beyond the tourism headlines to understand what Goa's changing hospitality market could mean for independent resorts.



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