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## MP Wins Best Tourism Board Award | Madhya Pradesh | 11 Sep 2025

### Why in News?

The Union Minister Gajendra Singh Shekhawat presented the Best State Tourism Board Award to the **Madhya Pradesh Tourism Board (MPTB)** at the **India Travel Awards 2025 in New Delhi**.





## Key Points

- **About:** The award recognizes the MPTB's exceptional efforts in tourism development, focusing on innovation, excellence, and sustainability within the sector.
  - Established in 2017, the Madhya Pradesh Tourism Board promotes tourism in the state through [public-private partnerships](#), [sustainable development](#), investor facilitation, [skill development](#), and global promotion of tourist destinations.
- **Tourism Potential:** Madhya Pradesh is home to a rich tapestry of ancient temples, wildlife sanctuaries, and vibrant folk traditions, offering a unique blend of cultural and natural

experiences.

- The state's evolving infrastructure aims to provide visitors with a world-class tourism experience, further strengthening its identity as the "Heart of India" and positioning itself as a global hub for responsible tourism.

- **India Travel Awards:** The India Travel Awards is a nationwide platform designed to recognize and celebrate achievements in the travel and hospitality industry.
  - It stands out by being internet voting-based, ensuring fairness and transparency, and is supported by the Ministry of Tourism, Government of India.

List of Awards Won by Madhya Pradesh Tourism in 2025	
Award Event / Organization	Category / Recognition
Tourism, Travel and Hospitality Awards 2025	Best State Promoting Fairs & Festivals
Tourism, Travel and Hospitality Awards 2025	Best State for Publicity & Promotion
VETA (Versatile Excellence Travel Awards 2025)	Leading Heritage Tourist Destination
SATTE 2025, IICC, New Delhi	Best State Tourism Award
The Guinness World Record	For the <b>Longest Classical Dance Marathon</b> at the 51st edition of the <b>Khajuraho Dance Festival</b> .

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