



MP Wins Best Tourism Board Award

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 Longest Classical Dance Marathon at the 51st edition of the Khajuraho Dance Festival .

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