

# Ministry of Tourism to organize International Tourism Mart from 26th to 29th November in Kaziranga, Assam

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The 12th edition of International Tourism Mart (ITM) will be held in Kaziranga, Assam from 26th to 29th, November, 2024 in Kaziranga, Assam. International Tourism Mart is an annual event organized by the Ministry of Tourism, Government of India, designed to highlight the tourism potential of the North Eastern region for both domestic and international audiences. This event serves as a vital platform, bringing together tourism businesses and entrepreneurs from the eight North Eastern States—Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim—to foster collaboration and interactions among buyers, sellers, media, government agencies, and other stakeholders.



The 12<sup>th</sup> edition of ITM to take place in a region renowned for its diverse topography, rich flora and fauna, vibrant ethnic communities, ancient traditions, festivals, and abundant arts and crafts. Kaziranga National Park, a UNESCO site and home to the majestic one-horned rhino, adds to the allure of this event.

Briefing the media on the 12<sup>th</sup> edition of ITM, here today, DG, Tourism Ms. Mugdha Sinha informed that the event is expected to be attended by approx. 400 participants which include international and domestic tour operators, hoteliers and homestay owners, tourism service providers, influencers and opinion makers, senior officials from the Government of India and State Governments, Media and International students etc.

The DG further informed that the three-day Mart will feature a variety of activities, including presentations by state governments, B2B meetings, panel discussions, food demonstrations, cultural evenings, live music, a North East Bazaar, and technical visits to significant sites such as Charaideo Moidam (newest and 43rd UNESCO World Heritage Site of India), Kaziranga National

Park (Celebrates 50 years as National Park), Hathikuli Tea Estate and the Orchid and Biodiversity Park. It will also engage international students who are studying in the North Eastern region and influencers all across the globe providing them with first hand insights into the area's rich culture.

Highlighting that the ITM in Kaziranga will exemplify a strong commitment to sustainability, aligning with the Travel for Life initiative of Ministry of Tourism, the DG stated that the event will be organized with a focus on minimizing environmental impact, employing energy-efficient practices, and the elimination of single-use plastics. Transportation during the Mart will be facilitated via dedicated shuttle services, demonstrating the Ministry's dedication to harmonizing tourism with nature and ensuring a lasting, positive legacy, she added.

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