

North Eastern States Present New Tourism Initiatives and Investment Opportunities at ITM Sikkim

Day 2 of the 13th International Tourism Mart Highlights New Initiatives and Emerging Opportunities Across North East India

Posted On: 15 NOV 2025 10:00PM by PIB Delhi

The second day of the 13th International Tourism Mart (ITM) 2025 began with an extensive State Presentation Session at the Sikkim Armed Police Ground, Pangthang, where representatives from all eight North Eastern States showcased their tourism strengths, flagship projects, and new opportunities aimed at positioning the region as a dynamic and unified tourism destination.

Senior officials from Sikkim, Arunachal Pradesh, Tripura, Nagaland, Manipur, Meghalaya, Assam, and Mizoram delivered detailed presentations highlighting the region's rich cultural heritage, natural diversity, adventure potential, and investment-friendly tourism policies.

Sikkim Showcases New Flagship Projects

The host state's presentation, delivered by Mr. C.S. Rao, Additional Chief Secretary, Tourism & Civil Aviation, outlined Sikkim's key attractions, diverse tourism products, and significant progress under the State's Mega Homestay Project.

He also announced several transformative upcoming initiatives, including:

- Skywalk at Yangyang
- Conversion of Singshore Bridge into a glass-deck skywalk
- Brindhavan Dham at Dodak
- Four Pateon Saints project at Yuksom
- Enhanced Nathula Border Experience
- Gangtok Cultural Village
- Eco-wellness experience at Yuksom

Arunachal Pradesh Highlights Adventure and Tribal Diversity

Ms. Yashaswini B presented Arunachal Pradesh as the State that receives the first light of India, showcasing its Eastern Himalayan landscapes, vibrant adventure tourism circuits, and 23 Indigenous Tribal Communities.

She announced the Sustainable Arunachal Pradesh Tourism Policy 2025–2030, the Sunrise Festival, innovative tourism products, and new partnership opportunities. The State also highlighted its major national and international recognitions received in 2025.

Tripura Introduces New Tourism Products

Tripura's representative, Mr. Uttam K. Chakma, highlighted significant new initiatives including the launch of houseboats, a new ropeway project, and stronger promotion of bamboo handicrafts, aimed at diversifying the State's tourism portfolio.

Nagaland Presents Cultural and Adventure Offerings

Nagaland's presentation by Mr. Nchumbemo Lotha emphasized the State's rich cultural traditions, historical legacy, and pristine landscapes. Key announcements included:

- Trekking routes at Kapamodzu and Mt. Pauna
- Mini Hornbill Tribal Festivals across all districts
- Promotion of Rural Tourism Villages such as Benreu and Dzuleke
- New collaboration and partnership opportunities

Presentations by Manipur, Meghalaya, Assam, and Mizoram

Officials from the remaining four North Eastern States highlighted major attractions, cultural diversity, unique landscapes, and innovative tourism products emerging across their regions.

Sector-Focused Product Sessions

Following the state presentations, thematic sessions on key tourism segments were conducted, including:

- Wildlife Tourism
- River Cruise Trails
- Cultural Festivals
- Homestays & Hospitality
- Living Heritage
- Adventure Tourism

Presentations were delivered by leading industry experts such as Mr. Sanjay Basu, Ms. Mitra Phukan, Mr. Amit Periwal, Ms. Nirmali Das, and Mr. Ajeet Bajaj.

Strengthening the North East as a Unified Tourism Hub

The sessions were attended by senior officials of the Ministry of Tourism, State Tourism Departments, industry stakeholders, tour operators, and invited international and domestic delegates.

Day 2 of ITM 2025 reaffirmed the collective vision of the North Eastern States to strengthen regional collaboration, develop integrated tourism circuits, and promote the North East as a unified, high-value tourism destination for global travelers.

Sunil Kumar Tiwari

tourism4pib[at]gmail[dot]com

(Release ID: 2191088)