

Ministry of Tourism



13th International Tourism Mart for North Eastern Region Inaugurated in Sikkim

Event Highlights North East as a Unified and Vibrant Tourism Destination

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The 13th International Tourism Mart (ITM) for the North Eastern Region was inaugurated today at the SAP Grounds, Pangthang, Gangtok. Jointly organized by the Ministry of Tourism, Government of India, and the State Government of Sikkim, the event was graced by the Chief Minister of Arunachal Pradesh, the Tourism Minister of Sikkim, and Tourism Ministers and senior officials from other North Eastern States and Central Ministries.



The International Tourism Mart is a flagship annual event of the Ministry of Tourism aimed at showcasing the immense tourism potential of the North Eastern Region—the “Ashta Lakshmi” of India—to both domestic and international audiences. Bringing together stakeholders from across India and abroad, the Mart presents the region as a unified tourism destination enriched with diverse experiences such as eco-tourism, adventure tourism, wellness and spiritual circuits, rural and cultural tourism, wildlife exploration, and sustainable community-based offerings.



This year's edition, being held from 14–15 November 2025, marks the second time Sikkim is hosting ITM after a gap of ten years. The State leveraged the platform to highlight its remarkable progress in sustainable tourism, organic farming, conservation-driven policies, Himalayan biodiversity, and vibrant arts, crafts, and cultural heritage. Sikkim emphasized collaborative efforts to promote the entire North Eastern Region as an integrated and dynamic tourism hub.



The Mart has attracted 39 international travel stakeholders from 19 countries, including Australia, New Zealand, Spain, Germany, Italy, France, Belgium, South Korea, Singapore, Malaysia, Thailand, and Israel. Additionally, around 90 domestic tour operators from 22 States and Union Territories have convened in Gangtok to build stronger business linkages with service providers from the eight North Eastern States—Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim. Influencers and travel media have also been invited to enhance global visibility for the region.



The two-day event features a comprehensive programme including technical sessions, panel discussions, product presentations, and B2B meetings, aimed at fostering collaboration between domestic and international tourism stakeholders. Key discussions with State Tourism Officials focus on cinematic tourism, homestays, and key strategies for enhancing tourism infrastructure and promotion across the North Eastern Region.



Cultural showcases celebrating the artistic and performing traditions of the North East added vibrancy to the event. Delegates also visited important sites in and around Gangtok, including Rumtek Monastery, Do Drul Chorten, and the Namgyal Institute of Tibetology.

Product presentations highlighted the region's strengths in wildlife tourism, river cruises, festivals and celebrations, heritage crafts, culinary traditions, and adventure offerings. Post-event familiarization tours are planned for international and domestic delegates to explore destinations across the North Eastern States, providing immersive exposure to the region's natural beauty and cultural richness.

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