

Ministry of Tourism



Ministry of Tourism Concludes the 13th International Tourism Mart (ITM) 2025 in Gangtok, Showcasing the Rich Tourism Potential of the North Eastern Region

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The Ministry of Tourism successfully organised the 13th International Tourism Mart (ITM) 2025 from 13th to 16th November 2025 in Gangtok, Sikkim, with the objective of showcasing the rich and diverse tourism potential of the North Eastern States and promoting sustainable, responsible, and inclusive tourism development across the region.



The four-day Mart brought together a distinguished gathering of domestic and international tourism stakeholders, including tour operators, travel writers, influencers, industry experts, State Tourism officials, and representatives from Central Ministries. The event served as a dynamic platform for strengthening partnerships, exploring new collaborations, and highlighting the unique natural, cultural, and adventure offerings of the Northeast.



The 13th edition of ITM featured a comprehensive programme comprising:

- B2B meetings facilitating business opportunities between buyers and sellers
- State presentations showcasing tourism strengths, flagship projects, and investment avenues
- Cultural showcases reflecting the artistic, tribal, and folk traditions of the Northeast
- Immersive experiences and technical sessions on responsible tourism, hospitality, adventure tourism, and emerging travel trends

By bringing together tourism stakeholders from India and abroad, ITM 2025 reaffirmed the Ministry of Tourism's commitment to positioning the North Eastern Region as a unified, vibrant, and high-value tourism destination—in alignment with the vision of Dekho Apna Desh and Incredible India.



The Government of Sikkim extended full cooperation in hosting the Mart, which also provided delegates with an opportunity to experience the State's natural beauty, sustainable practices, and community-based tourism models.



The successful conclusion of ITM 2025 marks another significant step in enhancing the visibility of the North Eastern States and strengthening the region's tourism ecosystem through innovation, collaboration, and inclusive growth.

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