



Sikkim to Host 13th International Tourism Mart (ITM) from 13–16 November

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The Ministry of Tourism, Government of India, is organizing the 13th edition of the International Tourism Mart (ITM) for the North Eastern Region from 13th to 16th November 2025 at Gangtok, Sikkim. The Mart will be inaugurated by the Hon'ble Union Minister of Tourism and Culture **Shri Gajendra Singh Shekhawat**, in the august presence of the Hon'ble Chief Minister of Sikkim **Shri. Prem Singh Tamang**, and the Hon'ble Chief Minister of Arunachal Pradesh **Shri. Pema Khandu**, along with Tourism Ministers of the North Eastern States and senior officials from the Ministry of Tourism and State Governments.

The International Tourism Mart is an annual flagship event of the Ministry of Tourism, designed to showcase the tourism potential of the North Eastern Region — the “Ashta Lakshmi” of India — to both domestic and international audiences. The Mart seeks to highlight the region's rich natural beauty, cultural diversity, and adventure tourism opportunities, while promoting sustainable and inclusive tourism development. The 13th edition being held in Gangtok reaffirms the Ministry's commitment to positioning the North East as a preferred destination for eco-tourism, wellness, culture, and adventure.

Hosting the event in Gangtok holds special significance. Sikkim has earned national and international acclaim as a model of sustainable and responsible tourism. With its pristine landscapes, organic farming practices, spiritual heritage, and vibrant local culture, Sikkim represents the ideals of community-led and environmentally conscious tourism that the Ministry seeks to promote across the country. The Mart is being organized in alignment with the Ministry's Travel for Life initiative.

The 13th International Tourism Mart will witness wide participation from across the globe, with representatives from approximately 19 countries, including Spain, Thailand, France, Russia, Germany, Vietnam and others. The event will bring together 39 international tour operators, 5 international influencers, 50 domestic buyers, 20 domestic influencers and Travel media, and 91 domestic sellers. The Mart will feature a series of technical sessions, panel discussions, product presentations, and B2B meetings aimed at fostering collaboration between domestic and international tourism stakeholders. Discussions with State Tourism Officials will focus on cinematic tourism, homestays, youth entrepreneurship, digital innovation, sustainability, and adventure tourism.

The event will also include cultural showcases reflecting the rich artistic and performing traditions of the North East, along with technical visits to major sites in and around Gangtok such as the Rumtek Monastery, Do Drul Chorten, and Namgyal Institute of Tibetology. Product presentations will

highlight the region's potential in diverse segments such as wildlife and river cruise tourism, festivals and celebrations, heritage and crafts, culinary traditions, and adventure experiences. Post-event familiarization tours will be organized for international and domestic participants to various destinations across the North Eastern States to provide first-hand experience of the region's cultural and natural wealth.

The 13th International Tourism Mart at Gangtok thus represents not only a celebration of the Northeast's extraordinary natural beauty and cultural diversity but also a reaffirmation of the Government's vision to transform the region into a global tourism hub. With its serene landscapes, vibrant communities, and exemplary commitment to sustainability, Sikkim provides the perfect backdrop for this landmark event, symbolizing the spirit of unity in diversity and the promise of responsible tourism-driven development.

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