

DEVELOPMENT OF TOURISM IN THE NORTH-EASTERN REGION

प्रविष्टि तिथि: 10 AUG 2026 3:01PM by PIB Delhi

Ministry of Tourism as part of its ongoing endeavour, promotes various tourism destinations and products of India including the states of North Eastern region in a holistic manner, through various initiatives including promotional events, assistance to State Governments/UT Administrations for organising fairs and festivals, participation in exhibitions, websites, social media etc.

The Ministry of Tourism has been organizing International Tourism Mart (ITM) in the North Eastern Region since 2013. The ITM is an annual event 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 latest ITM was held at Gangtok, Sikkim, from 13-16 November 2025. In addition to this the followings steps including the initiatives under various central schemes as under:

(i) Incredible India Digital Platform-The Ministry of Tourism revamped the Incredible India website as IIDP in September 2024 to engage the visitors across web and social media platforms. The content on the Incredible India Website is available in Hindi, English and UN languages. The website features tourism destination in the North East States to promote tourism in NER.

(ii)The Ministry of Tourism promotes various tourism sites and products in North East Region in the domestic and international markets. Creative posts, Live sessions, Tweets etc., on North East destinations are posted on regular basis on the social media handles of the Ministry of Tourism. In addition, the Ministry of Tourism also produces promotional material showcasing the tourist destinations and products in North Eastern States.

(iii)Central Financial Assistance (CFA) support for organizing fairs & festivals- Ministry of Tourism provides financial assistance to State Governments/UT Administrations for organising fairs / festivals and Tourism related events under the DPPH scheme. The list of North East States to which the financial support for organizing fairs and festivals has been extended is at Annexure-II.

(iv) Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)', 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies, Special Assistance to States for Capital Investment (SASCI Scheme), Challenge Based Destination Development (CBDD) for the development of tourism related infrastructure and facilities at various tourism destinations in the country including North Eastern Region. The Ministry of Tourism has now revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD

2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism centric approach. The details of projects sanctioned under the above-mentioned schemes in North Eastern region are given at Annexure-III.

Ministry of Tourism implements the Swachhta Action Plan (SAP) in coordination with the Department of Drinking Water & Sanitation, Ministry of Jal Shakti. Under SAP, the Ministry conducts cleanliness-awareness programmes, including in the North Eastern States. During 2025–26, 200 SAP activities were organized through IITTM, Central IHMs, State IHMs and FCIs under the following categories of (i) Tourist Awareness (ii) Students Awareness (iii) Stakeholders Awareness. Additionally, as directed by the Ministry of Jal Shakti, the Ministry of Tourism observes Swachhta Pakhwada and Swachhta Hi Sewa (SHS) every year in September and October. In 2025, 277 activities under Swachhta Pakhwada and 244 activities under SHS were carried out across India, including the North Eastern Region.

For effective air connectivity at PAN Indian basis including the States of NER, the Ministry of Civil Aviation launched the RCS-UDAN scheme to make regional air travel affordable, and the Ministry of Tourism has collaborated with it by extending Viability Gap Funding under the Champion Service Sector Scheme to improve air links to key tourist locations, including in the North Eastern Region. Under this initiative, the following NER routes have been included as Tourism RCS routes: Dibrugarh–Dimapur, Dimapur–Dibrugarh, Dimapur–Imphal, Imphal–Dimapur, Agartala–Aizawl, Aizawl–Agartala, Dibrugarh–Imphal, Imphal–Dibrugarh, Hollongi–Guwahati and Guwahati–Hollongi.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a reply in the Lok Sabha today.

ANNEXURE-I

The State wise Tourist Footfall:

Tourist Footfall in North-Eastern Region (NER) in 2025			
S. No.	Name of State	Domestic Tourist Visits (DTVs)	Foreign Tourist Visits (FTVs)
1	Arunachal Pradesh	913383	4582
2	Assam	9055943	33858
3	Manipur	25281	2892
4	Meghalaya	1848239	7116
5	Mizoram	828223	11484
6	Nagaland	127428	5425
7	Sikkim	1654838	68992
8	Tripura	681103	27320

Tourist Footfall in NER for January-June, 2026

S. No.	Name of State	DTVs	FTVs
1	Arunachal Pradesh	627084	2372
2	Assam	4604112	32471
3	Manipur	12744	1219
4	Meghalaya*	515320	2516
5	Mizoram	494362	7389
6	Nagaland	27305	1131
7	Sikkim	2352725	43734
8	Tripura	384453	9424
Source: State Tourism Department			
*Data received from State of Meghalaya for January to March 2026			

ANNEXURE-II

State wise list of fairs and festivals for which CFA was extended under DPPH Scheme

(in ₹ Lakh)

Name of state	Year	Name of Fairs & Festivals	Amount sanctioned
Assam	2016-17	(i) Rass Mahotsav, Majuli (ii) Bodo National Festival (iii) Rongali Festival	35.00
	2018-19	International Buddhist conference	25.00
		Rongali festival	25.00
	2021-22	Bhogali Festival	25.00
		Rongoli festivals	25.00

Arunachal Pradesh	2014-15	Nyokum Festival	14.00
	2015-16	(i) Kameng River Eco-Tourism Festival (ii) Menchuka Adventure Festival and (iii) Orange Festival Dambuk	30.00
	2017-18	(i) Tawang Festival(ii)Menchuka Adventure Festival (iii) Orange Festival Dambuk	40.00
	2018-19	Basar Confluence 3.0 Festival	20.00
	2019-20	River Tribe's Angling Festival	25.00
		Butterfly Meet at MIAO	25.00
	2020-21	Pedal to Pakke	25.00
	2021-22	Easterly Essence Ledum Festival	25.00
		Orange Festival of Music and Adventure	25.00
	2022-23	Si Donyi Festival	25.00
		Orange Festival	25.00
	2024-25	Aroma of Arunachal Festival	50.00
	2025-26	Eco Harmony	30.00
		Fest of Arunachal	50.00

Manipur	2014-15	Manipuri Festival and Youth, Adventure & Water sports festival	50.00
	2015-16	Manipur Sangai Festival and Youth, Adventure and Water Sports Festival Manipur 2015	50.00
	2016-17	Manipur Sangai Festival, and Youth Adventure and Water Adventure sports festival	50.00
	2017-18	Manipur Sangai Festival and “Youth Adventure & Water Sports Festival	50.00
	2019-20	Sangai Festival	25.00
		Youth Adventure & Water Sports festival	25.00

Meghalaya	2016-17	Wangala Dance Festival and Nongkrem Dance Festival	42.22
	2017-18	Wangala Dance Festival, Nongkrem Dance Festival and Lasubon Festival	50.00
	2018-19	Wangala Dance Festival and Nongkrem Dance Festival	50.00
	2019-20	Wangala Dance	25.00
		Nongkrem Dance Festival	25.00
	2021-22	Wangala Dance	25.00
		Nongkrem Dance Festival	25.00
	2022-23	Wangala Dance	25.00
		Nongkrem Dance Festival	25.00
	2023-24	Nongkrem Dance Festival	25.00
	2024-25	The 100 Drums Wangala Dance Festival 2024	25.00
		The Nongkrem Dance Festival 2024	16.00
	2025-26	100 Drums Wangala Dance Festival	40.00
		Nongkrem Dance Festival	40.00

Mizoram	2014-15	Anthurium Festival,	25.00
		Thalfavang Kut festival	25.00
	2015-16	Anthurium Festival	25.00
		ThalfavangKut Festival	25.00
	2017-18	Winter Festival	25.00
		Chapchar Kut	25.00
	2018-19	Chapchar Kut Festival	25.00
	2019-20	Anthurium Festival	25.00
		Winter Festival	25.00
	2020-21	Anthurium Festival	25.00
		Winter Festival	25.00
	2021-22	Anthurium Festival	25.00
		Winter Festival	25.00
	2022-23	Anthurium Festival	25.00
		Winter Festival	25.00
	2024-25	Winter Festival 2024	25.00
		Leitlanpui Music Festival 2024	25.00
	2025-26	Mizoram Travel Fest	30.00
		Leitlanpui Music Festival	25.00
		Winter Festival	25.00

Nagaland	2014-15	Hornbil Festival, 2014	25.00
	2016-17	Hornbill Festival	25.00
	2017-18	Sekrenyi Festival, Hornbill Festival, Rengma's Ngadah Festival	50.00
	2019-20	Hornbill Festival	25.00
		Thuwu-Ni Festival	10.00
		Sukhrunye Festival	15.00
	2021-22	Hornbill Festival	20.00
		The Angami's Sekrenyi Festival	10.00
	2022-23	Ahuna Festival	5.00
		Runa Festival	5.00
		Sekrenyi Festival	5.00
		Autumn Festival at Nagaland House Kolkata	5.00
		Autumn Festival at Nagaland House New Delhi	5.00
		Hornbill Festival	25.00
	2023-24	Autumn Festival at Nagaland House, New Delhi	10.00
		Cuisine and Music Festival at Naga Heritage Village, Kisama	25.00
	2024-25	Autumn Festival at Nagaland House	30.00
		Traditional Food & Folk Music Festival at Dimapur	25.00
		Cultural Fair at Tzurang Valley, Mokuchung District	25.00

	2025-26	Autumn Fest	25.00
		Naga Wrestling	25.00
		Cultural Folk and Music festival	30.00
Sikkim	2015-16	World Tourism Day, Gangtok	44.00
		Sikkim Winter Carnival, Gangtok,	
	2016-17	World Tourism Day, Gangtok	25.00
		Red Panda Winter Festival, Gangtok	25.00
	2017-18	World Tourism Day, Gangtok	25.00
		Red Panda Winter festival, Gangtok	25.00
	2018-19	World Tourism Day	25.00
		Red Panda Festival, Gangtok	25.00
	2019-20	World Tourism Day, Gangtok	25.00
		Red Panda Winter Festival	25.00
	2020-21	Red Panda Winter Carnival	25.00
		Jorethang Maghey Mela	12.50
		Pelling Winter Tourism Festival	12.50
	2021-22	Cherry Temi Tea & Tourism Festival Temi Tea Gardens South Sikkim	12.50
		Khangchendzonga Winter Carnival Festival	12.50
		Jorethang Maghey Mela	25.00
	2025-26	Lampokhri Festival	20.00

Tripura	2016-17	Neermahal Festival at Rajghat, Melaghar in Sepahijala District Devali Festival at Maabari, Udaipur in Gomati District Pilak Festival at Julaibari Santirbazar in South Tripura	18.00
	2019-20	Kharchi Mela	25.00
		Neermahal Festival	2.00
		Diwali Mela	15.00
	2020-21	Bharat Bangla Festival	25.00
	2022-23	Neermahal Festival	10.00
		Diwali Festival	5.00
		Chabimura Festival	5.00
	2023-24	Neermahal Festival	9.80
		Diwali Festival	9.55
		Chabimura Festival	3.00
	2024-25	Diwali Festival	20.00
		Chabimura & Tirthamukh Festival	12.00
		Ashokastami Festival	5.00
		Chapchar Kut Festival	5.00
	2025-26	Neermahal Festival	30.00
		Diwali Festival	30.00
		Chabimura & Tirthamukh Festival	20.00

(रिलीज़ आईडी: 2297053) आगंतुक पटल : 1337

इस विज्ञप्ति को इन भाषाओं में पढ़ें: Urdu , हिन्दी , Manipuri , Bengali , Bengali-TR , Assamese , Tamil