Tawang to Host 14th International Tourism Mart from 29–31 October 2026

Ministry of Tourism to organise the three-day Mart in Arunachal Pradesh to showcase the tourism potential of the North Eastern Region

Over 200 participants, including domestic and international buyers and sellers, expected to participate in the Mart

Regional Meeting of Tourism Ministers of North Eastern States to be chaired by Union Minister for Tourism and Culture

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The Ministry of Tourism, Government of India, in association with the Government of Arunachal Pradesh and other North Eastern States, is organising the 14th edition of the International Tourism Mart (ITM) for the North Eastern Region from 29–31 October 2026 at Tawang, Arunachal Pradesh. The three-day event will be held at Hotel Vivanta, Tawang, bringing together domestic and international tourism stakeholders to showcase the region's diverse tourism potential and strengthen business partnerships.

The inaugural programme on 29 October 2026 will be attended by the Shri Gajendra Singh Shekhawat, Union Minister for Tourism and Culture, Shri Suresh Gopi, Minister of State for Tourism and Petroleum & Natural Gas and Shri Pema Khandu, Chief Minister of Arunachal Pradesh. The inaugural programme will include the inauguration of the North East Bazaar and cultural performances highlighting the region's rich traditions.



The International Tourism Mart is an annual flagship event of the Ministry of Tourism aimed at promoting the North Eastern Region as a tourism destination in domestic and international markets. The Mart serves as a platform for tourism businesses, entrepreneurs, tour operators, government agencies, media and other stakeholders to explore opportunities for collaboration, strengthen tourism linkages and promote the region's rich natural, cultural and adventure tourism offerings.

Over 200 participants, including domestic and international buyers and sellers, are expected to participate in the 14th International Tourism Mart. The event is expected to witness participation from 43 international buyers representing 22 countries, including Australia, Bhutan, France, Germany, Indonesia, Italy, Japan, Malaysia, the Philippines, Poland, Russia, Singapore, South Korea, Sri Lanka, Thailand, the United Arab Emirates, the United Kingdom and the United States, among others. The Mart will also bring together domestic buyers, tourism service providers and sellers from the eight North Eastern States, facilitating business interactions and opportunities for collaboration.

The Mart will showcase destination and tourism product presentations by all eight North Eastern States—Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. These presentations will highlight the distinctive tourism attractions, experiences and offerings of each State, along with combined tourism circuits and products of the North Eastern Region.

The event will also feature Business-to-Business (B2B) sessions on 30 October 2026, facilitating structured interactions between domestic and international buyers and tourism service providers from the North East. These engagements are aimed at promoting business collaborations, developing tourism products and strengthening market access for tourism entrepreneurs and service providers from the region.

Technical sessions during the Mart will focus on key aspects of tourism development in the North Eastern Region. These will include discussions on building the live events and concert economy in the North East, led by the Ministry of Information and Broadcasting,

and facilitating tourist access to Protected and Restricted Areas in the region, led by the Ministry of Home Affairs. A presentation by Royal Enfield on *'Beyond Destinations: Creating Immersive Journeys in North East India'* will explore opportunities for experience-based tourism in the region.

The event will feature the North East Bazaar, highlighting the region's traditional arts, handicrafts, textiles and cultural heritage. Cultural performances and regional cuisines will further offer delegates an opportunity to experience the distinctive traditions and culinary diversity of the eight North Eastern States.

As part of the Mart, technical visits have been planned to prominent tourist attractions in and around Tawang, including Tawang Monastery, Jaswant Garh War Memorial, Jang Waterfall, Tawang War Memorial, Urgelling Gompa—the birthplace of the 6th Dalai Lama—Buddha Park, Pankang Teng Tso (PTSO) Lake and Shernup Village. These visits will provide participants with first-hand exposure to the region's spiritual heritage, natural landscapes, local traditions and rural tourism experiences. Familiarisation tours for international delegates are also scheduled to commence from Guwahati on 1 November 2026.

Along the sidelines of the Mart, a Regional Meeting of Tourism Ministers of the North Eastern States will be held on 30 October 2026, chaired by the Union Minister for Tourism and Culture. The meeting will provide a platform for discussions on strengthening tourism development in the North Eastern Region and enhancing cooperation among the States.

The 14th edition of the International Tourism Mart marks its return to Tawang, Arunachal Pradesh, after 13 years, with it having last hosted the 2nd edition in 2013. The previous edition of the Mart was held in Gangtok, Sikkim, in November 2025.

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