



Rising Stories In The East



From the **Director's Desk**



Dear Travel Partners,

As we step into another year of dynamic opportunities, it is essential to reflect on the evolving role of tourism—not just as a driver of business but as a force for inclusive, grassroots development. Across India, and particularly in the East and Northeast, travel is no longer about just destinations; it's about people, culture, and sustainability.

The true essence of tourism lies in empowering local communities—from artisans and homestay owners to storytellers, guides, and conservationists. The experiences we craft should not only provide travelers with authenticity but also uplift the very individuals who keep our heritage alive. Whether it's rural tourism initiatives, eco-friendly stays, or community-led festivals, the industry must prioritize sustainable models that ensure economic growth trickles down to the grassroots level.

In this edition, we highlight upcoming cultural celebrations—Sekrenyi in Nagaland, Losar in Sikkim, and Saraswati Puja in Bengal—that showcase the rich traditions of our region. These events are more than just grand festivities; they are an opportunity for travelers to engage deeply with local customs, artisans, and indigenous lifestyles. Additionally, with major hospitality investments shaping Bengal's tourism landscape, the sector is gearing up for an era of expansion, creating new opportunities for local talent and businesses.

As we move forward, we invite industry stakeholders, policymakers, and travelers to join this movement of conscious tourism—where every journey contributes to a larger story of preservation, progress, and inclusivity.

We also look forward to meeting you all at SATTE 2025, where we will continue these conversations and showcase the unique experiences we offer. Until then, let's build tourism from the ground up—creating meaningful impact, one journey at a time.

Warm regards
Amit Periwal.



Feel the pulse of North East India



SEKRENYI *(The Grand Purification Festival of Nagaland's Angami Tribe.)*

10 Days of Rituals, Unity & Celebration!

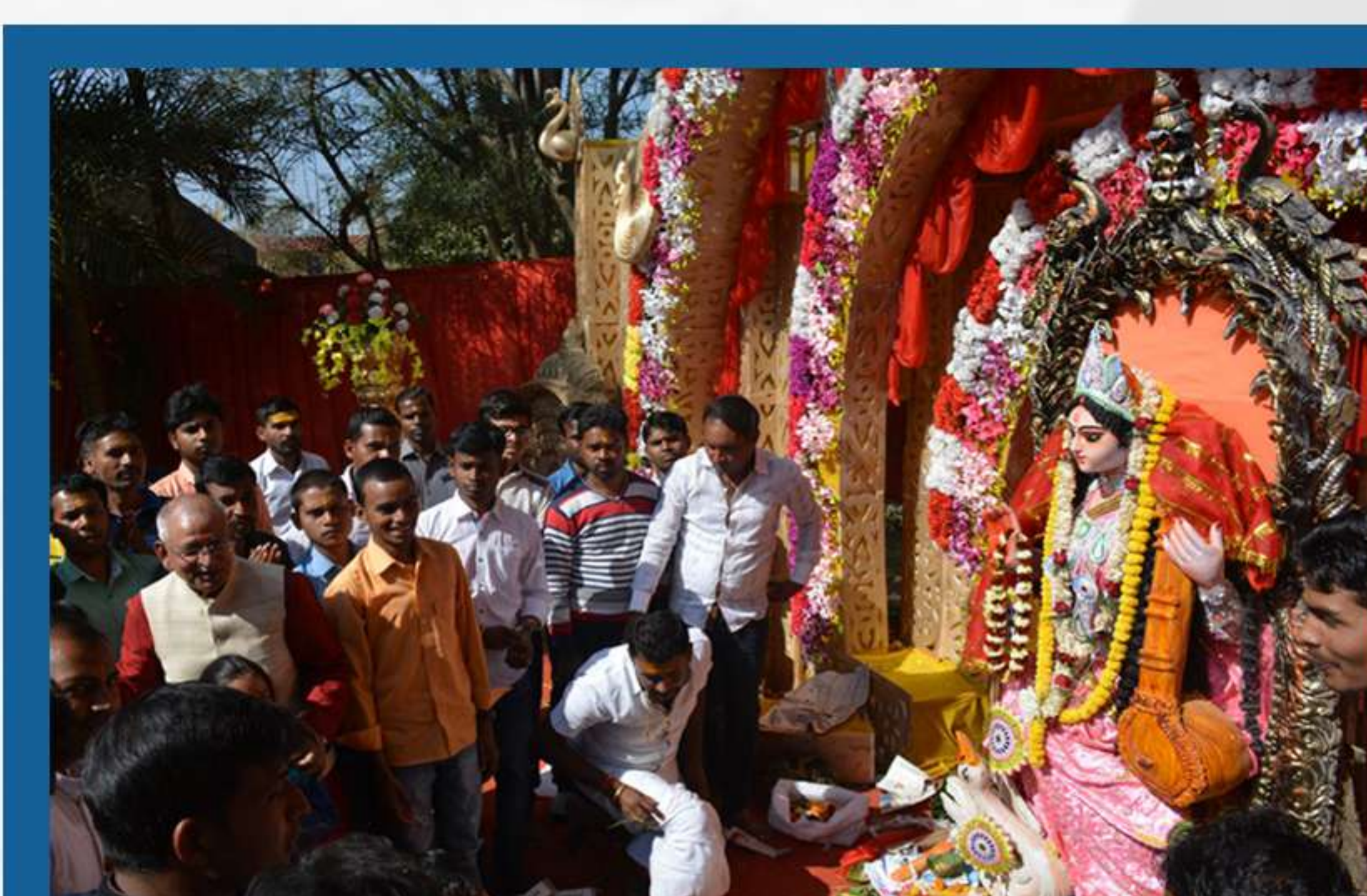
Celebrated on 25th February, Sekrenyi is a vibrant 10-day festival of the Angami tribe, symbolizing purification and unity. It begins with young men preparing through firewood gathering, hunting, and well-cleaning, followed by sacred cleansing rituals, prayers, and a chicken sacrifice to determine fortune. Traditional festivities include home decorations, the melodious thekra hie songs, and artisans crafting ornaments and tools. Young couples exchange gifts to strengthen bonds, while the 8th day features communal activities like bridge or gate pulling and inter-village visits. The festival concludes with a grand feast, where villagers cook and share meat, reinforcing harmony and tradition.



LOSAR *(Tibetan New Year Celebration in Sikkim.)*

Welcoming Renewal, Prosperity & Harmony.

Celebrated on 28th February 2025, Losar marks the Tibetan New Year with deep cultural, spiritual, and social significance. The festival symbolizes renewal and cleansing, embracing positivity and prosperity while honoring agrarian traditions and the cycles of nature. Spiritual rituals seek blessings, express gratitude, and strengthen harmony with deities and local spirits. Rich in heritage and tradition, Losar features vibrant music, dance, and customs, reflecting the essence of Tibetan and Himalayan communities. More than a celebration, it fosters unity, bringing families and communities together in prayers, generosity, and joyous festivities.

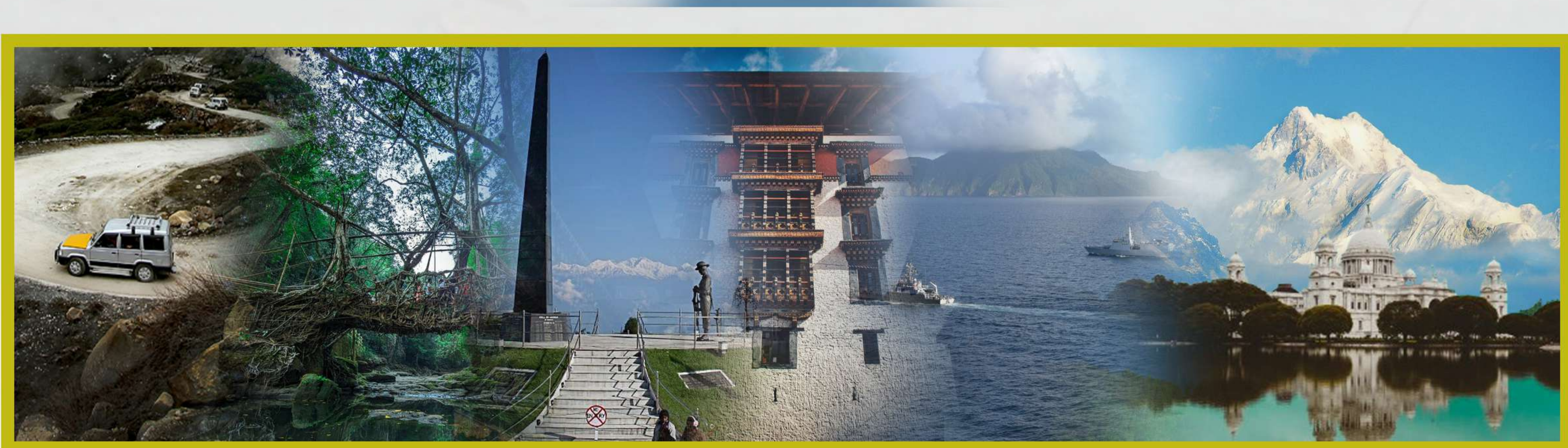


Saraswati Puja on Vasant Panchami

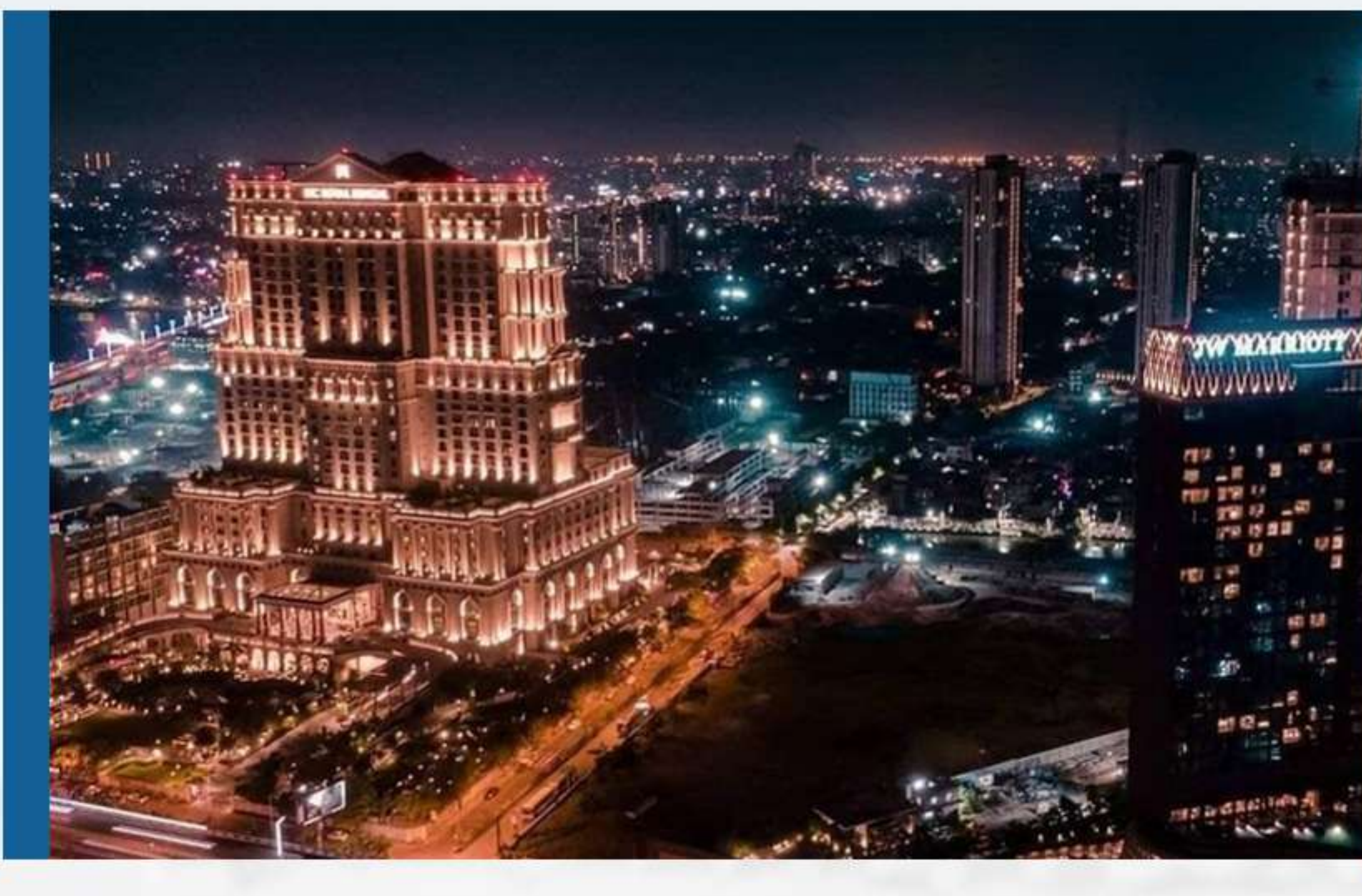
(A Celebration of Wisdom & Learning.)

Welcoming Knowledge, Music & Art.

Celebrated on 2nd February 2025, Saraswati Puja in West Bengal honors Goddess Saraswati, the deity of knowledge, music, arts, and technology. Devotees seek her blessings for wisdom and enlightenment, marking the day with rituals like Akshar-Abhyasam (Vidya-Arambham), where children begin their formal education. Schools and colleges organize morning pujas, embracing tradition and invoking the Goddess's grace for a prosperous academic and creative journey.



The Latest News You Should Know



Bengal's Hospitality Sector to Receive Rs 5,000-Crore Boost.

- 32 luxury hotels, primarily five-star, to be developed in 2-3 years with Rs 5,000 crore investment; agreements expected at Bengal Global Business Summit (Feb 5-6).
- Siliguri to gain 10 luxury hotels; Kolkata's five-star room inventory to double, with total state capacity exceeding 9,000 rooms by 2028.
- State to host its largest MICE convention during the Summit, boosting Bengal's business and leisure tourism appeal.



Entry Fee Waived for Tourists in West Bengal's Protected Areas.

- Entry fees at all National Parks and Wildlife Sanctuaries, including Jaldapara, are waived effective immediately.
- Tourism routes and activities remain unchanged; visitor flow regulated to ensure safety and carrying capacity.
- Authorities to coordinate with District Officials and Police for smooth implementation; waiver valid until further notice.



Pakyong Airport Flights Resume in March.

New Routes & Daily Connectivity!

- After a 10-month gap, Pakyong Airport will resume operations by March 30, as confirmed by Director Sanjeev Kumar Singh.
- SpiceJet will operate daily flights to Guwahati and Kolkata, with bookings already open.
- Plans include Delhi-Pakyong flights by SpiceJet and Hyderabad-Bengaluru routes by IndiGo, with the airport undergoing beautification for the relaunch.



Lemon Tree Hotels Expands in Assam with Two New Properties.

- Lemon Tree Hotels has announced two new properties in Guwahati: Keys Select by Lemon Tree Hotels at G S Road, opening by FY26, and another in Dispur, set to open by FY27.
- The G S Road property will feature 55 rooms, a restaurant, a rooftop bar, banquet facilities, meeting rooms, and a fitness center, with seamless connectivity.
- The Dispur property will include 60 rooms, a restaurant, a rooftop bar, banquet facilities, meeting rooms, and a fitness center, promising a delightful stay experience.



Unveiling Northeast India's Best Kept Secrets



Anini: A Hidden Paradise in Arunachal Pradesh.

- Nestled at 1,968 meters in the Dibang Valley, Anini is a serene town surrounded by lush mountains and is home to the Idu Mishmi tribe, offering a glimpse into their vibrant culture and traditions.
- Anini serves as the gateway to the Dibang Wildlife Sanctuary, home to rare species like the red panda, Mishmi takin, and snow leopard, making it a dream destination for wildlife enthusiasts.
- With breath-taking views of rivers, snow-capped peaks, and the Dibang Valley, Anini is a haven for trekkers and nature lovers, offering unspoiled beauty and cultural richness despite its remote location.



Explore Kolkata's Gems: A Metro Rail Tour to Iconic Attractions.

Kolkata Metro Rail, India's first underground metro, has been operational since 1984 and is a vital mode of transport in the city. Renowned for its efficiency, cleanliness, and time-saving convenience, the North-South corridor spans 25 km with 23 stations, including 15 underground. Unlike Delhi Metro, Kolkata Metro's construction was a fully indigenous effort, completed over 23 years through trial and error. In 2010, the Railway Ministry announced plans for five new metro lines and extensions to the existing route.

Duration of the tour : Approx. 08 hours.
Location : Central Kolkata to North Kolkata.
Timing : Start at 08:00 hrs. in a Morning/ from Sept. to March.
Minimum/Maximum group strength : Min 02 Pax to 06 Pax.
Guide Mandatory : Yes, local tour coordinator/ expert is must.

Boarding	De-boarding	Places to be covered	Other Modes
Esplanade	Sovabazar	Kumartuli	Hand-pulled rickshaw
Sovabazar	Girish Park	Marble Palace & Tagore's House	Walk
Girish Park	Park Street	Indian Museum	Walk
Park Street	Maidan	Victoria Memorial	Walk
Maidan	Kalighat	Kalighat Kali Temple	Walk
Kalighat	Esplanade	Back to hotel	Walk/taxi



Sikkim Blue Duke Festival – A Celebration of Creativity & Culture.

- The Sikkim Blue Duke Festival will take place from 14th to 16th February 2025, celebrating creativity, culture, and heritage through performances blending tradition and modernity.
- It fosters entrepreneurship with business exhibitions, offering opportunities for local and regional collaboration.
- Attracting Sikkimese, regional, and international artists, including those from Nepal, the festival promotes innovation and inclusivity.

Experience the Serenity of Brahmaputra Pearl Houseboat.

- A 30m x 5.5m houseboat, completed in December 2020, ideal for small groups with three luxurious double bedrooms and ensuite bathrooms.
- Eco-friendly design with solar panels, advanced water filtration, and a bio-waste management system to minimize environmental impact.
- Relax and enjoy breathtaking views from the open rooftop sitting area, perfect for tea service or unwinding.

Tantalize Your Taste Buds with Northeast India's Fermented Fish Chutney!



If you love bold, unique flavors, it's time to explore Tungtap (Khasi) and Ngari (Manipur)—Northeast India's treasured fermented fish! Known for its rich umami depth, this ingredient transforms into a fiery, tangy, and smoky chutney that's simple to prepare yet bursting with flavor. Whether paired with steamed rice or enjoyed as a side, this traditional delicacy offers a taste of authentic Northeast Indian cuisine. Ready to bring a touch of adventure to your kitchen? Try making this chutney at home and experience a whole new world of flavors!

Ingredients:

- Fermented fish.
- Chillies or Dried king chili
- Onions
- Salt
- Tomatoes/Tree tomatoes (as an option)
- Sichuan or schezwan or jaiur in Khasi

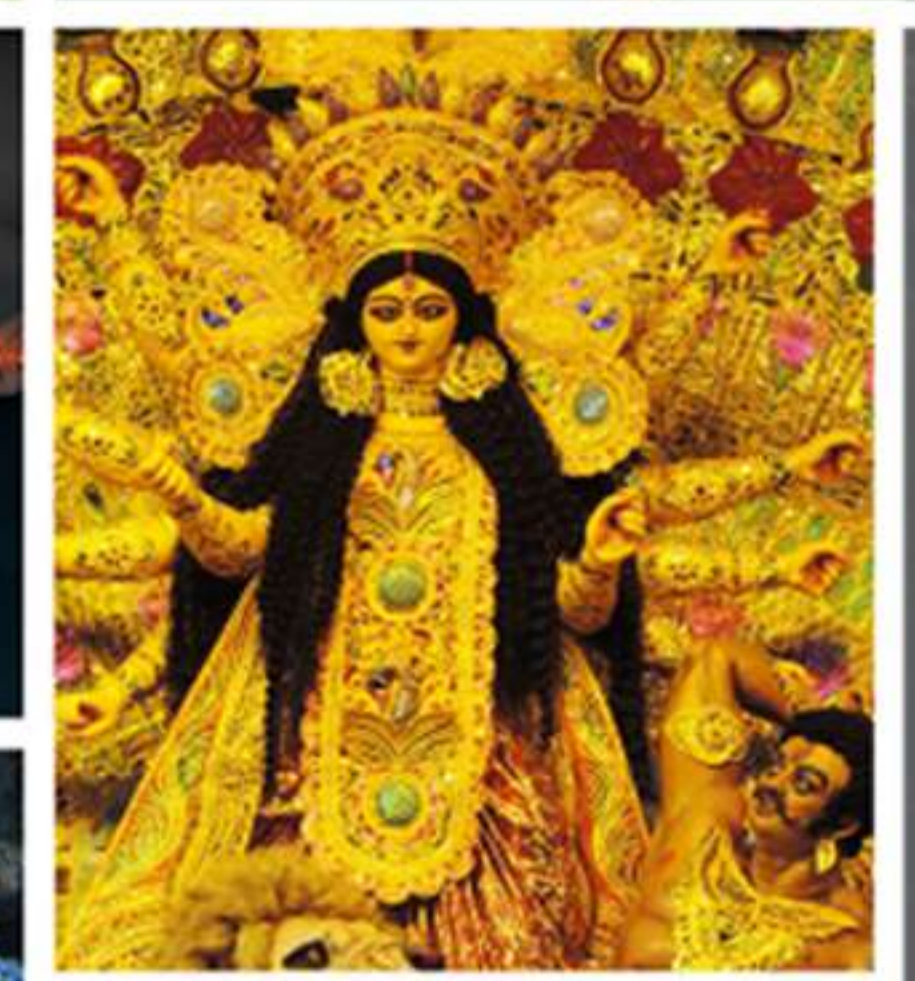
Directions:

- Pan roast the fermented fish till brown in color.
- Pan roast some tomatoes/tree tomatoes.
- Using mortar and pestle (or even a mixer), grind onions, salt, and chillies. You can even try dry king chillies if you like your heat!
- When mashed, add the fermented fish and grind them all together with some salt.
- Add the tomatoes/tree tomatoes and ground them all together till it becomes a paste.

Meet us at SATTE 2025 Your Gateway to Unforgettable Journeys!

SATTE
South Asia's Leading Travel Show
19-21 Feb 2025
Yashobhoomi
(India International Convention &
Expo Centre), New Delhi

February 19th-21st, 2025
Yashobhoomi, New Delhi.
Booth No. A134



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