

Background: International Tourism Mart

The Ministry of Tourism, Government of India, in association with the North Eastern States and West Bengal has been successfully organising the International Tourism Mart over the last three years in various North Eastern States with the objective of highlighting the tourism potential of the region in the domestic and international markets. This Mart also brings together the tourism business fraternity and entrepreneurs from the eight North Eastern States and West Bengal.

The International Tourism Marts have shown a positive impact on Tourist Arrivals in the North East India. The numbers of Foreign Tourist Visits (FTVs) to North Eastern States during 2014 were 1.19 lakh with a high growth of 40% . This was a significant improvement in the growth of 28% in FTVs registered during 2013 over 2012. The growth in Domestic Tourist Visits (DTV) have also shown an increasing trend. The numbers of DTVs to NE States during 2014 were 68.90 lakh as compared to 66.77 lakh during 2013 and 64.79 lakh during 2012.

This 4th International Tourism Mart 2015, spread over three days is seeing participation of fifty two (52) international delegates comprising of tour operators and media persons from 23 countries. These delegates are from Australia, Bangladesh, Bhutan, Brunei, Cambodia, France, Germany, Indonesia, Italy, Japan, Malaysia, Nepal, New Zealand, Norway, Russia, Singapore, South Korea, Spain, Switzerland, Thailand, UK, USA and Vietnam. This mart also has participation of 71 tour operators from eight north eastern States and West Bengal besides domestic buyers (tour operators) from different regions of the country.

The State Tourism Departments of eight north eastern states and west Bengal have put up colourful exhibitions at the mart venues. These States are also highlighting their rich and varied culture and distinct cuisines.

Post-mart familiarisation to the states in the region have been arranged for the delegates from overseas to create awareness about the rich and varied tourism products of the North Eastern region and to give them a first-hand experience of the destination.
