

Press Release from Tourism and Civil Aviation Department

Dated: 11 January 2026

Sikkim Conferred “Most Tourist Friendly State of India” Award at Bengal Travel Mart 2026.

The Tourism and Civil Aviation Department, Government of Sikkim, is pleased to announce that the State of Sikkim has been conferred the prestigious “Most Tourist Friendly State of India” Award at the 09th edition of the Bengal Travel Mart (BTM) 2026, held from 9th to 11th January 2026 at The Cinderella Hotel, Siliguri.

The Bengal Travel Mart 2026 is one of the most significant tourism trade events in Eastern India, providing a dynamic platform for tourism stakeholders, policymakers, buyers, sellers, and media from across India and abroad.

The Tourism and Civil Aviation Department, Government of Sikkim, was the Partner State, highlighting Sikkim’s growing prominence as a responsible and sustainable tourism destination. The award was formally received by Dr. Prerna Chamling, Additional Secretary, Tourism and Civil Aviation Department, accompanied by Shri Durga Prasad Sharma, Deputy Director, TIC, Siliguri, Ms. Vijeta Chettri, Assistant Director, Tourism and Civil Aviation Department. Officers and staff of the Department actively participated throughout the event, representing the State and engaging with national and international tourism stakeholders.

This recognition reflects the consistent efforts of the Government of Sikkim in implementing best practices in tourism development, visitor management, sustainability, and community-based tourism.

The award is also a testament to the State’s commitment to good governance, eco-friendly policies, hospitality standards, and inclusive growth in the tourism sector.

The 09th edition of the Bengal Travel Mart witnessed wide-ranging participation from national and international tourism organizations. The Nepal Tourism Board and the Department of Tourism, Government of Bhutan, participated as International Country Partners. Prominent international associations such as NATTA (Nepal Association of Tour & Travel Agents) and HRAB (Hotel & Restaurant Association of Bhutan) were also part of the event.

The event recorded participation from over 160 domestic and international exhibitors, including major hotel chains such as ITC Fortune, Udaan, The Fern, Summit Yashshree, Mount Hotels, and several others.

A structured B2B meet between buyers and sellers facilitated meaningful business interactions and future collaborations.

The presence of international, national, and local media houses, along with buyers from across the country and abroad, ensured wide visibility for the event and for Sikkim’s tourism achievements.

The Government of Sikkim remains committed to strengthening its position as a leading tourist-friendly destination, promoting sustainable tourism practices, and enhancing visitor experiences while preserving the State’s rich cultural and natural heritage under the able guidance of Hon’ble Chief Minister Shri Prem Singh Tamang.