



Rising StoriesTM In The East

WEST BENGAL | SIKKIM | NORTH EAST | ANDAMAN | BHUTAN



DEMAND RADAR

• **Forward Booking Trend (45–75 Days):**

Strong advance bookings across the Eastern Himalayas and Northeast—covering Bhutan, Darjeeling–Sikkim, and key North East circuits. Premium and experience-led stays are seeing the highest traction, with consistent forward visibility across destinations.

• **Steady / Moderate Demand:**

Kaziranga (till May-end, weather permitting), Agartala, Aizawl, and Kohima remain stable without major spikes.

• **Soft / Underperforming:**

Andaman is currently witnessing subdued demand.

• **Cooling Segments:**

Dooars and the plains are slowing down, impacted by rising heat and humidity.

• **Price & Supply Dynamics:**

Hill destinations have seen a rate escalation, with key circuits across Darjeeling, Sikkim, Bhutan, and Meghalaya filling up steadily.

• **Last-Minute Booking Trend:**

A noticeable rise in last-minute bookings across East India, driven by uncertainty around international travel—travellers are opting for flexible, closer-to-home plans.

• **Seasonal Shift Insight:**

Demand is decisively tilting towards the hills and high-altitude regions. As temperatures rise, plains like Siliguri and Dooars are losing traction, while cooler destinations across the Eastern Himalayas and Northeast continue to dominate traveller preference.

AWARD-WINNING EXCELLENCE



We're proud to announce that Clubside Tours & Travels Pvt. Ltd. has been honoured at the 2nd ICC Aviation & Tourism Conference 2026!

Winner – Destination Management at the 1st ICC Tourism Excellence Awards, this achievement celebrates our team, partners, and travelers.

We remain committed to Viksit Bharat 2047 – Transforming Indian Tourism for Global Excellence.

A MONTH FULL OF FESTIVE MAGIC

- Hanuman Jayanti: *April 2, 2026.*
- Good Friday: *April 3, 2026.*
- Easter Sunday: *April 5, 2026.*
- Baisakhi / Vaisakhi /Tamil New Year / Vishu: *April 14, 2026.*
- Pohela Boishakh (Bengali New Year): *April 15, 2026.*

Destination Decode



Darjeeling

Where the Mountains Whisper

Why Sell This Now?

Capitalize on the peak summer demand for cool hill getaways. Darjeeling's charm lies in its panoramic Kanchenjunga views, tea garden experiences, colonial heritage, and pleasant weather—making it a top choice for travelers escaping the heat of the plains.



Client Matching:

This destination works exceptionally well for honeymooners, families, and premium leisure travelers seeking scenic beauty, relaxed pacing, and a mix of heritage and nature.

Optimized Routing Architectures

To protect your clients from transit exhaustion, here are two tested operational flows:

Flow 1 (5 Days – Darjeeling to Sandakphu Base)

DAY 1	Bagdogra Airport to Darjeeling (93 kms / approx. 3.5 hrs).	
DAY 2	Darjeeling Full-Day Sightseeing.	
DAY 3	Darjeeling – Dhotrey (47 kms / approx. 2.5 hrs drive) Trek to Tonglu – Gairibas.	
DAY 4	Trek from Gairibas to Sandakphu (12 kms / approx. 6 hrs).	
DAY 5	Trek from Sandakphu to Srikhola (12 kms / approx. 6–7 hrs) Drive to Darjeeling (77 kms / approx. 4.5 hrs).	

Flow 2 (5 Days – Direct Darjeeling)

DAY 1	Bagdogra Airport to Darjeeling (93 kms / approx. 3.5 hrs).	
DAY 2	Mirik Excursion.	
DAY 3	Darjeeling Full-Day Sightseeing.	
DAY 4	Leisure Day – Visit Local Market.	
DAY 5	Darjeeling to Bagdogra Airport.	

- **Darjeeling, Kalimpong & Mirik (Premium | Heritage | Scenic Stays):** Mayfair Darjeeling, Elgin Darjeeling, Windamere Hotel, Taj Chia Kutir (Kurseong), Mayfair Himalayan Spa Resort, The Elgin Silver Oaks, Summit Barsana Resort, Sinclairs Retreat Kalimpong, Jagjeet's Himalayan Retreat (Mirik), Mount Queens Hill Lake Resort & Spa (Mirik).
- **The Rookie Booking Mistake:** Overloading itineraries—Darjeeling is best enjoyed at a relaxed pace rather than rushing through multiple activities in a day.
- **Managing Reality:** Brief clients about traffic, narrow hill roads, and travel time between points to avoid unrealistic expectations.
- **Yield Maximizer:** Plan travel during shoulder seasons (March–May, October–December) for the best balance of weather, pricing, and crowd levels.
- **When to Lock Inventory (Pricing Insight):** Book well in advance during peak months and long weekends to secure preferred hotels and better rates.

The Anti-Persona:

Avoid targeting travelers looking for luxury nightlife, fast-paced itineraries, or guaranteed clear mountain views daily. Darjeeling's experience is weather-dependent and slow-paced, which may not suit all traveler expectations.

Critical Operational Alert:

Darjeeling is best enjoyed as a slow-paced destination with scenic charm; travelers expecting luxury infrastructure or fast sightseeing may feel disappointed. Weather can impact views, so keep itineraries flexible and brief clients clearly for a smooth experience.

Darjeeling isn't just a destination—it's an experience best sold with the right expectation setting, position it as a slow, scenic, weather-dependent hill retreat, match it with the right audience, plan smart routing and lock inventory early to maximize both client satisfaction and profitability.

Ground Intelligence



North Sikkim Update: Travel Resumes on Lachen–Lachung Axis:

Good news for travelers! Tourism activities in North Sikkim, including the Lachen–Lachung circuit and visits to Gurudongmar Lake, have officially resumed. As per the latest update from Gangtok authorities, new permit regulations and safety guidelines are now in place to ensure a smooth and secure travel experience.

What You Need to Know:

- Travel to Lachen and Lachung is now open for tourists.
- All required documentation and formalities must be completed before travel.

Plan ahead and stay informed to make the most of your North Sikkim journey!

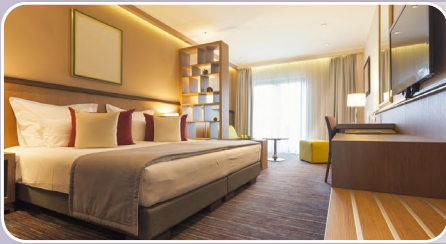


Faster Access to Manas & Raimona:

The Vande Bharat Express now halts at Barpeta Road Railway Station, cutting travel time and offering quick, comfortable access to Manas National Park and Raimona National Park from Guwahati and New Jalpaiguri Railway Station.

India's First Border Café Experience:

Border Brew Café is a unique new attraction built on an old Bailey bridge over the Nyamjang Chu River near the India–China border, transforming legacy infrastructure into a vibrant tourism hotspot.



Summit Hotels Strengthens North Bengal Presence with Two Boutique Openings in 2026 & 2027:

Summit Gulma River Resort in Siliguri is set to open on August 15, 2026, offering a riverside escape with modern event facilities, while Summit Falling Water near Darjeeling, launching in early January 2027, promises a unique nature retreat with scenic stream-side views and the iconic toy train passing by.

Election Travel Advisory – West Bengal & Assam 2026

West Bengal Poll Dates:

- **Phase 1 – 23 April 2026:** Cooch Behar, Alipurduar, Jalpaiguri, Darjeeling, Kalimpong, North & South Dinajpur, Murshidabad, Malda, Jhargram, Purulia, Bankura, Birbhum, East & West Midnapore, West Burdwan.
- **Phase 2 – 29 April 2026:** Nadia, North & South 24 Parganas, Kolkata, Howrah, Hooghly, East Burdwan.

Assam Poll Date:

9 April 2026 (Thursday)

Important Travel Note:

- *During the 3-5 days leading up to polling dates, vehicles may be requisitioned by authorities for election duties, sometimes at short notice. This may result in changes to the planned vehicle or vehicle type based on availability.*
- *Additionally, monuments, museums, and sightseeing attractions (both government and private) may remain closed on polling days. Updates will be shared once official confirmations are received.*

HONORED BY MINISTRY OF TOURISM GOVT. OF INDIA



Offices at

Kolkata | Siliguri | Darjeeling | Guwahati | Port Blair | Thimphu

+91 94340 49123

www.clubside.in

enquiry@clubside.in

