

# Rising Stories<sup>TM</sup>

## In The East

WEST BENGAL | SIKKIM | NORTH EAST | ANDAMAN | BHUTAN



### CELEBRATING EXCELLENCE AT SATTE 2026

Clubside Tours & Travels proudly received the honour of Domestic Tour Operator of the Year, marking a significant milestone in our journey.



This recognition reflects the trust of our partners, the dedication of our team, and the consistent support of our travel fraternity. SATTE 2026 was not just about winning an award — it was about strengthening relationships, exploring new collaborations, and reaffirming our commitment to delivering exceptional travel experiences across India.

From 25th to 27th February at Yashobhoomi Convention Centre, New Delhi, the three days were filled with productive B2B meetings, strong networking, and showcasing our curated domestic travel packages.

### DEMAND RADAR



#### Booking Ahead (60-90 Days)

Heavy early demand for summer escapes in the Sikkim-Darjeeling circuit and pre-monsoon Meghalaya.



#### Price Movements

Expect 20–35% peak season hotel surcharges in hill stations, especially on last-minute bookings. Air ticket prices also tend to increase significantly for last-minute reservations.



#### Supply Alert (Sikkim/Darjeeling):

Premium mountain-view inventory and North Sikkim (Lachen/Lachung) accommodations are facing severe May bottlenecks.



#### Supply Alert (Meghalaya):

Boutique stays in Cherrapunji are nearly tapped out for April/May; secure these at least 60 days out.



#### Seasonal Demand Shift:

South Bengal, Andaman, and wildlife reserves will begin to see a drop in demand as the weather changes, with these sectors starting to experience higher temperatures.

# Destination Decode



## Cherrapunji

### BEYOND THE RAIN

*Selling Meghalaya's Raw, Nature-Centric Frontier*

#### Why Sell This Now?

Capitalize on the massive surge in nature-centric and sustainable travel. Cherrapunji's current appeal lies in its dramatic pre- and post-monsoon panoramic views, mist-filled valleys, and unique sustainable tourism assets like the living root bridges.

#### Client Matching

This region is a perfect pitch for honeymooners, younger demographics, and active nature or adventure lovers — confidently sell unforgettable journeys.



#### Optimized Routing Architectures

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

##### Flow 1 (4-Day Direct):

DAY 1	Guwahati Airport to Cherrapunji (160 kms / 5 hrs).
DAY 2	Trek to the Double Decker Living Root Bridge.
DAY 3	Day trip to Mawlynnong & Dawki (90 kms / 3 hrs).
DAY 4	Cherrapunji to Shillong Airport (75 kms / 3 hrs).

##### Flow 2 (5-Day Shillong Base):

DAY 1	Guwahati to Shillong.
DAY 2	Day trip to Cherrapunji (56 kms / 2 hrs).
DAY 3	Day trip to Mawlynnong & Dawki (90 kms / 3 hrs).
DAY 4	Shillong local sightseeing.
DAY 5	Shillong to Guwahati (120 kms / 2.5 hrs).

##### Flow 3 (7-Day Comprehensive):

DAY 1	Guwahati to Shillong (120 kms / 2.5 hrs).
DAY 2	Day trip to Jowai (65 kms / 2 hrs).
DAY 3	Shift to Cherrapunji (56 kms / 2 hrs).
DAY 4	Cherrapunji local or Root Bridge trek.
DAY 5	Cherrapunji local.
DAY 6	Mawlynnong & Dawki, ending in Shillong (90 kms / 3 hrs).
DAY 7	Shillong to Guwahati (120 kms / 2.5 hrs).



#### Managing Reality and Protecting Trust in Meghalaya

- **Inventory Snapshot:** Shillong offers a wide range of stay options across all categories, while Cherrapunji has limited inventory, especially in the luxury segment.
- **The Rookie Mistake:** Don't underestimate the physical toll of the Double Decker Living Root Bridge hike — it requires good stamina and preparation.
- **Managing Reality:** Start with a proper client briefing to set the right expectations regarding terrain, travel time, and comfort levels.
- **Yield Maximizer:** Book early to secure better B2B rates. Plan travel during mid-season periods for pleasant weather and fewer crowds.
- **Locking Inventory:** Secure premium Cherrapunji stays at least two months out to guarantee availability and the best pricing.

#### The Anti-Persona:

Avoid targeting sun-seekers or those who avoid the rain. This destination is defined by its rainfall, and anyone expecting a dry climate will be disappointed by the core experience.

#### Critical Operational Alert:

Mawlynnong village and the Double Decker Living Root Bridge are closed every Sunday. Do not build these into a Sunday itinerary!

*Capitalize on the surge in sustainable, adventure-led travel with smart routing, lean-season pricing (Jan–Mar), and clear client briefings to protect reviews and build long-term trust.*

# Ground Intelligence



## Darjeeling Himalayan Railway Revives Royal 'Maharani's Great Escape' Moonlight Rides



Step into a royal legend as DHR reintroduces exclusive full-moon journeys through the misty hills of Darjeeling. Inspired by a 1920s tale of the Cooch Behar princess, this heritage ride promises elegance, nostalgia, and breathtaking night views.

## Orchid Exhibition 2026 Blooms in Namchi's Rose Garden



Discover a stunning showcase of blooming Cymbidium orchids at the Rose Garden, Solophok, in Namchi from 20 February to 20 March 2026. Hosted near Siddheshwar Dham, this vibrant floral display celebrates Sikkim's rich floriculture heritage in a serene garden setting.

## New Domestic Terminal Opens at LGBI Airport from February 22



The newly constructed terminal at Lokapriya Gopinath Bordoloi International Airport will begin operations for domestic flights from February 22. The modern facility aims to enhance passenger comfort and streamline travel through Guwahati.

## Santiniketan's Cultural Spirit Enlivens Kolkata in a Grand Three-Day Festival



A vibrant three-day festival in Kolkata celebrated Santiniketan's artistic legacy, honouring icons like Rabindranath Tagore and Nandalal Bose through exhibitions, discussions, and captivating dance dramas.

## Antara Cruises Signs ₹800 Crore MoU with West Bengal to Boost River Tourism



At the Bengal Global Business Summit 2025, Antara Cruises partnered with the West Bengal Transport Department to invest ₹800 crore in luxury river cruises and shipbuilding, aiming to strengthen river tourism, create jobs, and promote sustainable maritime growth.

## Luxury Redefined at SeaShell Samsara, Havelock Island



A newly introduced premium retreat by the SeaShell brand, offering a serene and romantic escape in the Andamans with elegant stays, a rejuvenating spa, and a stunning rooftop bar experience.

## Partnering for the Season Ahead

As we gear up for a busy spring, our focus remains entirely on your success. Armed with these ground truths, you can confidently sell unforgettable journeys across Eastern and Northeast India while protecting client trust. Let's build a successful season together.

**HONORED BY  
MINISTRY OF TOURISM  
GOVT. OF INDIA**



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