

**WEST BENGAL | SIKKIM | NORTH EAST | ANDAMAN | BHUTAN**



### DIRECTOR'S DESK



Dear Travel Partners,

June is showing a clear market shift. Hills continue to hold strong across Darjeeling, Sikkim, Meghalaya and Arunachal, supported by North India vacation movement and the preference for cooler destinations. At the same time, plains, wildlife reserves, Kolkata, South Bengal interiors and Andaman are seeing softer demand due to heat, weather and seasonal slowdown.

What makes this shift interesting is not just where people are travelling, but how they are travelling. Short rushed breaks are reducing, while slower, experience-led journeys are gaining attention.

This is where Yuksom fits in perfectly. Quiet, historic and deeply rooted in Sikkim's spiritual and trekking landscape, Yuksom represents the kind of destination the market is slowly moving towards — peaceful, meaningful and away from the usual crowded hill circuits.

With MICE and corporate offsites also rising in cooler destinations, June clearly belongs to places that offer both comfort and character. For the trade, the opportunity is to sell not just cooler weather, but better stories.

With Best Regards,  
Amit Perival  
Director



### DEMAND RADAR

#### East & Island Circuits



#### Forward Booking:

Hill destinations are still performing well due to vacation demand from North India. Darjeeling, Sikkim, Meghalaya, and Arunachal Pradesh remain top choices. Hotel availability is improving after early June, with prices expected to drop further post mid-June. Andaman and Nicobar Islands is in off-season with low visibility, while South Bengal demand is mostly weekend-based.



#### Demand Trend:

Cooler destinations continue to dominate June travel. Hill regions are steady, while plains and wildlife circuits in Assam are slowing due to heat. Andaman demand is softer, and travelers are shifting from short trips to more experience-driven itineraries.



#### Price & Supply:

Rates are stabilizing in hill destinations as availability improves. North Sikkim and some offbeat stays may still face limited supply. Andaman and Kolkata are seeing off-season discounts.



#### Last-Minute Trend:

Strong last-minute bookings continue for Darjeeling, Sikkim, and Meghalaya, while plains see minimal activity.



#### Seasonal Shift:

Travel demand is strongly focused on cooler Himalayan destinations like Darjeeling, Sikkim, and Meghalaya. Hot-weather regions, plains, wildlife circuits, Kolkata, South Bengal interiors, and island destinations are witnessing a temporary slowdown.



#### Update:

Demand for conferences, corporate offsites, dealer meets and social events is steadily rising across cooler destinations such as Darjeeling, Sikkim and Shillong during the summer period.

# Destination Decode



## Y u k s o m (First capital of Sikkim) Where History Meets the Himalayas

### Why Sell This Now?

Tap into the rising demand for slow travel, spiritual escapes, and offbeat Himalayan destinations. Yuksom offers a rare blend of Buddhist heritage, untouched nature, and trekking gateways, making it highly appealing to travelers seeking meaningful experiences beyond crowded hill stations. With increasing interest in experiential and wellness travel, Yuksom positions itself as a serene, story-driven mountain retreat.



### Client Matching:

Ideal for nature lovers, honeymooners, trekkers, spiritual travelers, photographers, and experience-driven explorers looking for peaceful, immersive stays surrounded by forests and mountains.

### The Anti-Persona:

Not suited for travelers seeking luxury nightlife, shopping hubs, fast-paced itineraries, or polished urban infrastructure. Yuksom is quiet, remote, and slow—best experienced with time and patience.



### OPTIMIZED ROUTING ARCHITECTURES



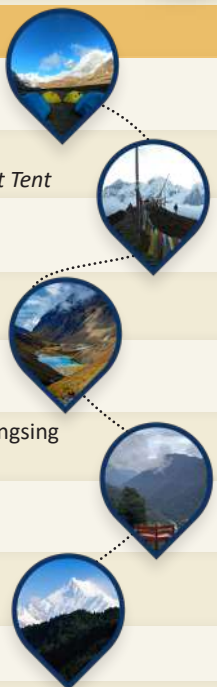
#### Flow 1 | 5 Days – Yuksom Heritage & Nature Escape

- DAY 1** NJP / Bagdogra to Yuksom (150 kms / 6–7 hrs).
- DAY 2** Yuksom Sightseeing (Dubdi Monastery, Coronation Throne, Kathok Lake).
- DAY 3** Excursion to Khecheopalri Lake / Rimbi Falls / Kanchenjunga Falls.
- DAY 4** Leisure Day (Village Walk, Monastery Visit, Local Exploration).
- DAY 5** Yuksom to NJP / Bagdogra.



#### Flow 2 | 9 Days – Goechala Trek Expedition

- DAY 1** NJP / IXB to Yuksom (6–7 hrs) Drive to the base village of the trek.
- DAY 2** Yuksom – Bakhim (12 km | 3100 m) Forest trek through pine & rhododendron. Overnight Tent
- DAY 3** Bakhim – Dzongri (10 km | 4030 m) Climb with stunning Kanchenjunga views. Tent Stay
- DAY 4** Dzongri – Thangsing (7 km | 3930 m) Alpine meadows beneath Mt. Pandim. Tent Stay
- DAY 5** Thangsing – Lamuney (8 km | 4130 m) Rocky trails towards high-altitude zone. Tent Stay
- DAY 6** Lamuney | Samiti Lake | Goechala View Point | Thangsing Sunrise over Kanchenjunga (4940 m). Tent Stay
- DAY 7** Thangsing – Tshoka (15 km | 3100 m) Descend via forests & ridges. Tent Stay
- DAY 8** Tshoka – Yuksom (12 km) Return trek & hotel stay.
- DAY 9** Yuksom - NJP / IXB



*Yuksom isn't just a destination—it's a gateway to Kanchenjunga, a cradle of Sikkimese history, and a sanctuary of peace, making it a high-value niche product for slow, meaningful Himalayan travel.*

◆ **Yuksom (Nature & Boutique Stays):** Red Palace Hotel | Yuksom Residency | Tashigang Hotel

◆ **The Rookie Booking Mistake:** Positioning Yuksom as a quick sightseeing stop instead of a slow, immersive stay focused on monasteries, nature, and trekking culture.

◆ **Managing Reality:** Highlight Yuksom as a peaceful retreat and trekking base, not a commercial hill station. Clearly communicate:

- Long travel hours
- Basic amenities
- Limited network & nightlife
- Importance of acclimatization

◆ **Yield Maximizer:** Promote travel during March to May and October to November for the best mix of clear mountain views, pleasant weather, and ideal trekking conditions.

◆ **When to Lock Inventory (Pricing Insight):** Secure bookings well in advance during trekking seasons and peak months, as limited hotels and homestays fill up quickly. Shoulder seasons offer better pricing with fewer crowds.

### Critical Operational Alert:

Yuksom is an experience-first Himalayan destination with long hill drives, basic infrastructure, and limited connectivity. Weather and terrain play a major role in travel flow. Proper expectation setting on travel time, altitude, and slow pacing is essential for a smooth guest experience.

# Ground Intelligence



## **NH-310 Gangtok Bypass Nears Completion, Set to Transform City Traffic Flow:**

The NH-310 bypass from Ranipool to Burtuk has entered its final construction phase, with officials closely monitoring progress for timely delivery. Once operational, the project will ease congestion and enhance travel flow across Gangtok and its surrounding regions.



## **New Scuba Diving Sites in Diglipur Open Up Untouched Reefs Beyond Swaraj Dweep & Shaheed Dweep:**

The Andaman administration has introduced four new dive sites near Ross & Smith Islands, catering to all skill levels—from easy shore dives for beginners to deep-sea walls for advanced divers. This expansion brings fresh, less-crowded underwater experiences to India's diving circuit.



## **Maisang Guwahati – Where Culture Meets Comfort:**

Experience the perfect blend of warm hospitality, vibrant ambiance, and authentic flavors at Maisang, located near Borjhar Airport Road. A welcoming retreat in Guwahati for both locals and travelers seeking comfort, culture, and culinary delight.



## **Bhutan Hosts First-Ever International Travel Mart 2026:**

Taking place in Thimphu from June 11–13, 2026, this landmark event highlights Bhutan's "high-value, low-volume" tourism vision. The spotlight also shines on the ambitious Gelephu Mindfulness City, shaping the future of sustainable travel in Bhutan.



## **Discover the Living Legacy of Himalayan Tea at Singell Estate:**

Perched at 4,864 feet in Kurseong, the 150-year-old Badha Saheb's bungalow at Singell Tea Estate offers an immersive retreat into one of Darjeeling's oldest organic tea gardens. Guests can reconnect with a slower way of life through guided tea factory tours, scenic mountain trails, and local cuisine steeped in regional heritage.



## **Hasimara Civil Airport Project Clears Land Hurdles After Four-Year Delay:**

After a four-year delay, the Hasimara airport project in North Bengal is moving forward following crucial land approvals. The upcoming dual-use facility will significantly cut travel times and boost tourism across the Doars region.

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