



### DIRECTOR'S DESK

Dear Travel Partners,

July marks the transition between two travel seasons.

While the monsoon has softened leisure demand across much of the East, it has also created new opportunities. Better availability and attractive pricing are driving a steady rise in conferences, corporate offsites and dealer meets across the hill destinations, while weekend travel continues to support short-break movement.

The market is gradually looking beyond the monsoon, with enquiries for the October–December travel season steadily increasing. This is the right time to secure inventory and plan winter itineraries. Improving stability in the Middle East is also expected to boost traveller confidence and support stronger inbound tourism in Q3 and Q4.

This month's featured destination, Murshidabad, is a reminder that memorable travel isn't always found in the mountains. As travellers increasingly seek authentic stories, living heritage and meaningful experiences, destinations rich in history and culture are carving out a stronger place in the modern traveller's itinerary.

July is not a month of slowing down—it is a month of preparing for the next wave of demand.

With Best Regards,  
Amit Periwal  
Director



### DEMAND RADAR

#### East & Island Circuits

#### ● Forward Booking Trend:

Leisure demand across North Bengal, Sikkim, Northeast India and Bhutan has softened with the onset of the monsoon. Andaman, Kolkata and South Bengal are also witnessing lower forward bookings due to heat, humidity and seasonal travel patterns.

#### ● Demand Trend:

While leisure movement remains subdued across most destinations, weekend traffic from nearby source markets continues to support short-break travel. The MICE segment is emerging as the key demand driver, with conferences, dealer meets and corporate offsites gaining momentum across the hills.

#### ● Price & Supply Dynamics:

Improved hotel availability and more competitive pricing across Darjeeling, Sikkim and the Northeast are creating attractive opportunities for corporate groups and incentive travel. Monsoon offers continue across Andaman and selected city hotels.

#### ● Last-Minute Booking Trend:

Last-minute leisure demand remains limited, with bookings largely driven by weekend travellers from neighbouring states. Corporate and group enquiries are witnessing shorter decision cycles due to improved inventory availability.

#### ● Seasonal Shift Insight:

July marks the transition from peak leisure travel to the planning season. While monsoon impacts immediate demand, enquiries for the October–December festive and winter season have started picking up steadily across the East.

#### ● Market Update:

Demand for conferences, dealer meets and corporate events is strengthening across hill destinations, supported by better connectivity, improved availability and attractive seasonal pricing. At the same time, advance enquiries for the October–December travel season are building momentum, particularly for Darjeeling, Sikkim, Bhutan and Northeast India.



## Murshidabad (The Heritage Capital of Bengal)

Where Bengal's Nawabi Legacy Comes Alive



### Why Sell This Now?

Tap into the growing demand for heritage tourism, cultural exploration, and experiential weekend getaways. Murshidabad offers a rich blend of Nawabi history, magnificent architecture, colonial-era landmarks, silk traditions, and cultural storytelling. As travelers increasingly seek meaningful experiences rooted in history and local culture, Murshidabad stands out as one of Eastern India's most authentic heritage destinations.

### Client Matching:

Ideal for heritage enthusiasts, history lovers, cultural travelers, photographers, educational groups, architecture admirers, weekend travelers from Kolkata, and experience-driven explorers looking to uncover Bengal's royal past.

### The Anti-Persona:

Not suited for travelers seeking mountain landscapes, adventure sports, luxury nightlife, modern entertainment zones, or resort-centric vacations. Murshidabad is best enjoyed through slow exploration of historical sites, cultural immersion, and architectural appreciation.

### The Inventory Snapshot:

Heritage & Premium Hotels: Bari Kothi Heritage Hotel | Cossimbazar Palace of the Roys (Rajbari)  
Best Mid-Range Hotels: Jalchhabhi Hotel & Resort | Hotel Palace View

### The Rookie Booking Mistake:

Positioning Murshidabad as a generic weekend destination instead of highlighting its unique Nawabi heritage, historical significance, and cultural richness.

### Managing Reality:

Position Murshidabad as a living museum of Bengal's royal heritage. Highlight heritage sightseeing, walking tours, monument timings, seasonal weather, and its rich cultural and educational experience.

### Yield Maximizer:

Promote travel during October to March, when pleasant weather makes sightseeing comfortable and enhances the overall heritage experience.

### When to Lock Inventory (Pricing Insight):

Book well in advance during winter months, long weekends, school vacations, and festive seasons when demand for heritage travel increases. Weekday departures often provide better rates and lower crowd levels.

### Critical Operational Alert:

Murshidabad is a heritage-focused destination where the experience revolves around history, architecture, museums, and cultural storytelling. Proper expectation setting regarding museum timings, monument closures, weather conditions, and walking-intensive sightseeing is essential for guest satisfaction.



## OPTIMIZED ROUTING ARCHITECTURES

### Murshidabad Heritage Discovery (2Nights 3 Days)



#### DAY 1

Kolkata to Murshidabad (200 km | 4.5–5.5 hrs)  
Arrival and check-in. Evening leisure by the Bhagirathi River.



#### DAY 2

Full-Day Murshidabad Sightseeing  
Hazarduari Palace or the Palace of a Thousand Doors - Katra Mosque - Nashipur Rajbari- Katgola Garden - Imambara - Medina Mosque



#### DAY 3

Murshidabad – Plassey – Shantipur/Phulia – Kolkata  
Visit the historic Battle of Plassey site and explore traditional handloom weaving centers before returning to Kolkata.

Murshidabad is not just a destination—it is Bengal's royal archive. From the grandeur of Hazarduari Palace and the legacy of the Nawabs to the story of the Battle of Plassey and the artistry of Murshidabad Silk, every corner offers a journey through history. It remains one of Eastern India's most rewarding heritage experiences for travelers seeking culture, authenticity, and timeless stories.



# Ground Intelligence



## Rare Mishmi Takin Captured on Camera in Sikkim for the First Time:



In a landmark conservation achievement, a herd of eight vulnerable Mishmi Takins was filmed in North Sikkim's Tingda Reserve Forest. The sighting, the largest ever recorded in the region, highlights Sikkim's growing importance in protecting Himalayan wildlife.

## Experience Timeless Luxury in the Heart of Kaziranga



Nestled beside the serene Kohora River, Kaziranga Heritage offers an elegant blend of Assamese tradition and modern luxury. Discover warm hospitality, cultural charm, and unforgettable wilderness experiences in the heart of Kaziranga National Park.

## Mother Teresa's Tomb & Museum Temporarily Closed for Visitors



Visitors planning to pay their respects at Mother Teresa's Tomb and Museum in Kolkata should note that the site will remain closed to the public from 15 June to 15 July 2026. Please plan your visit accordingly and check for updates before traveling.

## Baratang Reimagined: More Experiences, Less Transit:



From 1 October 2026, Makruzz will connect Port Blair, Baratang, and Havelock, making island travel smoother than ever. Turn every journey into an experience with scenic waterways, lush mangroves, and the iconic limestone caves.

## HONORED BY MINISTRY OF TOURISM GOVT. OF INDIA



Best Domestic Tour Operator in the North East Region Including Sikkim 2013 - 2014



Best Domestic Tour Operator in the North East Region Including Sikkim 2014 - 2015



Best Adventure Tour Operator (Domestic) 2015 - 2016



Best Domestic Tour Operator Rest of India Category II 2015 - 2016



Best Adventure Tour Operator Domestic 2017 - 2018



Best Tourist Transport Operator 2018 - 2019



Best Adventure Tour Operator 2018-2019



Best Domestic Tour Operator Promoting & Selling Tourism Product Category III 2018 - 2019



Best Domestic Tour Operator Promoting & Selling Tourism Product of North East Region 2018 - 2019

### Offices at

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

+91 94340 49123

www.clubside.in

enquiry@clubside.in



## WE ARE PROUD TO BE ASSOCIATE WITH

