



DIRECTOR'S DESK

Dear Travel Partners,

September is when the season begins to take shape, and the signals this year are encouraging. With Durga Puja, festive travel and the winter season approaching, enquiries across East & Northeast India, Bhutan and Andaman are steadily converting into confirmed business.

We believe Odisha also deserves greater attention. Puri, Konark, Chilika and Bhubaneswar offer a compelling mix of spirituality, heritage, coastline and experiences, making Odisha increasingly relevant beyond traditional pilgrimage travel. We are also strengthening our presence in the state as we prepare for the next phase of our operations.

Across the region, new infrastructure, emerging properties, evolving permits and fresh experiences are creating exciting opportunities for the travel trade.

The coming months will reward early planning and strong execution. Our focus remains on helping our partners sell confidently, operate seamlessly and discover new possibilities across the region.

We look forward to a strong season ahead.

With Best Regards,
Amit Periwai
Director



DEMAND RADAR (September 2026) East & Northeast India, Odisha & Andaman

- Forward Booking Trend:**
Advance bookings for October–December are gaining momentum across Darjeeling, Sikkim, Bhutan, Northeast India, Odisha, Kolkata, Sundarbans, Shantiniketan and Andaman. Durga Puja, festive holidays, winter travel, groups and MICE are driving early enquiries.
- Demand Trend:**
September marks the transition from monsoon to the autumn and festive season. Demand is expected to strengthen from mid-month across the hills and progressively across the region. Odisha is seeing growing forward interest in Puri, Bhubaneswar, Konark and cultural/coastal circuits, while hill destinations, heritage experiences, experiential travel and Andaman continue to gain traction.
- Price & Supply Dynamics:**
Early-September availability remains comfortable across most destinations, offering attractive pricing and flexibility. However, premium inventory for Durga Puja, Christmas and New Year is tightening across Darjeeling, Sikkim, Bhutan, Odisha, Andaman and select Northeast destinations. Early booking is recommended.
- Booking Behaviour:**
Short-break and last-minute bookings remain steady, while travellers are increasingly planning their October–December holidays in advance. Festive travel, family holidays, groups and experiential itineraries are showing stronger lead times.
- Trade Insight:**
September is a key conversion and inventory-locking month. Securing hotels, transport and experiences now will provide better availability, pricing and commercial flexibility ahead of the peak October–December season.
- Market Outlook:**
Positive / Strengthening — festive travel, winter holidays, MICE, group movements and experiential tourism are expected to drive a strong final quarter across East India, Odisha, Northeast India, Bhutan and Andaman.

Destination Decode



Puri (The Spiritual Capital of Coastal Odisha)

A Unique Fusion of Spirituality, Culture & Coastal Leisure

Why Sell This Now?

Puri and the wider Odisha circuit are evolving into a year-round tourism destination. September is an attractive shoulder season, with hotel rates often 20–35% lower than peak winter tariffs. It is a good window to secure value before the October festive and winter surge.



Client Matching:

- Spiritual travelers visiting the Jagannath Temple.
- Families and long-distance travelers.
- Weekend travelers from West Bengal, Jharkhand and Maharashtra.
- Leisure travelers seeking beaches, culture and wild-life or Bhitarkanika.

The Anti-Persona:

- Travelers seeking an empty, quiet destination during winter or festive dates; Puri's peak demand during Rath Yatra and the winter holiday season (October–January) pushes hotel occupancies to 85%–100%.
- Visitors expecting unrestricted access to all religious monuments; entry inside the Shree Jagannath Temple is strictly reserved for Hindus.

Critical Operational Alert:

- Entry to the Shree Jagannath Temple is restricted to Hindus. Non-Hindu visitors can view the temple from designated nearby viewpoints.

OPTIMIZED ROUTING ARCHITECTURES (3 DAYS)

DAY 1

PURI



Jagannath Temple, Golden Beach and Swargadwar market.

DAY 2

KONARK



Visit the UNESCO-listed Konark Sun Temple and Raghurajpur Heritage Crafts Village, known for Pattachitra art.

DAY 3

CHILIKA



Travel to Satapada for a boat ride and the chance to spot Irrawaddy dolphins before departure.

Inventory Snapshot:

Puri offers a wide range of luxury, boutique, mid-range and beachfront properties, with premium options also available around Marine Drive and Chilika.

Booking Insight:

For September, long-distance travelers should ideally book 30–45 days in advance to secure better rates. Peak winter and Rath Yatra periods may require bookings up to four months ahead.

Managing Reality:

September provides a useful gap between the monsoon slowdown and the winter rush. Golden Triangle itineraries combining Puri, Konark and Chilika can increase stay duration while offering a more complete experience.

Experience Edge:

Position Puri as more than a pilgrimage destination. The combination of spiritual heritage, Blue Flag beaches, traditional crafts, coastal experiences and wildlife makes it a strong year-round product for both leisure and cultural travelers.

September is a smart window to sell Puri, offering better value before the festive and winter travel surge. Combine Puri, Konark and Chilika to create a well-rounded spiritual, cultural and coastal itinerary. Position Puri beyond pilgrimage by highlighting its beaches, crafts, wildlife and immersive local experiences.

Ground Intelligence



Singshore Bridge Glass Skywalk Project Progress:

- Singshore Bridge near Uttarey is being developed into an adventure tourism hub with a glass skywalk and bungee jumping facilities.
- Supported under PM-DevINE, construction is progressing steadily with emphasis on quality and timely completion.



A Temporary Pause at Calcutta Bungalow:

- Calcutta Bungalow has temporarily paused operations, with further updates expected once future plans are finalised.
- Travellers are advised to watch for announcements regarding its reopening and next phase.



Museum of Words Opens to the Public in Kolkata:

- Kolkata's Museum of Words is now open, offering visitors an engaging journey through the history and evolution of language.
- The museum explores the cultural significance of words through an immersive visitor experience.



Bumla Pass Permits No Longer Available Online:

- Bumla Pass permits in the Tawang region will no longer be issued through the online portal.
- Travellers will need to follow the revised permit process for visits to the border destination.



Ri Sai: A New Stopover in Meghalaya:

- Located at Nongpoh on the Guwahati–Shillong highway, Ri Sai offers comfortable stays alongside local cuisine and indigenous experiences.
- The property brings together regional textiles, crafts and hospitality, making it a convenient stopover for travellers.



Mawseintyllang Eco Tourist Resort Opens in Cherrapunjee:

- Mawseintyllang Eco Tourist Resort offers a peaceful hillside retreat overlooking the India–Bangladesh plains.
- Its modern architecture and scenic setting create a serene stay experience in Cherrapunjee.



Online Permit System Under Consultation to Strengthen Tourism Revenue:

- Sikkim's proposed AI-based Integrated Online Permit System is currently under consultation to streamline permits and improve transparency.

Offices at

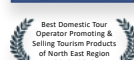
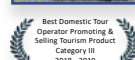
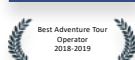
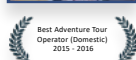
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