



Tourism Industry in Meghalaya



At a glance

Meghalaya also known as the 'Abode of the Clouds' is characterised by a unique topography that puts together lush green mountain, waterfalls, caves and other diverse landscape features. The state has a distinctive cultural composition made up of three major tribes The Khasi, Jaintia and Garo. These tribes have their own traditions, language and customs. This amalgamation of cultural identities makes Meghalaya an interesting place to visit for cultural tourists. For Nature enthusiasts the Meghalaya landscape offers opportunities for both Adventure seekers as well as the more laid back tourists. Owing to this diverse bag of offerings tourism has seen steady growth, contributing significantly to the state's GDP. The state welcomed over 1.2 million tourists in the past year, including both domestic and international visitors.

Key metrics



15 LAKH

Tourist footfall in 2024



4.1 % OF

STATE GDP

Tourism Sector



₹ 12,000 CR

Tourism Industry by 2028

TOURISM VALUE CHAIN



Stage	Activities	Stakeholders	Challenges
Transportation	Inter state travel from airports and railway stations, Intra-State Travel	Tourists, Driver Agencies	Lack of standardization of costing, information disparity, lack of option awareness
Tourist Guides	Interacting with tourist to create a holistic experience	Tourists, guides, training centres	Lack of operation standardization, lack of training institutes,
Accommodation	Providing affordable and state of the art accommodation options	Tourists, homestay owners, hotels, hostels	Lack of quality examination, Lack of
Food and Beverage	Authentic Eating options, Foods that match general palette	Restaurant and Cafe owners,	Supply chain issues, seasonal demand, skilled workforce
Experience Curation	Curating tourist plans and routes, creating pre-planned packaged	Adventure sports facilities, tourist attraction centers, tourists, restaurants, homestays	Infrastructure Limitation, Information gap
Marketing and Sales	Branding, advertising, and selling products to consumers.	Marketing Agencies, Online Platforms	Lack of effective marketing strategies, limited brand awareness, competition from established brands

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CHALLENGES



Impact on Nature: Tourism in the state takes place mainly at the cost of serene landscapes which are fragile in nature

Negative impact of seasonality: To reduce this impact, it is advisable to introduce more niche tourism products during low seasons to serve the demand of different types of tourists.

Tour guides: Some taxis available to tourists may be from outside Meghalaya. However, it's unclear what kind of guidance and enlightenment they receive, which is important for promoting tourism.

Tourism in Meghalaya

Meghalaya, the "Abode of Clouds," is a premier tourist destination known for its natural beauty and cultural richness. The state offers a unique blend of scenic landscapes, adventure, and vibrant traditions.

Key Attractions:

- Shillong: The capital city, known as the "Scotland of the East," offers attractions like Shillong Peak, Ward's Lake, and the bustling Police Bazaar.
- Cherrapunji & Mawsynram: Among the wettest places on earth, famous for living root bridges and waterfalls like Nohkalikai Falls.
- Mawlynnong: Dubbed the "Cleanest Village in Asia," offering sustainable tourism experiences.
- Dawki: Known for the crystal-clear Umngot River, ideal for boating and adventure tourism.

Key Metrics:

- Tourist Arrivals (2019): Over 1.27 million visitors, with domestic and international travelers.
- Waterfalls: Over 17 major waterfalls including Nohkalikai and Seven Sisters Falls.
- Caves: Over 1,000 caves, with Mawsmi and Siju as popular destinations.
- Living Root Bridges: Over 100 bridges across the Khasi and Jaintia hills.

Meghalaya is a growing hub for adventure tourism (trekking, caving, water sports) and cultural tourism through its indigenous Khasi, Garo, and Jaintia tribes, drawing travelers for its unique offerings and eco-friendly initiatives.

OPPORTUNITIES AND SOLUTIONS



1

Homestays

The Meghalaya Homestay Scheme offers subsidies and loans to encourage people to start homestays as a livelihood. The scheme provides a 35% front-end subsidy, and up to 70% financing for rural areas.

2

Adventure Tourism

Meghalaya is home to some of the most exquisite and longest caves in the world. The caving industry is still in a very nascent stage and has the potential to attract tourists and researchers from around the world over.

3

Cultural Tourism

Eco-tourists are eager to learn much about the culture and way of life of local folks by involving themselves in homestay in local households, in cooking and eating, in games and religious rituals, however, they do not find a way to do so.

4

Resorts

Eco-friendly cottages can be built at various destinations to provide affordable accommodation for tourists. These resorts can be built outside of Shillong to encourage tourists to stay at other destinations, which can create jobs and income.

5

Clean and Green Tourism

Uncontrolled tourism can pose serious threat to environment and tourism itself. The threats are the increase in the level of pollution of water sources; and the disposal of liquid and solid waste including contamination of waste on the landscape.

6

Experiential Tourism

Meghalaya has a rich cultural and natural heritage, and many festivals are celebrated all around the year to commemorate the same. Troupes, artists, and music festivals such as Cherry Blossom festival, Shillong Chamber Choir, Lou Majaw and NH7 weekender have brought global recognition to the State.

SCHEMES



Central sector schemes such as Swadesh Darshan, PRASAD and Amrut Sarovar



Community led tourism infrastructure development Scheme



Public-Private Partnership Model