

## **New Tourism Website Launched in Shillong**

Batuta, a Shillong-based firm with primary concern in the tourism and hospitality sector have just announced the launch of a premier website for tourists and tourism service providers of the state. The website - [www.visitshillong.com](http://www.visitshillong.com) - was launched on the occasion of World Tourism Day i.e. 27 Sep 2019 and is striving to start daily operations in a short while.

Customers can now book holidays, join events and get relevant information through the website from their computers or mobiles as the website is mobile responsive. Local business can gain by advertising their listings or events directly to the customers.

"We've listened to many people and this is the type of the website they've been looking for" commented Benny Lyngdoh, of Batuta. "It is very important for us to be responsive to the ever evolving needs of customers in this day and age. This website must also educate tourists about local culture and customs. We aim to be sustainable and sensitive, local and global."

Visitshillong.com was setup to help establish a new type of tourism based on the principle of sustainable and inclusive economic growth while at the same time respecting the cultural heritage and natural environment of Meghalaya. It strives to help improve Meghalaya's competitiveness as a leading tourism destination of choice throughout the year while also encouraging local partners to share in the economic benefits of this nascent industry.

Shri. Cyril V.D. Diengdoh, IAS, Director of Tourism, Government of Meghalaya had this to say:

"Such websites which create curated tour packages and provide valuable information to tourists are a great initiative. Happy to know that entrepreneurs from the state, particularly the youth who are behind this initiative are tapping into the immense opportunities which tourism as a sector can provide."