An Inspiring New Travel Website on Northeast India

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Greener Pastures, a boutique eco-travel outfit based in the remote region of Northeast India has recently relaunched its website. The main motive behind this relaunch has been a desire to create an exceptional online space that can justify the incredible beauty of Northeast India and inspire likeminded travelers to visit. With this intent, the website has been a product of two years of hard work and dedication from the team consisting of designers, developers, illustrators and writers. The team is finally incredibly joyous to have completed this feat and remains eager to showcase the website to travelers around the world.

Speaking enthusiastically about this endeavor, co-founder Vaivhav Todi talks about some of the highlights “We really wanted to create something unique with the website that could portray our love for Northeast India. It is disappointing to see that such a breathtaking place has less information available online and that most websites are still to utilize the latest trends in web designing and development. Keeping this as a focus, we have done our best to keep the website light, user friendly and minimal, combining it with journalistic driven content, breathtaking photography and equally fascinating illustrations and colors.”

Right from the homepage the website is heavy on beautiful imagery. A section on destinations is present to introduce visitors to the seven different states of Northeast India, with information on cultures, environment, history, festivals and climate. Experiences have been well categorized making it easy for travelers to find the right tour or adventure of their choice. Further, there are numerous beautiful illustrated travel maps that were commissioned to illustrators that portray the geography and feel of the region and the various activities available. The about page has been focussed to provide visitors in-depth information about the company and contains sections on responsible tourism and helpful testimonials from real travelers. Among other things, a page on frequently asked questions can come as important to first time visitors to Northeast India as the information has been gathered from real experiences. Lastly, the website has been linked to the blog that contains additional resources and interesting travel literature from the region, with articles ranging from responsible tourism, homestays, trip reports, stories, culture, environment and folklore.

The relaunch of the website comes at a crucial time as more and more travelers both from India and around the world have started to visit Northeast India in increasing numbers. Many who travel the region find it difficult to deal with the lack of information on destinations along with the developing infrastructure. In this regard, Greener Pastures has definitely helped ease some of the issues faced by travelers and the team remains very enthusiastic about the future. Moreover, it is not just online presence that the company looks forward to, rather, the main passion is that of organizing quality, memorable and ethical travel experiences for entrusting guests who decide to visit a region as remote and exotic as Northeast India.

Visit the new website at www.thegreenerpastures.com.

For more information, please contact Vaivhav Todi, vaivhav@thegreenerpastures.com

About Greener Pastures

Greener Pastures is a boutique travel company based in the frontier lands of Northeast India. Run by a small team of passionate experts, the company offers responsible tours and adventures to exotic places and cultures. With a focus on sustainable travel, Greener Pastures aims to use tourism as a means to improving lives, preserving culture and conserving the environment.

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