GOVERNMENT OF MEGHALAYA

PRESS RELEASE

Global Hip-Hop Icon Nelly Arrives in Shillong for Cherry Blossom Festival 2026

Shillong, November 18, 2026: Shillong is gearing up for an electrifying musical experience as global hip-hop superstar Nelly arrives in the city ahead of his headline performance at the Shillong Cherry Blossom Festival on November 20, 2026, at Madan Kurkalang, Bhoirymbong.



A Diamond-certified, multi-Grammy-winning artist, Nelly has shaped global hip-hop with chart-topping hits such as *Ride wit Me* and *Dilemma*. His arrival adds another major international milestone to Meghalaya's growing reputation as a destination for world-class live entertainment.



Concerts as an Engine of Economic Growth

Under the leadership of Hon'ble Chief Minister Shri Conrad K. Sangma, Meghalaya is positioning concerts as more than entertainment events; they are emerging as strategic growth engines for the state's economy. Each performance creates opportunities across tourism, hospitality, transport, local businesses, and livelihoods. Meghalaya's concert economy has already demonstrated its potential, attracting **3.86 lakh attendees over 13 days from Bryan Adams to Cherry Blossom in 2025**, including **76,000 tourists**, accounting for **4.7% of the state's annual tourist footfall**. The events generated an estimated **5.6x economic multiplier effect** across multiple industries, with the hospitality sector alone recording over **₹33 crore in hotel revenue**, contributing nearly **27% of the overall economic stimulus**. The concerts also generated significant digital engagement, with **60,000 organic social media posts and 22 million reel views**, while creating an estimated **over 5500 jobs daily across the value chain**. By bringing global artists to Shillong, the Government is strengthening the creative economy, generating employment, supporting local businesses, empowering communities, and enhancing Meghalaya's visibility on the global tourism map.