

Wari La holds huge tourism potential: LG Kavinder UT Admin working to unlock new avenues of tourism growth in Ladakh Aim to make Ladakh a year-round destination for nature, adventure, culture, spirituality UT Admin promoting homestays, entrepreneurship to benefit local communities

Leh, September 12: The Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today said that Wari La, one of the highest motorable mountain passes in the world, holds immense potential to become a major attraction for domestic and international tourists.

The Hon'ble Lt Governor made these remarks while interacting with tourists during his visit to Wari La, which connects Leh with Nubra Valley through a breathtaking route at an altitude of over 17,000 feet. Known for its pristine beauty, panoramic views of the Karakoram and Ladakh ranges, and adventure tourism prospects, Wari La has remained relatively unexplored compared to other destinations in Ladakh.

The Lt Governor was accompanied by the First Lady Smt Bindu Gupta, Deputy Commissioner Romil Singh, SSP Leh Shruti Arora and other administrative officials.

Shri Kavinder Gupta said that the UT Administration is working on a comprehensive roadmap to unlock new avenues of tourism growth in Ladakh by promoting adventure tourism, eco-tourism, and cultural tourism. He emphasised that the government is focusing on creating better infrastructure, improving road connectivity, and ensuring sustainable development while preserving the fragile ecology of the region.

Highlighting the adventure spirit of the region, the Hon'ble Lt Governor noted that hundreds of tourists on bikes are already taking the Wari La route, making it a fast-emerging hotspot for adventure enthusiasts. He said the UT Administration will ensure better facilities and safety measures to encourage such activities and make Ladakh a preferred destination for bikers from across the world.

The Hon'ble Lt Governor also mentioned the ongoing 12th edition of the Ladakh Marathon, which this year featured its largest-ever field with over 6,600 runners from 30 countries worldwide. He said the participation of such a diverse group demonstrates Ladakh's growing global recognition. "People from 30 countries have arrived here, and they are our true tourist ambassadors who will carry Ladakh's message of peace, adventure, and natural beauty across the world," he remarked.

Reiterating the UT Administration's commitment, Shri Kavinder Gupta assured that every effort will be made to take Ladakh to new heights in terms of tourism, sports, and cultural promotion. "Our aim is to make Ladakh a year-round tourist destination, where visitors can experience natural beauty, adventure, culture, and spirituality," he said.

The Hon'ble Lt Governor has also asked officials to explore more possibilities of organizing adventure sports, cycling expeditions, trekking circuits, and cultural events across the Union Territory to attract diverse groups of tourists. The UT Administration, he said, is committed to extending facilities for homestays and local entrepreneurship, thereby ensuring direct benefits to local communities.

Earlier, during his interaction on the way from Nubra to Wari La, several tourists appreciated the UT Administration's initiatives to improve facilities in the region and expressed optimism about Ladakh emerging as a global hub for high-altitude tourism.

The Hon'ble Lt Governor reiterated that the UT Administration is determined to strike a balance between development and conservation. "We will ensure that the growth of tourism goes hand in hand with environmental protection and cultural preservation," he added.

