

LG Kavinder Gupta releases 'Celebrate Ladakh' Calendar; UT Administration declares nine UT-Level Festivals to boost year-round Tourism

Leh, December 17, 2025: The Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today inaugurated the 'Celebrate Ladakh' Tourism Calendar, prepared by the Department of Tourism, UT Ladakh, marking a major step towards strengthening cultural branding and promoting year-round tourism in the Union Territory.

On the occasion, the UT Administration also announced the declaration of nine UT-Level Festivals, aimed at creating a strong, structured, and globally recognisable tourism identity for Ladakh.

Secretary, Tourism, Shri Sanjit Rodrigues stated that Ladakh currently hosts more than seventy festivals across districts and seasons. However, the absence of a clearly defined festival hierarchy has often resulted in fragmented branding, limited national visibility, and inconsistent promotion. To address this gap, the Department of Tourism has identified nine high-impact festivals to be designated as UT-Level Festivals, with locations and dates fixed for the next three years, based on their cultural significance, tourism potential, geographic spread, and economic impact, and in alignment with national and international tourism calendars.

The nine UT-Level Festivals include the Apricot Blossom Festival, Ladakh Astro Week, Changthang Nomadic Festival, Suru Summer Festival, Zaskar Festival, Ladakh Festival, Himalayan Film Festival, Ladakh Bike Week, and Ethnic Food Festival.

Director, Tourism, Shri Tsering Paldan stated that this initiative will enable tour operators, travel platforms, media partners, and airlines to promote Ladakh more effectively as a year-round tourism destination through predictable and well-publicised events. He further informed that two flagship festivals—the Ladakh Festival in Leh and the Suru Summer Festival in Kargil, have been proposed for national-level promotion under the Ministry of Tourism's Two Festivals per State promotion scheme, with partial central support to maximise visibility and tourist inflow.

"While these nine festivals will receive priority branding, marketing support, and coordinated resource allocation, all other local and regional festivals—numbering approximately seventy—will continue to be celebrated in accordance with community traditions and district-level planning", he added.

Festivals such as the Zaskar Festival, Changthang Nomadic Festival, and Himalayan Film Festival will be organised in close coordination with the Departments of Culture and Information, ensuring unified branding under the "Ladakh Tourism" identity while respecting departmental mandates.

The declaration of fixed festival dates for three years is expected to significantly enhance inter-departmental coordination, enable timely promotional campaigns, and eliminate challenges arising from ad-hoc or last-minute scheduling. By prioritising these UT-Level Festivals, the UT Administration aims to strengthen Ladakh's cultural appeal, attract domestic and international tourists, and generate sustained economic opportunities for local communities.

Through the launch of the 'Celebrate Ladakh' Calendar and the structured festival framework, Ladakh has taken a decisive step towards harmonising its rich cultural traditions with strategic tourism promotion, reinforcing its position as a premier destination for culture, adventure, gastronomy, and sustainable tourism.





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ANNUAL FESTIVAL CALENDAR

		2024-27	2027-28	2026-27
APRICOT BLOSSOM FESTIVAL	ACROSS APRICOT CLUSTERS	5-22 APRIL	5-22 APRIL	5-22 APRIL
LADAKH ASTRO WEEK	ACROSS LADAKH	20-26 MAY	7-13 MAY	20-26 MAY
CHANGTHANG NOMADIC FESTIVAL	CHANGTHANG	9-10 AUGUST	9-10 AUGUST	9-10 AUGUST
SURU SUMMER FESTIVAL	SURU VALLEY	26-27 AUGUST	21-22 AUGUST	26-27 AUGUST
ZANSKAR FESTIVAL	SANI ZANSKAR	15-16 SEPTEMBER	15-16 SEPTEMBER	15-16 SEPTEMBER
LADAKH FESTIVAL	LEH	21-26 SEPTEMBER	21-26 SEPTEMBER	21-26 SEPTEMBER
HIMALAYAN FILM FESTIVAL	ACROSS LADAKH	29 SEPTEMBER-1 OCTOBER	29 SEPTEMBER-1 OCTOBER	29 SEPTEMBER-1 OCTOBER
LADAKH BIKE WEEK	ACROSS LADAKH	1-7 SEPTEMBER	1-7 SEPTEMBER	1-7 SEPTEMBER