

Ladakh Showcases Its Vision as a 365-Day High-Altitude Tourism Destination at BRIDGES for Conscious Travel 2026, New Delhi



New Delhi, September 18, 2026:

The Department of Tourism, Union Territory of Ladakh successfully participated in BRIDGES for Conscious Travel 2026, held from 16-18 September 2026 at The Imperial, New Delhi, one of the subcontinent's foremost platforms dedicated to responsible, sustainable and experience-led tourism. The ninth edition of BRIDGES brought together leading hoteliers, tour operators, destination management companies, travel designers,

conservationists, policymakers, media professionals and tourism stakeholders committed to advancing conscious travel and community-centric tourism. The event focused on promoting tourism as a force for positive social, cultural and environmental impact, while fostering meaningful collaborations across the travel ecosystem.

Ladakh Tourism was represented by Smt. Tashi Dolma, JKAS, Director Tourism, UT Ladakh, and Sh. Fesal Iqbal Tantray, JKAS, Assistant Director Tourism, Leh, who engaged extensively with tourism industry leaders, travel professionals, destination curators and media representatives throughout the three-day event. Ladakh Tourism received an overwhelmingly positive response from participants, with significant interest shown by tourism businesses, travel designers and destination specialists in the Union Territory's evolving tourism offerings and its transition from a seasonal destination to a year-round tourism ecosystem.

During a dedicated destination presentation, Ladakh Tourism highlighted the Union Territory's emergence as a 365-day, high-altitude, nature-based tourism destination, offering a rich portfolio of experiences across all seasons. The presentation showcased Ladakh's growing strength in wildlife tourism, winter sports, adventure tourism, monastic and cultural festivals, endurance sporting events, community-based tourism, wellness experiences and astro-tourism, positioning the region as one of India's most distinctive experiential travel destinations. The presentation further highlighted Ladakh's ongoing efforts to diversify tourism beyond its traditional summer season and expand visitor experiences across autumn and winter months.

A key focus of the presentation was to address common misconceptions concerning accessibility and travel in Ladakh. Director Tourism emphasized that Ladakh today is a highly accessible destination with robust connectivity infrastructure. The region now benefits from year-round air connectivity with an average of nearly 20 daily flights connecting Leh with Delhi, Jammu, Srinagar, Chandigarh and Mumbai, alongside multiple road access corridors through Manali, Srinagar, Shinku La and the upcoming Zoji La Tunnel, which will further strengthen all-weather connectivity to the Union Territory.

The Department also sought to address concerns relating to Acute Mountain Sickness (AMS). During interactions with travel trade representatives and media, it was clarified that altitude-related discomfort can generally be managed through proper acclimatization, adequate hydration and adherence to basic travel precautions. The availability of medical facilities, healthcare services and emergency support systems across key tourism destinations in Ladakh was also highlighted, assuring visitors of the region's preparedness to support safe and responsible tourism.

The presentation further reinforced Ladakh's expanding portfolio of tourism experiences beyond the conventional circuits of Leh, Nubra and Pangong. Emerging attractions such as high-altitude wildlife experiences, frontier tourism circuits, endurance sporting events including the Ladakh Marathon and Frozen Pangong Lake Marathon, ice hockey, adventure pursuits, heritage and monastic trails, and globally renowned night sky experiences were presented as part of Ladakh's evolving tourism narrative.

An especially noteworthy aspect of the conference was the prominence accorded to Ladakh in the overall programme. Of the seven keynote and catalyst presentations delivered during the event, two presentations were dedicated to Ladakh and its emerging tourism opportunities, reflecting the growing interest of the travel industry in the Union Territory and its relevance within contemporary conversations on sustainable, experience-led and conscious tourism.

Speaking on the occasion, Smt. Tashi Dolma, JKAS, Director Tourism, UT Ladakh, stated that Ladakh's participation at BRIDGES 2026 provided an excellent platform to engage with some of the most influential voices in the travel industry and to communicate the Union Territory's vision of sustainable, inclusive and year-round tourism development. She emphasized that Ladakh today offers much more than its traditional summer attractions and is steadily evolving into a four-season destination driven by nature, culture, adventure, wellness and community experiences.

A key highlight of Ladakh's participation at BRIDGES 2026 was the strong interest shown by international travel media, destination storytellers and global travel influencers attending the event. The platform provided a unique opportunity for Ladakh Tourism to directly engage with a highly curated audience comprising high-value, experience-seeking travellers, luxury travel designers, premium tour operators and global tourism thought leaders. Interactions focused on Ladakh's emergence as a year-round tourism destination, its commitment to sustainable and community-based tourism, and the growing range of authentic experiences available across the Union Territory. The enthusiastic response from international media and travel professionals reaffirmed Ladakh's increasing visibility and appeal within the global experiential and conscious travel market.