

Chief Secretary Says 44% Growth in Tourist Arrivals Reflects Ladakh's Rising Global Appeal and Strong Tourism Strategy

Leh, June 06, 2026: The Union Territory of Ladakh has witnessed a remarkable surge in tourist arrivals during the period from January to May 2026, registering a growth of 43.6 percent compared to the corresponding period last year. The significant increase reflects Ladakh's growing prominence as a premier tourism destination and highlights the success of focused tourism promotion initiatives undertaken by the Department of Tourism, UT Ladakh.

Sharing the encouraging figures, the Chief Secretary, UT Ladakh, stated that the strong growth in tourist arrivals reflects Ladakh's rising appeal among domestic and international travellers and demonstrates the effectiveness of sustained tourism development efforts.

"The strong 44% growth in tourist arrivals reflects Ladakh's rising appeal and the effectiveness of our focused tourism initiatives. We remain committed to promoting sustainable, inclusive, and year-round tourism in the region," the Chief Secretary said. According to official data, Ladakh recorded a total of 1,17,546 tourist arrivals during January–May 2026, compared to 81,827 visitors during the same period in 2025.

Domestic tourism emerged as the key driver of growth, with arrivals increasing from 75,801 in 2025 to 1,10,585 in 2026, representing a growth of 45.9 percent. Foreign tourist arrivals also registered positive growth, rising from 6,026 visitors in 2025 to 6,961 in 2026, marking an increase of 15.5 percent.

The data further reveals that Ladakh's international appeal continues to expand across diverse global markets. Thailand, Vietnam and the United States emerged as the leading source countries among foreign visitors, while traditional markets such as Japan, the United Kingdom, Germany and France maintained strong visitor numbers. Growing interest was also observed from emerging Asian markets including Malaysia, Indonesia and South Korea, alongside steady arrivals from Australia, Israel, Russia, Singapore, Sri Lanka and Taiwan.

The sustained increase in tourist arrivals demonstrates strong momentum in Ladakh's tourism sector. A notable rise in visitor footfall during May 2026 reflects growing seasonal demand and increased confidence among travellers.

Significantly, tourist arrivals during the first five months of 2026 have surpassed previous benchmarks. Compared to 51,520 visitors recorded during January–May 2024, arrivals increased to 1,17,546 during the same period in 2026, representing an overall growth of approximately 128 percent. The growth trend was observed across all months, particularly between February and May, when tourist arrivals more than doubled.

The Department of Tourism has attributed the growth to a comprehensive and multi-pronged tourism promotion strategy. Active participation in major travel trade events, including SATTE and OTM, has strengthened engagement with tour operators and tourism stakeholders across priority markets. Strategic collaborations with media platforms such as Travelxp have further enhanced Ladakh's visibility through targeted branding and promotional campaigns.

Among the major highlights of the season was the Sacred Exposition of the Holy Relics of Lord Buddha held in May 2026, which attracted large numbers of devotees and visitors from across India and abroad, contributing significantly to tourism activity in the region.

The Department has also strengthened UT-level tourism festivals, including the Apricot Blossom Festival and Astro Tourism Week, with an emphasis on promoting Ladakh as a year-round experiential destination. Simultaneously, focused digital outreach and social media campaigns under the "Destination Ladakh" initiative have helped engage younger and experience-driven travellers worldwide.

Building on the positive momentum, the Department of Tourism has outlined a series of initiatives for the ongoing tourism season. These include participation in major travel exhibitions such as TTF Ahmedabad, TTF Kolkata, SATTE, OTM and TTF Bangalore, expansion of the "Celebrate Ladakh" festival calendar featuring flagship events such as the Ladakh Festival, Suru Summer Festival and Ladakh Bike Week, implementation of a tripartite Memorandum of Understanding for enhanced planning and execution of Ladakh Bike Week, and continuation of digital marketing and global outreach campaigns.

The strong performance recorded during the first half of 2026 underscores the success of Ladakh's holistic tourism strategy. With continued focus on sustainability, inclusivity and diversified tourism experiences, Ladakh is well-positioned to sustain this growth trajectory. The Department of Tourism remains committed to further strengthening Ladakh's position as a world-class, sustainable and all-season tourism destination catering to travellers from across the globe.



LADAKH | Mystical
Magical
Spiritual

LADAKH TOURISM SOARS IN 2026

Tourist Arrivals Show Strong Growth

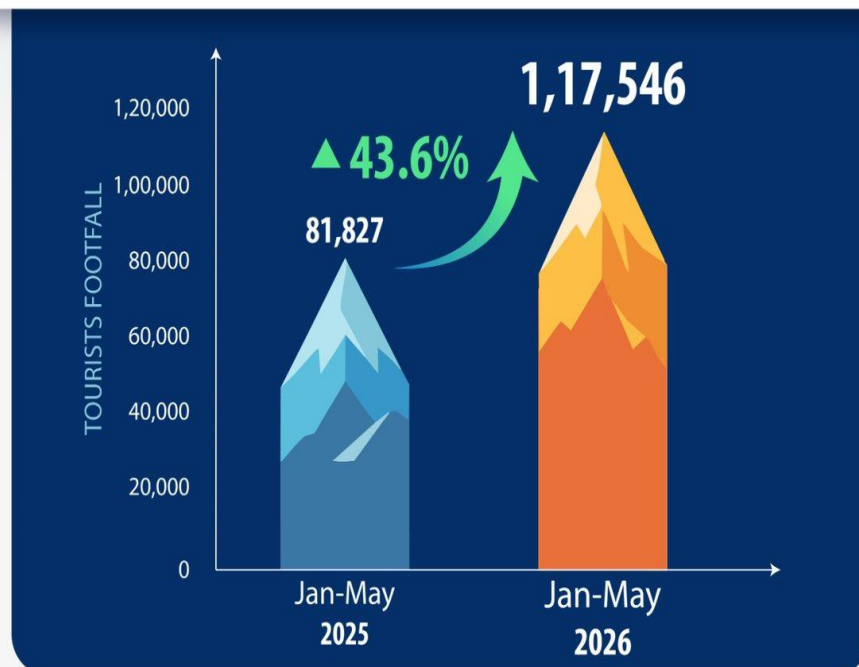
JAN-MAY 2026
▲ 1,17,546
TOURISTS ARRIVED

JAN-MAY 2025
81,827
TOURISTS ARRIVED

VS



▲ 43.6% APPROX. YEAR-ON-YEAR GROWTH



Breathtaking landscapes. Vibrant culture.
Unforgettable experiences.

Ladakh welcomes the world.

LADAKH TOURISM SOARS IN 2026

Tourist Arrivals Show Strong Growth

MAY 2026
▲ **72,834**
TOURISTS ARRIVALS

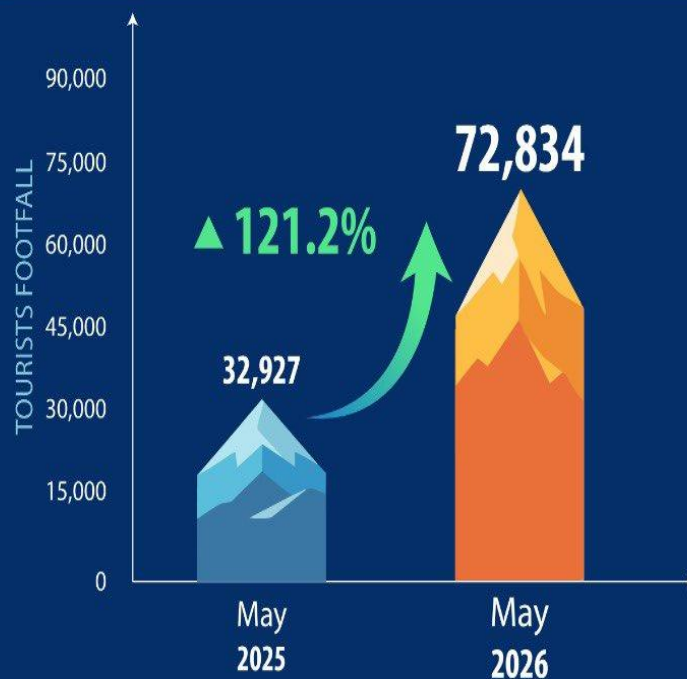
 **MAY 2025**
32,927
TOURISTS ARRIVALS

VS

 ▲ **121.20%** GROWTH



MAY 2026 EMERGED AS A STANDOUT MONTH



Breathtaking landscapes. Vibrant culture.
Unforgettable experiences.

Ladakh welcomes the world.