

Delegations call on LG Kavinder Gupta

Leh, November 29: A delegation from the All Ladakh Tour Operators Association (ALTOA) called on the Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, stressing comprehensive tourism promotion strategies to boost tourist footfall following a significant dip in the 2025 season due to various factors.

The delegates specifically requested Ladakh's participation in key international tradeshows including OTM Mumbai, WTM Asia Singapore, and WTM Germany to showcase the region's unique attractions.

The Lt Governor informed the delegation that he had already convened a meeting with the Administrative Secretary Tourism to strategise Ladakh's representation at national and international tradeshows. He emphasised that tourism in Ladakh must extend beyond a few summer months to year-round activity, benefiting local youth engaged in the sector.

Shri Kavinder Gupta highlighted the UT Administration's focus on promoting Ladakh's unique culture and major attractions, with special emphasis on boosting winter tourism through targeted campaigns.

Meanwhile, a delegation of the All Ladakh Transport Association and 407 Union met the Lt Governor and submitted a memorandum of demands in support of their demands.

Photo caption:

1. Delegation from ALTOA
2. Delegation from ALTOA & 407 Union

