

**LG Ladakh interacts with Tour & Travel Operators from Maharashtra *LG Kavinder Gupta underlines Ladakh as a top destination for nature, spirituality, and adventure Says Ladakh witnessed significant growth in infrastructure, connectivity & tourism under PM Modi leadership Emphasizes vital role of tour operators in promoting Ladakh's adventure, cultural, and eco-tourism Calls for collaboration with Maharashtra travel industry to boost tourism, visitor inflow in Ladakh***

Pune: The Hon'ble Lieutenant Governor of Union Territory of Ladakh, Shri Kavinder Gupta, interacted with Tour and Travel Operators from Maharashtra, aiming to further strengthen tourism cooperation between Ladakh and Maharashtra.

During the interaction, the Lieutenant Governor highlighted Ladakh's immense tourism potential, noting that the region is globally renowned for its breathtaking natural beauty, serene environment, rich cultural heritage, ancient monasteries, high mountain ranges, pristine lakes, and diverse adventure tourism opportunities. He said that every visitor to Ladakh experiences a unique blend of nature, spirituality, and adventure.

The Lieutenant Governor stated that under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, Ladakh has witnessed significant improvements in infrastructure development, road connectivity, air services, and tourism facilities. He emphasized that the administration's clear focus is on promoting sustainable tourism while safeguarding the fragile environment and creating employment opportunities for local youth.

Sharing his recent experiences, the Lieutenant Governor informed that since assuming office, he has toured most parts of the Union Territory over the past five months, including Nubra, Zaskar, Hanley, Aryan Valley, Kargil, Drass, Darchik, and several other remote areas. These visits, he said, provided valuable insights into Ladakh's tourism potential at the ground level.

The Lieutenant Governor underlined the crucial role of Tour and Travel Operators in promoting tourism, stating that they serve as a vital link between tourists and destinations by introducing unexplored areas and unique experiences. He noted that Maharashtra, being a major tourism market, holds significant potential for strengthening tourist inflow to Ladakh.

He urged tour operators to include Ladakh's adventure tourism, cultural tourism, spiritual tours, and eco-tourism in their travel packages and assured that the Ladakh Administration remains fully committed to providing policy support, coordination, and facilitation to promote tourism in the region.

Concluding the interaction, the Lieutenant Governor expressed confidence that such engagements would give new direction and momentum to tourism partnerships between Ladakh and Maharashtra, contributing to sustainable growth and mutual cooperation.



