

DC Leh Romil Singh Donk convenes meeting regarding Tourism Promotion in Leh

Leh, July 8, 2025 – A crucial follow-up meeting, chaired by Romil Singh Donk (IAS), Deputy Commissioner, Leh was held today at the DC Office to address the issue of declining tourism in Leh and timely allocation of funds for its promotion. The meeting stemmed from a previous commitment by Hon'ble Chief Executive Councillor (CEC), Adv. Tashi Gyalson, to provide an additional ₹1 crore fund for tourism promotion.

The primary focus of the discussion was the appropriate allocation and timely release of the funds for Tourism Promotion. Concerns were raised regarding the significant decrease in tourism rates this year compared to the previous year, highlighting an urgent need for intervention.

President, All Ladakh Hotel and Guest House Association Rigzin Wangmo Lachic, , presented a proposal specifically for ITB Berlin 2026, scheduled for March next year. She emphasized the need for timely fund allotments and securing a prominent space for advertising at the fair. The proposal earmarks ₹75 lakhs from the ₹1 crore fund for ITB Berlin, with the remaining ₹25 lakhs designated for digital and print promotion. To ensure effective participation and advertisement at the international event, timely fund release and cooperation from the Tourism Department were requested.

President, All Ladakh Tourism Trade Alliance PT Kunzang, voiced significant concerns about the rapid decrease in tourism funds since the formation of UT Ladakh. He addressed the critical role of tourism as the backbone of Ladakh's economy, underscoring that the region's economy could collapse if the tourism sector is not revived promptly.

DC Leh underscored the urgency to address the financial and promotional challenges faced by the tourism industry in Leh, with all stakeholders emphasizing the need for swift action to revitalize the sector. He further added that he will have a separate meeting with Hon'ble CEC regarding the same.

The meeting was attended by Chief Planning Officer Tsewang Gyalson, AD Tourism Padma Angmo, Assistant Tourism Officer Leh and Presidents and representatives of ALHGHA, ALTOA and ALTTA.



