



# ALL LADAKH HOTEL & GUEST HOUSE ASSOCIATION

May 2026

## 18 Months of Collective Action & Progress

Since assuming office in November 2024, the current leadership of the All Ladakh Hotel and Guest House Association has worked with a clear intent — to represent, support, and strengthen the tourism and hospitality ecosystem of Ladakh.

While many challenges remain and several issues continue to be actively pursued, it is important to acknowledge the tangible progress made over the past one and a half years. These achievements reflect the power of collective representation and sustained dialogue with stakeholders at every level.



### Key Achievements

#### *Regulatory Relief for Small & Mid-Scale Units*

In a significant move, the Ladakh Pollution Control Committee removed the mandatory requirement of installing Sewage Treatment Plants (STPs) for units with 9 to 19 rooms—easing financial and operational pressure for many businesses.

With thanks to Former Principal Secretary Sh. Sanjeev Khirwar and Special Secretary Sh. K.K. Pathak.

#### *Landmark Solar Subsidy for Commercial Units*

For the first time in India, a dedicated solar subsidy scheme for commercial hospitality establishments was introduced—marking a major step towards sustainable and cost-efficient operations in Ladakh.

With thanks to PDD Secretary Sh. Rudra Goud.

#### *Simplification of Registration Processes*

A long-standing concern of the industry saw meaningful reform:

- Provisional registration now requires only two basic documents
- Fire and safety compliances have been simplified
- Registration validity has been extended to five years

This has significantly improved ease of doing business across the region.

With thanks to Tourism Secretary Sh. Sanjeet Rodrigues and Hon'ble Chief Secretary Sh. Ashish Kundra.

#### *Environmental & Infrastructure Support*

New septic tank installations are now supported with free Faecal Sludge Treatment Plant (FSTP) services for



two years, reducing operational burdens and encouraging better sanitation practices. With thanks to Sh. Sanjeet Rodrigues.

### Strengthening Institutional Presence

The establishment of the ALHGHA office has created a dedicated space for coordination, dialogue, and member support—bringing the association closer to its stakeholders. Efforts of the entire Executive and Advisory Body.

### Digital & Inclusive Access

The launch of the ALHGHA website has made membership, communication, and grievance redressal more accessible—ensuring broader and more inclusive participation from across Ladakh.

### Expanding Regional Representation

Focused efforts have been made to onboard and register businesses from Nubra and Changthang, ensuring that remote regions are equally represented in the association’s work. With thanks to Hon’ble Chief Secretary Sh. Ashish Kundra.

### Policy Reforms for Ease of Access to Subsidies

The mandatory agricultural land certification requirement under the UT Ladakh Green Industrial Policy 2022–2027 has been removed, making it significantly easier for hospitality businesses to avail subsidies under the scheme.

### Financial Relief & Operational Support

- Facilitated moratorium support for businesses struggling with loan repayments following the Pahalgam incident / Operation Sindoor
- Secured the option of clearing electricity dues in three instalments when disconnections were initiated in April 2025
- Advocated for leniency in load sanction increases, preventing a steep rise in fixed electricity charges in March 2026

### Strengthening Market Access & Promotion

- Increased participation in trade fairs in India and abroad
- Secured the largest-ever space allocations at SATTE and OTM through proactive engagement with the UT Administration and Tourism Department
- Secured funding support for participation at ITB Berlin from LAHDC Leh With thanks to Former CEC Sh. Tashi Gyalson.

## UT Ladakh hopeful of rise in inbound tourism after ITB Berlin participation

**LEH:** After witnessing a sharp downturn in tourist arrivals last year, Ladakh is seeking to establish itself on the global travel map by tapping into the market through its first large-scale participation at ITB Berlin 2025, the world’s leading travel trade fair. The Union Territory made a prominent debut at the three-day global tourism event held from March 3 to 5 at Messe Berlin, using the platform to pitch its scenic landscapes, Buddhist heritage, and high-altitude adventure experiences to international tour operators and investors.

Union Tourism Minister Gajendra Singh Shekhawat inaugurated the Leh-Ladakh Pavilion during the event and described Germany as one of India’s most important tourism partners. The minister and India’s participation in the global fair reflects the country’s broader strategy to

## LRC Mandate for Tourism trade Tourism Bodies seek policy shield to protect local economy in Ladakh

**LEH:** A coalition of prominent tourism associations in Ladakh has urged the Lieutenant Governor-led administration to introduce a mandatory resident certificate requirement for all tourism-related business registrations, arguing that such a measure is necessary to ensure that economic benefits remain within the region.

In a joint memorandum submitted to the administration, prominent bodies from Leh and Kargiil—including the All Ladakh Hotel and Guest House Association, the

## ‘Ladakh safe for tourism’ Stakeholders demand removal of ‘misleading’ travel advisories

**LEH:** Concerned over the cancellations of bookings in the aftermath of a terror attack in Jammu and Kashmir, the tourism stakeholders in the neighbouring Ladakh on Wednesday assured the foreign and domestic tourists of safe travel in the Union Territory (UT). They also demanded the removal of ‘misleading’ travel advisories.

Terrorists opened fire in Pahalgam on Tuesday afternoon, killing 26 people, mostly tourists, in what is the deadliest attack in the

मुरीबत में एकजुटता का परिचय 'ऑपरेशन सिंदूर' के बाद कई एरनें वरु हो गईं और कई पर्यटक कंसंग गए। पर्वत में लड़ाकू के होटल मालिकों ने फसे हुए पर्यटकों को मुक्त करने की पेशकश... See more



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### ***Strengthening Tourism Through Events, Capacity Building & Partnerships***

- Smooth coordination of Khelo India, with no major complaints and a significant increase in revenue for participating properties compared to the previous year
- Facilitated free accommodation for sports journalists during the Ladakh Marathon 2025
- Participated in homestay training programmes to support and strengthen homestay operators across Ladakh

### ***Improving Connectivity & High-Level Representation***

- Met with Hon'ble Union Tourism Minister Sh. Gajendra Singh Shekhawat in January 2025 to present key industry concerns and opportunities for Ladakh
- Submitted representations to Hon'ble Union Civil Aviation Minister Sh. Kinjarapu Ram Mohan Naidu to address connectivity challenges and enhance flight access to the region
- Continued engagement with the Hon'ble Chief Secretary and Hon'ble Lieutenant Governor has contributed to increased flight frequencies, with additional flights expected to be introduced

These efforts have been critical in strengthening accessibility and positioning Ladakh more effectively as a destination.

### ***Community Engagement & Ground-Level Outreach***

Undertook a community engagement drive across Leh to better understand the challenges faced by stakeholders on the ground, ensuring that policy advocacy remains rooted in real, lived concerns of the industry.

### ***Standing Together in Crisis***

During Operation Sindoor, members of ALHGHA came together to provide free accommodation to stranded tourists, reflecting the spirit of solidarity and responsibility within the community.

### ***“Ladakh is Waiting” – Tourism Revival Campaign***

In response to challenging times, ALHGHA launched the “Ladakh is Waiting” campaign—an emotional and collective call to revive tourism and restore confidence in the destination.



## **Ongoing Priorities**

### ***Industrial Electricity Tariff for the Tourism Industry***

Ongoing efforts to secure a more viable and industry-aligned electricity tariff structure for the tourism sector, addressing one of the most critical cost pressures faced by hospitality businesses in Ladakh.

### ***Community-Driven Tourism Framework***

Working towards ensuring that tourism development in Ladakh remains rooted in local communities—prioritising local participation, ownership, and benefit-sharing, while promoting a model where economic gains are retained within the region.

### ***Strengthening Regional Representation***

Continued focus on deepening representation across Ladakh, particularly in Changthang, Sham, and





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# Ladakh hoteliers bail out stranded tourists with free stays

And taxi operators are offering discounted rides for those taking the road out

BY MALAVIKA BHATTACHARYA  
9 May 2025

## THEWEEK

### Tourism takes back seat as Ladakh hoteliers back demand for safeguards, justice for protest victims

Businesses linked to tourism are prioritising safeguards for the region over commercial interests

By Tariq Bhat | Updated: October 05, 2025 13:12 IST



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### First woman president of Ladakh hotel assn says priority is to protect tourism for local communities

Rigzin Wangmo Lachic says there are region specific challenges while dealing with tourism in Ladakh and the local communities and their indigenous knowledge can offer the best solutions.

HOME / NEWS / LEH AIRPORT CLOSURE: LADAKH HOTELS UNITE TO OFFER FREE STAY TO STRANDED TOURISTS

### Leh Airport Closure: Ladakh Hotels Unite To Offer Free Stay To Stranded Tourists

In a compassionate move during crisis, hotels in Ladakh are offering free stay to tourists stranded due to the closure of Leh Airport.

BY PRIYANSAKSHI PUBLISHED MAY 06, 2025 02:56 PM IST | 2 MIN READ

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The hospitality sector in Ladakh has stepped forward to support tourists left stranded following the temporary closure of Leh Airport and the suspension of all road traffic due to the massive snow-cum-ice. The 83 hotels listed on the Leh Airport Closure List.



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## Rigzin Wangmo Lachic's Vision Boosts Ladakh's Tourism Industry with Sustainable Innovation and Empowerment for Women

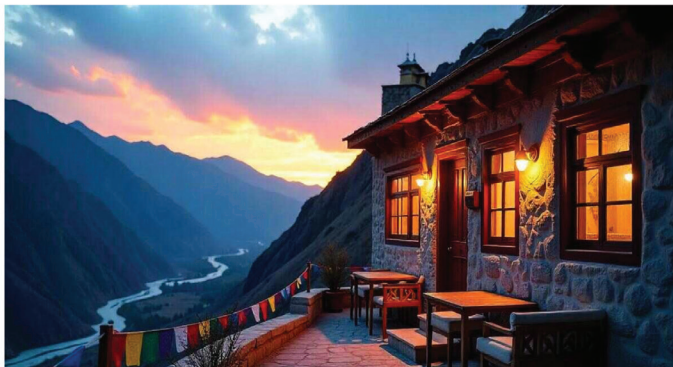
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