



## **HAI committed to the Promotion of Jammu & Kashmir Tourism & Hospitality**

**New Delhi, February 24, 2025:** The Hotel Association of India (HAI) is the leading organization in India's hospitality industry and has been collaborating with the Government on Sectoral policy matters for almost three decades. HAI released a report titled "Vision 2047 Indian Hotel Industry- Challenges and The Road Ahead " – a document outlining the roadmap for the future of the industry over the next 25 years. The report while covering key destinations and states across the country has affirmed the gaining popularity of Kashmir as a travel destination more so for Adventure Tourism, in the post-pandemic era. This is attributed to the swelling tourist numbers in the Union Territory and greater emphasis from the Central Government and the UT Administration. The G20 meeting held in Srinagar provided a boost to tourism in the region, showcasing its attractiveness & capabilities as a destination for MICE and wedding tourism. In addition, there have been serious efforts by the government both Central & State to strengthen the valley's infrastructure in terms of highway and tunnel projects. J & K's Tourism Mission intends to establish additional destinations. Enhanced budget allocations have been made by the Central Government to develop J&K in recent years. HAI Member hotels have been equal partners in the state tourism's journey marking an early presence in key locations and investing increasingly to further expand their footprints in the region. Members such as Lalit Group, Radisson Group, IHCL, ITC, Lemon Tree Hotels, and Khyber are all represented.

HAI has consistently advocated strong public-private partnerships and regular and systematic interactions between the government and the industry to unleash the full potential of tourism especially hospitality in creation of jobs, in driving inclusive growth and in the general development of the region. HAI Members engage with local communities and believe in sustainable growth. With the right support in terms of enabling policies, the hotel sector can flourish and with its established strong multiplier effect can rapidly change the socioeconomic landscape of the region. The key support that HAI has been advocating at the state level is to provide hotels the industry benefits allowing them lower tariffs in terms of utilities, lower property tax, access to softer and easy finance and facilitating ease of doing business. With improved connectivity and the proposed launch of a new direct train from the national capital to Srinagar, tourist footfall is bound to increase in J&K. Servicing of the same would require a parallel growth in hotel accommodation.

With the government's increased attention to tourism, the industry is confident of policy support. It remains committed to further strengthening the sector in the region, in established tourist locations as well as new and upcoming ones.

At a recent meeting with stakeholders chaired by Commissioner Secretary to the Government, J&K Tourism Department in New Delhi, attended by key stakeholders, **Mr K.B. Kachru, President of HAI and Chairman – South Asia, Radisson Hotel Group** said. "Jammu & Kashmir has always been the crown jewel of India's tourism industry. With improving infrastructure and increased connectivity, the region is poised to regain its status as a premier global destination. HAI is committed to the region, and we anticipate substantial additions to the hotel inventory across various segments,"

In the same meeting the industry suggested that a marketing plan be put in place by the government in consultation with Industry prior to the launching of the direct train to ensure that tourism thrives sustainably and doesn't get derailed.

#### **About HAI**

Established in 1996, Hotel Association of India (HAI) has evolved as an integrated hospitality industry platform to keep pace with the growing buoyancy ushered in by the liberalisation of Indian economy in the mid-90s. With its membership extending from major hotel groups; boutique, heritage and small hotels, HAI represents the entire spectrum of the industry. Its Executive Committee is a potent combination of the commitment of hotel owners on one hand and hard-core professionalism of hotel managers on the other. As the apex Industry Body, HAI works in the areas of Promotion of Regional Cooperation and Hospitality Research & Education in addition to taking Industry centric initiatives. By launching Unprecedented 'Social Inclusion' initiatives, HAI also projects the 'Social Face' of the Indian hospitality industry"