



HAI committed to support the government's efforts in promoting Jammu & Kashmir as a year-round tourism destination

29th July 2025, New Delhi: Hotel Association of India (HAI), the apex body representing India's hospitality industry, reaffirmed its continued support to the Government of Jammu & Kashmir in positioning the region as a year-round global tourism destination. This affirmation came during a key meeting convened by the Confederation of Indian Industry's (CII) Northern Regional Committee on Tourism and Hospitality, held recently in Srinagar. The meeting brought together key public and private stakeholders along with Deputy Chief Minister Surinder Choudhary to discuss strategic interventions to revive and strengthen the tourism sector. Mr. K.B. Kachru, President, Hotel Association of India and Chairman, South Asia, Radisson Hotel Group, commended CII for its leadership in facilitating a collaborative platform that successfully unified all stakeholders toward a common vision for sustainable tourism development.

Chief Minister Mr. Omar Abdullah in a separate meeting with Mr. K.B. emphasized the government's goal to turn Jammu and Kashmir into a global tourist destination year-round, stressing the importance of diverse experiences that engage travelers throughout the year. Hotel Association of India welcomed this and ensured support to all initiatives of the government. HAI members would be happy to collaborate with all the stakeholders with a shared vision and focus

on efficiency & competitiveness aligning with the government's emphasized efforts in showcasing regional handloom and handicrafts. Another area that the Association would be keen to collaborate is skill development. The meeting's discussions revolved around the agenda of strategic policy interventions, tourism reviews, skill development frameworks, capacity building and the implementation of flagship schemes to drive sustainable growth in the hospitality sector.

HAI, along with the broader hospitality industry, remains actively engaged in advancing the government's roadmap for tourism revival in Jammu & Kashmir. With concrete follow-up actions already in motion, the wider tourism and hospitality industry is committed to driving long-term, inclusive and globally competitive growth across the region's tourism and hospitality ecosystem.