

FHRAI Condemns Terrorist Attack in Pahalgam and Stands with J&K

The Federation of Hotel & Restaurant Associations of India (FHRAI) strongly condemns the recent terrorist attack in Pahalgam, Jammu & Kashmir. This attack, which has caused loss of life and injury, is a senseless act of violence that threatens the peace and safety of the region. FHRAI offers its condolences to the victims and their families.

Kashmir has seen record-breaking tourism in 2024, with 34.98 lakh visitors, including over 43,000 foreign tourists. Pahalgam, a major destination, has been a key part of this surge, with 5.5 lakh visitors in just the first quarter of this year. This growth is a clear sign of the region's increasing appeal among the domestic and international tourists as a premier global tourism destination. The record surge in tourists to the region fuelled local employment and businesses indicating towards normalcy in the Valley and a more prosperous future.

The rise in tourism is the result of ongoing efforts of Government of India and the Government of Union Territory of Jammu and Kashmir to promote the region through international events and strong digital campaigns. Major events like the G20 Tourism Working Meeting in Srinagar and the F4 car show have put Kashmir in the global spotlight, helping boost visitor numbers. However, this attack threatens the stability and future of the tourism industry, which is a key economic driver for the region.

“Tourism is the backbone of Jammu & Kashmir's economy, and the recent terrorist attack in Pahalgam is a grave assault on the region's prosperity and the well-being of its people. We must ensure that such acts of violence do not hinder the region's progress. The safety and security of both tourists and locals must remain our top priority moving forward”. Mr. K. Syama Raju, President of FHRAI.

FHRAI calls for swift action to ensure security in the region and protect the growing tourism sector from further disruption.