

ASTERA TRAVELS

Exquisite Experiences!

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Our profile

In the summer of 2015, a group of travel professionals with a rich industry experience of over thirty years came together to found Astera Travels. The company was established after a thorough understanding of the common aspirations and pain areas of guests traveling to the Jammu, Kashmir and Ladakh sector. The vision of the company aimed at making travel more rewarding, fulfilling and memorable. In a short span of time and after incredible efforts, Astera is now the most trusted name in the luxury travel segment. We have unmatched capabilities to handle clients and provide seamless end-to-end service. Having a well-established network of lodging and logistics, we ensure a hassle-free travel experience to our clients. Astera proactively handles projects in MICE (Meetings, Incentives, Conferences and Events) tourism and has achieved a leadership position in this segment, for which Kashmir is becoming an increasingly attractive destination. At Astera, we believe we are in the business of “delivering experiences” and our dedicated Product Team relentlessly explores unique and rewarding travel experiences for our valued clients.





Make Astera your local partner

Astera is a licensed travel company, registered with Jammu & Kashmir Tourism. We offer a wide range of travel services and due to our sizeable network of local vendors, we are always ready to handle assignments at a short notice. In terms of business collaborations, we are open to partnering with national and international travel companies and destination representatives, and offer both ready-made and customized packages at the most competitive prices.

Some of our most popular product packages include guided cultural trips, golf tours, adventure camps, cottage weekends, business conferences, event management, high-end weddings and VIP pilgrimage tours. As a local partner, Astera ensures the highest possible quality of service with guaranteed client satisfaction and retention.

Apart from the conventional tour packages, here are some of our special offerings:

Business Conferences

Imagine hosting your next business conference by the banks of the Dal Lake and giving your business associates an absolute treat! With state-of-the-art facilities like conference halls, auditoriums and banquet halls, Srinagar is fast becoming the most preferred destination for business conferences and events. The MICE industry is one of the fastest growing tourism verticals in the region and Srinagar is already being dubbed as the ‘Davos of the East’.

Golf Tours

Kashmir is known for its world-class golf courses and Astera offers you the best in this regard. Plan your golf tour in Gulmarg and Pahalgam which have some of the world's highest golf courses above the sea-level. We customize packages according to your requirement and provide you the best-in-class accommodation and entertainment facilities.

Cultural Trips

Jammu, Kashmir and Ladakh are home to a diverse range of cultural hues. Every year, we receive flocks of foreign and national tourists who are keen to gain a better understanding of the region. Our well-trained guides speak Hindi and English, and are dedicated to give the tourists a comprehensive tour of the rich cultural and historical sites like medieval gardens, monuments, temples, monasteries, handicraft workshops and bazaars. Heritage Walks along the downtown streets are a popular way to get acquainted with the old-city life. Astera gives you an opportunity to come in touch with the ancient nomadic tribes and closely study their culture and lifestyle. Gourmets are also given a taste of the authentic Kashmiri and Tibetan cuisine, the flavors of which are simply indelible! We host special tours for connoisseurs of Sufi art, philosophy and music. Our enchanting package known as *Sufi Safar* takes you to renowned Sufi shrines and hospices at the most breathtaking locations.

Cottage Weekends

Inspired by Henry David Thoreau's fascinating philosophy of spending quiet and secluded days away from the drudgery of the city life, Astera offers exclusive properties at the most serene locations. Our Cottage Weekend packages include activities like fishing and boating, and are a perfect way to cool your heels and unplug from your hectic work routine.

Adventure Tours

With Astera, all you need to do is to pack your bags and set out! We comprehensively handle your permits, logistics, camping sites, tents and hiking equipment. Our customized adventure packages are loaded with thrilling activities like mountaineering, rafting, skiing, snow-scootering and more.

Our commitment to Sustainable Tourism

We at Astera understand the importance of sustainability and our business often operates in close association with nature. As such, we have pledged to partner with only those vendors who share our concern for judicious energy and resource utilization. Our regular Sustainability Audits and subsequent Credit Allocation System to our partners is a pioneering step towards sustainable business operations in the region. We earnestly seek to reduce our Carbon footprint by gradually phasing out all our petrol and diesel run vehicles and replacing them by those operating on electricity or CNG. Astera partners with a number of green NGO's and also engages local communities to take steps in the direction of a greener tomorrow.

