



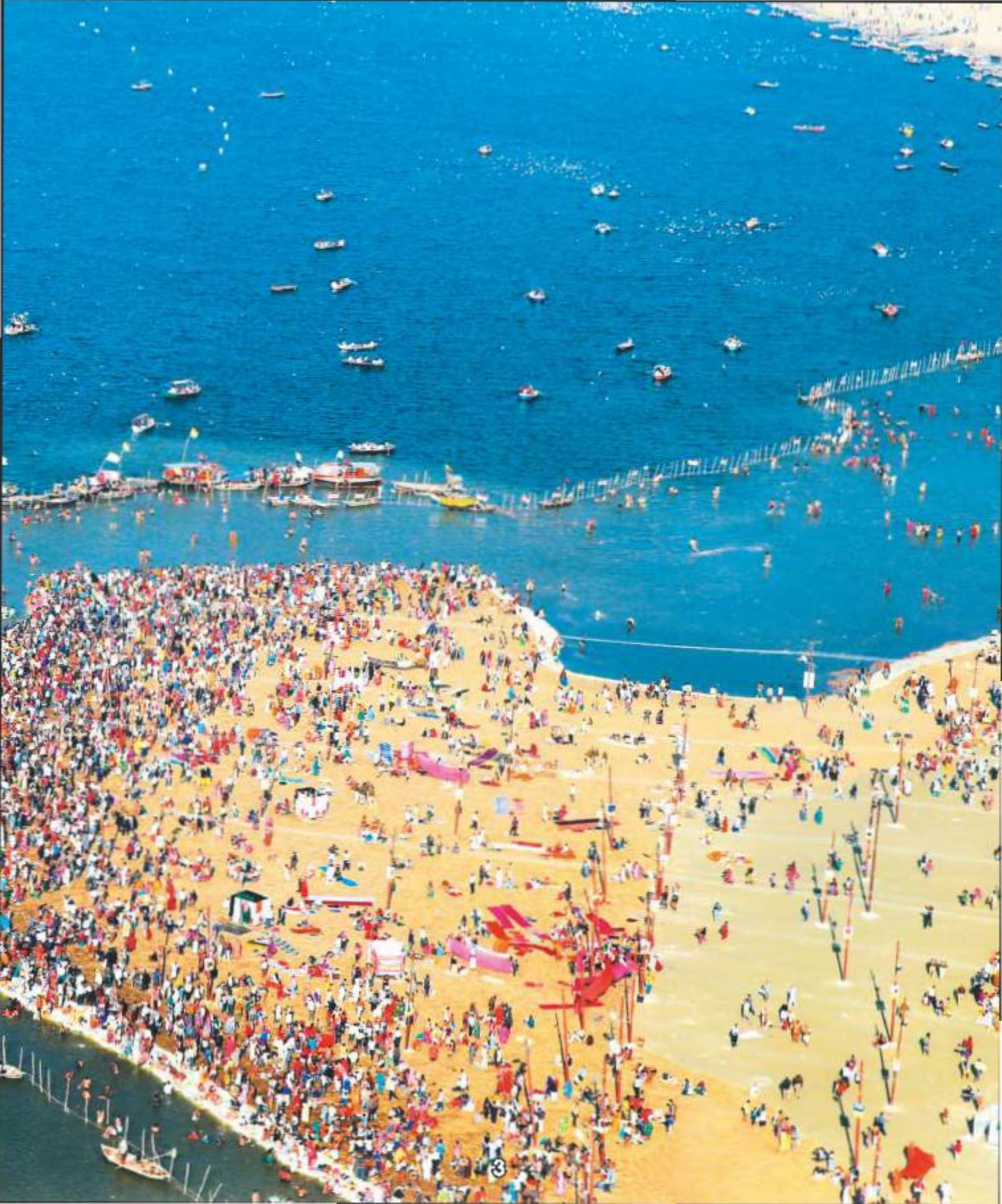
TOURISM

UP nahi dekha to India nahi dekha...

POWERING NEW INDIA





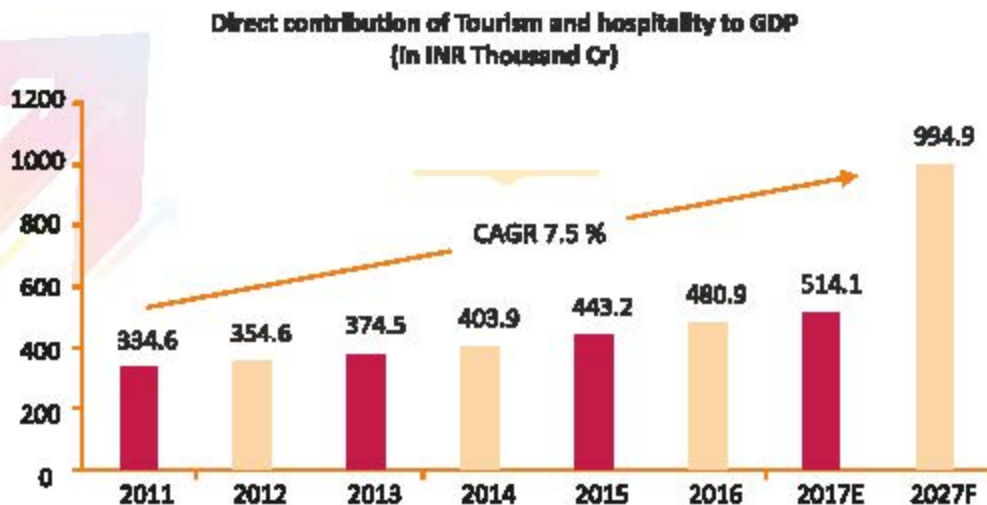


SECTOR PROFILE: Uttar Pradesh Tourism

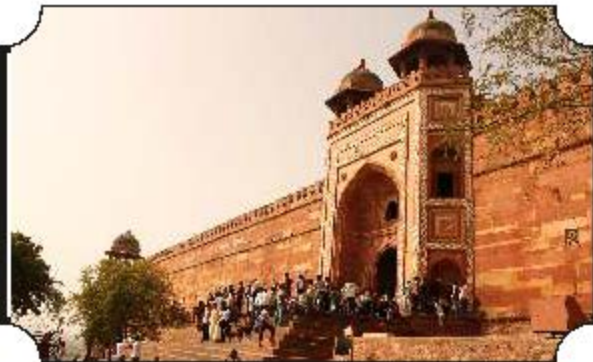
Sectoral Overview

TOURISM SECTOR : India Scenario

- The direct contribution of travel and tourism to GDP in 2016, was INR 480.9 thousand Cr¹. Further, the sector indirectly supported 4.034 Cr Jobs and directly supported 2.54 Cr Jobs in 2016.
- The direct contribution of travel & tourism to GDP is expected to reach INR 994.9 thousand Cr by 2027. During 2011–17E, direct contribution of tourism and hospitality to GDP is expected to register a CAGR of 7.5%.
- Visitor exports generated INR 152.9 thousand Cr. This is 5.4% of the country's total exports.
- Travel and Tourism Investment in 2016 was INR 228.5 thousand Cr, 5.7% of total Investment.



Source: IBEF Report in Tourism & Hospitality, 2017



1. Source: World Travel and Tourism Council's Economic Impact Report, 2017

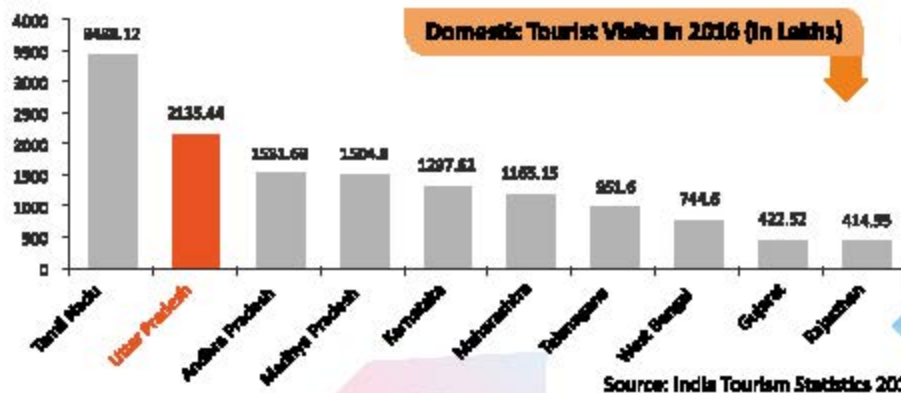
Foreign Exchange Earnings (FEE) from Tourism In India

Year	FEE in INR Cr		FEE in USD term	
	INR Crore	% Change over previous year	USD million	% Change over previous year
2014	1,23,320	14.5	20,236	9.7
2015	1,35,193	9.6	21,071	4.1
2016	1,54,146	14	22,923	8.8

Source: Ministry of Tourism, Government of India

TOURISM SECTOR: Uttar Pradesh Scenario

- 2nd most visited tourist destination in India by domestic travellers in 2016.
- 3rd most visited tourist destination in India by foreign travellers in 2016.



TOP 10 DESTINATIONS

THAT ATTRACTS DOMESTIC TOURISTS

01 ALLAHABAD



02 RYOOKHYA



03 VRINDHAN



04 COYARDHAN



05 AGRA



06 VARANASI



07 CHITRAKOOT



08 MATHURA



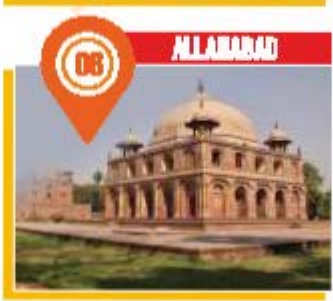
09 LUCKNOW



10 VINDHYACHAL



TOP 10 DESTINATIONS THAT ATTRACTS FOREIGN TOURISTS



Allahabad

- Described with great reverence in ancient scriptures as Prayag or Teerthra], i.e. 'the holiest pilgrimage centre', Allahabad is situated at the confluence of India's holiest rivers the Ganga, the Yamuna and the mythical Saraswati.
- With the irresistible attraction of Kumbh Fair, hailed as the world's largest congregation of devotees, the glory of the city has certainly doubled.
- It attracts more than 4 Cr tourists every year.



Ayodhya

- Ayodhya is counted among the seven most sacred cities of ancient India.
- It holds a place of pride among the devotees of Lord Rama, who was a descendent of the Surya Varsh, which is believed to have been founded by Manu, the law-giver of the Hindus. The greatest and largest read epics, the Ramayan and the Shri Ramcharitmanas are mirror of the glory of Ayodhya.
- It attracts more than 1.5 Cr tourists every year.



Agra

- Agra is crowned with the glory of the unparalleled Taj Mahal, a sheer poetry in marble with which Mughal architecture reached its zenith. The nearness of Lord Krishna's land, the Braj Bhoomi, certainly doubles Agra's importance and attraction.
- It attracts more than 1 Cr tourists every year.



Chitrakoot

- Celebrated in ballads and scriptures for its religious importance and close association with Ramayana, Chitrakoot or "The Hills of Wonders" is a hallowed centre of pilgrimage.
- It attracts more than 50 Lakh tourists every year.



Fatehpur-Sikri

- Fatehpur-Sikri came into being four centuries ago when Emperor Akbar set out to build the first planned city in Indo-Islamic architecture.
- Today its red stone architecture, richly ornamented with carvings and fretwork, is in a perfect state of preservation.





Govardhan

- According to mythology, this is the place where Lord Krishna held aloft a hill to shield the people of Braj from the wrath of Lord Indra.
- It is also famous for its 21 km long Parikrama of the famous Govardhan Hill.
- It attracts more than 1 Cr tourists every year.



Jhansi

- Jhansi is the gateway to Bundelkhand and Uttar Pradesh for the tourists coming from Central, Western and Southern India.
- The doyens of Hindi literature, such as Acharya Mahavir Prasad Dwivedi, Mathillsharan Gupta and famous musician Adli Khan, hockey wizard Major Dhyanchand too added glory to this city.



Kushinagar

- Kushinagar is an important Buddhist pilgrimage site, where it is believed that Gautama Buddha attained Parinirvana after his death.
- The followers of Buddhism, especially from Asian countries, wish to visit this place at least once in their lifetime.



Lucknow

- Situated on the banks of river Gomti, Lucknow, the capital of UP, is regarded as one of the finest cities of India.
- The city has been the home of a galaxy of luminaries of Hindi-Urdu literature, freedom movement and exponents of dance-music and Awadhi cuisines.
- It attracts more than 40 Lakh tourists every year.



Mathura

- Traditionally recognized as the capital of Braj Bhoomi, is the land where Lord Krishna was born and spent his youth.
- It attracts more than 60 Lakh tourists every year.

Sarnath

- Sarnath is one of the most revered Buddhist pilgrimage centres
- After attaining the enlightenment at Bodh Gaya, it was here that Lord Buddha preached his first sermon sanctified as Maha Dharma Chakra Pravartan.

Shravasti

- Shravasti, capital of the ancient Kosala kingdom, is a sacred site for Buddhists because it is here that Lord Buddha performed the greatest of his miracles to confound the Tirthika heretics.
- It was an important centre of Buddhism in Buddha's lifetime as the enlightened one spent many monsoons here and delivered important sermons.

Varanasi

- Varanasi, called 'Kashi' in the scriptures, is said to be the oldest living city in the world with a history that goes back to some three thousand years.
- The combination of Kashi – the holy city, Ganga – the celestial river and Shiva – the supreme God, makes Varanasi an immortal destination.
- It attracts more than 50 Lakh tourists every year.

Vrindavan

- It is one of the most important religious centres of Braj Bhoomi. Braj bhoomi is not only famous for its temples, Ghats and Ashrams, but also for its traditional Charkula dance and Rasleela.
- It attracts more than 1.25 Cr tourists every year.

Vindhyachal

- Vindhyachal, situated on the bank of the holy river Ganga, is one of the most revered Shaktipeeths of which the presiding deity is Goddess Vindhyavasini.
- It attracts more than 30 Lakh tourists every year.



Recent initiatives for Tourism infrastructure development in the State

Recently completed projects of Varanasi under PRASAD Scheme of the Ministry of Tourism, Govt. of India:

S. No.	Name of Scheme	Sanctioned Amount (in INR Lakh)
1.	Tourism Development of Buddha Theme Park at Sarnath	231.23
2.	Tourism Development of Sarang Nath Kund at Sarnath	262.82
3.	Development of Ghat at Markandey Mahadev, Kaithi, Varanasi	428.61
4.	Integrated Tourism Development of Markandey Mahadev Temple campus, Kaithi, Varanasi	273.21
5.	Development of Gurudham Temple, Varanasi	74.03
Total		1269.90

Ongoing projects of Varanasi & Mathura under PRASAD Scheme of the Ministry of Tourism, Govt. of India:

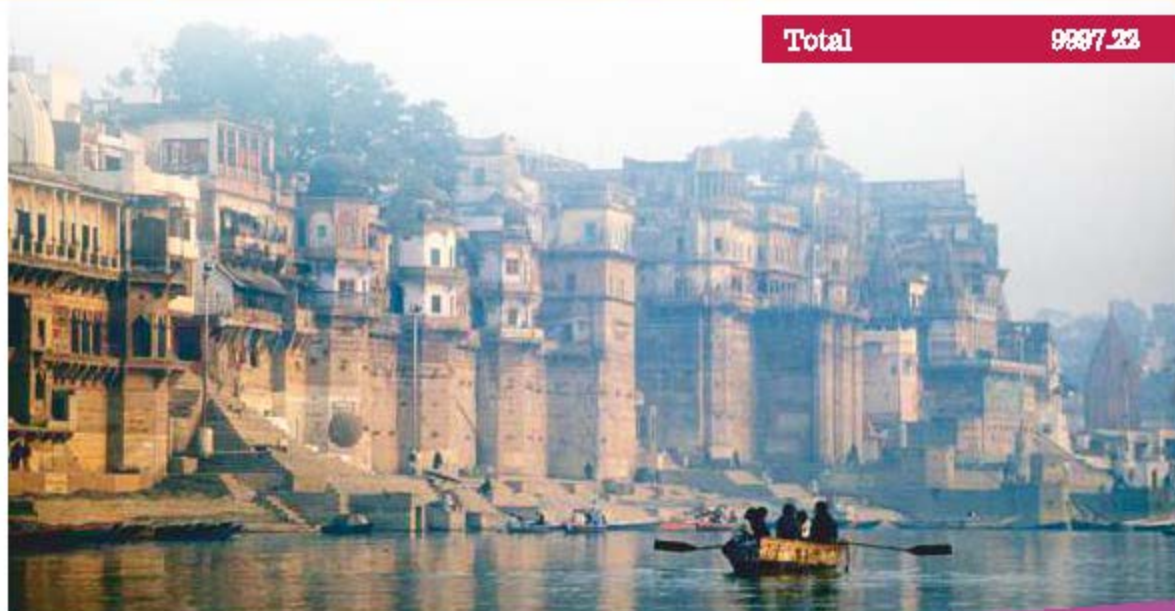
S. No.	Name of Scheme	Sanctioned Amount (in INR Lakh)
Varanasi:		
1.	Sound & Light Show (SEL) at Sarnath, Varanasi	770.34
Mathura -Vrindavan:		
2.	I. Tourism Development of Theme Park, Akbarpur II. Tourism Development of Jai Kund, Jait III. Tourism Development of Chandra Sarovar, Chamuha IV. Tourism Development of Krishna Sarovar	1498.09
3.	Development of Tourist Facilitation Centre in Mathura-Vrindavan	965.76
Total		3198.19



Recently sanctioned projects under Swadesh Darshan Scheme of the Ministry of Tourism, Govt. of India:

S.No.	Name of Scheme	Sanctioned Amount (in INR Lakh)
Shringverpur (District-Allahabad):		
1.	Tourism Development of Shringverpur	2416.81
Chitrakoot:		
2.	Tourism Development of Chitrakoot	4528.55
Total		6945.36

S.No.	Name of Scheme	Sanctioned Amount (in INR Lakh)
Shravasti		
1.	Tourism Development of Shravasti	4084.93
Kapilvastu:		
2.	Tourism Development of Kapilvastu	4095.04
Kushinagar:		
8.	Tourism Development of Kushinagar	1817.25
Total		9997.23



Recently sanctioned projects under Heritage Circuit, Spiritual Circuit-I & II of Swadesh Darshan Scheme of the Ministry of Tourism, Govt. of India:

S. No.	Name of Scheme	Sanctioned Amount (in Lakh)
1.	Tourism Development of 94 various sites in 34 districts of Uttar Pradesh has been sanctioned by MoT, GoI under Heritage Circuit, Spiritual Circuit - I & II of Swadesh Darshan Scheme	18045.00

Recently sanctioned projects under Ramayana Circuit of Swadesh Darshan Scheme of the Ministry of Tourism, Govt. of India:

S. No.	Name of Scheme	Recommended Amount (in Lakh)
1.	Integrated Tourism Development of Ayodhya (District- Faizabad) under Ramayana Circuit of Swadesh Darshan Scheme	13330.55

Recently proposed projects of Varanasi under PRASAD Scheme of the Ministry of Tourism, Govt. of India:

S. No.	Name of Scheme	Recommended Amount (in Lakh)
1.	Integrated Tourism Development of Varanasi under PRASAD Scheme	6282.00
2.	Cruise boat project between Assi Ghat and Raj Ghat at Varanasi	1071.00

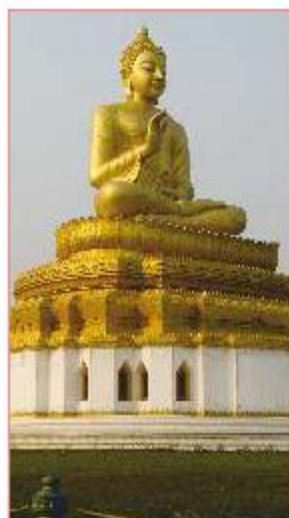
The projects sent to MoT, GoI under Swadesh Darshan Scheme:

S. No.	Proposal details	Amount (in Lakh)
1.	Integrated Tourism Development of Naimisharanya Spiritual Circuit	11543.00
2.	Integrated Tourism Development of Gorakhpur - Devipatan Spiritual Circuit	13948.00
3.	Integrated Tourism Development of Goverdhan Teerth (Mathura) under PRASAD Scheme	23355.00

Recently proposed projects under State Sector :

S. No.	Name of Scheme	Recommended Amount (in Lakh)
Gorakhpur		
1.	Development of water sports complex at Ramgarh Taal	7100.00
Hapur		
2.	Integrated Tourism Development of Garhmukteshwar	10000.00

Tourism Circuits of Uttar Pradesh



The Buddhist Circuit

Kapilvastu, Samath, Kushinagar, Kaushambi, Shravasti, Sandia



The Ramayana Circuit

Ayodhya, Chitrakoot, Shringeripur



The Adhyatmik Circuit

Gorakhpur, Belrampur, Ghazipur (Hathpharam, Bhudikura), Gorha (Mathura), Sant Ravidas Sthal & Kabil Chaura (Varanasi)



Wildlife & Eco Tourism Circuit

Dudhwa, Pilibhit, Katarnighat.



The Krishna/Braj Circuit

Mathura, Vrindavan, Govardhan, Gokul, Barsana, Nandgaon



The Shakti Peeth Circuit

Vindhyavasini Devi (Vindhyachal), Parashwari Devi (Deviptatan (Bairnampur), Vohabakshi Devi (Varanasi), Kadavasini (Kausambi), Alopi Devi (Alishabad), Lalita Devi (Nainiagaranya), Jwala Devi (Sonbhadra), Shaktumbhari Devi (Saharanpur), Shweti Devi (Chitrakoot), Kartikeyini Devi (Mathura)



The Bundelkhand Circuit

Cherkeri (Mahoba), Chitrakoot, Kalinjar, Jhansi, Deogarh, Lalitpur



The Mahabharat Circuit

Hastinapur (Meerut), Kampilya (Farukhhabad), Ahichitra (Bareilly), Barnava (Bagpat), Mathura, Kausambi, Gonda



The Jain Circuit

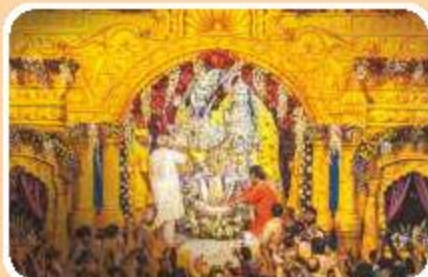
Deogarh, Hastinapur (Meerut), Vahelna (Muzaffarnagar), Bagpat, Meerut, Batsahara, Kampili (Farukhhabad), Ahichitra (Bareilly), Kausambi, Ayodhya (Fatehabad)



The Sufi/Kabir Circuit

Jayas (Amethi), Maghar (Sant Kabir Nagar), Salim Chishti Dargah (Fatehpur Sikri), Darsa Sharif (Barabanki)

Development of Theme based Tourism



Religious Tourism

- Strengthening and up-gradation of civic amenities and facilities at religious tourist destinations across the state.
- Creation of tourist facilitation centres to enhance the visitor experience at religious destinations. These centres will be set up in the next two years at Gorakhpur, Mathura, Vrindavan, Vindhyachal, Ayodhya, Nalmisharanya, Varanasi, etc.

Cultural Tourism

- To promote culture exchanges, the Department will release annual calendar for all religious/cultural events and organize events with the objective to promote tourism and establish Uttar Pradesh as a brand.
- The Department will form a special task force with experts/consultants to organize cultural events, food festivals and other art based festivals.



Heritage Tourism

- Recently recognized by UNESCO as the 'Intangible Cultural Heritage of Humanity', 'Kumbh' will be promoted extensively in the national and the International markets.
- The Department will work with architects and Archaeological Survey of India (ASI), to undertake restoration projects of sites at Kushinagar, Kapilvastu, Samath, Sravasti, Lucknow, Agra, Fatehpur Sikri, Barsana, Gokul, Nandgaon, Vrindavan, Goverdhan, Ayodhya, Kashi, Nalmisharanya, Chitrakoot, Vindhyachal, Devipatthan, Tulsiapur and other under developed potential tourist sites in the state.

Eco Tourism

- In coordination with the Uttar Pradesh Forest Corporation (UPFC), the Department will provide civic and tourist amenities in national parks and wildlife sanctuaries, to ensure visitor satisfaction.
- Nature Interpretation Centres, Nature Camps, Boating and Nature Tour Programs will be organized and managed at centralized level in Lucknow.
- Bird Sanctuaries at Nawabganj, Hastinapur, Sur Sarovar, Ranipur Sanctuary (Banda), Kaimoor Sanctuary (Mirzapur), Samaspur Sanctuary (Rae Bareilly), Surha Taal Sanctuary (Ballia) and Patna Sanctuary (Etah) to be promoted.





Wellness Tourism

- The Department will identify specialized centres for AYUSH: Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy, and will collaborate with them for setting up their units in Uttar Pradesh.
- The Department will organize International Yoga Conclave and promote wellness centres to draw more traffic and position Uttar Pradesh as a wellness tourist destination.

MICE Tourism

- The Department will allocate a special budget for programs elevating and bringing Meetings, Incentive Travel, Conventions and Exhibitions (MICE) tourism to Uttar Pradesh.
- The Department will engage and build corporate tie ups with the companies which organize such meetings that will further increase the earnings.



Adventure Tourism

- The Department will facilitate creation of training institutes and adventure sports academy.
- The Department will leverage multiple opportunities arising from the varied topography that Bundelkhand, Sonbhadra, Chitrakoot, Ramgarh Tal, etc. offers to tourists and create a unique proposition for various adventure sports like paragliding, zip-lining, etc.

Craft, Handloom & Textile Tourism

- Textile tourism circuits will be developed to promote the indigenous art by linking it to major tourist destinations.
- Shilpgrams and Shilp Bazaars will be established across the state to promote UP's rich Handicraft legacy.



HIGHLIGHTS OF UP TOURISM POLICY, 2018

Capital Investment Subsidy

Category	Subsidy (whichever is less)	Capital Investment
New Hotel/ /Resort	15% or INR 7.5 Cr	INR 10 cr. to INR 50 Cr
	15% or INR 10 Cr	More than INR 50 Cr
New Budget Hotel	15% or INR 1.5 Cr	INR 2 cr. to INR 10 Cr
New Sports Resort	10% or INR 1 Cr	More than 1 Cr on equipment cost
New Tented Accommodation	20% or INR 50 Lakh	Minimum required capital investment of INR 20 Lakh
New Wellness Centre	15% or INR 7.5 Cr	INR 2 Cr to INR 50 Cr
	15% or INR 10 Cr	More than INR 50 Cr
New Convention Centre	15% or INR 7.5 Cr	Upto INR 50 Cr
	15% or INR 10 Cr	More than INR 50 Cr
Adventure Tourism Projects, Cruise Tourism Units and House Boats,	10% or INR 1 Cr	More than INR 1 Cr on equipment cost
Sound & Light Show / Laser Show	25% or INR 2.5 Cr	More than INR 1 Cr on equipment cost
New Theme Park	10% or INR 1 Cr	More than INR 2 Cr on equipment cost





Interest Subsidy

- 5% of the loan amount with maximum amount of INR 25 lakh per annum for a period of five years, to eligible tourism units.

Stamp Duty

- 100% exemption of on sale/lease/transfer of land for the first transaction only during the operative period of the policy.

Conversion and Development Charges

- 100% waiver on land use conversion and development charges for all new tourism units.

Skill Development

- Reimbursement of 100% of hospitality related course fees, for up to INR 10,000 per person per course, with the course duration of fortnight.
- Subsidy of INR 5 lakh to individual/group involved in reviving the indigenous and scarce art, music, craft, folk dance and cuisine of Uttar Pradesh.

Incentive for Heritage Properties

- Capital Investment Subsidy of 25% of the capital cost of the project cost or INR 1.5 cr. whichever is less.
- Interest Subsidy @ 5%, to a maximum of INR 25 lakh, for 5 years.
- 100% exemption in Stamp Duty and 100% waiver in Excise License Fee for Heritage hotels set in rural areas

Land Bank

- Creation of land bank by pooling of unutilized land of various departments including Revenue, Irrigation and others.

Bed & Breakfast Scheme

- Introduction of Bed & Breakfast Scheme, which is also applicable to Ashrams.
- Bed & Breakfast establishments will remain under residential category and domestic rate for electricity & water tax to be charged.

Major Festivals, Fairs & Conclave organised by Uttar Pradesh Tourism*

Month	Event	Venue
October	Shilpotsav Deepotsav Ganga Mahotsav	Noida Ayodhya Varanasi
November	Azamgarh Mahotsav Cattle Fair Dev Deepawali	Delhi Bateshwar (Agra) Varanasi
December	Kapilvastu Mahotsav	Kapilvastu
January	Gorakhpur Mahotsav Uttar Pradesh Divas Lucknow Mahotsav Maghar mahotsav	Gorakhpur Lucknow Lucknow Sant kabir Nagar
February	Ramayan mela Taj Mahotsav Rangotsav Uttar Pradesh Travel Mart	Chitrakoot Agra Mathura Lucknow
March	Ayurveda Mahotsav Jaunpur Mahotsav International Ramayana Conclave Wajid Ali Shah Festival	Jhansi Jaunpur Lucknow Lucknow
April	Buddha Mahotsav	Kushinagar, Kapilvastu

*Festivals will be revised time to time





Travel Writers' Conclave Lucknow, Agra & Varanasi

- The Travel Writers' Conclave, is aimed at promoting Uttar Pradesh and its cities, by depicting them through the words of illustrious travel writers, bloggers, photographers, explorers and journalists from across the world. The conclave offers a personalised and never-seen-before perspective of Uttar Pradesh and its culture, heritage, people and colours. The conclave brings together achievers from multiple walks of life and experts on conservation, environment, food, textiles, agriculture and other industries, to formulate a road-map that can potentially attract more tourists to the state.



Kumbh Mela at Allahabad

- The Kumbh Mela is believed to be the largest religious gathering on earth and considered as the "world's largest congregation of religious pilgrims" held every 12 years on the banks of the 'Sangam'- the confluence of the holy rivers Ganga, Yamuna and the mythical Saraswati
- An estimated 120 million people visited Maha Kumbh Mela in 2013 in Allahabad over a two-month period including over 30 million on a single day, on 10 February 2013 (the day of Mauni Amavasya)
- The efficient and timely arrangements at the Kumbh Mela attracted the attention of many governments and institutions across the world. The Harvard University of the USA conducted a research on Kumbh Mela.
- Currently Department of Tourism, Government of Uttar Pradesh is focusing on marketing and branding of upcoming Kumbh 2019 through its campaign in print, electronic, outdoor and online media.



Deepotsav at Ayodhya

- For the first time, an enormous event was organized at Ayodhya on 18th October 2017, to celebrate the festival of Deepawali at the place closely associated with the history of great epic Ramayana.
- Guinness World Record attempt of 'Largest display of oil lamps' was made by the Department of Tourism, Government of Uttar Pradesh during 'Deepotsav' in Ayodhya. Over 187,213 earthen oil lamps were lighted at Ram ki Paidi, with the support of local administration and approximately 2,000 volunteers.
- The event gained a massive reach on social media platforms, the key ones being Facebook and Twitter. The hashtag #DiwaliinAyodhya was trending at 1st position on Twitter for more than an hour.

Preferred destination for Film Shooting

Landscape & History

- A fertile terrain of the Gangetic plain, spread over in 2,36,286 sq. km. area, touches the Himalayan foothills to the north and the Vindhya ranges to the south.
- It is the land which is glorified by the stream of Indian spirituality i.e. the great Ganga & Yamuna and the footprints of legends like Ram, Krishna, Buddha, Jain Tirthankars & Sufi Saints

Uttar Pradesh Captured in Camera

- Movies like Gadar, Lucknow Central, Jolly LLB 2, Toilet Ek Prem Katha, Tevar, Bullet Raja which features the various cities of Uttar Pradesh such as Lucknow, Mathura, Varanasi, Kanpur etc

Uttar Pradesh Film Policy

- Maximum subsidy for Awadhi, Braj, Bundeli and Bhojpuri films and atleast 50% shooting has been done in the state
- If any movie shoots in Uttar Pradesh which has all the artist from the state an additional subsidy will be provided to the film producer.

Single Window Clearance System

- For ensuring availability of all the film production related facilities under a single roof, the "Film Bandhu, Uttar Pradesh" has been constituted as a nodal agency under the chairpersonship of Principal Secretary, Information.
- The "Film Development Fund" has been setup for financing the films.

Awards and Accolades

- Best Cultural Destination in India Award for the year 2016-17 by Lonely Planet Magazine
- Best Mobile Application from the Skoch Group under Smart Governance awards category in 2015
- Awarded for "Adapting to social media for the convenience and mobility of Tourist" by Digital Empowerment Foundation.
- Won National Award for the "Most film friendly state" in the year 2015

Key Investable Projects

- Ropeway Project at Triveni Sangam, Allahabad
- Probable sites for new ropeway project are Bundelkhand, Vindhya Region and Sonbhadra.
- A world class digital museum based on Ramayana is already proposed in Ayodhya and Allahabad

List of UPSTDC properties available for lease

S. No.	Name of the Property	District
1.	Rahi Gokul Restaurant	Mathura
2.	Rahi Tourist Bungalow Barsana	Mathura
3.	Rahi Tourist Bungalow Gokul Gaon	Mathura
4.	Tourist Complex Nagla Chandrabhan	Mathura
5.	Rahi Tourist Bungalow Hargaon	Sitapur
6.	Rahi Tourist Bungalow Namisharanya	Sitapur
7.	Rahi Tourist Bungalow Sandi Jheel	Hardol
8.	Rahi Tourist Bungalow Devkali	Auraiya
9.	Rahi Tourist Bungalow Kachhla	Badaun
10.	Rahi Tourist Bungalow Narora	Bulandshahr
11.	Rahi Tourist Bungalow Soron	Etah
12.	Rahi Tourist Bungalow Patna Panchhi Vihar	Etah
13.	Rahi Tourist Bungalow Bharthari	Aligarh
14.	Wayside amenities Kandhla	Muzaffarnagar
15.	Rahi Tourist Bungalow Khurja	Bulandshahr
16.	Rahi Tourist Bungalow Sardhana	Meerut
17.	Rahi Tourist Bungalow Sonauli	Maharajganj
18.	Rahi Tourist Bungalow Navgarh	Siddharthnagar
19.	Modern Reception Centre (Excluding the ground floor)	Gorakhpur
20.	Rahi Tourist Bungalow Bhupia Mau	Pratapgarh
21.	Rahi Tourist Bungalow Munshiganj	Amethi
22.	Rahi Tourist Bungalow Dewa Sharif	Barabanki
23.	Rahi Tourist Bungalow Shikohabad	Firozabad
24.	Rahi Tourist Bungalow Bateshwar	Agra
25.	Rahi Tourist Bungalow Sumer Singh Quila	Etawah
26.	Rahi Tourist Bungalow Chunar	Mirzapur
27.	Rahi Tourist Bungalow Bhadohi	Sant Ravidas Nagar
28.	Rahi Tourist Bungalow Gopiganj	Sant Ravidas Nagar
29.	Rahi Yatri Niwas Bithoor	Kanpur
30.	Rahi Tourist Bungalow Sankisa	Farrukhabad
31.	Rahi Tourist Bungalow Khaga	Fatehpur
32.	Rahi Tourist Bungalow Deogarh	Lalitpur

Investment Opportunities

Hospitality & Accommodations

- Hotels, Motels, Bed and Breakfasts (B&Bs), Recreational Vehicle (RV) and Tent
- Camp Grounds, Resorts, Specialty Lodges, Inns, Cabins, Four-season Resorts

Transportation

- Services to, from and around the tourist destination through different modes like helicopter, road transports, Cruise, etc.

Guided Tours and Tour guides

- Informative and entertaining tours of an area's local attractions

Lifestyle

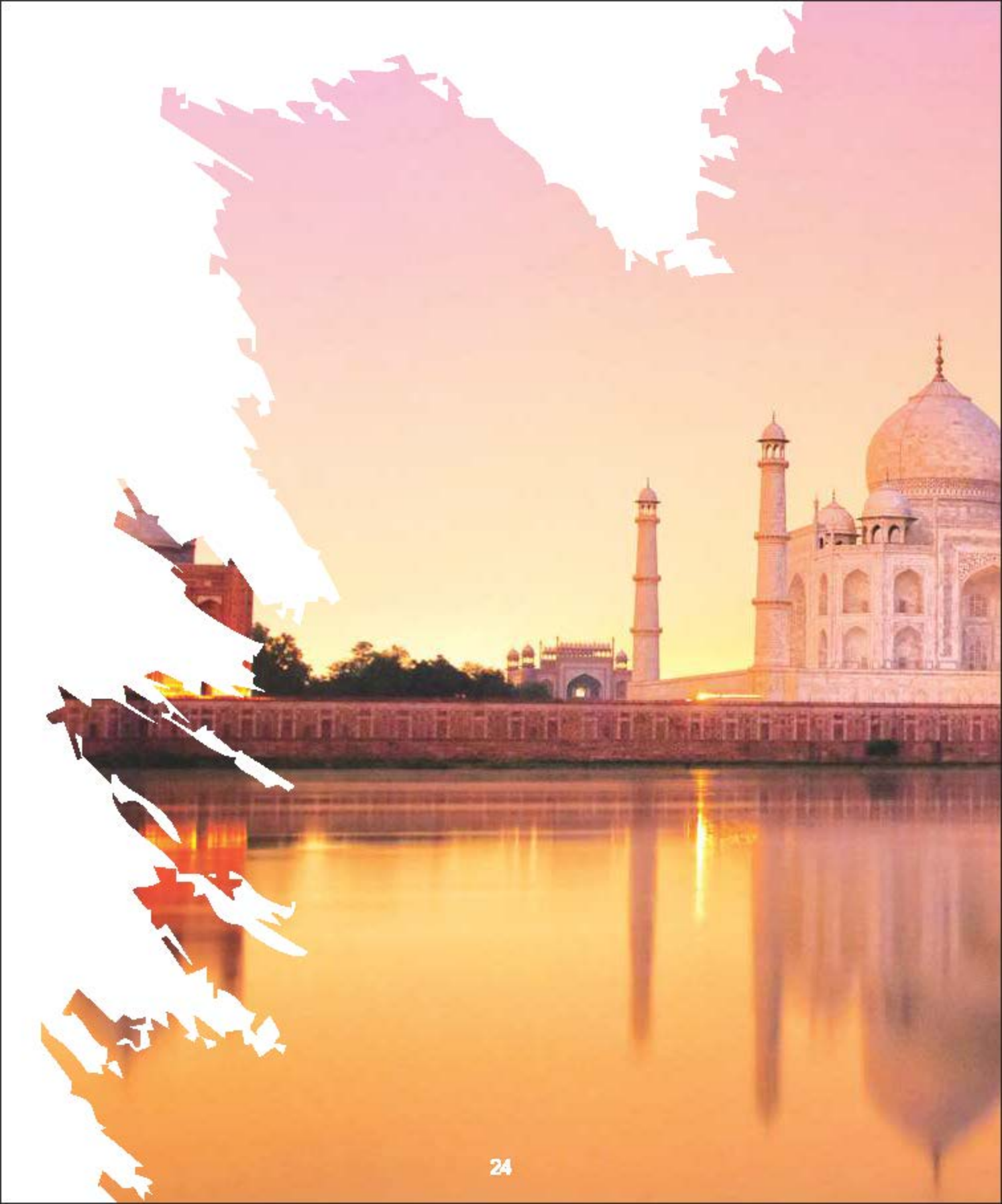
- With serene natural destinations across the state, tourism products offering flexibility, peace of mind and personal enrichment

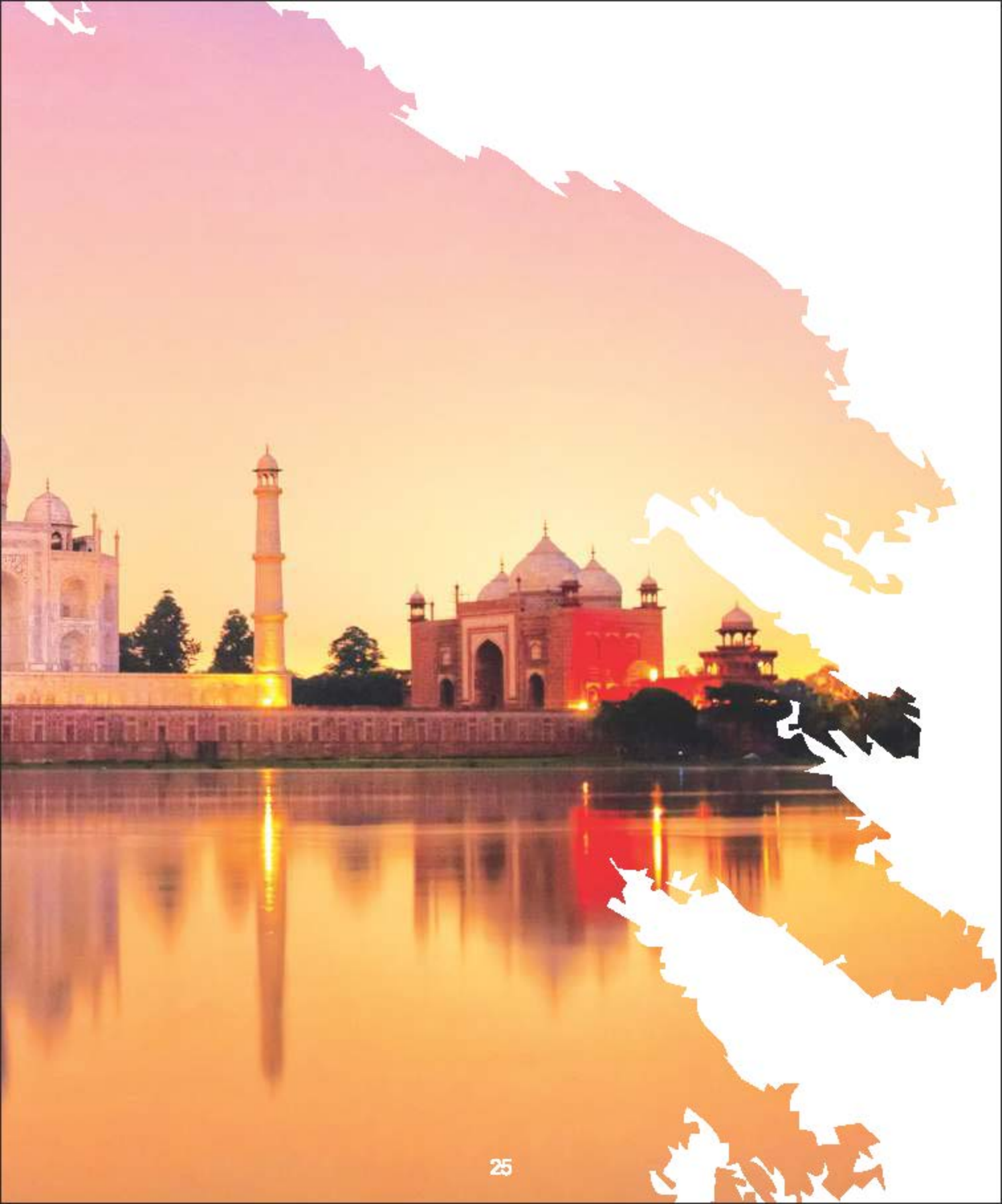
Yoga & Wellness Centre

- Establishment of Wellness Resorts, Specialized Centres of Ayurveda and Unani method of treatment

Museums, Heritage and Cultural Complexes

- Establishing Museums and Heritage Complexes for showcasing the State's art & culture















Key Players operating in Uttar Pradesh

Major Players in Hospitality



Oberoi Hotels & Resorts



ITC HOTELS
RESPONSIBLE LUXURY



Sheraton
HOTELS & RESORTS



RAMADA
PLAZA



CLARKS
GROUP OF
HOTELS



TAJ
Hotels Resorts
and Palaces



Radisson BLU
RESORT, SHARJAH



ACCOR HOTELS



HYATT
HOTELS & RESORTS



Marriott
INTERNATIONAL

Major Tourism Associations in Uttar Pradesh



IATO
INDIAN ASSOCIATION
OF TOUR OPERATORS



IAAI



TAAI



TTAUP



UPHRA
U.P. HOTEL & TOURISM ASSOCIATION



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