



"The number of tourists visiting major religious sites in UP has increased significantly. Varanasi is receiving the maximum number of devotees from both India and abroad. UP is emerging as a popular tourist destination for people from across the world. The journey that started with the 2019 Prayagraj Kumbh is increasing employment opportunities in areas like Kashi Vishwanath Dham, Braj region, Ayodhya-Vindhyavasini Dham, heritage and eco-tourism sites."

-Yogi Adityanath,
Chief Minister

DISCOVER A NEW BHARAT

@UTTAR PRADESH



Target \$1 Trillion



"Uttar Pradesh is enhancing modern connectivity along with other facilities required for tourists. Ayodhya and Kushinagar international airports will prove to be very useful for both domestic and foreign tourists. Work is underway at several small and large airports in the state, many of which are in Purvanchal itself. Ramayana circuit, Spiritual circuit and Buddhist circuit are being developed at sites related to the life of Lord Rama, Shri Krishna and the Buddha, such as Ayodhya, Chitrakoot, Mathura, Vrindavan, Govardhan, Kushinagar, Shravasti, etc for developing tourism in Uttar Pradesh."

-Narendra Modi,
Prime Minister



From the mystic ghats of Varanasi where the Ganga meets Lord Shiva, to the pious land of Lord Ram's Ayodhya; from the vibrant kaleidoscope of Radha-Krishna's Braj, to the land of the Buddha's Mahaparinirvana, Kushinagar – Uttar Pradesh is an enigmatic and vibrant melody of cultural, historical, spiritual, and ecological treasures. It is where Prayagraj's Sangam is home to world's largest congregation of faith – the Kumbh Mela.

It is where natural diversity plays host to some of the most exotic flora and fauna. It is where gods descended and made it their home.

It is where you discover a whole new sky, a whole new world, a whole new Bharat!

IN THE HEARTLAND OF MARVELS

Given Uttar Pradesh's massive gift of cultural heritage and ecological diversity, the state has fast become a melting pot for cultural, religious, and ecological tourism. With rapid development, restoration and beautification projects, the UP government is seeking a total transformation of its tourism sector and targeting to make it a key contributor to UP's dream of becoming a trillion-dollar economy. UP's new Tourism Policy promises to be an 'instrument of change'. To become a facilitator of investment, employment, eco-sustainability and leverage for local economies, UP's efforts are aimed at boosting investments in the coming years. Initiatives to promote rural/tribal, adventure, spiritual and heritage tourism as popular forms of weekend getaways have already been mobilised among several other reforms to boost the sector.

- With 18.4% share, UP has become number 1 destination for domestic tourists as per data shared by Ministry of Tourism for 2022. This year, more than 31 crore tourists visited the state
- In a bid to boost the tourism sector and provide employment opportunities for the youth, the UP government is set to establish nine 5-star hotels, with all premium facilities. Uttar Pradesh state will set up these high-end hotels for tourists in nine palaces and forts of the state
- PM Narendra Modi inaugurated various

development projects in Varanasi, which include Tourist Facilitation Centre under the Project 'Development of Varanasi Under PRASHAD Scheme - Phase II' and operation of cruise boat from Assi Ghat to Raj Ghat under the Project 'Development of River Cruise in Varanasi under PRASHAD Scheme'

- Ganga Vilas Cruise, launched by PM Narendra Modi in January 2023, is the world's longest river cruise, from Varanasi in Uttar Pradesh to Dibrugarh in Assam. The cruise covers 50 major tourist sites, along with some famous heritage sites
- Statue of Mother Annapurna reinstalled in Varanasi after 100 years
- Formation of Uttar Pradesh Braj Teerth Vikas

CIRCUIT OF WONDERS

- Ramayan circuit
- Mahabharat circuit
- Krishna circuit
- Buddhist circuit
- Jain circuit
- Sufi circuit
- Freedom Struggle circuit
- Craft, cuisine & culture circuit
- Bundelkhand circuit
- Wildlife & Eco-tourism circuit

Parishad, Shri Vindhya Dham Teerth Vikas Parishad, Shri Chitrakoot Dham Teerth and Naimisharanya Dham Teerth Vikas Parishad

- Ayodhya's Deepotsav, Kashi's Dev Deepawali, Mathura's Krishnotsav and Rangotsav, and Prayagraj's Kumbh have gained iconic status across the globe
- The Kumbh 2019 established three Guinness World Records for the largest sanitation drive, largest hand painting theme and the largest parade of buses
- Provision of Rs 2500 crore for Mahakumbh 2025 to be held in Prayagraj
- Under the state's Tourism Policy, Rs 1.29 lakh crore investment and 3.52 lakh jobs to be generated
- Dudhwa Tiger Reserve, Lakhimpur Khiri, Pilibhit Tiger Reserve, Katarniyaghat Wildlife Park, Ranipur Tiger Reserve and Ramsar are popular eco-tourism destinations in UP
- Forest Department will develop one wetland in every district as an eco-tourism site under the One District One Wetland (ODOW) initiative, similar to One District One Product (ODOP) scheme of the state government
- One District One Destination (ODOD) scheme started to promote eco-tourism in the state
- UP Water Tourism and Adventure Sports Policy 2023 approved to promote water and

WELCOME TO UTTAR PRADESH

The kingdom of gods and the land of festivals

- Spiritual Tourism • Religious Tourism • Adventure Tourism
- Eco Tourism • Heritage Tourism

adventure-based activities

- In 2023, the Uttar Pradesh government hosted the 7th edition of UP Bird and Nature Festival at Vijay Sagar Bird Sanctuary in Bundelkhand to promote tourism and conservation of wildlife
- 389 Vidhan Sabha areas developing one tourist destination each under the Mukhyamantri Paryatan Sanvardhan Yojana
- Sugreev Kila Path, Janmabhoomi Path and Bhakti Path built in Ayodhya
- 'Ram Van Gaman Path' built from Ayodhya to Chitrakoot
- Temple Museum proposed in Ayodhya, to be spread across 5 acres
- Buddhist Conclave held in Varanasi, Kushinagar, Shravasti and Sankisa
- Sant Kabir Academy built at Maghar & Kabir Festival organised in Maghar