

Tourism dept flooded with queries on Ayodhya and Varanasi trips

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Lucknow: UP Tourism office is abuzz with queries on Ayodhya and Varanasi these days. While phones keep ringing on the department's information lines, stalls of UP Tourism set up at official events are getting an overwhelming response.

Take the example of the ongoing Holiday Expo 2024 underway in Coimbatore where UP Tourism has put up a promotional stall.

"In the first two days of the three-day event, I have alone handled 47 queries on Ayodhya and Varanasi. My colleagues and support interns from a tourism management institute have answered to equal number of enquires," said Ashwani Kumar Yadav, tourism information officer leading the group at the Expo.

Tourism experts say that for an event like Holiday Ex-



Visitors at Holiday Expo 2024

po, 100-plus queries about just two destinations are truly encouraging. Principal secretary, tourism, Mukesh Meshram said: "The interest of tourists in UP is seeing a surge. The buzz around the Ram temple consecration has added to this tremendously."

On the kind of queries, Ashwani said: "Most of the callers ask about the best route to reach Ayodhya from Varanasi and vice-versa... They also enquire about road transport buses and hotels availability. Some queries pertain to what more can be explored while visiting these

two places." He added that scores of tour operators are asking the tourism department to suggest possible itineraries so that they can focus on implementation and logistics.

Organised by the Holiday Expo Travel and Exhibition in Coimbatore, in association with the tourism departments of Uttar Pradesh, Delhi, Jharkhand, and Tamil Nadu, the expo has provided an opportunity to various players to promote their products.

Expressing satisfaction over the trend, UP minister Jaiveer Singh said: "It reflects on the success of the Yogi government which has worked extensively to carve a new identity of Uttar Pradesh with effective control over law and order." He added that the interest is also a dividend of the investment made by the double engine governments in Varanasi, Ayodhya, and other centres.