

Tourism dept to work towards making Brand UP go global

TIMES NEWS NETWORK

Lucknow: Aiming to boost Brand UP on the global platform, Uttar Pradesh government has decided to hold tourism road shows at key national and international locations.

UP Tourism department has been directed to engage an international agency for the task. An official spokesperson said the request for proposal to engage a consultant for the same has been mooted.

“The agency selected would be expected to come up with a roadmap for promoting UP as a tourism brand, undertaking publici-



Team UP led by minister Nand Gopal Gupta Nandi (in centre) at Vibrant Gujarat Summit on Wednesday

ty and marketing through road shows and similar promotional activities,” they said. Principal secretary, tourism, Mukesh Meshram, said, “The moment has arri-

ved of UP in the tourism sector and we are gearing up to make most of it and will soon engage a professional organisation for the purpose of branding.”