

'UP emerging as leader in domestic tourism'

TIMES NEWS NETWORK

Lucknow: At least 27 investors from Canada and India, affiliated to the Canadian Hindu Chambers of Commerce, interacted with officials in state tourism department to explore investment opportunities in Uttar Pradesh.

"Uttar Pradesh is undergoing rapid transformation in tourism sector. Currently, we lead the nation in terms of domestic tourism, a feat achieved

through strategic improvements at various tourist destinations," principal secretary, tourism and culture, Mukesh Kumar Meshram said.

He said that the construction of Kashi Vishwanath Corridor in Varanasi has contributed to a significant surge in tourist footfall leading to substantial increase in employment opportunities. Ayodhya, Mathura, Prayagraj, and districts linked to Gautam Buddha were highlighted as

noteworthy tourist destinations.

He also highlighted Bundelkhand's historical forts and rich heritage, along with the state's potential in cuisine tourism.

Director, tourism, Prakher Mishra said that state government is actively promoting these attractions by offering opportunities to private investors, coupled with special exemptions under the Uttar Pradesh Tourism Policy, 2022.