

46% of new tourism projects to come up in religious hubs

Ayodhya, Kashi, Mathura & Prayagraj To Get Projects Worth ₹15,434cr

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Lucknow: Over 46% of the total 819 projects set for launch during the fourth groundbreaking ceremony (GBC-4.0) in the tourism sector are located in centres of religious tourism, namely Varanasi, Ayodhya, Mathura and Prayagraj, suggests official data.

Tourism department's target for the event was Rs 37,500 crore.

Against this, 819 projects worth Rs 33,134.47 crore are set to take off, which speaks for an achievement of 88% against the goal. Of the total, projects worth Rs 15,434.18 crore are located in these four cities.

Overall, the projects include hotels, resorts, spas, retreats, theme parks and so on.

Varanasi leads the list in terms of outlay with projects with 34 entries bringing investment of Rs 6,730 crore. It is followed by Ayodhya which has been able to pull 114 projects worth Rs 4,318 crore.

Mathura ranks number three with 74 projects to the tune of Rs 3,278 crore. The three religious cities are top three in the natural order as well.

Prayagraj – which ranks number seven in the regular list – has been able to attract investment of Rs 1,108.18 crore through 21 projects.

Officials also cited the example of Chitrakoot which is attracting a lot of pilgrims because of its connection with Lord

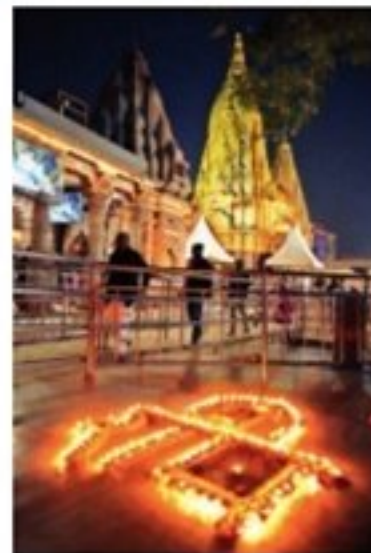
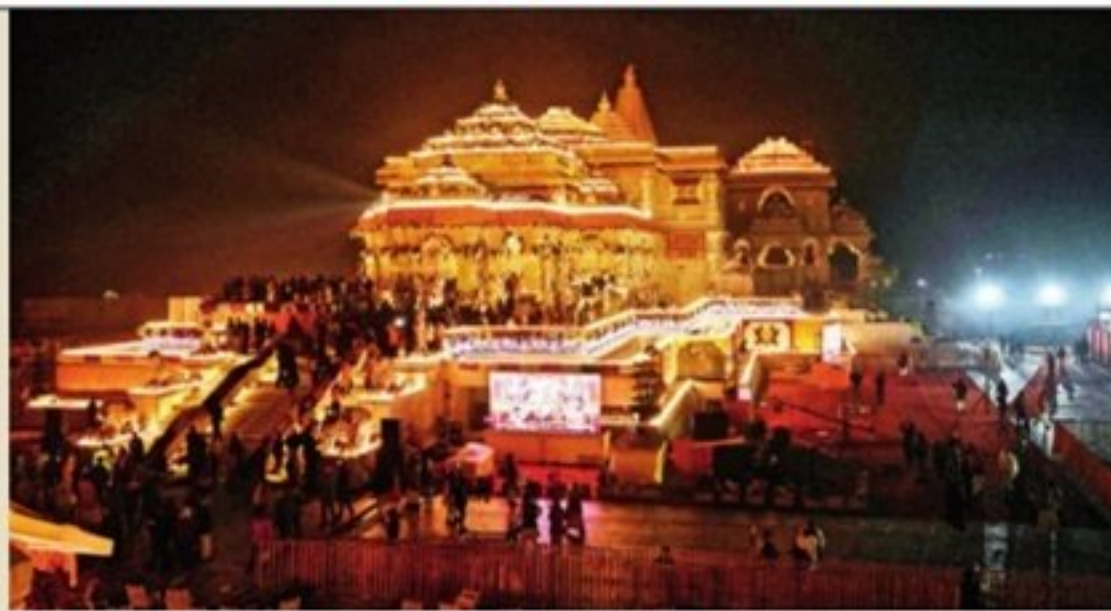
RELIGIOUS TOURISM GOING PLACES

At least **1,194** MoUs were signed with tourism dept during UP GIS **2023**

Total worth of investment intents was **₹1.28 lakh cr**

Target for UP GBC was **₹37,500cr**
Against this, **819** projects worth **₹33,134.47cr** are set to take off

Another **218** projects worth **₹79,953cr** are underway. Efforts are on to clear roadblocks



OTHER KEY PROJECTS

Taj Vivanta, Gorakhpur | ₹300cr

Leela Palace, Agra | ₹250cr

Westin Resort & Spa, Sant Kabir Nagar | ₹222cr

Holiday Inn, Varanasi | ₹190cr

Crowne Plaza, Lucknow | ₹175cr

Double Tree Hilton, Varanasi | ₹150cr



TOP FIVE PROJECTS

PROJECT	PLACE	VALUE	PROJECT TYPE
Rajas Aerosports & Adventures Pvt Ltd	Varanasi	₹5,000cr	PPP heliport
PKH Ventures Ltd	Ayodhya	₹600cr	PPP Ayodhya TFC
Shaurya Naturopathy & Resorts	Prayagraj	₹500cr	Hotel
PDI INDIA	Agra	₹400cr	Theme Park
Capable Buildwell	GB Nagar	₹325cr	Hotel

Ram. Eight new projects worth Rs 118 crore are set to take off here.

Principal secretary, tourism, Mukesh Meshram said that the figures speak for the rising tourism economy of UP which is riding the spiritual tourism wave.

“UP as the janmabhoomi of Ram and Krishna and the karmbhoomi of Shiva is an undeniable fact. It is also the land of Buddha's enlightenment. Then, there are 20-plus world-famous destinations closely linked to Jainism, Buddhism, Hinduism, Sufism, Sikhism and Christianity. Together these facts make the state a must-visit for many pilgrims. The renovated Kashi Vishwanath Dham and now the Ram temple are set to accelerate the pace of growth in UP,” he said.

Besides the temple towns, state capital Lucknow has been able to attract an investment of Rs 2,729 crore through 36 projects. Chief minister Yogi Adityanath's city Gorakhpur has been able to pull 13 projects worth Rs 915 crore.

Departmental minister Jai-veer Singh said that this was just the beginning for UP. “Around 1.5 lakh tourists are visiting Varanasi daily while an equal number are already visiting Ayodhya since the Ram temple was dedicated to people. We have also come out with the most diverse and incentivising policy framework that will fuel the growth further,” the minister said.