

# Uttar Pradesh targets INR 32,000 crore investments to boost hospitality and tourism sector



HBI Staff | Hyderabad

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The Uttar Pradesh government is setting its sights on attracting investments totaling Rs 32,000 crore into the hospitality and tourism sector, according to a senior government official. With an anticipated annual tourist footfall of 850 million by 2028, the state is gearing up to address the growing demand for accommodations by adding approximately 80,000 new units through the development of hotels, resorts, and homestays.

Focusing on popular tourism destinations such as Varanasi, Ayodhya, Prayagraj, and Agra, the state is keen on boosting hospitality offerings, including heritage properties like forts and palaces, which are being made available for private sector development. Additionally, there's a push towards promoting homestays, with homeowners encouraged to enlist their properties and owners of heritage properties invited to convert them into heritage hotels.

Recently, the UP tourism department inked an agreement with rural homestay providers, catering to backpackers seeking authentic farm stay experiences infused with local culture, cuisine, and folklore. Minister Jaiveer Singh highlighted the state's support for setting up unique countryside farm stays, offering subsidies under the Tourism Policy 2022. Selected villages are transformed into rural tourism hubs, fostering economic development and cultural exchange.

Furthermore, the state aims to enhance connectivity and diversify tourism experiences, including wellness centers and adventure tourism. With over 500 tourism and infrastructure projects underway in key destinations like Ayodhya, Varanasi, Vrindavan, Prayagraj, Kushinagar, and Mirzapur, the sector is expected to generate over 250,000 new job opportunities across various segments.

Religious tourism, particularly in Ayodhya following the consecration of the Lord Ram temple, has gained significant momentum, with the state government projecting an annual tourism revenue of Rs 55,000 crore in the initial years. This ambitious growth trajectory reflects Uttar Pradesh's commitment to becoming a premier destination for domestic and international travelers alike.