

**AVIATION**

Emirates Airlines Contemplating Launching Flights from Dubai to Lucknow

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One of the leading airlines in the world, Emirates Airlines, is considering starting flights from Dubai to Lucknow, according to a representative of the airline who visited the Uttar Pradesh tourism booth at the Arabian Travel Market 2024. This represents a significant development. Discussions on increasing the number of visitors from the UAE arriving in Uttar Pradesh were encouraged by Emirates' presence at the pavilion.

Uttar Pradesh is actively pursuing measures to boost inbound tourism and currently leads in domestic tourism. The state is promoting its tourism destinations globally, highlighting prominent spots including the Sufi circuit, Chunar Fort, the Dudhwa Tiger Reserve, the Shri Ram Janmabhoomi Temple in Ayodhya, the Kashi Vishwanath Temple in Varanasi, the upcoming Mahakumbh, and key Buddhist sites. Thousands of tour operators from various countries visited the pavilion due to these attractions. The Indian Association of Tour Operators (IATO) President, Prateek Heera, revealed that talks over the introduction of flights to Lucknow were made with representatives from Emirates Airlines.

Uttar Pradesh is renowned for hosting major religious and spiritual tourism destinations around the world. The state has divided these globally significant locations into twelve tourism circuits. In addition to the well-known tourism destinations, the state is currently working to enhance wedding, wellness, and related tourism options that cater to every demographic.

Mukesh Kumar Meshram, Principal Secretary, the Department of Tourism and Culture, said, "Uttar Pradesh is taking rapid strides in tourism development. The promotion of Uttar Pradesh's tourism destinations at the Arabian Travel Market 2024 (ATM) is expected to attract tourists from around the world to Uttar Pradesh, and we are positive of achieving greater heights in inbound tourism as well."