

48 crore tourists visited UP in 2023; target for 2028 is 80 crore

TIMES NEWS NETWORK

Lucknow: While over 48 crore tourists chose to explore the beauty of Uttar Pradesh last year, the state govt is gearing up to increase the state's tourism sector five times, and aims to attract over 80 crore tourists by 2028.

The tourism sector's Gross Value Added (GVA) was Rs 11,000 crore in 2017, the target is to boost it to Rs 70,000 crore by 2028, said a state govt official, while citing Chief Minister Yogi Adityanath commitment to boost tourism alongside industrial development in the state.

Uttar Pradesh has many significant religious sites, attracting millions of visitors daily. Over the past seven and a half years, tourism has surged in cities of spiritual importance, such as

File photo



HUB OF RELIGIOUS TOURISM

Kashi, Ayodhya, Mathura, Chitrakoot, Prayagraj, Naimisharanya, and Gorakhpur.

The govt is enhancing world-class facilities in these cities and encouraging tourists to explore multiple destinations. The One District, One Product (ODOP) initiative is crucial in promoting local products to visitors.

Additionally, the govt is focusing on expanding the availability of hotels, guest

houses, and homestays while also planning to rejuvenate govt-run tourist and Rahi bungalows to accommodate the growing number of tourists.

The tourism sector has seen remarkable growth under the Yogi govt's leadership. The Gross Value Added (GVA) increased from Rs 11,000 crore in the financial year 2016-17 to Rs 14,000 crore in 2022-23, with a target of reaching Rs 70,000 crore by 2027-28.

Tourist footfall has also surged, rising from 23 crore in 2016-17 to over 48 crore in 2023-24, marking a 51% increase. The govt aims to attract more than 80 crore tourists by 2028. Efforts are being made to monetise key tourist destinations, develop world-class facilities, and enhance branding and promotion of the state's tourism assets.