

# U.P.'s heritage, natural beauty to be showcased on world stage

State govt gears up for global presence with key expos in Bangkok, Paris, Tokyo and London

**HT Correspondent**

letters@htlive.com

**LUCKNOW:** The state government plans to showcase Uttar Pradesh's rich historical and cultural heritage, wildlife sanctuaries, and stunning natural resources in some of the world's largest travel markets.

Under chief minister Yogi Adityanath's vision, the Uttar Pradesh tourism department is gearing up for a prominent presence at major global tourism expos, according to a state government spokesperson.

The state will participate in key events including the Pacific Asia Travel Association (PATA) in Bangkok, the International and French Travel Market (IFTM) in Paris, Tourism Expo Japan 2024 in Tokyo, and the World Travel Market (WTM) in London from August to Novem-



**THE STATE WILL PARTICIPATE IN PATA, BANGKOK, IFTM, PARIS, TOURISM EXPO JAPAN 2024 IN TOKYO AND WTM, LONDON**

ber this year.

The Uttar Pradesh Tourism department has already begun preparations to make a significant impact at these international platforms.

The tourism expo will be organised mainly between August and November in four destinations, with the Uttar Pradesh Tourism Department start-

ing the process to promote tourism and Brand UP.

The process will begin with showcasing UP's tourist attractions at the PATA Travel Expo in Bangkok, Thailand, from August 27 to 29. This will be followed by the IFTM in Paris, France, from September 17 to 19. Next, the Japan Tourism and Travel Association (JTTA) and Japan National Tourism Organisation (JNTO) will host a tourism expo in Tokyo, Japan, from September 26 to 29. Finally, the WTM 2024 will take place in London, UK, from November 5 to 7.

To showcase Uttar Pradesh tourism, the tourism department will set up stalls at all four major tourism expos with various facilities. These stalls will be designed for conducting both Business-to-Business (B2B) and Business-to-Consumer (B2C) meetings. Officials from the tourism department and service provider agency representatives will be present at these stalls to participate in interactions and meetings.