

Discover UP, Discover India

WORLD TOURISM DAY 2024



“Tourism cannot only be a means of entertainment but also a step towards empowerment through economic prosperity. It can become a strong means of creating employment for many people. Alongside spiritual tourism, work has also been done for heritage tourism in UP. The state has several sites that attract tourists, like Naimisharanya near Lucknow, Chitrakoot, Shukla Devi, Vindhyavasini Dham, Maa Pateshwari Dham, Maa Shakambhari Dham in Saharanpur and Buddhist pilgrimage sites such as Kapilvastu, Sarnath, Kushinagar, Shravasti and Sankisa.”

Yogi Adityanath, Chief Minister



Kashi Vishwanath Dham Corridor in Varanasi



Shri Ramjanambhoomi Mandir in Ayodhya



Kumbh in Prayagraj



“UP has the potential to become India's largest tourism hub. Every person in the country wants to visit Varanasi and Ayodhya today, drawing lakhs of visitors and tourists. Unprecedented opportunities are being created for small entrepreneurs, airline companies and hotel-restaurant owners here in UP. The state has improved local, national and international connectivity and started the world's longest cruise service via Varanasi. Maha Kumbh Mela will also be organised in 2025, making it very important for the state's economy.”

Narendra Modi, Prime Minister

ENJOY LEISURE, FIND YOUR PEACE

Uttar Pradesh has rich diversity, with more than 20 globally acclaimed popular tourist destinations belonging to multiple faiths, along with three UNESCO World Heritage sites. By developing seamless multi-modal connectivity, new tourism infrastructure and amenities, new development projects and niche thematic products within or outside its 12 Mega Tourism Circuits, UP government is working relentlessly to emerge as the leader in the world tourism circuit.

Uttar Pradesh government is making progress in turning UP into a 1-trillion-dollar economy with focus on 10 key sectors—tourism being one of them. Notably, as many as 3,984 projects worth Rs 1.14 lakh crore have begun commercial operations in the

state within five months of GEC 4.0. For UP's tourism sector alone, nearly 72 projects, worth Rs 1,309 crore, have started.

Following the Consecration Ceremony of the Ram Temple in Ayodhya, more than 12 crore pilgrims and tourists have visited Ayodhya in the first seven months of 2024. This surge in Ayodhya, after the inauguration of the grand Ram Temple, has been recorded for both domestic and international travellers.

Also, the upcoming Maha Kumbh in Prayagraj in 2025 is expected to draw a staggering 40 crore participants to this grand congregation. Likewise, since the inauguration of the Shri Kashi Vishwanath Corridor in December 2021,

the number of devotees visiting the temple reached 16.22 crore by May 2024. The number of devotees visiting Kashi Vishwanath Temple from January 2024 to May 2024, compared to the corresponding period in 2023, saw an increase of an impressive 48.23%, as well as a 33% rise in its income.

In Purnvanchal in 2023, Varanasi (Kashi) emerged as the top religious and tourist destination (8.54 crore tourists), with Vindhyachal and the Ashutosh Temple in Mirzapur securing the second and third spots, respectively. Sitamarhi in Saran district (Bihar) ranked fourth. Sonbhadra, known for its natural beauty, claimed the fifth position (22.26 lakh tourists).

UP'S GOLDEN TRIANGLE

The holy triangle of Ayodhya, Kashi and Prayagraj is powering UP's 1 trillion-dollar vision—a vision that encompasses the spiritual and religious locations of UP that have become hallmarks of devotion for millions of devotees



PRAYAGRAJ

Home to the Kumbh Mela, one of the largest congregations of faith anywhere in the world, Prayagraj sits at the confluence of three most sacred rivers—the Ganga, the Yamuna, and the mythical Saraswati—the holy Sangam. Around 25 crore people

visited Kumbh 2019, whereas authorities are expecting a turnout of around 40 crore in Maha Kumbh 2025 for which the state government has allocated a budget of more than Rs 5100 crore in the last two years, and started making preparations.

TOURISM PROMOTION IN UP

ARRIVAL OF MORE THAN 198.08 CRORE TOURISTS, INCLUDING 1.26 CRORE FOREIGN VISITORS IN THE LAST 7 YEARS

- 30 metre wide to showcase streets of Lucknow and Prayagraj with audio tours of 100 state landmarks to be introduced
- Tourist facilities being developed at Rs 50 crore in Ayodhya, Mathura and Kashi
- Development of Vindhy Dham Corridor, Mirzapur
- Construction of Bath Corridor, Banarsi in progress
- Buddhist Concave in Kushinagar, Shravasti, and Sankisa
- A grant of Rs 1,00,000 to every pilgrim for Kailash Mansarovar
- Construction of Sant Kabir Academy in Maghar
- Development of key tourist spots like Nainital, Sacred Tourist Spot in Shringverpur and the Nataraj Subhakar Memorial in Bahraich
- Formation of District Tourism and Culture Promotion Council in all districts
- Rural and Wildlife Tourism Initiatives
- Development of one tourist destination in each of the 400+ assembly constituencies
- 225 villages selected to develop 18 divisions as clusters for agricultural rural tourism
- Chief Minister Tourism Fellowship Scheme launched
- 14 Rati tourist bungalows/hotels are being made operational through PPP
- Development of VWP guest houses in Kashi and Prayagraj—with architecture reflecting the Vastu Shastra
- Work underway to install a 51-feet tall bronze statue of Lord Buddha in Kausambi

CIRCUIT OF WONDERS



Sarnath, part of UP's Buddhist Circuit

Getting to explore a vast state like Uttar Pradesh is much easier with well-defined circuits as per traveller's choice and interest. UP has thematic tourism locations defined into circuits—each including places of common interest, which can be covered by a traveller. All circuits have well-planned infrastructure and an astounding mix of sights, culture, nature, and history.

RAMAYANA CIRCUIT: This circuit hosts spiritual and religious sites of UP that correlate with Lord Ram and events in his life. This includes cities like Ayodhya, for instance.

BUNDELKHAND CIRCUIT: This circuit includes all areas that have been recognised under the Bundelkhand region of UP. This circuit has all kinds of tourist places based on themes like ancient, medieval, nature, wildlife and adventure.

- KRISHNA-BRAJ CIRCUIT:** This circuit has all the areas that are called Braj. Bhoomi—places associated with Lord Krishna and his times.
- MAHABHARAT CIRCUIT:** This circuit covers/contains locations in UP that are related to the grand epic, The Mahabharat.
- SWATANTRATA SANGRAM CIRCUIT:** This circuit highlights locations and cities of UP that have contributed or were related to the freedom struggle movement of India.
- BODHIST CIRCUIT:** These sites include places and artefacts associated with Lord Buddha. Prominent locations in UP

- include Kashi, Sarnath, Kapi, Varanasi, to name a few.
- SANT KABIR CIRCUIT:** Known as the land of Sant Kabir, UP has a rich repository of historical sites and works that were a part of Sant Kabir's life. A proponent of spirituality, Sant Kabir's life was a message itself. The Sant Kabir circuit hosts locations and artefacts that are related to Sufism and Sankhya.
- JAIN CIRCUIT:** This circuit covers those places in Uttar Pradesh that revolve around the presence of Jainism or are somewhat related to it.
- SHAKTI-PEETH CIRCUIT:** Uttar Pradesh, a land etched with the footprints of gods and goddesses, hosts a series of Shakti Peeths, each narrating a unique story of divine power and spiritual essence.
- WILDLIFE & ECO-TOURISM CIRCUIT:** This circuit has all the places that have rich biodiversity and dense forests of the Terai region in UP. Many wildlife sanctuaries and national parks for animal and wildlife conservation have been created in this circuit along with other leisure-based amenities and activities.
- ADHYATMIK CIRCUIT:** This circuit includes regions or sites in UP that are of spiritual and religious significance, for instance Prayagraj's Sangam, Kashi's Kashi Vishwanath Dham, Ayodhya, etc.
- CRAFT CIRCUIT:** UP has a rich heritage of craftsmanship. This circuit includes all those districts and regions that have a legacy of handicrafts like marblework, glasswork, chikan, etc.

WELLNESS & MEDICAL TOURISM



The holistic appeal of Uttar Pradesh is not confined to its architectural marvels or religious landmarks. UP is also the land of sages and saints, with nature, healing practices deeply rooted in the region. The integration of health and wellness into the tourism landscape reflects UP's commitment to promoting a harmonious coexistence of traditional wisdom and modern comforts. As a result, UP is poised to witness a surge in eco-friendly resorts, wellness centres and Ayurvedic retreats, emerging as a leader in the wellness tourism market.

Uttar Pradesh has a strong presence of a combined total of more than 30,000 Sub Centres (SCs), Primary Health Centres (PHCs), Community Health Centres (CHCs), and sub-district hospitals. It has a 3-tier public healthcare infrastructure and private health services. Also, with a rapidly

growing base of 'Jan Aushadhi Pariyojana Centres', the state has 1 lakh pharmacies and 86,000+ retail pharmacies.

DEVELOPMENTS IN MEDICAL TOURISM

- Shaurya Naturopathy and Resorts India Private Limited has committed a substantial investment of Rs 500 crore in Prayagraj
- Gokul Naturopathy & Wellness Centre is investing Rs 7 crore
- Venturing into the realm of Ayurveda, Ananya Ayurveda is set to contribute Rs 2 crore in Etawah
- Thrive Wellness Private Limited is channelling Rs 3 crore into Lakshmipur Khari
- World-class wellness centres being developed in Sarnath, Kapilvastu, Varanasi and Mathura (Vindhyavati)

ADVENTURE BEYOND IMAGINATION: ECO, NATURE & WILDLIFE

Uttar Pradesh has one of the richest natural reserves in the Terai. This lush green region is home to a host flora and fauna, tigers, elephants, deer, crocodiles, dolphins, exquisite bird species and dense vegetation are a dream come true for nature lovers.

With the presence of the mighty Ganga, UP also hosts adventure tourism activities like river rafting, kayaking, and trekking. Some popular destinations for adventure and ecotourism include:

- Dudhwa National Park
- Pilibhit Tiger Reserve
- Bakhira Sanctuary
- Chandra Prabha Wildlife Sanctuary
- Hastinapur Wildlife Sanctuary
- Kaimore Wildlife Sanctuary
- Katerniaghat Wildlife Sanctuary
- Kashipur Wildlife Sanctuary
- Ranipur Wildlife Sanctuary
- Anamgarh Tiger Reserve
- Etawah Safari Park

RECENT DEVELOPMENTS

- UP government has commenced the construction of a new district tourism building in Robertsganj, Sonbhadra
- Work in progress on transforming Madia Fort in Chitrakoot into an ecotourism hub
- Uttar Pradesh Project Corporation Limited (UPPCL) has been tasked with overseeing these projects with an allocated budget of Rs 2.54 crore
- Efforts are underway to further develop tiger reserves in Chuka, Dudhwa, Pilibhit, as well as in Chitrakoot and Anamgarh in Bijaur



TIME FOR NIGHT SAFARI: INDIA'S FIRST

Kukrail Zoo and Night Safari is coming up on 2,027 hectares of forest area in Lucknow, as part of UP government's initiative to boost ecotourism and ensure wildlife conservation in UP. It is going to be India's first urban night safari.



PROJECT TIGER AND PROJECT ELEPHANT

The number of tourists visiting UP's tiger reserves saw a significant increase in the 2023-24 season (until June 14, 2024) compared to 2022-23. Compared to the previous year, a substantial influx of both Indian and foreign tourists chose Uttar Pradesh as their destination. The tiger reserves attracted more than 1 lakh visitors, indicating a growing interest among travellers seeking wildlife experiences in the region.

“Project Tiger” and “Project Elephant” are paving the way for the conservation of tigers and elephants in UP. This has opened opportunities for increased revenue through tourism development in the state, while also enhancing avenues for the conservation of tigers,

- elephants and other protected wildlife. The number of tigers were reported as 117 in 2014, which rose to 173 in 2018 in 2024, it has crossed 200.
- Construction activities are underway in the core area reserves of forests, including the construction of water bodies
- Uttar Pradesh Forest Corporation is consistently providing facilities such as tourist accommodations, luxury Tata Xerox Safari vehicles, and boat safaris across various tiger reserves in the state
- To enhance tourist convenience, online booking facilities are available via the Uttar Pradesh Forest Corporation Ecotourism website, offering opportunities to experience nature up close and enjoy jungle tours

LAND OF FESTIVALS

The cultural diversity of Uttar Pradesh has generated many traditions enriched by the assimilation of different beliefs and cultures. The pluralist ideology has created a rich ecosystem of festivities that are not only worth watching but also worth preserving.

The government's target is to expand the number of tourists to over 80 crore by 2028. This ambitious goal includes boosting the tourism sector's Gross Value

Added (GVA) to Rs 70,000 crore from Rs 11,000 crore reported in 2017.

Key festivals like Deepotsav in Ayodhya, Dev Deepavali in Varanasi, Rangotsav in Braj, Krishnotsav and Braj Utsav in Mathura, Kumbh Mela in Prayagraj, and many others are playing an important role in increasing the flow of tourists while firmly cementing Uttar Pradesh's position as a prominent spiritual and tourism destination in India.



The iconic Rangotsav in Braj