

Govt to push 'Brand UP' at airports

PITCHING FOR TOURISM

DELHI AIRPORT

- > 60 display systems will be installed at T3 domestic arrival and departure terminals
- > Additionally, 40 and 25 display systems, respectively, will be set up at T3 international arrival and departure terminals
- > T2 domestic arrival and departure areas will feature 28 display systems, while T1 domestic departure terminal will have 32

KOLKATA AIRPORT

- > 15 display systems at domestic arrival terminal and 58 screens placed in various designated areas, including departure terminal



COIMBATORE AIRPORT

- > 20 display systems to be put up across the arrival, baggage claim, departure areas, SHA hall and first floor

INDORE AIRPORT

- > 36 display screens at departure and arrival terminals, bus gate and rental areas

MUMBAI AIRPORT

- > 56 display systems at T2 domestic and international arrival terminals, 58 at domestic departure terminal and 40 at international departure terminal

TIMES NEWS NETWORK

Lucknow: The UP govt is set to promote the state's tourist hotspots at major airports across India.

UP's tourist destinations are already being showcased at various railway stations, bus terminals, airports and high-traffic locations within the state. Now, this initiative is expanding to include major airports across the country.

"Preparations have been made to promote 'Brand UP' at five major airports in India initially, with plans for further expansion as needed," said an official spokesperson. Under this scheme, 'Brand UP' will be highlighted through large display boards at strategic locations in airports, including the arrival and departure areas of both international and domestic terminals in Delhi and Mumbai, he added.

"These displays will provide information on the diverse tourist attractions and the vibrant tourism

landscape of Uttar Pradesh. Similar promotional efforts for 'Brand UP' will also be prioritised at various terminals in Kolkata, Coimbatore and Indore. The Uttar Pradesh tourism department has already initiated this process, with preparations underway for its swift implementation," the spokesperson said.

Stating that UP was well known both nationally and internationally for its rich and diverse culture, as well as its numerous events and festivals, the spokesperson added that the state's tourism department was actively promoting the state's vibrant cities, attractions, natural landscapes, wildlife, adventure tourism destinations, cuisine, heritage, religion and culture through various branding initiatives, aiming to establish the state as a top tourist destination in India.

Officials in the department said that the tourism sector is vital to the state's goal of becoming a trillion-dollar economy.