

Hotel biz in G Noida surges by over 50% during five-day show

TIMES NEWS NETWORK

Lucknow: The Uttar Pradesh International Trade Show (UPTIS), which concluded on Sunday, will go a long way in giving the boost to the local business community, especially the hotel industry in Greater Noida.

According to industry experts, the five-day event resulted in a remarkable increase of over 50% in hotel bookings near the India Expo Mart.

A significant number of exhibitors and visitors attending the International Trade Show booked accommodations in Greater Noida, leading to nearly all major hotels being fully booked. As a result, many guests, both domestic and international, had to find hotel arrangements in Noida and Delhi as



HIT SHOW Thousands of buyers visited the trade fair

well. Exhibitors expressed their gratitude to the Yogi Adityanath govt for organising the Trade Show, emphasising its effectiveness in creating business opportunities.

The initiative not only enhanced the visibility of participating businesses but also received praise from stakeholders in the hotel industry. India Expo Mart, located in Gautam Buddha Nagar district, is a key venue

for major events. The second edition of the five-day International Trade Show was inaugurated by Vice President Jagdeep Dhankhar, alongside Chief Minister Yogi Adityanath and other state ministers.

The Trade Show attracted exhibitors from across the state and the country, as well as thousands of buyers, including international visitors.

Sanjay Prakash, a representative from the hotel industry, remarked that the recent Trade Show exceeded expectations, with a notable rise in hotel bookings and increased business at restaurants during the event.

Nita Sharma, another hotel industry professional, shared that her hotel took advantage of the Trade Show by offering special packages.