

UP to showcase its tourism potential at Madrid, Berlin trade fairs

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LUCKNOW: The state tourism department would be showcasing its rich cultural heritage and diverse tourism offerings at two prominent international trade fairs set to take place in Madrid, Spain and Berlin, Germany, officials said.

At present, preparations are underway for FERIA Internacional de Turismo (FITUR) in Madrid to be held from January 24 to 28. ITB Berlin is scheduled to take place from March 4 to 6.

To ensure an exceptional representation at these platforms, the department has invited proposals from professional agencies for designing, fabricating, and managing state-of-the-art exhibition spaces.

At FITUR, the department will occupy a 40 square metre space where it will feature the state's handicrafts, artefacts and One District One Product (ODOP) products.

The selected agencies will also set up a VVIP lounge,



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interactive selfie zones with picturesque Uttar Pradesh backdrops, and digital engagement through screens, mobile applications, and brochures.

At the event, Business-to-Business (B2B) and Business-to-Consumer (B2C) interactions with tour operators and other stakeholders will further promote UP as a prime tourist destination among the global community.

Speaking about the initiative of promoting tourism spots in Uttar Pradesh, tourism and culture Minister Jaiveer Singh said, "The event will spotlight key tourism themes, including

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Mahakumbh 2025, the Buddhist Circuit, eco and rural tourism destinations, and the rising trends for wellness tourism."

The event will also showcase slogans like "Lord Buddha's Land Uttar Pradesh" and "Mahakumbh 2025" to attract global attention.

Similarly, the selected agency will distribute promotional materials, UP Tourism films, and maps for a better understanding of the state. The focus will be on captivating international audiences with the state's Buddhist Circuit and vibrant cultural festivals.