
Ayodhya, Kashi emerge as key drivers of high tourist numbers

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He said: “The development of both popular and lesser-known tourist destinations, along with enhanced tourist facilities, has been a key focus area for the govt.”

Sharing the data, officials in the state tourism department said: “In 2023, as many as 48,01,27,191 tourists visited UP, whereas the state welcomed 64,90,76,213 tourists in 2024. This means that the state recorded an impressive growth of 16,89,49,022. In the foreign tourists’ category, the arrivals rose from 16,01,503 in 2023 to 22,69,067 in 2024, registering an increase of 6,67,564.”

Officials also said that Ayodhya emerged as a key driver of this tourist growth, especially after the Ram Temple opened for people. “In 2024, Ayodhya saw over 16,44,19,522 visitors, which is over three times the footfall



DATASPEAKS In 2024, Ayodhya saw over 16,44,19,522 visitors, which is over three times the footfall of 5,75,70,896 in 2023

of 5,75,70,896 in 2023,” they said. Stating that Varanasi and Mathura also emerged as key contributors to the state’s tourist footfall, officials said: “Varanasi recorded a footfall of 11,00,97,743 visitors in 2024 compared to 10,18,67,618 in 2023 (an increase of 82,30,125), while Mathura saw 9,00,81,788 visitors in 2024, up from 7,79,27,299 in 2023 (an increase of 1,21,54,489).”

Data also showed that Prayagraj benefitted from the rise of tourists in Ayodhya

and Varanasi. “The Sangam City saw 5,12,62,806 visitors in 2024 compared to 5,06,71,622 in 2023 (an increase of 5,91,184),” they said.

Officials noted that Agra remained the top destination for international tourists in 2024, welcoming 14,65,814 foreign tourists. It was followed by Varanasi, where 3,09,932 visitors from overseas came. Kushinagar, Mathura, and Ayodhya followed next with 2,51,251; 1,36,079; and 26,048 foreign tourists.