

Govt to highlight state's tourist attractions at international trade fairs in Spain, Germany

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THE STATE government is set to showcase the state's tourism offerings at the International Tourism Trade Fairs in Madrid, Spain, and Berlin, Germany. During these global events, Maha Kumbh, being held in Uttar Pradesh, will be presented as a cultural heritage of humanity, highlighting its spiritual, historical and

cultural significance.

According to a government spokesperson, the Uttar Pradesh tourism department has prepared to present this grandeur on the global stage, ensuring maximum visibility at both international fairs. This global outreach will invite people from across the world to experience this event while also showcasing other diverse tourism offerings and special attractions of Uttar Pradesh.

The tourism fairs will feature the-

matic grand pavilions focusing on Maha Kumbh 2025 and Uttar Pradesh's rich cultural legacy. A 40-square-metre pavilion will be constructed at the International Tourism Trade Fair (FITUR), scheduled from January 24-28 in Madrid, Spain, displaying the tourism attractions of Uttar Pradesh.

Similarly, another 40-square-metre pavilion will be set up at the ITB Berlin Fair, which will take place from March 4 to 6, 2025, in Berlin, Germany.