

Govt to push Brand UP at Bangkok meet

TIMES NEWS NETWORK

Lucknow: The UP govt will showcase the state's tourism potential at the upcoming Pacific Asia Travel Association (PATA) 2025 meet, scheduled to be held in Bangkok from Aug 26-28.

An official said: "The event will serve as a powerful platform for UP to project itself as an attractive destination for both international tourists and investors. This will elevate the tourism potential and economy of the state to new heights."

Officials said that the tourism department will showcase UP's cultural, spiritual and historical richness through a beautifully designed 36-squa-

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re-metre stall, highlighting major attractions such as Sarnath, Kushinagar and Shravasti under the Buddhist Circuit, as well as Varanasi, Ayodhya and the Prayagraj Mahakumbh. The stall will be equipped with LED wall screens and auto-navigation displays, offering dynamic visuals of the state's scenic tourist spots, they said.

"An augmented reality (AR) based digital touch panel will allow visitors to take selfies with the stunning backdrops of six major destinations in UP. Guests will also get to explore the rich tradition of local handicrafts and the 'One District One Product' initiative," they said. The exhibit will feature creative displays of historic temples, their unique architecture and spiritual significance, offering visitors a deep glimpse into UP's rich religious and cultural legacy.

The govt will also organise a one-day international roadshow in Bangkok. The event will include a showcase of photos, films and promotional materials. To amplify its global reach, the UP govt will air 30-second tourism ads during peak hours for three days on three major TV and three radio channels in Thailand.