

At TTF Kolkata, UP to showcase vast tourism potential

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LUCKNOW : With an eye on transforming its booming tourism sector into a major economic engine, Uttar Pradesh is making a strong pitch for travel trade and investment at TTF Kolkata 2025, Eastern India's leading B2B travel trade show, a communique said.

The state, which drew over 65 crore domestic visitors in 2024-25, is leveraging its rich tourism assets to attract industry stakeholders, travel operators, and infrastructure investors, it added. Taking place from July 10-12 at Biswa Bangla Mela Prangan, the event will feature over 500 exhibitors from 25 Indian states and 14 countries.

Uttar Pradesh's delegation, led by tourism and culture minister Jaiveer Singh, is positioning the state not only as a top travel destination but also as a lucrative investment landscape. The state will display its notable success with its registered homestay network, now exceeding 700 properties, offering immersive experiences in rural settings such as Mukhrai, Jait, and Chitrakoot. These initiatives are aligned with both the Centre's Rural Tourism Strategy and Uttar Pradesh's broader push for grassroots development and job creation.

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oped Kashi Vishwanath Corridor, UP's tourism blueprint includes expanding new circuits such as the Mathura-Vrindavan spiritual trail and promoting underexplored heritage locations like Jhansi Fort and Fatehpur Sikri.

"Tourism in Uttar Pradesh is not just about footfall, it's about creating sustainable livelihoods, infrastructure opportunities, and cultural capital," said Jaiveer Singh. "We are inviting travel trade partners and private investors to explore the vast potential our state holds," he added.