

achievement

UP to showcase tourism potential in Paris

UP State Bureau
LUCKNOW

Uttar Pradesh is preparing to participate in the prestigious 'International and French Travel Market (IFTM) Top Resa 2025' in Paris, scheduled from September 23 to 25. This major international tourism trade show will host over 30,000 visitors from more than 120 countries, offering a key platform for UP to connect with global travel professionals, tour operators, and investors.

The state aims to highlight its cultural heritage, tourism



diversity, and investment opportunities. Preparations are underway to create an engaging pavilion that will present UP's spiritual, cultural, and ecological tourism assets. The exhibit will include hand-

crafted products, temple-style architecture, and interactive elements like LED displays and virtual tours.

With around 3 lakh French tourists visiting India annually, and approximately 7 lakh

**Annual IFTM event
scheduled from
September 23 to 25**

Event Reach

Over 30,000 participants from 120+ countries attend the three-day event annually, making it a hub for global tourism networking.

Indians traveling to France, the event provides a significant opportunity to strengthen bilateral tourism ties. UP's focus will be on attracting

travellers to destinations such as Varanasi, Ayodhya, and the Buddhist Circuit.

The tourism department plans to promote sectors like heritage tourism, eco-tourism, wellness and Ayurveda, and rural experiences. Offerings such as yoga centres, Ayurveda retreats, and homestay programs will be featured. A tourism app and QR code-enabled systems will support easy access to travel information and bookings. Live performances of folk dances like Mayur Nritya, Raas Leela, Bundeli, and Kathak are scheduled to engage the international audi-

What is IFTM Top Resa?

IFTM Top Resa is France's leading B2B travel trade show, featuring over 170 destinations and 1,400 brands. It provides global exposure for tourism departments and businesses seeking access to the European market.

Benefits of UP's Participation

The event is expected to boost foreign tourist footfall, draw investment in wellness and heritage sectors, promote ODOP products internationally, and enhance UP's visibility in the European travel market.

ence. Augmented reality selfie zones and digital kiosks will provide immersive experiences of key sites across the state. A key feature of the stall

will be its sustainable design, using eco-friendly materials and avoiding plastics, to promote responsible and environmentally conscious tourism.