

Tourism dept to show UP's culture at Paris Expo

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Lucknow: Uttar Pradesh tourism department is set to put up a two-day show at Paris Expo Porte de Versailles in France from Tuesday.

Sharing details, an official spokesperson said that the state will showcase its cultural richness, spiritual depth, and experiential tourism offerings to the European travel community.

“The pavilion will highlight UP’s sacred circuits — from Ayodhya and Mathura-Vrindavan to the transformative Buddhist Circuit and the eternal ghats of Varanasi. Visitors will also experience the grandeur of heritage marvels such as the Taj Mahal,” the spokesperson said. Perfume Tourism of Kannauj, where centuries-old deg-bhapka traditions of natural fragrance-making continue to flourish, will be showcased.

Tourism and culture minister Jaiveer Singh said: “This platform is an opportunity to deepen cultural appreciation and welcome more European travellers to discover UP.”