
UP closes '25 as India's most visited state with big surge in tourist nos.

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh closed 2025 by firmly consolidating its position as India's most visited state, registering an unprecedented surge in tourist footfall, driven by mega religious events, revival of heritage sites, and sustained investment in tourism infrastructure.

According to data released by the Union ministry of tourism, the state recorded more than 137 crore domestic tourist visits during the year, ranking first in the country, while 3.66 lakh foreign tourists travelled to va-

rious destinations across Uttar Pradesh, placing it fourth nationally in foreign arrivals.

The biggest contributor to this record-breaking year was the Maha Kumbh 2025 in Prayagraj, which witnessed a historic turnout of over 66 crore devotees, ma-

YEAR ENDER

king it one of the largest religious congregations ever. Other major destinations such as Ayodhya, Varanasi, Mathura-Vrindavan, and Shravasti continued to draw heavy footfall throughout the year.

Tourism officials said

year-round cultural and religious events helped sustain visitors' interest. Flagship attractions including Deepotsav in Ayodhya, Dev Deepawali in Varanasi, Rangotsav in Braj, and Magh Mela in Prayagraj drew tourists from across the country and abroad. Ayodhya's Deepotsav once again created a Guinness World Record for lighting earthen lamps, while Varanasi entered the record books with the display of the world's largest Ram Takht during Ramleela.

On the infrastructure front, projects worth Rs 1,283.33 crore were initiated

during the year, covering ghat beautification in Varanasi, development of the Kalinjar tourism circuit in Chitrakoot, tourist facilities along the Ram Van Gaman Marg, and restoration of multiple religious and heritage sites across districts. Improved air, rail, and road connectivity, along with expansion of hotels and homestays, also contributed to higher tourist inflows.

Under the Uttar Pradesh Tourism Policy 2022, more than 1,750 tourism units were registered in 2025, while investment proposals worth Rs 37,688 crore were received.