

Uttar Pradesh's Buddhist circuit emerges as a global identity, over 61 lakh visitors in first nine months of 2025

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Uttar Pradesh's Buddhist Circuit is steadily shaping a strong global identity, rooted in faith, heritage and inclusivity.

Sustained policy focus and coordinated tourism initiatives have led to a significant rise in visitor numbers across the state's most revered Buddhist destinations, reinforcing Uttar Pradesh's position as one of the world's most important centres of Buddhist pilgrimage and cultural tourism.

Between January to September 2025, over 61 lakh visitors travelled to the state's six major Buddhist sites — Sarnath, Kushinagar, Shravasti, Kaushambi,

Kapilvastu and Sankisa. Of these, nearly 59 lakh were domestic visitors, while about 2.72 lakh were international tourists, reflecting growing global engagement with the Buddhist heritage of Uttar Pradesh. The department estimates that total footfall across these sites is likely to cross around 64 lakh by the end of 2025.

Tourism and Culture Minister Jaiveer Singh said here on Sunday that the rising numbers reflect the deep spiritual connect these sites continue to hold for people across the world. He noted that under the visionary leadership of Prime Minister Narendra Modi and the guidance of Chief Minister Yogi Adityanath, Uttar Pradesh is



strengthening its role as the spiritual heartland of Buddhism. He said the state's approach is centred on preserving heritage, improving visitor facilities and ensuring that Buddhist tourism grows as an inclusive and respectful experience for pilgrims and travellers alike.

Among the Buddhist

destinations, Kaushambi witnessed a strong surge in visitors during the nine-month period, with over 23 lakh tourists, including nearly 3,000 foreign visitors, highlighting its growing importance on the Buddhist tourism map. The site holds exceptional significance as Lord Buddha spent several monastic

seasons there, making it an important stop for pilgrims, scholars and spiritual seekers.

Kushinagar, the Mahaparinirvana site of Lord Buddha, recorded the highest footfall with around 18.6 lakh visitors, including close to 1.9 lakh international tourists, reaffirming its status as a global centre of Buddhist faith. Sarnath, where Lord Buddha delivered his first sermon, welcomed nearly 17.75 lakh visitors, of which over 64,000 were foreign travellers. Kapilvastu recorded over 51,000 visitors, including more than 15,000 international tourists, while Shravasti and Sankisa received around 79,000 and nearly 30,000 visitors respectively during the same period.