

ACCENT REGION

UTTAR PRADESH

State attracts ₹3,000 cr tourism proposals

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The Uttar Pradesh government has attracted fresh tourism investment proposals of over ₹3,000 crore in the state's Buddhist Circuit. The proposed investments span hotels, hospitality, resorts, real estate, food processing and bio-energy.

The state's Buddhist Circuit includes six key sites — Sarnath (Varanasi), Kushinagar, Shravasti, Kapilvastu, Kaushambi and Sankisa — which together drew over 8.2 million visitors in 2025, reflecting popularity among the domestic and foreign visitors.

The investment potential was identified during the International Buddhist Conclave 2026 held in Kushinagar, which saw participation from

Thailand, Japan, Myanmar, Bhutan, and Nepal. The UP government identified potential investment worth ₹3,000 crore in tourism-related sectors. UP Tourism and Culture Minister Jaiveer Singh said the investments are expected to boost tourism, hospitality, transport and infrastructure in the state.

The government is also leveraging digital media, influencers, vloggers and content creators to promote tourism hotspots such as Varanasi, Ayodhya, Mathura. Under the UP's Digital Media Policy 2024, influencers can receive up to ₹8 lakh to promote tourism, heritage, cuisine through content creation. The government also plans to expand the number of Unesco-recognised heritage sites in the state from seven to 20.