

Plan afoot to make UP spiritual capital

Govt: Infra Upgrade A Priority

TIMES NEWS NETWORK

Lucknow: The UP govt's push to position the state as a global tourism powerhouse through religious tourism received a fresh boost, with the state tourism department unveiling an ambitious 'Viksit UP 2047' roadmap on Friday.

Aimed at transforming the state into the world's spiritual capital, the plan targets a sharp rise in tourism's contribution to gross value added (GVA), from the current 9.2% to 11% by 2029-30, 14% by 2035-36, and 16% by 2047.

The roadmap aligns with the broader vision of building a six-trillion-dollar state economy while giving global prominence to Uttar Pradesh's cultural and spiritual heritage.

Officials said the strategy focuses on scaling up infrastructure, including hotels, restaurants, and homestays, under the state's tourism policy.

The number of tourist rooms per one lakh population is projected to increase fivefold, from 30 at present to 150 by 2047.

Efforts are also underway to double the average stay of foreign tourists from three nights to six nights over the same period.

The state, which already ranks first in domestic tourist arrivals and fourth in foreign tourist footfall, is looking to further consolidate

its position. After recording a combined footfall of over 130 crore visits, including the massive turnout at the Maha Kumbh Mela 2025, the government has set a target of 75 crore annual visits by 2029-30 and one billion by 2047.

With the focused development of key religious destinations such as Varanasi, Ayodhya, Prayagraj, and Mathura-Vrindavan, the state is betting on spiritual tourism to drive jobs, boost local economies, and secure a prominent place on the global tourism map.

The roadmap also emphasises enhancing global recognition through heritage conservation.

Uttar Pradesh currently has seven UNESCO-recognised cultural elements, a number targeted to rise to 20 by 2047.