

Kushinagar tourism gets investors' thumbs up at international meet

TIMES NEWS NETWORK

Lucknow: The Kushinagar International Buddhist Conclave 2026 ended with indications of major investment interest in tourism and allied sectors, officials said on Friday.

Held from Mar 31 to Apr 2 at the Mahaparinirvana site associated with Gautam Buddha, the three-day event brought together over 2,300 delegates, including more than 300 foreign guests from Thailand, Japan, Myanmar, Bhutan and Nepal.

Officials said discussions during the conclave pointed to an investment potential of around Rs3,000 crore across hospitality, resorts, real estate, transport, spiritual tourism infrastructure and allied services.

Representatives from hospitality groups, resort developers and real estate firms from New Delhi attended, along with BIO-CNG players

and food processing companies. Plans for development of two townships in Kushinagar were also explored.

Connectivity upgrades at Kushinagar International Airport were showcased to international delegates as part of preparations for higher global footfall.

District magistrate Mahendra Singh Tanwar said the conclave created momentum for the district, with interest in hotels, resorts, townships and supporting infrastructure expected to generate employment and strengthen local economy.

Additional chief secretary (tourism, culture and religious affairs) Amrit Abhijat said UP's Buddhist circuit recorded over 82 lakh visitors across six key sites in 2025, and the conclave further strengthened the state's position on the global Buddhist tourism map.