

# State government to showcase 'Brand U.P.' at ITB Asia 2024

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**LUCKNOW:** The Yogi Adityanath government will promote "Brand U.P." at the international tourism stage by participating in the ITB Asia 2024 at Marina Bay Sands in Singapore from October 23 to 25.

According to the state tourism department, a 36-square metre pavilion will be set up at the venue. It will highlight the state's rich cultural heritage, spiritual significance, historical landmarks and its vast natural beauty. Among the key attractions to be promoted will be the upcoming Mahakumbh 2025 and the Buddhist tourism circuit, said the state government on Thursday. A daylong road-

show will also be organised during the event in which discussions with local tour operators, social media influencers, media representatives and international dignitaries will take place.

In addition to English, signages, literature, banners and posters will be translated into local languages such as Malay, Tamil, and Singaporean Mandarin to ensure proper engagement with visitors.

The pavilion will be designed to facilitate both business-to-business (B2B) and business-to-consumer (B2C) interactions.

Officials of the Uttar Pradesh tourism department and representatives from service provider agencies will be available to engage with visitors, providing insights into the state's tourism

offerings. The pavilion will highlight the state's rich history and diverse tourist attractions through audio-visual presentations. Visitors will also be introduced to the state's unique artefacts, the "One District One Product (ODOP)" initiative, as well as the UP tourism website and mobile applications.

A visitors' book will be used to compile a database during the event, helping the state identify potential investors and dignitaries for future engagement.

The event will facilitate interactions with the travel trade fraternity, tourism experts, bloggers, journalists, photographers, social media influencers, local and international tour operators, media representatives, and filmmakers.