

Tourism footfall likely to reach 80cr by 2028

TIMES NEWS NETWORK

Lucknow: Tourism is set to add Rs 70,000 crore to Uttar Pradesh's economy, with footfall potentially reaching 80 crore by 2028.

Estimates suggest that by 2028, tourist arrivals in the state could cross the 80 crore mark, while the tourism sector's economic contribution is

expected to touch Rs 70,000 crore. Citing these figures on Wednesday, an official spokesperson said that tourism would also boost allied industries like hospitality and transport, creating local jobs.

"Uttar Pradesh has witnessed a significant rise in tourist arrivals, particularly from domestic travellers. In 2023, the state welcomed 48 crore visi-

tors, with Ayodhya, Varanasi, Mathura, and Prayagraj alone drawing 28.79 crore of them. So far in 2025, tourist footfall in these four spiritual hubs surged to 41.56 crore, underscoring UP's growing stature as a premier destination for religious and cultural tourism," an official said, adding that the numbers do not include the footfall during the Mahakumbh

2025. Officials said that Uttar Pradesh is rapidly emerging as a major tourism hub, with cities like Varanasi, Ayodhya, Mathura, Prayagraj, Naimisharanya, Gorakhpur, and Vindhyachal becoming key destinations. The central govt has also identified four cities from the state—Varanasi, Ayodhya, Lucknow, and Kanpur—as high-potential cities.