

Uttar Pradesh aims to attract 80 crore tourists by 2028



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Uttar Pradesh is all set to become a prime tourism hub in India with the aim of attracting 80 crore visitors by 2028. The state is noted for its rich cultural heritage and historical values. It is making noise in the world of tourism through extensive efforts, improved infrastructure, and strategic development initiatives.

The state is noted for being home to iconic landmarks including the Taj Mahal in [Agra](#) and the Ram Mandir in Ayodhya. Uttar Pradesh also boasts some of India's most renowned tourist attractions and national parks. Understanding its potential for increased tourism, the UP government has initiated a plan to attract more visitors and boost the sector's growth substantially over the coming years.

Key to these efforts is the revitalisation of major tourist sites and the enhancement of local transport infrastructure.

According to a government spokesperson, these initiatives have already contributed to a notable increase in visitor numbers. In 2023, Uttar Pradesh welcomed over 48 crore tourists, a significant rise from previous years.

The government's target is to expand this number to over 80 crore by 2028. This ambitious goal includes boosting the tourism sector's Gross Value Added (GVA) to INR 70,000 crore, up from INR 11,000 crore reported in 2017. To achieve this, UP is focusing on several strategic measures, including the development of 12 new tourism circuits across the state. Preliminary work on these circuits has already commenced, with surveys, gap analyses, and planning underway to enhance and promote key locations.

In recent years, Uttar Pradesh has seen a marked increase in tourist footfall. The number of visitors surged from 23 crore in 2016-17 to 48 crore in 2023-24, reflecting a growth of approximately 51%. This increase underscores the state's potential to attract even more visitors with the right strategies and improvements.

The state government is also working to enhance accommodation options to meet the growing demand.

By expanding lodging facilities in key cities, UP aims to provide diverse and comfortable choices for travelers. Additionally, the state is focusing on spiritual tourism, with many devotees visiting religious sites such as Ayodhya, Kashi, Mathura, Naimisharanya, and Prayagraj.

Chief Minister Yogi Adityanath has emphasised the need to promote tourism alongside industrial development. His vision includes leveraging Uttar Pradesh's rich cultural and spiritual assets to offer world-class experiences and facilities, ensuring that the state becomes a premier destination for both domestic and international tourists.



With these comprehensive plans, Uttar Pradesh is set to transform its tourism landscape, aiming to create a vibrant and welcoming environment for millions of visitors in the years to come.