

Govt to promote 'Brand UP' at 5 major airports in India to boost tourism

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The Uttar Pradesh government, in a bid to position the state as the country's most favoured tourism destination, is set to promote the state's tourist hotspots at major airports across India.

Uttar Pradesh's tourist destinations are already being showcased at various railway stations, bus terminals, airports and high-traffic locations within the state. Now, this initiative is expanding to include major airports across the country.

In line with Chief Minister Yogi Adityanath's vision, preparations have been made to promote 'Brand UP' at five major airports in India initially, with plans for further expansion as needed.

Under this scheme, 'Brand UP' will be highlighted through large display boards at strategic locations in airports, including the arrival and departure areas of both international and domestic terminals in Delhi and Mumbai. These displays will provide information on the diverse tourist attractions and the vibrant tourism landscape of Uttar Pradesh.

Similar promotional efforts for 'Brand UP' will also be prioritised at various terminals in Kolkata, Coimbatore and Indore. The Uttar Pradesh

Tourism Department has already initiated this process, with preparations underway for its swift implementation.

Uttar Pradesh is renowned both nationally and internationally for its rich and diverse culture, as well as its numerous events and festivals. In line with this, the Uttar Pradesh Tourism Department is actively promoting the state's vibrant cities, attractions, natural landscapes, wildlife, adventure tourism destinations, cuisine, heritage, religion and culture through various branding initiatives, aiming to establish the state as a top tourist destination in India. Tourism plays a crucial role in the economic growth of Uttar Pradesh, significantly contributing to employment generation both directly and indirectly. This sector is also vital to the state's goal of becoming a trillion-dollar economy. Recognising the importance of tourism, the Yogi government has already designated it as a priority sector. Following Chief Minister Yogi Adityanath's vision, this initiative is being advanced as a strategic and organised effort to unlock the sector's vast potential and transform Uttar Pradesh into a major tourist hub. In line with Chief Minister Yogi's vision, 60 display systems of various types will be installed

and operated at both the T3 domestic arrival terminal and the T3 domestic departure terminal. Additionally, 40 and 25 display systems will be set up at the T3 international arrival and departure terminals, respectively. The T2 domestic arrival and departure areas will feature 28 display systems, while the T1 domestic departure terminal will have 32 display systems.

Similarly, 15 display systems will be installed at the domestic arrival terminal of Kolkata airport, with an additional 58 screens placed in various designated areas, including the departure terminal. At Coimbatore airport, a total of 20 display systems will be installed and operated across the arrival, baggage claim, departure areas, SHA hall, and the first floor. In Indore, 36 display screens will be set up at the departure and arrival terminals, bus gate, and rental areas.

In Mumbai, 'Brand UP' will be promoted through 56 display systems at the T2 domestic and international arrival terminals, 58 at the domestic departure terminal, and 40 at the international departure terminal.

The Uttar Pradesh Tourism Department has initiated the process of appointing and allocating an agency to complete all these installations.