

# UP receives Rs 1 trn investment proposals in hospitality sector in 2 years

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Under the Uttar Pradesh Tourism Policy 2022, the state has received investment proposals to the tune of Rs 1 trillion in the hospitality sector in the last two years, according to government officials.

The proposals were received after the state organised the Global Investors Summit in February 2023. The state's tourism policy seeks to ramp up tourism infrastructure and hospitality properties across UP in partnership with the private sector.

The proposed investments pertain to hotels, resorts, guesthouses, wellness centres, and homestays across 75 districts of the state, according to Mukesh Kumar Meshram, principal secretary, tourism & culture, UP.

Most of the investment is proposed in religious and spiritual centres such as Varanasi, Ayodhya and Prayagraj apart from traditional tourism hotspots like Lucknow, Agra, Kanpur, and Noida.

While 10 new hotels are coming up in Ayodhya, a dozen properties are being developed in Varanasi.

After the consecration of Lord Ram temple early last year, Ayodhya has emerged as one of the top tourist destinations in the state.

The temple town welcomed 16.4 million pilgrims in 2024, a rise of over 10 million compared to a year before.