



# Uttar Pradesh Aims to Attract More Tourists by 2028

## Why in News?

According to the sources, **Uttar Pradesh** is set to become a **premier [tourism](#) destination** in India, with an **ambitious goal of attracting 80 crore tourists by the year 2028**.

## Key Points

- **Uttar Pradesh saw a surge in tourist numbers**, from 23 crore in 2016-17 to 48 crore in 2023-24, a **growth of 51%**.
- The state government is developing **12 new [tourism circuits](#) across the state** to enhance and promote key locations.
  - 12 new tourism circuits are: **Ramayana Circuit, Sufi-Kabir Circuit, Bundelkhand Circuit, Jain Circuit, Krishna-Braj Circuit, Shakti-Peeth Circuit, Mahabharata Circuit, Wildlife & ECO Tourism Circuit, Swatantrata Sangram Circuit, Aadhyatmik Circuit, Buddhist Circuit and Craft Circuit.**
- Efforts are being made to **improve local infrastructure and accommodation options** to cater to the growing number of tourists.
- The state is focusing on **spiritual tourism**, with many devotees visiting religious sites such as **[Ayodhya](#), [Kashi](#), [Mathura](#), [Naimisharanya](#), and [Prayagraj](#).**
- The Chief Minister has emphasized the need to promote tourism alongside industrial development, leveraging the state's cultural and spiritual assets like the **[Taj Mahal](#) and [Ram Mandir](#)** to boost the tourism sector's contribution

## Important Fairs of Uttar Pradesh

- **Taj Mahotsav:**
  - It is a vibrant **10-day festival** held annually at **Shilpgram in Agra**. This celebration draws inspiration from the rich **Mughal and Nawabi culture** that thrived in Uttar Pradesh during the 18th and 19th centuries.
- **Kumbh Mela:**
  - It is **one of the largest religious gatherings in the world**, celebrated by Hindus **every 12 years at four rotating locations** in India: **Prayagraj, Haridwar, Nashik, and Ujjain**.
    - Pilgrims gather to bathe in the **sacred rivers ([Ganges](#), [Yamuna](#), [Saraswati](#), [Godavari](#), and [Shipra](#))**, seeking spiritual purification.
- **Ganga Mahotsav:**
  - The **Ganges River** is very important to India and has supported many civilizations along its banks. A festival is celebrated in **Varanasi during the Karthik month** to thank the river goddess for her blessings and to ask for more.
  - The ghats are decorated with lights and flowers, and on Karthik Purnima, people gather by the river to light and float earthen lamps.

