



Uttar Pradesh Government Investment in Hospitality Sector

Why in News?

According to the officials, The Uttar Pradesh government might **invest Rs 32,000 crore** in the **hospitality and [tourism sector](#)**.

- The state's **annual tourist footfall** is estimated to reach **850 million by 2028**.

Key Points

- The investment would likely create an **additional 80,000 accommodation units** by way of hotels, and resorts to bridge the deficit in room availability.
- The state is focusing on ramping up hospitality units in **tourism hotspots** such as **Varanasi, Ayodhya, Prayagraj, and Agra**.
- The heritage properties, including forts and palaces, are being offered to the private sector for development.
- Under the **[Tourism Policy 2022](#)** the state is also providing subsidies for **setting up unique countryside farm stays**.
 - Homeowners are encouraged to enlist their properties for homestays, while the owners of heritage properties are being invited to convert their precincts as heritage hotels for discerning tourists.
- The state is aiming to develop **multi-experience circuits** such as wellness centres, and improving the connectivity of Buddhist destinations, such as Sarnath and Kaushambi.
- It is also focusing on diversifying tourism experiences and creating contemporary tourism products by developing **adventure tourism, [MICE \(meetings, incentives, conferences, and exhibitions\)](#), wellness, and ecotourism**.

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