

Uttar Pradesh State Tourism Development Corporation will be at Arabian Travel Mart 2022 at Dubai

UPSTDC promotes the tourism products of Uttar Pradesh, a state with an incredibly diverse array of attractions, will showcase its enchanting rich cultural heritage at ATM 2022.



Lucknow, Uttar Pradesh May 6, 2022 ([Issuewire.com](https://www.issuewire.com)) - Uttar Pradesh State Tourism Development Corporation is a govt body dedicated to promoting the state's tourism offerings in India and abroad and they will be participating in the Middle East's largest travel and tourism event, Arabian Travel Mart in Dubai.

Uttar Pradesh a northern Indian state, bordering the capital city of Delhi, aesthetically defines India and its rich history that's as ancient as it is enthralling. Synonymous with the iconic Taj Mahal in Agra, Uttar Pradesh is home to a plethora of tourist attractions that sit by the sacred rivers Yamuna and Ganga. Relish an encounter with its rich heritage in travel destinations like Varanasi, Lucknow, Ayodhya, and Agra; savor its opulent cultural, spiritual and culinary side in Allahabad, Vrindavan, Mathura, and Sarnath; and get enthralled with its rich flora and fauna at wildlife locations such as Dudhwa National Park and Okhla Bird Sanctuary.

Apart from the two main attractions of Varanasi (the spiritual capital of India) and Agra (which beautifully preserves the creative excellence of Mughal architecture), UP is also home to Allahabad which sees the holy confluence of two major rivers- Ganga and Yamuna. There are many more destinations here that pique the interest of every traveler and display every shade of Indian ethos, culture, and heritage. This is the land from where great sages have emerged, religions have evolved and two great epics of India, Ramayana, and Mahabharata, have been inspired.

The state can be further explored through special events and festivals that mark the gathering of pilgrims from all across the country and nation's borders, be it the annual Holi festivals in Barsaana or the iconic Kumbh gathering held once in 12 years at Allahabad.

The UP stand will see participation from some of the best accommodation providers in the state. The Uttar Pradesh Tourism Development Corporation (UPSTDC) will present its range of picturesque and locally-flavored hotels and resorts.

The Middle East is an important potential source market for tourists and UP will look to sign deals at ATM 2022 with Emirati and other GCC tour operators that will see the number of visitors from the region increase further.

Key to the strategy of increasing tourists from ME is for UP to expand its campaign to people living in the main cities, with the belief that the geographic proximity and close links between the two countries and their cultures will encourage repeat visitors.

There are currently more than 20 flights from Dubai to India every day, from a variety of airlines including Air India, Emirates, Air Arabia, Jet Airways, Etihad, and Qatar Airways.

Stand number: AS 2312

For more information on Uttar Pradesh Tourism please logon to www.uptourism.gov.in

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