

Uttar Pradesh Tourism Showcases Buddhist Circuit and Spiritual Heritage at Tourism Expo Japan 2025

Participation at Tourism Expo Japan 2025 underscores the state's vision of positioning itself as a leading global tourism destination

LUCKNOW, UTTAR PRADESH, INDIA, October 1, 2025 /EINPresswire.com/ -- Uttar Pradesh, a vibrant state in northern India, offered a spectacular showcase of its rich history, spiritual heritage and cultural diversity at Tourism Expo Japan 2025, held from 25 to 28 September at the Aichi Sky Expo (Aichi International Exhibition Center), Tokoname City, Aichi Prefecture. Through its dedicated pavilion, Uttar Pradesh Tourism presented the state's unique cultural treasures and spiritual experiences to an international audience. The JATA Travel Mart 2025 brought together global tourism stakeholders for a one-day conference, two-day business-to-business travel mart and multiple networking sessions.

Hon'ble Minister of Tourism & Culture, Government of Uttar Pradesh, Mr. Jaiveer Singh, said Uttar Pradesh is home to timeless culture and spirituality that resonate across the world. Tourism Expo Japan 2025 provided a unique platform to strengthen bonds, showcase our heritage, and foster international tourism collaborations. Uttar Pradesh Tourism actively participated in B2B meetings and collaborations, promoting its Buddhist Circuit, Spiritual Triangle and the state's spiritual, cultural and heritage tourism offerings.

State Promoted Diverse Tourism Offerings through an attractive stall

Uttar Pradesh Tourism stall was inaugurated by Ms. Debjani Chakrabarti, Minister (Commerce & Economic), Embassy of India, Tokyo, marking the start of a vibrant four-day showcase. The state strengthened international collaborations and reinforced its commitment to promoting



Inaugural of the Uttar Pradesh Tourism Stall at the Tourism Expo Japan 2025

sustainable and experiential tourism through impactful B2B meetings and cultural exchanges.

Uttar Pradesh Tourism highlighted its wide spectrum of tourism experiences, perfectly aligned with the event's theme, Travel for Discovery and New Encounters. The pavilion showcased sacred pilgrimage circuits and the Buddhist Circuit, iconic monuments including the Taj Mahal, the vibrant cultural traditions, cuisine and crafts, fragrance legacy of Kannauj - India's Perfume Capital, Eco-tourism and the emerging heritage tourism experiences.

The event highlighted Uttar Pradesh's commitment to positioning itself as a premier global destination. The state delegation, along with co-exhibitors from the tourism industry, engaged with Japanese travel trade professionals, forging meaningful partnerships for cultural understanding, tourism growth, and economic cooperation.

Uttar Pradesh – The Heart of India's Spiritual Heritage

Revered as the cradle of the Buddhist Circuit, Uttar Pradesh takes visitors on a transformative journey through the life and teachings of Lord Buddha. Beyond Buddhism, the state is home to some of India's most iconic destinations, including Ayodhya, Mathura-Vrindavan, Varanasi, Agra, Lucknow, Prayagraj, and Kannauj. Visitors can also experience grand events like Dev Deepawali, Mahakumbh, Rangotsav, and Taj Utsav.

Well-connected via international airports at Delhi and Lucknow, Uttar Pradesh offers global travelers a diverse, accessible, and immersive tourism landscape, inviting them to explore its timeless culture, spiritual heritage, and living traditions.



Uttar Pradesh Tourism Stall at the event



B2B Meetings held at the event

RD
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Travel Trade Visitors at the Uttar Pradesh Tourism Stall



Japanese Visitors Explore Uttar Pradesh Tourism's offerings

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