

Madhya Pradesh Tourism's Remarkable Strides in 2024

State Achieves Unprecedented Milestones in Cultural, Cinematic, and Sustainable Tourism

BHOPAL, MADHYA PRADESH , INDIA, January 4, 2025 /EINPresswire.com/ -- In 2024, Madhya Pradesh cemented its reputation as a premier multispecialty offbeat tourism destination through a series of strategic initiatives across cultural, cinematic, and sustainable tourism sectors.

The state's cinematic allure was prominently showcased as it became the backdrop for several major film projects. *Stree 2*, the sequel to the popular horror-comedy, had Madhya Pradesh's historic locales to enhance its narrative. Similarly, *Laapataa Ladies*, a film exploring women's journeys, and the widely popular web series *Panchayat* were filmed across various regions of Madhya Pradesh, highlighting the state's versatility and growing appeal to filmmakers.



Chanderi Fort



Ujjain Skydiving Festival

Adventure tourism experienced a significant surge with the introduction of skydiving festivals in Ujjain, offering thrill-seekers the chance to explore the state's landscapes from exhilarating heights. This initiative not only expanded Madhya Pradesh's tourism offerings but also targeted a younger demographic eager for adventure and unique experiences.

In the realm of cultural and religious tourism, the inauguration of Mahakal Lok in Ujjain marked a landmark achievement. This expansive corridor, dedicated to Lord Shiva, features intricate

sculptures and art, enriching the spiritual ambiance of the Mahakaleshwar Temple and drawing pilgrims from across the country.

Madhya Pradesh's commitment to sustainable and inclusive tourism was evident through its promotion of rural tourism and homestays. Pranpur village, known for its vibrant craft heritage, was designated as a 'Craft Tourism Village.' This initiative preserves traditional crafts while offering tourists authentic cultural experiences, thereby fostering economic growth and empowerment within local communities.

The state's dedication to cultural excellence was recognized on the global stage, with multiple Guinness World Records set throughout the year, including the largest Hindustani classical music ensemble. Notable records were also achieved during events such as the Gita Mahotsav, with the largest Damru performance featuring 1,500 players, and a mass Kathak performance with 1,484 dancers, showcasing Madhya Pradesh's rich artistic heritage.

In a momentous achievement, 11 destinations within the state were included on UNESCO's tentative list of World Heritage Sites. This recognition underscores Madhya Pradesh's vast cultural and historical assets and paves the way for potential UNESCO World Heritage status in the future.

A significant milestone in gender inclusivity came with the inauguration of 'Amaltas,' India's first women-run hotel. This pioneering



Best Tourism Village - Pranpur Craft Handloom Tourism Village



Guinness World Record of Kathak Performance



Sarsi Island Resort

establishment not only creates employment opportunities for women but also sets a new benchmark for gender equality in the hospitality industry.

Eco-tourism was further strengthened with the opening of the Sarsi Island Resort, offering sustainable and nature-centric experiences. The resort allows visitors to immerse themselves in the state's natural beauty while supporting environmental conservation efforts.

Madhya Pradesh's outstanding contributions to sustainable tourism were recognized at the prestigious Travel and Tourism Conclave, where the state was honored with the 'Best Tourism State of the Year' award. This accolade highlights Madhya Pradesh's ongoing commitment to enhancing its tourism sector through innovative, inclusive, and responsible practices.

These groundbreaking developments in 2024 underscore Madhya Pradesh's holistic and strategic approach to tourism. By focusing on cultural preservation, adventure, sustainability, and inclusivity, the state has firmly positioned itself as one of India's leading tourism destinations.

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Madhya Pradesh Tourism Board

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