

Beyond landmarks, into experiences

Madhya Pradesh is broadening its tourism proposition beyond its established heritage and wildlife attractions, with a growing focus on immersive, experience-led and responsible tourism. The state is developing rural and tribal experiences, culinary and craft trails, wellness retreats, adventure activities and astro-tourism, while community-led initiatives are creating new livelihood opportunities and encouraging longer visitor stays.

Astro-tourism is emerging as a key growth segment, with 15 tribal villages being developed as 'Astro Villages'. Six locations are already undertaking astro-tourism activities, supported by training programmes for local youth in telescope operations and astronomical storytelling. The state is also expanding wellness and adventure tourism through specialised infrastructure and eco-resorts.

Madhya Pradesh is simultaneously strengthening its premium and luxury hospitality ecosystem, with ₹3,406 crore of private investment facilitated across 138 hospitality projects, adding more than 9,100 premium rooms. Spiritual tourism remains another major growth driver, with projects including Shri Mahakal Mahalok, Omkareshwar Mahalok, Devi Lok and Shri Ram Raja Lok, alongside plans to develop 20 distinctive 'Loks' across the state.

Ahead of Simhastha 2028, Madhya Pradesh has outlined a ₹30,430 crore development plan covering 275 projects, including highway upgrades, Kshipra river rejuvenation and a permanent Kumbh City spread across 2,378 hectares. Together with its focus on responsible tourism, heritage, wildlife, wellness and emerging niche experiences, the state is positioning itself as a diverse, year-round destination.

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