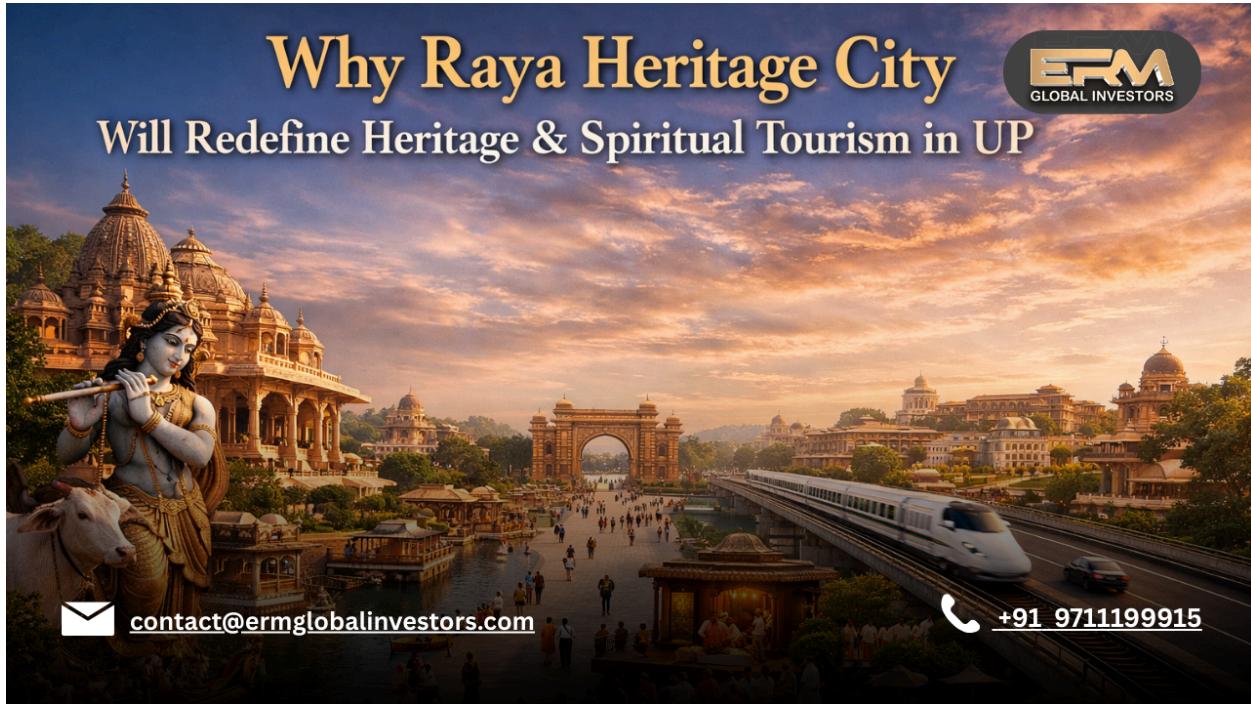


## Why Raya Heritage City Will Redefine Heritage & Spiritual Tourism in UP



A major shift in heritage-led urban development is being witnessed in Uttar Pradesh with the approval of the DPR for [Raya Heritage City](#), proposed near Mathura–Vrindavan. Spread across an expansive 9,350 hectares, this project has been envisioned as an international, world-class heritage city, inspired by global benchmarks and designed to surpass existing heritage cities like Ahmedabad and Jaipur.

Unlike conventional urban projects, Raya Heritage City is being planned as a spiritual, cultural, tourism, and wellness destination, where heritage preservation and modern infrastructure are seamlessly blended.

### A UNESCO-Inspired Heritage City Near Krishna Bhoomi

Raya Heritage City is being developed with a strong spiritual foundation. All villages associated with the life of Lord Krishna are proposed to be integrated into the city's layout. A dedicated heritage circuit is being planned to strengthen the cultural identity of the region while easing movement between Mathura and Vrindavan through newly planned expressways.

Key spiritual and cultural highlights include -

- Theme-based heritage centres inspired by Indian civilisation
- Art museums and cultural galleries
- 12 dedicated Kathavachak Nyayalayas for Bhagwat, Gita, and Purana discourses
- Gurukul schools promoting traditional education

This approach ensures that spiritual tourism is not only preserved but elevated to a global standard.

## **World-Class Connectivity Driving Tourism Growth**

Connectivity has been planned as a strong pillar of Raya Heritage City's success. The city is proposed along the Yamuna Expressway, offering seamless access between Greater Noida and Agra.

Major connectivity advantages include:

- 7 km Greenfield Expressway to Vrindavan
- 12 km Greenfield Expressway to Gokul
- Direct access via Bareilly–Bharatpur State Highway
- Raya Railway Station just 5 km away
- Proximity to Mathura Junction with heavy daily footfall
- Proposed Delhi–Varanasi bullet train corridor passing alongside the city

Such multi-modal connectivity is expected to boost tourist inflow and long-stay visitation.

## **Integrated Development with Tourism, Wellness & Living Spaces**

Raya Heritage City is being planned as a mixed-use destination, where tourism, wellness, hospitality, and living spaces are carefully balanced. Alongside hotels and cultural zones, planned areas for residential plots and service apartments are expected to support long-term habitation for professionals, artists, and service providers linked to tourism.

## Product Mix and Area Bifurcation Highlights

- Theme-Based Heritage Centre - **350 acres**
- Yoga, Wellness & Naturopathy - **103 acres**
- Green Parks & Cultural Arena - **97 acres**
- Convention Centre - **42 acres**
- Ayurveda & Wellness Facilities - **35 acres**
- Star & Budget Hotels - **46+ acres combined**
- Transport Nagar (1,393 hectares) - Parking for 40–50k vehicles daily

A significant focus has also been placed on sustainability, green buffers, and pedestrian-friendly zones.

## Economic & Tourism Impact on Uttar Pradesh

With an estimated investment of over ₹6,200 crore, Raya Heritage City is expected to become a major economic driver for the region. Employment opportunities across hospitality, transport, wellness, and cultural sectors are likely to be generated at scale.

The creation of India's largest transport hub within the city is expected to further strengthen logistics and visitor management, ensuring smooth operations during peak tourist seasons.

## Conclusion

[Raya Heritage City](#) is being positioned as a landmark heritage and spiritual destination, not just for Uttar Pradesh, but for India as a whole. With its large-scale planning, cultural depth, and future-ready infrastructure, the project reflects a long-term vision rather than short-term development.

Strategic advisory and investment insight from organizations like ERM Global Investors play a crucial role in evaluating such large-scale developments. With professional assessment, market understanding, and long-term planning, projects like Raya Heritage City can be aligned with sustainable growth and informed investment decisions.

## FAQs

**Q1. Where is Raya Heritage City located?**

It is proposed near Mathura–Vrindavan, along the Yamuna Expressway.

**Q2. What makes Raya Heritage City unique?**

Its integration of Krishna-related villages, heritage tourism, wellness, and global-standard infrastructure sets it apart.

**Q3. Will residential development be part of the project?**

Yes, residential plots, service apartments, and living spaces are planned to support long-term habitation.

**Q4. How will tourists benefit from this project?**

Improved connectivity, cultural attractions, wellness centers, and hospitality infrastructure will enhance the overall experience.

## **Talk to Our Real Estate Experts**

If you have any issues, please contact our team:

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[\*\*Contact us form\*\*](#)