

**Government of Odisha**  
**Department of Tourism & Culture**  
**(Tourism)**

**A Brief Write up on Air Asia Flight connection to Bhubaneswar**

At the initiative of Odisha Tourism the inaugural flight of Air Asia has connected Kuala Lumpur, Malaysia with Bhubaneswar, Odisha on 26<sup>th</sup> April 2017. This was a historic occasion and proud moment for Odisha as this route opened a new floodgate to entire East, South and South East Asian countries. The first flight carrying 107 passengers arrived Bhubaneswar Biju Patnaik International Airport at 11.25 PM and the same flight carrying 159 passengers fly back at 11.55 PM.

Looking at the geographical location of Odisha, the state has distinct advantage. In an effort to promote the tourism and business opportunities in Odisha, the flight connection to Kuala Lumpur will no doubt play a significant role in increasing both inbound & outbound traffic & will contribute to strengthen the local business, trade & commerce.

The CEO of Air Asia Aireen Omar. Senior Director of Malaysia Tourism Board, High Commissioner of Malaysia at Delhi along with 11 member media team visited Odisha on the inaugural flight. There was rasing welcome of all the passengers with great humility at the airport and a welcome cake cutting ceremony was organized for the crew members.

A press meet was arranged on 27<sup>th</sup> April 2017 where the CEO of Air Asia, Hon'ble Minister Tourism & Culture addressed the media in the presence of other dignitaries. The CEO of Air Asia spoke at length about the future plans of Air Asia and was appreciating the great cultural heritage of the state and its modern outlook.

On the evening of 27<sup>th</sup> April an Interactive Meet was arranged with the Malaysian Media for promotion of Odisha Tourism aggressively at Malaysia. The media team visited the temple city, Buddhist Heritage Sites, Konark, Puri, Raghurajpur, Dhauli, Chilika and many other prominent destinations.

\*\*\*