



Odisha Tourism



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ODISHA TOURISM GEARING UP FOR ODISHA TRAVEL BAZAAR 2017

The Department of Tourism, Government of Odisha in association with Federation of Indian Chamber of Commerce and Industry (FICCI) is organising the Odisha Travel Bazaar (OTB) from 15th – 17th October 2017 at Bhubaneswar. The venue of the event is Hotel Mayfair Hotels & Resorts.

The basic objective of Odisha Tourism is to create adequate infrastructure within the state, attract more tourists and lengthen their stay in Odisha and promote and market its products in the source markets as a preferred destinations. With that objective in mind multiple events have been lined up like IATO Annual Convention in September 2017 (7th-10th) and Odisha Travel Bazaar in October 2017.

About 40 Foreign Tour Operators, 20 Inbound Operators and 10 Domestic Tour Operators and selected air line operators are likely to participate. This is an exclusive B2B event of hosted buyers and sellers where 56 stakeholders from the state are taking part in the event as sellers.

Odisha Tourism is redefining its strategies to promote its destinations by inviting more tour operators, travel agents, travel writers, TV team, etc through its hospitality programmes to educate them about the state and promote it.

To promote this event nationally one Roadshow has been successfully organised at New Delhi on 22nd August and one more also will be held in Mumbai.

Today we are launching a dedicated website (www.odishatravelbazar.com) and a logo for the Odisha Travel Bazaar 2017 to brand the event nationally and internationally.

