

ODISHA UNRAVELLED



ODISHA
INDIA'S BEST KEPT SECRET.

JANUARY 2023 | ISSUE 14

A Newsletter by Department of Tourism, Government of Odisha



Eco Retreat, Konark

Make in Odisha Conclave '22

Page : 06

Eco Retreat 2022-23

Page : 10

World Travel Market

Page : 22

Shanti Stupa, Dhauli



Credit- Arun Kumar Sahoo

EDITORIAL TEAM

Surendra Kumar, IAS
Principal Secretary to Government

Sachin Ramchandra Jadhav, IAS
Director & Additional Secretary to Government

Content and Design
Project Mangement Unit

ODISHA UNRAVELLED

A Newsletter by Department of Tourism,
Government of Odisha



FOREWORD



ASWINI KUMAR PATRA

*Minister of State (IC) for Tourism and
Odia Language, Literature & Culture*

2022 ended on a positive note with celebratory events and festivals welcoming the tourist season. Odisha Tourism hosted flagship events such as the Odisha Travel Bazaar, Konark Festival, International Sand Art Festival while launching new initiatives such as Odisha Walks to promote heritage tourism in the State.

Meanwhile, the 4th edition of Eco Retreat Odisha opened to a massive response. Two new locations of Putsil in Koraput and Sonapur

in Ganjam was added to the five existing locations viz., Konark, Satkosia, Bhitarkanika, Hirakud and Daringbadi. In an effort to promote tourism in the State, Odisha Tourism participated at the World Travel Market in London.

Besides, we achieved many more milestones this final quarter of 2022 and this newsletter is celebration of achievements made.

Happy reading and a very Happy New Year!

EDITOR'S NOTE



 **SURENDRA KUMAR, IAS**
Principal Secretary, Tourism, GA and PG

The final quarter of 2022 saw major interventions being taken for development of Tourism in the State. Sustained efforts in investment promotions and facilitations saw immense success as we received Investment Intent of more than INR 7800 Crores from about 85 investors during the run up to the Make in Odisha Conclave '22.

To further boost investor confidence and create newer tourism products, Department of Tourism launched the Odisha Tourism Policy 2022 that su-

perseded the Odisha Tourism Policy 2016. In addition, two roadmaps were also released which will act as a guiding principle for development of the Tourism sector in the State with focused interventions across key destinations based on gap assessment and future plans. With development of adventure parks, world-class sporting stadiums, and luxury hotels among others in pipeline, we are heading into the year 2023 with a vision towards recreating Odisha as a tourism hub of global standards.

CABINET APPROVES ODISHA TOURISM POLICY 2022

- CAPITAL INCENTIVE SUBSIDY INCREASED TO 30%
- INTRODUCTION OF HEALTH, WELLNESS & MEDICAL TOURISM

Cabinet gave approval for launch of the new Odisha Tourism Policy 2022 on 30 November 2022, ahead of the Make in Odisha Conclave 2022 – a flagship Investors' Summit of Government of Odisha. Drafted by the Department of Tourism, the new policy envisages acceleration of growth in the tourism sector through professional management and private sector participation driven by lucrative investment opportunities.

Gauging the transformative changes in the last decade, especially post introduction of Odisha Tourism Policy in 2013 & 2016, the new policy has been drafted to promote Sustainable & Responsible Tourism with a view to create employment opportunities and bring about socio-economic benefits to the stakeholder community.

Some of the key drivers of tourism development introduced via this new policy entails:

1. Enhancement of Capital Incentive Subsidy (CIS) from 20%-25% in the previous policy to 30% in this policy with an aim to encourage investment in tourism sector in the state.
2. "Health, Wellness & Medical Tourism" as an eligible tourism unit and provision of incentives to the interested investors. This initiative is aimed to not only incentivise establishment of advanced and super-speciality health establishments within Odisha, but also to encourage inbound travel of people seeking such services from outside the state and from other countries.
3. Introduction of innovative tourism products & offerings to ensure round the year tourism. It shall help to position Odisha as one of the leading MICE, Wellness, Health, Eco Tourism, and Sports tourism destinations in India. It shall also promote (i) Beach Tourism, (ii) Buddhist Tourism, (iii) Heritage Tourism, (iv) Religious Tourism, (v) MICE Tourism, (vi) Caravan, Campervan/ Camping Van Tourism, (vii) Health and Wellness Tourism, (viii) Marine, Cruise and Yacht Tourism, (ix) Sand Art Tourism, (x) Adventure Tourism, in a mission mode.
4. The policy constitutes an apex body, State Tourism Promotion Council, under Chief Secretary with various stakeholder departments to monitor the steps taken for promotion and development of tourism within the state. It also has a provision to constitute Local Tourism Promotion Councils at identified tourism destinations in order to operate and maintain tourism assets created out of public funds.



The new Odisha Tourism Policy 2022 superseded the existing Odisha Tourism Policy 2016 from 1 December 2022.

MAKE IN ODISHA CONCLAVE '22: INVESTMENT INTENT OF OVER INR 7800 CR ANNOUNCED DURING TOURISM SESSION

The new Odisha Tourism Policy 2022 was unveiled by Minister Tourism & OLLC Shri Ashwini Kumar Patra during the sectoral session on Tourism Industry organised at the Make in Odisha Conclave '22 on 3rd December 2022. Roadmap for Development of Tourism Sector in Odisha – 2030 and Roadmap for Development of Ecotourism Sector in Odisha – 2030 was also unveiled during the session.



Announcing the Investment Intent of more than INR 7800 Crores from about 85 investors, Shri Patra said, "This is a shining example of the focused efforts being made by Department of Tourism under the strong and able leadership of Hon'ble Chief Minister Shri Naveen Patnaik and his mission to develop Odisha as a Tourism Hub of International Standards."

The Minister highlighted the focus areas on which the new policy is drafted, prime among them being the incorporation of incentives for integrated development with hospitals attached to 3-star and above hotels, in a bid to develop and promote Odisha as a destination of Medical and Wellness Tourism.



Stressing on the importance of the policy to augment the tourism sector in the State, Principal Secretary Tourism Mr. Surendra Kumar said, "Odisha is one of the few States that provides land for tourism projects at Industrial Rates. The slew of incentives now Odisha offers for tourism development is far more than what other States are currently offering for tourism development. I am sure with the proactive interventions being made by the State Government guided by the new tourism policy, Odisha will emerge as one of the leading destinations for MICE, Wellness, Health, Eco Tourism and Sports Tourism with introduction of many innovative and niche tourism products such as caravans, camping, medical tourism, houseboats, cruises, yachts, etc."

With the State's treasure trove of culture, heritage, nature and wildlife, Department of Tourism released two roadmaps which will act as a guiding principle for development of the Tourism sector in the State with focused interventions across key destinations based on gap assessment and future plans.



The session also had tourism and hospitality industry experts participating in panel discussions. The first panel discussion on Augmentation of Accommodation and Tourism Infrastructure was

moderated by Editor Outlook Traveller Ms. Anindita Goswami and had industry captains like Director India & South Asia ACCOR Group Mr. Rohit Chopra, Managing Director Wonderla Holidays Ltd. Mr. Arun Chittilappilly, Co-Chairman FICCI Tourism Committee Mr. JK Mohanty, and Country Head Indian Sub-Continent & Indonesia.



The second panel discussion on Unlocking Odisha's Nature & Wildlife Tourism Potential was moderated by Professor IIFM Bhopal Dr. Yogesh Dubey and had ecotourism experts like Director Jungle Travels India Pvt. Ltd. Ms. Jahnabi Phookan, Former General Secretary ECOSS & COO-MEDEVIR Mr. Renzino Lepcha, VP Operations Casino Group of Hotels Mr. George Joseph, AGM Jungle Lodg-



es & Resorts, Govt. of Karnataka Mr. Anikethan C., Founder and Chief Executive The Blue Yonder Mr. Gopinath Parayil and President EEMA Mr. Samit Garg.

During the event, Chairman OTDC Dr. Lenin Mohanty gave a special address on development of tourism and hospitality sector in the State while Director Tourism Mr. Sachin R. Jadhav gave a detailed presentation on proactive strategies being undertaken by Department of Tourism for overall development of tourism sector in Odisha.

A tourism stall along with a real size replica of a Swiss Tent was also set up for promotion of tourism and investments in the State from 30th November to 4th December 2022.



CM NAVEEN PATNAIK INAUGURATES ODISHA TRAVEL BAZAAR 2022

83 DOMESTIC AND 25 INTERNATIONAL TOUR OPERATORS PARTICIPATE
#ODISHATRAVELBAZAAR TRENDS ON TWITTER

Chief Minister of Odisha Shri Naveen Patnaik inaugurated the 4th Edition of Odisha Travel Bazaar at Hotel Mayfair Convention on 28 October 2022. This 3-day extravaganza opened to huge responses with 83 Domestic Tour Operators participating in the Exhibition and showcasing their tourism products.



Speaking on the occasion, Chief Minister Shri Naveen Patnaik said, "We have identified 17 priority destinations encompassing beaches, biodiversity zones, heritage monuments and areas of religious and cultural importance for integrated master-planning based development. With products which are centred around key tourism offerings to match global standards, Odisha will be able to attract not just the finest brands in business of travel and hospitality but also tourists looking for experientials that are bespoke with a fresh perspective".

Shri Patnaik iterated that in the recent times Odisha has evolved into the sports capital of India and has been hosting international marquee events such as the recently concluded FIFA Under 17 Women's World Cup and now has the rare opportunity of hosting FIH Hockey Men's World Cup for the second consecutive time in Bhubaneswar and Rourkela in January 2023. Deliberating on the many tourism offerings Odisha has to offer, Shri Patnaik welcomed the tourism fraternity and sought their active contribution in marketing the State.

Deliberating on the diverse tourism offerings Odisha has Hon'ble Tourism Minister Shri Aswini Kumar Patra highlighted Chief Minister Shri Patnaik's vision

due to which the State has seen unprecedented growth in the recent years with respect to creation of tourism infrastructure and substantial increase in budget for development of tourism.



Shri Surendra Kumar, Principal Secretary, Department of Tourism, Govt. of Odisha said, "Odisha as a state has many things to offer for all tourists. We are probably the only state in the country that increased its forest cover in last two decades. The state's infrastructure is well developed keeping in sync with the potential of these destinations."



During the event, Tourism Minister launched Z-cards, a pocket size mini brochure that showcases 15 different tourist circuits comprising culture, heritage, beaches, wildlife, etc. A cultural programme showcasing Odisha's performing arts such as Odissi and Sambalpuri folk dance was organized post the interactive session.

Chairman OTDC Dr. Lenin Mohanty, CMD Swosti Group of Hotels Shri JK Mohanty, Deputy Secretary General FICCI Shri Manav Majumdar were also present on the occasion. A presentation on Odisha's tourism profile and potential was made by Director Tourism Shri Sachin Ramachandra Jadhav. Additional Secretary Tourism was also present during the event.

Earlier in the day, Minister of Odia Language, Literature & Culture, Excise and Tourism Shri Aswini Kumar Patra inaugurated the B2B exhibition at Hotel Swosti Premium.

83 buyers from cities like Aurangabad, Bangalore, Bhopal, Chandigarh, Chandrapur, Chennai, Dehradun, Guwahati, Hyderabad, Jaipur, Kochi, Kolkata, Ludhiana, Mangalgiri, Mumbai, Nagpur, Nasik, New Delhi and NCR, Panjim, Pune, Raipur, Rohtak, Siliguri, Surendra Nagar, Trivandrum, Varanasi and Visakhapatnam participated in the event.

On this occasion, Principal Secretary Tourism Shri Surendra Kumar, Director Tourism Shri Sachin Ramachandra Jadhav, Co-Chairman FICCI Travel, Tourism and Hospitality Committee and CMD Swosti Hotels Shri J K Mohanty and OSD Tourism Shri Ansuman Rath were also present.

The 2nd day of the event saw participation of about 23 Foreign Tour Operators from countries like Bangladesh, Indonesia, Malaysia, Nepal, Singapore, Tanzania, Thailand, and Vietnam.



During the event, Director Tourism Shri Sachin R. Jadhav made a presentation on Odisha Tourism's initiatives for promotion of the State. Further President Hockey India Shri Dillip Tirkey gave insights on the State's focus on Sports Tourism and invited the domestic and foreign tour operators to watch the ongoing FIH Hockey Pro League being held at Kalinga Stadium in Bhubaneswar and promote trips to Odisha during the upcoming FIH Hockey Men's World Cup in the month January 2023. The programme witnessed cultural performance post the engaging session where Odissi and Gotipua dancers enthralled the audience.

Co-chairman of FICCI Tourism, Travel and Hospitality Committee Shri J K Mohanty Director Gayatri Devi Group Smt Nirupama Biswal and Joint Director Tourism Shri Biswajit Routray also spoke at the event.

On the final day familiarization trips to different tourist destinations across Odisha were organised for both domestic and foreign tour operators.



ODISHA WELCOMES TOURISM SEASON WITH ITS FLAGSHIP GLAMPING EVENT

7 EXOTIC LOCATIONS HOST THE 4TH EDITION OF ECO RETREAT ODISHA

The 4th edition of Odisha Tourism’s flagship glamping event Eco Retreat Odisha was inaugurated at 7 exotic locations across the State by Chief Minister Shri Naveen Patnaik. While the Eco Retreats at Satkosia, Daringbadi, Hirakud, Bhitarkanika, Sonapur

ter having consecutively and successfully organised three editions, Odisha Government’s flagship product Eco Retreat has been highly appreciated by the travel and tourism fraternity for its environmentally sustainable model incorporating best practices in



and Putsil were inaugurated on 1st December 2022, the extravagant Konark Eco Retreat at Ramchandi Beach was inaugurated on 15th December 2022. Shri Patnaik gave a virtual address highlighting Odisha’s expertise in Responsible Tourism initiatives during the inaugural ceremony of Eco Retreat. “Af-

material utilisation and holistic waste management while offering tourists a more refined leisure hospitality akin to star category resorts. I’m sure that the Eco Retreats this year will act a gateway for tourists to explore the best of Odisha’s tourism and hospitality landscape”, he said.



Konark



The 4th edition of Eco Retreat introduced two new sites at Putsil in Koraput and Sonapur beach in Ganjam.



Putsil



Sonapur

33RD EDITION OF KONARK FESTIVAL & 12TH INTERNATIONAL SAND ART FESTIVAL INAUGURATED

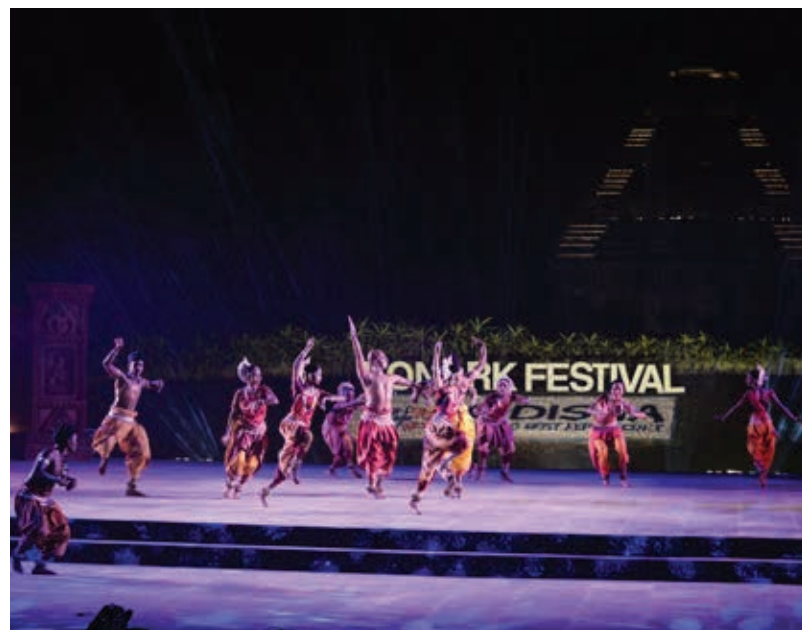
With the launch of flagship events - Konark Festival and International Sand Art Festival, Odisha welcomed the tourism season on 1 December 2022. Held every year from 1st to 5th December since 1986 at the open-air auditorium in Konark with the iconic Konark Sun Temple at its backdrop, the Konark Festival 2022 showcased India's cultural depth through various classical dance forms including Odissi, Kathak, Mohiniattam, Mohiniyattam, Bharatanatyam, and Kuchipudi among others. Simultaneously during these five days, the pristine Chandrabhaga Beach witnessed renowned sand artists competing to sculpt unique creations during the International Sand Art Festival.



Inaugurating the 33rd edition of the Konark Festival on a virtual mode, Hon'ble Chief Minister Shri Naveen Patnaik said, "I welcome everyone to this beautiful open-air auditorium in the premises of this 13th century UNESCO World Heritage Site. With the Sun Temple acting as the grand backdrop for the stage, together we'll witness the beauty of Indian classical dance performances by several prolific artistes from India and across the globe."



Minister of Tourism and Odia Language & Culture Shri Aswini Kumar Patra, Minister of Electronic & IT, Sports & Youth Services Shri Tusharkanti Behera as honorable guests of the event lit the ceremonial lamp as part of the inaugural ceremony. The five-day programme was organised by Department of Tourism, Government of Odisha in association with Odisha Sangeet Natak Akademi and Odisha Tourism Development Corporation (OTDC).



During the day, the International Sand Art Festival 2022 was inaugurated by Minister of Tourism and Odia Language & Culture Shri Aswini Kumar Patra, Minister of Electronic & IT, Sports & Youth Services Shri Tusharkanti Behera.



This year 103 artisans participated in the event which includes five international artists from Spain, Singapore, Russia, Canada and Japan apart from national artists from Odisha and 9 other Indian states including Maharashtra, Gujarat, West Bengal, Bihar, Andhra Pradesh, Jharkhand, Assam, Telangana and Tamil Nadu.

The live screening of the dance festival was made available on the official social media handles of Odisha Tourism apart from telecasting it live on DD Bharati and DD Odia in a bid to reach wider audience.



Renowned artists Datuk Ramli Ibrahim & Group of Sutra Foundation from Malaysia, Meera Das & Group of Gunjan Dance Academy of Cuttack, Debamitra Sengupta & Group of Mayur Lalit Dance Academy from Kolkata, Pitambar Biswal & Group of Suravi from Bhubaneswar, and Pravat Kumar Swain & Group of Nrutya Naivedya from Bhubaneswar performed Odissi while Rajendra Gangani and Group of Guru Kundanlal Gangani Foundation from New Delhi performed Kathak, Jawaharlal Nehru Manipur Dance Academy from Manipur performed Manipuri, Kalaimamani Smt. Gopika Varma & Group of Dasyam Centre for Mohiniattam from Chennai performed Mohiniattam, Padma Shri Leela Samson & Group of Spanda Dance Company from Chennai performed Bharatanatyam, and Jaikishore Mosalikanty & Group of Shivamohanam from Chennai performed Kuchipudi during the 5 day festival.

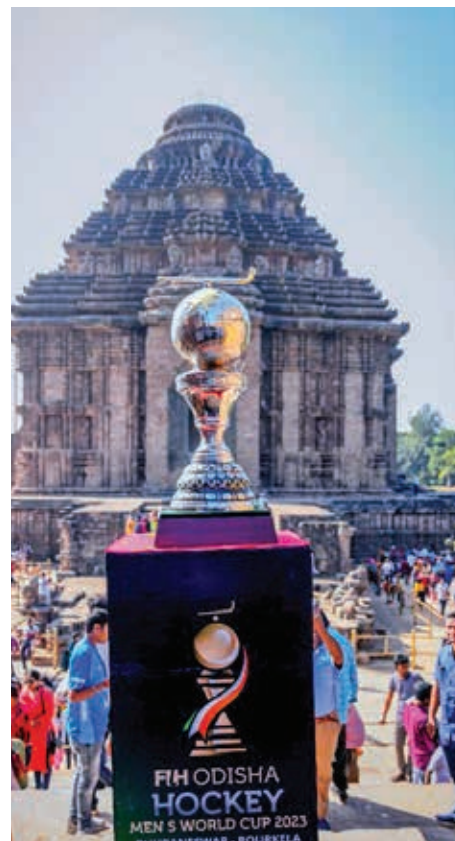


ODISHA GEARS UP TO HOST THE FIH HOCKEY MEN'S WORLD CUP 2023

WITH THE FIH HOCKEY MEN'S WORLD CUP HAPPENING FOR THE SECOND CONSECUTIVE TIME IN ODISHA, TAKE A LOOK AT THE WORLD CUP TROPHY TOUR TO RAISE THE SPIRIT OF HOCKEY IN THE STATE.



BIJU PATNAIK
INTERNATIONAL AIRPORT



KONARK



PURI BEACH



JAGANNATH TEMPLE, PURI

SCHEDULE

DATE	TIME	TEAM 1	TEAM 2	VENUE
12 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
13 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
14 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
15 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
16 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
17 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
18 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
19 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
20 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
21 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
22 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
23 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
24 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
25 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
26 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
27 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
28 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
29 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR
30 JAN	19:00	INDIA	PAKISTAN	BHUBANESWAR

MARK YOUR
DATES TO CHEER
FOR YOUR
FAVOURITE
TEAM DURING
FIH ODISHA
HOCKEY MEN'S
WORLD CUP 2023
BHUBANESWAR -
ROURKELA.



ESPLANADE MALL



NAYAGARH



ECO RETREAT



TROPHY TOUR SCHEDULE

45TH JUNIOR (U19)
NATIONAL BADMINTON
CHAMPIONSHIP 2022
HELD FROM 21ST TO
24TH DECEMBER 2022
IN BHUBANESWAR.
350 PLAYERS FROM
VARIOUS PART OF THE
COUNTRY ARE SELECTED
TO PARTICIPATE IN
THE FIVE CATEGORIES,
MEN'S SINGLES, MEN'S
DOUBLES, WOMEN'S
SINGLES, WOMEN'S
DOUBLES, AND MIXED
DOUBLES.



FIFA U-17 WOMEN'S WORLD CUP INDIA 2022

KALINGA
STADIUM IN
BHUBANESWAR
TURNED HOST
TO THE NATIONS
COMPETING
TO LIFT THE
TROPHY OF FIFA
U-17 WOMEN'S
WORLD CUP
INDIA 2022.



AWARDS & RECOGNITION



Department of Tourism, Government of Odisha received Skoch Award 2022 Silver Category for Eco Retreat Odisha at the Valedictory & Skoch Awards held virtually at the 83rd Skoch Summit.



ODISHA won top votes at 11th edition of Travel + Leisure India's Best Awards 2022 in the BEST ECO-DESTINATION (DOMESTIC) category.



Odisha Tourism was the partner at Hotelier India Awards. Delegates from Odisha Tourism gave away awards to awardees of the Best General Manager Category.

ODISSI INTERNATIONAL DANCE FESTIVAL HELD IN BHUBANESWAR

The annual event of Biswa Odissi Utsav (Odissi International dance festival) was hosted in Bhubaneswar by Guru Kelucharan Mohapatra Odissi Research Centre under the aegis of Department of Odia Language, Literature and Culture from 26th to 30th December 2022 at Rabindra Mandap.



The festival showcased varied aspects of Odissi repertoire through the young, legendary, established and senior dancers of repute in one platform who enthralled the audience by their splendid performances. The dance programme was live streamed on the official Facebook page and Youtube channel of GKCM Odissi Research Centre.

CHIEF MINISTER PERFORMS GROUND-BREAKING FOR WONDERLA AMUSEMENT PARK IN KHORDHA

Wonderla Holidays Ltd. performed ground-breaking ceremony at Kumbharabasta in Khordha on 3rd December 2022 for its fifth amusement park in India. Chief Minister Shri Naveen Patnaik conducted the ceremony in presence of Tourism Minister Shri Ashwini Kumar Patra, Managing Director Wonderla Holidays Shri Arun K Chittilappilly and other industry veterans.



Praising the State Government's interventions in ensuring ease of doing business in the State, Shri Chittilappilly thanked the Chief Minister for the process of allotting the land in just 60 days of announcement of the project.

The 125 Crore project is scheduled to be completed by 2025. The amusement park will be built on a 50.63 acre land taken on lease from the State Government for a period of 90 years.

"Odisha is a priority market for us due to our association with the government. We are hopeful that the project will be completed by 2025," he said.



ODISHA TOURISM IN FOCUS



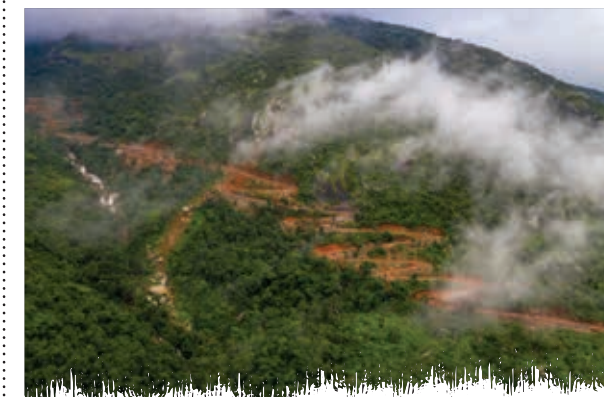
Department of Odia Language, Literature & Culture organised the annual Raja Rani Music Festival 2022 in the premises of the mesmerising Raja Rani Temple from 12th to 14th November 2022



The Gopalpur Beach Festival 2022 was held at the sea town of Gopalpur after a gap of two years on 24th December 2022. This 5-day festival saw cultural troupes from across the country enthral the audience with their performances.



Mandia Dibasa was celebrated on 10th November 2022 in all units of Panthanivas & Nimantran. OTDC Chairman Dr. Lenin Mohanty joined the programme at Panthanivas Bhubaneswar. In line with efforts of Govt. of Odisha to popularise Millets, OTDC curated a special menu for Panthanivas & Nimantran.



Mahendragiri hill eco-system, comprising two reserve forests declared as 'biodiversity heritage site' as per section 37 of Biodiversity Act and Odisha Biodiversity Rules 2012.



MoU signed between OTDC & Cleartrip for promotion of Odisha's Tourism & Hospitality sector offerings to the global travel community. Tourism Minister Shri Aswini Patra & Vice President, Govt. Affairs Flipkart Mr. Dhiraj Kapur exchanged the MoUs on the sidelines of Make in Odisha Conclave '22



Odisha Cabinet led by Hon'ble Chief Minister Shri Naveen Patnaik approved the bid for operation of direct flight to Dubai, Singapore & Bangkok. IndiGo Airlines will operate direct flight on these routes which will make travel seamless & economical for the people of Odisha and Non Resident Odias.



Officials of the Odisha Tourism & OTDC led by Director Tourism & MD OTDC Shri Sachin R Jadhav congratulated and extended a warm welcome to Dr. Lenin Mohanty as the new Chairperson of Odisha Tourism Development Corporation (OTDC) on 14th October 2022



MoU signed between OTDC & IRCTC for Pilgrimage Tours across India for senior citizens of Odisha under Baristha Nagarik Tirtha Yatra Yojana. Tourism Minister Mr. Aswini Patra & Regional Manager IRCTC Dr. Kranti P. Sawarkar exchanged MoUs in the sidelines of Make in Odisha Conclave '22



Tourism Minister Shri Aswini Kumar Patra met Hon'ble Chief Minister Uttarakhand Shri Pushkar Singh Dhami and extended Hon'ble Chief Minister Shri Naveen Patnaik's invitation for the FIH Hockey Mens World Cup to be held in Bhubaneswar & Rourkela in January 2023.



Konark EcoRetreat hosted the bikers of the 1st ever Eastern HOG Rally to be held in Odisha.

BEST PERFORMING BIG STATES TOURISM			
RANK 2022	STATE	SCORE OUT OF 140	RANK 2021
1	KERALA	90.5	1
2	ASSAM	84.5	3
3	GUJARAT	83.1	2
4	MAHARASHTRA	83.0	4
5	UTTARAKHAND	82.6	6
6	ODISHA	76.8	8
7	RAJASTHAN	76.4	5
8	BIHAR	76.0	9
9	PUNJAB	73.5	7
10	HARYANA	72.2	11
11	HIMACHAL PRADESH	71.6	10
12	KARNATAKA	66.7	16
13	MADHYA PRADESH	66.3	13
14	TAMIL NADU	66.1	12
15	TELANGANA	65.0	14
16	WEST BENGAL	64.5	15
17	UTTAR PRADESH	62.3	17
18	ANDHRA PRADESH	59.5	18
19	CHHATTISGARH	57.0	20
20	JHARKHAND	55.7	19

Cabinet led by Chief Minister Shri Naveen Patnaik approved bid for operation of direct flight to Dubai, Singapore & Bangkok for operation of direct flight on these routes which will make travel seamless.

ODISHA TOURISM PARTICIPATED IN THE 37TH IATO ANNUAL CONVENTION IN UTTAR PRADESH

The 37th Indian Association of Tour Operators (IATO) Annual Convention was inaugurated on at a hotel in Lucknow in the presence of Minister Tourism Shri Aswini Kumar Patra on 16 December 2022.



The 4-day long programme was attended by Tourism Ministers from different States as well as Central Ministries, Tourism & Hospitality Associations, media etc. to deliberate on tourism development and growth and to create a direct dialogue with the States on Schemes, policies and steps being taken at a national level for overall tourism improvement in India.

Highlighting the vital role the fraternity of Tour Operators play in promotion of tourism, Shri Patra said, "As many of you know that Odisha is hosting the FIH Hockey Men's World Cup in January, we are expecting a lot of international as well as domestic tourists to visit our State. At the same time, we are also hosting the 4th edition of Eco Retreat, a seasonal glamping event that provides niche lifestyle experience at exotic locations in Odisha such as beaches, wildlife sanctuaries, rivers, gorge, hill stations etc. This brings an opportunity to reveal India's best kept secret to the world. And you, the fraternity of tour operators and travel agents play a central role in showing the best of what Odisha has to offer to the world."



Director Tourism and MD OTDC Shi Sachin R. Jadhav was invited as panelist for the business session on "Inbound Tourism – What Lies Ahead!". He gave a presentation that highlighted the steps taken by the State Government and novel initiatives taken to attract tourists to the State. Besides the host state of Uttar Pradesh, delegates from 17 other states including Odisha participated in the 3-day event.



LOOK WHO VISITED



Ambassador of Japan to India HE Hiroshi Suzuki visited the iconic 13th Century Konark Sun Temple and the 12th International Sand Art Festival in Konark on 2nd December 2022



Ambassador of Norway to India HE Hans Jacob Frydenlund visited UNESCO World Heritage Site Konark Sun Temple and also witnessed the sand artists' sculptures at the 12th International Sand Art Festival at Chandrabhaga Beach today.



Ms. Meenakshi Nath, Director & Ms. Monidipa Borkotoki, Addl. Secy., Cultural Affairs Dept., Govt. of Assam met Director Tourism Sachin Jadhav to discuss possible ways of collaboration between Govt. of Odisha & Assam for development & promotion of Tourism & Culture.



Renowned Hotelier Dr Vitthal Kamat visited Paryatan Bhawan and congratulated Principal Secretary Tourism for Odisha Tourism Policy 2022. He presented a copy of his autobiographical work on this occasion.

ODISHA TOURISM PARTICIPATES IN WORLD TRAVEL MARKET, LONDON 2022

Odisha Tourism participated in the World Travel Market after a gap of 2 years. A delegation of Odisha Tourism comprising Tourism Minister Shri Aswini Kumar Patra, Chief Secretary Suresh Chandra Mahapatra, Director Tourism Shri Sachin R. Jadhav, Jt. Director Tourism Shri Biswajit Routray along with few other officials participated in the three day event from 7th to 9th November 2022.

World Travel Market London is a market leading international travel event unlocking business opportunities for inbound and outbound tourism professionals. Odisha has been participating in this annual event regularly with its last presence being in 2019, post which the event was called off for 2 years due to the pandemic. Now that the international tourism market has opened up WTM 2022 has become a sought after event among the travel & tourism industry stakeholders.

A promotional stall was curated and set up at the exhibition venue where the delegates interacted with tourism fraternity and investors from

across the world. The Odisha Tourism stand garnered rave reviews with its focus on promoting eco-tourism, handicrafts and handloom of the state on the global platform.



The Incredible India pavilion at World Travel Market London 2022 was inaugurated on 7th Nov by lighting the ceremonial lamp in presence of esteemed dignitaries from India. Minister Tourism Odisha Aswini Kumar Patra, Minister Tourism Puducherry K. Laxminarayanan, Minister Tourism Tamil Nadu Dr. M. Mathiventhan, Chief Secy. Odisha Suresh C. Mahapatra, H E Vikram Doraiswamy High Commissioner of India & Secy. MoT Arvind Singh were present during the ceremony.



Tourism Minister Tamil Nadu Dr. M. Mathiventhan and their delegation honoured Tourism Minister Shri Aswini Kumar Patra along with Chief Secretary Shri Suresh Chandra Mahapatra and Director Tourism Shri Sachin R. Jadhav during their visit to Tamil Nadu tourism pavilion at the WTM, London 2022.



Director Tourism Shri Sachin R. Jadhav called on the High Commission of India, London and discussed regarding avenues of tourism promotion among the tour operators in UK with Shri Jaspreet Singh Sukhija, First Secretary (Trade), HCI London on the sidelines of WTM 2022.



ODISHA WALKS INAUGURATED AT PARSURAMESWAR TEMPLE

OTDC TO CONDUCT GUIDED WALKING TOURS AROUND VARIOUS HERITAGE SITES IN BHUBANESWAR



Odisha Walks, a guided heritage walking tour to various heritage sites across Odisha was inaugurated at Parsurameswar Temple by Chairman OTDC Shri Lenin Mohanty in the presence of Director Tourism and MD OTDC Shri Sachin Ramachandra Jadhav on 22 October 2022.

“These guided tours curated along the identified heritage circuits will help reveal the city's rich architectural treasures, its culture, traditions, rituals, and customs. Apart from well-known architectural marvels such as Mukteswar Temple, Lingaraj Temple, Dhauli, etc., the itinerary shall encompass lesser-known heritage monuments as well. This is an initiative to not only promote Odisha's ancient architecture as part of heritage tourism but also educate and aware the local populace about Odisha's rich cultural legacy.”



In the first phase, 5 itineraries of 2 hours duration have been curated under various themes within Bhubaneswar. These walks shall be conducted by Sarna Educational Trust and will have story telling

sessions to help the audience get engaged and explore the beauty of history, culture and heritage of Odisha.

Odisha Walk 1: Romance Etched in Stones
Sites covered: Parsurameswar Temple, Mukteswar Temple, Kedar Gouri Temple, Suka Sari Temple, Vaital Deula, and Ekamra Van.

Odisha Walk 2: Architectural Splendors of Ekamra
Sites covered: Vaital Temple, Chitrakarini Temple, Lingaraj Temple, Ananta Vasudev Temple, Bindusagar, Uttareswar Temple, and Ekamra Van

Odisha Walk 3: The Global Bhubaneswar in Early Centuries – Khandagiri and Udayagiri Caves
Sites Covered: Hatigumpha, Patalpuri Gumpha, Mancapuri Gumpha, Ganesh Gumpha, Rani Gumpha.



Odisha Walk 4: Dhauli – On the Path of Compassion
Sites Covered: Modern Buddhist Pillar, Ashokan Rock Edict, Rock-cut Elephant, Peace Pagoda

Odisha Walk 5: Tosali to Ekamra – The Cosmopolitan Bhubaneswar

Sites Covered: Bhaskareswar Temple, Brahmeswar Temple.

Odisha Walks is currently being organized from Friday to Sunday every week from 6:30 am to 8:30 am. A minimal registration charge of INR 50 has been kept for participation in Odisha Walk. The tickets for the tour can be booked on the website www.bookodisha.com or Book Odisha mobile app that was recently launched during the 43rd Foundation Day of OTDC on 3rd September 2022. Similar such guided walking tours across different heritage destinations of the State shall be curated and organized in a phased manner.



LOKESH KUMAR

SATKOSIA NATURE'S TREASURE TROVE

Situated amidst the central part of Odisha, lies one of the most sought protected areas of Odisha, Satkosia Tiger Reserve (STR), which is formed by assimilation of 2 sanctuaries namely - Satkosia Gorge Sanctuary and Baisipali Sanctuary. It was declared as Tiger Reserve in 2007 and is also a part of Mahanadi Elephant Reserve, and hence an important area of wildlife repute. It is encompassing an area of 964 sq. km. and is situated on the banks of Mahanadi River. Another interesting fact about the Satkosia Tiger Reserve is that is an “Ecotone” where the Deccan Peninsula and Eastern Ghats meets, and hence it shares the qualities of two bio-geographic regions, resulting in extremely rich flora and fauna. The beautiful Satkosia gorge in STR is a visual treat to the visitors looking for nature, peace and tranquillity.



Department of Tourism initiated its most ambitious project Eco-Retreat – Satkosia in 2020, which is a high-end ultra-luxury glamping event, curated to the needs of Travelers wishing to witness wilderness along with luxury. A themed glamping site with 25 ultra-luxurious tents, serving multicuisine buffet along with varied attractions like water sports, cultural nights and many more is a perfect weekend getaway.



The product has set the benchmark very high amongst the tourism enthusiasts and is attracting travelers from world over. This Eco-Retreat is functional for a total of 03 months duration, between December-February every year and it was started in order to expose this rich biodiversity hotspot to the prospective tourism sector investors and travelers, for possible investments and tourism product development.



Satkosia can be developed as a perfect ecotourism destination, as it has all the components for its development – Community, Natural Landscape, Forests, Wildlife and it has good proximity (under 200 kms) from cities like Bhubaneswar, Cuttack, Sambhalpur & Angul.



Feasible models of its development should be explored jointly with stakeholders like Department of Tourism, Forest, Pvt. Sector and Communities to make Satkosia an ultimate biodiversity hotspot offering quality accommodation to the travelers.

Lokesh Kumar is a Tourism Expert



ARUN KUMAR SAHOO

SPELLBOUND ODISHA- A PICTURE-PERFECT EXPERIENCE FOR PRE-WEDDING SHOOTS

"Unravel the Secret", that's how our pre-wedding photoshoot may be described. Even if we did not realise the hidden beauty the images captured, they were meant to be.



Pre-wedding photographs and videos in fancy locales has caught the better of us. Many of our friends have suggested great places out of the state to capture the most important phase of our lives.



It was on our mind to showcase the Best Kept Secret to the world through our photoshoots. Odisha being our own state, it was always great to go around the most unique and exquisite places to click the pre-wedding pictures.

We carefully chose places that was great for background scenery as well as to let the people know what beauty lies in our home state and how beautiful it looks as a wedding destination.

We went around the casuarina forests off the coast and realised that every spot was scenic. We chose some that matched our costumes and came out with some great snaps.

It was amazing to shoot in Panthanivas Gopalpur, the yellow boardwalk in Gopalpur beach & the clean Chandrabhaga beach with golden sand and clear turquoise water, adding the finest of detail to the photographs. We also tried using the water sports there to capture and give a thematic vibe to describe our overall journey of pre-wedding shoot.



A perfect mix of blue skies, lush greens and deep waters, Odisha should be in everyone's list when it comes to pre-wedding shoots in India. Let's make Odisha one of the best luxury wedding destinations in India.



*Arun Kumar Sahoo is
A travel enthusiast and lifestyle blogger*



**FIH ODISHA
HOCKEY**
MEN'S WORLD CUP 2023
BHUBANESWAR - ROURKELA

13 - 29 JANUARY 2023

**STARS BECOME
LEGENDS**



Shri Naveen Patnaik
Hon'ble Chief Minister

— WATCH ON —



— GET TICKETS ONLY ON —



Official Partners



Global Suppliers



Official Suppliers





Department of Tourism, Govt. of Odisha,
Paryatan Bhawan, Lewis Road, Bhubaneswar - 751014
Ph: 0674 - 2432177/ 2431896, Fax: 0674 - 2430887
info@odishatourism.gov.in | odishatourism.gov.in

 [odishatourismofficial](https://www.facebook.com/odishatourismofficial)  [odishatourismofficial](https://www.instagram.com/odishatourismofficial)  [odisha_tourism](https://twitter.com/odisha_tourism)