

AKIJ Air provides travelers with full-fledged exclusive OTA services

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Dhaka : AKIJ Air, a prominent brand of AKIJ Resource, upholds the latter's benchmark for quality and service in the tourism industry by providing travelers with full-fledged OTA (online travel agency) services through its platform akijair.com. Slated to be fully launched by early 2025, AKIJ Air epitomizes the group's commitment to excellence and innovation in Bangladesh's travel trade.

Daraz Mahmud, Chief Commercial Officer of AKIJ Air, said this while talking to The Bangladesh Monitor at his office in the capital recently.

He shared, the platform will cater to both B2C and B2B, with the former having more priority.

However, the registered B2B agents will surely have to be licensed by Civil Aviation Authority of Bangladesh and Association of Travel Agents

of Bangladesh, as agent registration will be strictly exclusive, informed Daraz.

AKIJ Air

To this effect, the agents have to pay a deposit fee for registration, "sort of like a franchisee model"-the first time in Bangladesh's OTA history, claimed Daraz.

For agents wondering why they should pay such a deposit fee, Daraz assured, they would get enough value for their money in return from the unique services, features, and products of AKIJ Air.

It may be mentioned here, contents of AKIJ Air will include exclusive air fares, accommodations, visas, tours and packages.

Unique Umrah offer

Interestingly, AKIJ Air is currently penetrating the market with a one-of-a-kind offer for Umrah-one of the most popular pilgrimages among Bangladeshis.

Under AKIJ Air's limited time Umrah package, with every air ticket or visa purchase, travelers will get free hotel accommodation in the Kingdom of Saudi Arabia, informed the CCO of AKIJ Air.

Not only that, but also all transportation for umrah purposes as well as sightseeing, under the package, will be offered complimentary to travelers, further mentioned Daraz.



Expert officials seen busy working at AKIJ Air's head office in the capital's Tejgaon area

This is the first time in Bangladesh's history that such a package is being offered for Umrah, claimed Daraz, urging enthusiastic travelers to

avail the unique limited time offer at competitive price, before it runs out.

It may be mentioned here, travelers have to book the umrah package by January 5, 2025, to travel between January 15 and February 15, 2025.

Hajj operations

Thanks to having a licensed Hajj agency under the group's banner, AKIJ Air will also be operating Hajj tours next year. Hence, AKIJ Air will be sending a group of 100 pilgrims to Hajj in the coming season, informed Daraz.



After OTA, AKIJ Air is aiming to introduce its own domestic airline

According to him, the graph of hajj pilgrims is on a downward trend, while the number of umrah pilgrims is on the rise, due to the former

getting costlier with time and the latter being more affordable instead.

Further plans

AKIJ Air's aspirations do not end here. According to Daraz, the OTA is planning to commence manpower export operations by mid-2025.

For this purpose, the OTA is establishing a training centre in Narayanganj across 16,000 sqft of its own land.

All these are part of the OTA's efforts to export skilled manpower legally to the Middle East, Singapore, and Malaysia initially, with further plans to add Europe to the list as well, noted Daraz.

AKIJ Air also intends to launch a travel tech company in Bangladesh, which will be another first in the country's history, claimed Daraz.



Experienced travel trade veterans guiding new blood at AKIJ Air

The plans sound plausible as the group's Managing Director hails from a technology background.

Lastly, Daraz mentioned, AKIJ Air will be applying for AOC and NOC next year, with a purpose to launch its own airline.

By 2026, the brand intends to commence flight operations on domestic routes with ATR 72-600 aircraft, as per Daraz.

Moreover, the company aims to expand its operations beyond the country to Singapore, Saudi Arabia, United Arab Emirates, and Malaysia.

It may be mentioned here, Daraz Mahmud, a travel trade veteran, joined AKIJ Air on December 1, 2024.

Following his appointment, the group is diversifying its operations, venturing into travel trade more largely and aggressively, considering the industry's exponential growth.