

OTAs must be responsive to consumer demand

A Monitor Report

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Dhaka : Major General Ibne Fazal Shayekhuzzaman, Director, Biman Bangladesh Airlines and Chairman, Sabre Travel Network Bangladesh Ltd has underscored the need for being responsive to consumer demand by Online Travel Agencies (OTAs) to thrive in the competitive market.

Shayekhuzzaman, was speaking at the seminar on OTAs, organised by The Bangladesh Monitor.

He pointed out that, one major issue till now on availing e-commerce services was security. Today, internet security has risen to a platform where it is nearly impossible to break an encryption. This ensures protection of information security and bank transaction security of the client.

Bangladesh also started getting into IPv6 which will help monitor hacking activities. Therefore, OTAs are now seen receiving more and more clientele as it should.

The country is now showing technology-based strength and development. Sabre Travel Network Bangladesh works with new and innovative ideas and technology-based products to help OTAs and contribute to the industry as a whole, Shayekhuzza-man added.

He further mentioned that Sabre has made a 10-year partnership with google to shape the future of travel tech. It is also certified for NDC 4 as aggregator and IT provider.

Introducing CSL to bring traditional and aggregated content into the system, Sabre has taken the property number to over 1 million.

Through such continuous efforts to facilitate trade partners, everyone concerned in the industry must come forward together to promote OTAs with the aim of building solid growth in the industry, concluded Shayekhuzza-man.