

## **Crowne Plaza Dhaka Gulshan pioneering balance in a city on the rise**

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Dhaka : As Bangladesh's capital emerges as a dynamic hub for business, international events, and tourism, Crowne Plaza Dhaka Gulshan is positioning itself at the forefront of the city's luxury hospitality sector. With a philosophy rooted in "beauty in balance," the five-star hotel is redefining guest experiences by seamlessly blending global standards with local culture, while catering to the evolving needs of both business and leisure travelers.

Since its launch, Crowne Plaza Dhaka Gulshan has steadily carved out a niche in a highly competitive market, earning the trust and loyalty of its guests. While talking to The Bangladesh Monitor, General Manager Karthi VK reflected on the hotel's journey: "Our proudest achievements are the meaningful connections we've built with our partners, stakeholders, and especially our guests. Success, for us, is measured in experiences that people love and relationships that truly matter."

With Bangladesh's travel and tourism sector poised for growth in 2026, the hotel is strategically adapting to shifting market demands. Karthi emphasized, "We continuously innovate our services and experiences to ensure every stay is seamless, memorable, and tailored to our guests. Whether it's a business traveler here for a conference or a family on vacation, our goal is to create a journey that's uniquely theirs."

### Championing business travel, MICE

Corporate travel and the MICE (Meetings, Incentives, Conferences, Exhibitions) sector form the backbone of Dhaka's hospitality scene, and Crowne Plaza is at the center of this transformation. "Dhaka is steadily becoming a destination for international events, and we see great potential to host more global fairs and exhibitions," Karthi explained. "MICE is not just an opportunity; it is central to our strategy for growth and for supporting Dhaka's rise as a business hub."

The hotel has been proactive in overcoming the challenges posed by urban traffic and infrastructure. "Traffic is a natural part of urban growth, and we see it as a challenge to manage rather than a hurdle," said Karthi. "From pre-arrival planning to personalized transport schedules, we ensure that guests can move around the city effortlessly, making their stay as smooth and stress-free as possible."



## Sustainability at the heart of operations

Sustainability has become a defining feature of modern hospitality, and Crowne Plaza Dhaka Gulshan is leading the way. In line with IHG Hotels and Resorts' Journey to Tomorrow initiative, the hotel has implemented the Green Engage program to actively track, measure, and reduce its environmental footprint. Measures include:

- Energy efficiency: LED lighting, motion sensors, and energy-conscious equipment to reduce consumption.
- Water conservation: Low-flow fixtures and water management systems without compromising guest comfort.
- Waste reduction: Comprehensive recycling, reduced single-use

plastics, and digitization of processes.

- Sustainable sourcing: Incorporation of locally grown produce, supporting farmers, and reducing carbon footprint.

"For us, sustainability is about making a positive impact on our guests, our team, and the city we serve," said Karthi. "Every small step contributes to a larger change, and we are committed to making responsible travel a reality in Dhaka."

### Shaping Dhaka's int'l appeal

As Dhaka continues to develop as a business and tourism hub, Crowne Plaza is playing an active role in elevating the city's global reputation. The hotel offers not just accommodation, but a complete experience that combines comfort, safety, curated dining, wellness, and frictionless business services.

"Brands like Crowne Plaza instill confidence among global travelers," Karthi noted. "By providing consistent service standards and unique experiences, we help position Dhaka as a destination that can host both high-profile events and leisure travelers with equal ease."

### Standing out in a competitive market

Competition in Dhaka's luxury hotel segment is intensifying, with new international and local players entering the market. Crowne Plaza Dhaka Gulshan distinguishes itself through a combination of global recognition, guest-centric innovation, and local cultural warmth. The hotel's commitment to high standards and seamless experiences has created a loyal base of business and leisure guests who value consistency, comfort, and thoughtful service.

### Looking ahead: Vision 2030

Over the next five years, Crowne Plaza Dhaka Gulshan envisions becoming an integral part of Dhaka's transformation into a global business and tourism destination.

"Our vision is to deepen our leadership in the city's hospitality landscape," Karthi said. "We aim to set benchmarks not only in comfort and service but also in sustainability, innovation, and guest experience. Ultimately, we want every visitor to leave Dhaka with memories of a city

that is vibrant, welcoming, and world-class."

With its strategic approach, commitment to sustainability, and focus on guest experience, Crowne Plaza Dhaka Gulshan is not just keeping pace with the city's growth - it is helping define it.