

Focus on local, corporate, long-staying guests to stay afloat till int'l arrival recovery

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Dhaka : Pan Pacific Sonargaon Dhaka is currently focusing on tapping the local, corporate and long-staying guest markets until the country's hospitality sector revives to see the footfall of international guests again.

Asif Ahmed, Acting General Manager of Pan Pacific Sonargaon Dhaka, said this while talking to The Bangladesh Monitor at his office in the hotel premise recently.

Hence, the hotel is currently offering staycation packages tailored for locals. They are offering special rates and facilities to corporates, expatriates and long-staying guests as well, said Asif.

He mentioned, following the countrywide mass unrest and student protests beginning mid-July, most of the international guests of the hotel

left over security concerns.

Ever since, many top source markets of Bangladesh including the US, UK, Europe, Japan and Australia have in place travel alerts advising against visiting Bangladesh. This is making travellers reluctant to visit the country at the moment, claimed Asif, adding, all the room bookings for August were cancelled prior.

Especially, the shifting of ICC Women's T20 World Cup 2024 venue from Bangladesh to the UAE over security concerns resulted in a huge loss of business opportunity for Pan Pacific, sighed the Acting General Manager, as the hotel was supposed to serve officials and five international teams of the tournament from September 20-October 20.

Even F&B outlets and banquets of the hotel are suffering, similar to all the other hotels in the city at present, informed Asif.

However, Asif foresees recovery in one or two months. F&B is starting to witness some footfall, according to him.

Also, the banquet bookings for August and September were postponed, not entirely cancelled, Asif said, on a positive note. From September/October, the hotel is expecting to witness more business as people are regaining confidence.

However, to bring international guests, travel alerts imposed by other countries have to be lifted. Pan Pacific Sonargaon Hotel believes the interim government led by the Nobel Laureate Muhammad Yunus will see to it, expressed Asif.

Hence, from October to December, Asif estimates the sector will recover to its former glory. Meanwhile, the sector seeks guidance from the interim government and so does Pan Pacific Sonargaon.

Asif further mentioned, in the years ahead, there will be more opportunities for the country's hospitality market to expand. Once the Third Terminal of Dhaka Airport opens, the number of arrivals as well as airlines will increase. With it will increase the number of airline crews too.

Pan Pacific Sonar-gaon eyes to tap that potential market. Thanks to the Elevated Expressway, it takes only 20 minutes to travel between the airport and the hotel currently, noted Asif.

Also, Metro Rail is near to Pan Pacific Sonargaon as well. All in all, the hotel's convenient location helps ensure guests the best connectivity options citywide.

Furthermore, the hotel with rich history will be undergoing renovations in 2025, mentioned Asif.

Seven meeting rooms of the hotel as well as the signature dining outlet Café Bazar will be renovated next year, concluded the Acting General Manager.