

Golden Tulip Grandmark carves out premium niche in Dhaka's competitive hospitality market

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Dhaka : In the bustling heart of Bangladesh's capital, where traffic, business growth, and cultural vibrancy intersect, Golden Tulip The Grandmark- Dhaka is positioning itself as more than just a hotel. According to Managing Director Khaled Ur Rahaman Sany, the property aims to set a benchmark for international business hospitality while reflecting the warmth of Bangladeshi culture.

Golden Tulip, part of the global Louvre Hotels Group, entered the Dhaka market with a vision to cater to a segment that often falls between the grand five-star chains and smaller local hotels. "We bridge the gap by offering a boutique-style experience under an international flag," Sany explained in an exclusive interview. "Our focus is on exclusivity, personalized service, and consistency - the qualities that today's discerning travelers expect."

Establishing strong presence

Since opening, Golden Tulip Dhaka has steadily earned the trust of multinational corporations, foreign embassies, and international organizations. The hotel has hosted numerous high-profile conferences and diplomatic delegations, while also becoming a go-to choice for corporate travel.

Other milestones include the launch of its signature dining experiences, which showcase both Bangladeshi flavors and international cuisines, a move that has helped the hotel appeal to a diverse clientele. Guest satisfaction remains a cornerstone of its operations. "Repeat business and positive feedback are proof that our philosophy is working," said Sany.



Meeting changing market needs

Bangladesh's business and leisure travel sectors are expanding rapidly as the country strengthens its presence on the global economic map. Golden Tulip has adapted by offering flexible meeting spaces, high-speed connectivity, and dedicated concierge services for business travelers, while leisure guests benefit from curated city tours, wellness amenities, and personalized hospitality.

"The expectations of guests are changing," Sany said. "We are constantly upgrading our offerings to meet the demands of both corporate and leisure travelers, whether that means seamless work facilities or immersive cultural experiences."

Focus on corporate, MICE business

Corporate clients and the MICE (Meetings, Incentives, Conferences, Exhibitions) segment remain central to the hotel's strategy. Golden Tulip offers modern conference rooms, event spaces, and full planning support for companies and organizations seeking a professional venue in Dhaka.

"This segment not only drives occupancy but also strengthens our brand positioning," Sany emphasized. "We are actively building partnerships with local businesses and international event organizers to make Golden Tulip a preferred MICE destination."

Navigating Dhaka's infamous traffic is a major concern for travelers. Golden Tulip addresses this by capitalizing on its strategic location, which provides relatively quick access to the airport, diplomatic zones, and business districts. To ease the guest journey further, the hotel offers airport transfers.