

## InterContinental Dhaka becomes Hospitality Partner of Monitor Airline of the Year 2023

-A Monitor Report

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Dhaka : InterContinental Dhaka, the iconic luxury IHG hotel, becomes the Hospitality Partner of "Monitor Airline of the Year 2023", the popular airline award programme based on frequent flyers' opinion polls, organised by the travel trade publication The Bangladesh Monitor.

A signing ceremony to this effect took place at InterContinental Dhaka on July 10 where Kazi Wahidul Alam, Editor of The Bangladesh Monitor and Ashwani Nayar, General Manager of InterContinental Dhaka signed a Memorandum of Understanding (MoU) on behalf of their respective organisations.

Speaking on the occasion, Kazi Wahidul Alam, Editor, The Bangladesh Monitor, said, "We follow the objective of judging airline services from the eyes of the customers while creating healthy competition among the airlines to improve their service standards. We are really happy to see a

new home for the awards - InterContinental Dhaka, which will add a different dimension to the programme. Our sincere thanks to them for supporting this initiative as the hospitality partner."

Ashwani Nayar, General Manager, InterContinental Dhaka, commented, "We are delighted to be the Hospitality Partner of such a prestigious event as Monitor Airline of the Year 2023. Similar to the airline industry, guest satisfaction and experience is of utmost importance to us and we are pleased to know that the top service providers in the airline industry are being recognised through such a platform for their contribution."

Under the initiative, airlines will be judged under several categories including Best Business Class, Best Economy Class, Best In-flight Entertainment, Best In-flight Meal in Business Class, Best in-flight Meal in Economy Class, Best Regional Airline, Best Long-haul Airline, Most Favourite Frequent Flyer Programme, Best On-time Performance, Best Budget Airline, Cargo Airline of the Year, Best Domestic Airline, Best Onboard Services, and Airline of the Year.

Md Kamal Hossain Morshed, Director of Finance and Business Support; and Saadman Salahuddin, Director of Marketing, from InterContinental Dhaka as well as Md Mahbub Sultan, Head of Sales, and Md Robin Khandakar, Senior Manager, Sales and Marketing, from The Bangladesh Monitor were also present at the MoU signing ceremony among other high officials from both organisations.

The Monitor Airline of the Year 2023 opinion poll to elect the best airlines, operating in Bangladesh in different service categories will be launched shortly.

A panel of judges from different professional groups will select the winners based on the poll results.

Winners will be announced and recognised at a gala award ceremony, scheduled to take place in October 2023 at InterContinental Dhaka.

It may be mentioned here that The Bangladesh Monitor introduced 'Monitor Airline of the Year' awards in 2007 as a regular annual event.