

## Taj Samudra looking at MICE in big way

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Dhaka : Taj Samudra is one of the best located hotels in Colombo at the seaside with one of the best views and a fantastic garden space around it unlike any other hotel to hold events. Also, since its inception, Taj Samudra has been a very MICE oriented hotel and currently it is looking at MICE in a big way.

Samrat Dutta, Area Director of Taj in Sri Lanka and Maldives, said this in an interview with The Bangladesh Monitor held at the hotel Taj Samudra in Colombo.

"We all know Sri Lanka has gone through a time of hardship and an economic turndown. So, every business house is now trying to lift the game up. And MICE will be a key player," claimed the Area Director.

"As the businesses grow, other countries will show interest in coming and doing business here. MICE will be the segment that would be rocking Colombo. Also, as an incentive, we will see the tourist zones reaping the benefits as well," foresaw Samrat Dutta.

  
***Samrat Dutta***

Taj Samudra's brand strength and the locations across the world it has help to tap markets in various parts of the world. Taj Samudra is also working with the Sri Lankan Convention Bureau and several bodies that help them get leads for MICE events that Sri Lanka is currently prioritising to revive its tourism industry and in turn its economy, said Samrat Dutta.

It can be mentioned here that Taj Samudra is all about tailor making its offerings. The hotel is known for its great service and fabulous food, he claimed.

Speaking about the Bangladesh market, Samrat Dutta said Bangladesh is a very strong partner of Sri Lanka in terms of business.

"Hence, Bangladesh is a very favourable market for us. We are looking forward to business coming from that end. At Taj, we are not only capable but also we have a competitive advantage in looking after people from that region," expressed the Area Director.

Taj Samudra is a very favoured wedding destination. Bangladeshis who want to have beautiful destination weddings can choose Taj Samudra without any hesitation for their dream wedding. Taj Samudra has lovely spaces in the hotel to carry out these events, mentioned Samrat Dutta.

"We are also getting a lot of queries in terms of business events and incentives. Most of them will start from January 2023. Meanwhile, musical events, festivals and shows are continuously taking place at Taj Samudra," noted Dutta.

Taj Samudra has about 300 rooms which are beautifully appointed. To hold MICE events, Taj Samudra has astounding venues. Its Grand Marquee, which has a covered A/C space as well as an open air space, can take up to 2000 people, with a sit down of almost 800 people.

The hotel has two other magnificent open air outdoor spaces, among others, - north and south lawns. The north lawn can capacitate up to 1000 people while the south lawn can take up to 2000 people.