

## DTM 2025 begins, promotes Bangladesh as leading cultural, eco-tourism hub

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Dhaka: This year's Dhaka Travel Mart is being held with the vision of promoting Bangladesh as a leading cultural and eco-tourism hub. The international tourism fair serves as a gateway for networking among industry stakeholders, fostering partnerships, while showcasing the best that Bangladesh has to offer to international and domestic tourists alike.

Kazi Wahidul Alam, Editor of The Bangladesh Monitor, said this during his opening remarks at the inauguration ceremony of the international tourism fair titled 'US-Bangla Airlines Dhaka Travel Mart 2025' at Pan Pacific Sonargaon Hotel in the capital on February 6.

The 20<sup>th</sup> edition of the three-day long popular tourism fair currently being held at the Ball Room of Pan Pacific Sonargaon Dhaka, organized by The Bangladesh Monitor, will conclude on February 8.

Mohd Shuhada Othman, High Commissioner of Malaysia to Bangladesh, formally inaugurated the fair.

In his address, the Malaysian High Commissioner highlighted Malaysia's diverse attractions, favorable exchange rates, and its reputation as a leading destination for medical and education tourism to global travelers and Bangladeshis alike. He stressed the opportunities for further collaboration between the two nations, particularly in tourism, trade, and investment.



A partial view of the tourism fair—Photo: Monitor

The inaugural ceremony was also addressed by SM Lablur Rahman, Member-Finance, Civil Aviation Authority of Bangladesh; Mohammad Shamsul Karim, General Manager (Sales) of Biman Bangladesh Airlines;

Kamrul Islam, General Manager (PR) of US-Bangla Airlines; Md Shafquat Hossain, Deputy Managing Director of Mutual Trust Bank; and Hasnain Rafiq, Chief Operating Officer of Firsttrip.

In his speech, CAAB Member-Finance Lablur Rahman assured that the Civil Aviation Authority of Bangladesh, as the regulator and facilitator, will continue to support initiatives like Dhaka Travel Mart which promote the travel and aviation sectors of the country. He also claimed the authority is ready to further facilitate all stakeholders of the sector as well as passengers in this growing age of travel.

While delivering his address at the opening ceremony, Mohammad Shamsul Karim, General Manager (Sales) of Biman Bangladesh Airlines, highlighted that the flag carrier has been a part of this fair since the latter's inception, as it is the national airline's duty to contribute to endeavors that work for the development of the aviation and tourism sector. He expressed that the airline will continue its support to Dhaka Travel Mart in the days to come as well.

US-Bangla Airlines has also taken part in this year's edition of the travel mart only to support the aviation and tourism industry's growth, according to Kamrul Islam, General Manager—PR of US-Bangla Airlines. He said, with the sole intention to promote the industry and all its stakeholders, the airline, this year, has decided to become the title sponsor of the event, even after not having a stall at the fair.



**Visitors seen engaged with participants at the stalls of the fair—Photo: Monitor**

Mutual Trust Bank, the banking partner of the event, also jumped onboard with the same intention, claimed Md Shafquat Hossain, Deputy Managing Director of Mutual Trust Bank, in his speech at the inauguration ceremony. With the largest network of airport lounges in the country and end to end solutions for cardholders, the bank took part in this fair to promote its travel products to enthusiasts, while further facilitating the travel industry with unique solutions.

Addressing the ceremony, Hasnain Rafiq, Chief Operating Officer of Firsttrip, informed, the OTA has officially launched its B2C service with a new app and a website at the fair. In his speech, he also unveiled the exclusive Buy One Get One offer on air tickets for the visitors, available at Firsttrip's stall at the fair.

It may be mentioned here, over fifty travel trade organizations from the UAE, Iran, Maldives, Malaysia, Thailand, Nepal, Jordan, India, and host Bangladesh, are showcasing their products and services at the fair. Participants have announced special offers for the visitors on air tickets, tour packages, hotel and resort rooms, among others.

One can visit the fair on payment of BDT 50 entry fee from 10:00 am to 8:00 pm every day till February 8. Visitors will have the opportunity to win 45 exciting prizes from raffle draw on entry tickets. Raffle prizes include return air tickets to domestic and international destinations, accommodation at international hotels and resorts at home and abroad, lunch and dinner at star hotels in the country.

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