

## DTM expects to welcome over 20,000 visitors this year

- A Monitor Desk Report

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**Dhaka: The 20<sup>th</sup> edition of DTM titled 'US-Bangla Airlines Dhaka Travel Mart 2025' expects to welcome over 20,000 visitors while it runs for three days from February 6 to 8 at the Ballroom of Pan Pacific Sonargaon hotel in the capital.**

Kazi Wahidul Alam, Editor of The Bangladesh Monitor—the organizer of the international tourism fair—said this while announcing the commencement of the mart during a press conference held in the capital on February 3.

Kamrul Islam, General Manager (PR) of US-Bangla Airlines; AKM Shohidul Hasan, DGM (Marketing) of Biman Bangladesh Airlines; Hasnain Rafiq, Chief Operating Officer of Firsttrip; and Md Abu Bokar Siddik, Head of Card Division of Mutual Trust Bank, were also present on the occasion.

The previous edition of the fair last year recorded about BDT 7 crore spot sales from 15-18,000 visitors. This edition—which will also be the biggest till date—expects to witness even more spot purchases, expressed Kazi Wahidul Alam.

US-Bangla Airlines is supporting the fair as the title sponsor, and it is powered by Firsttrip and Akij Air, while Biman Bangladesh Airlines and Mutual Trust Bank are joining as airline and banking partner respectively.

As always, this year's edition is aimed at promoting travel and all the industry stakeholders as well as branding Bangladesh as a destination to visit both nationally and internationally.

That is why, US-Bangla Airlines is contributing to the initiative as the title sponsor, even after not having a sales stall at the fair, mentioned the airline's General Manager—PR Kamrul Islam.

Mutual Trust Bank PLC has also jumped aboard DTM 2025 with the same view, claimed the bank's Head of Card Division Md Abu Bokar Siddik.

In his address, he informed how the bank's cardholders get to enjoy comprehensive travel services like transportation between home and airport, complementary access to lounges at home and worldwide, and shopping with dual currency cards abroad.

Over fifty organizations representing national tourism organizations, airlines, travel agencies, hotels and resorts, tour operators, and financial institutions, among others, from the UAE, Iran, Maldives, Malaysia, Thailand, Nepal, Jordan, India, and host Bangladesh will be showcasing their products and services at the fair.

Participating organizations will offer attractive discounts on domestic and international air tickets, tour packages, hotel and resort rooms, and various other tourism products and services for the visitors.

Flag carrier Biman Bangladesh Airlines will be offering 15 per cent discount on all its routes from its stall at the fair, informed the airline's DGM (Marketing) AKM Shohidul Hasan while addressing the press conference.

One of the country's leading online travel agencies Firsttrip will also be

offering up to 20 per cent discount on spot purchases at the fair, mentioned Hasnain Rafiq, Chief Operating Officer of Firsttrip, in his address.

Additionally, visitors will have the opportunity to win 45 exciting prizes from raffle draw on entry tickets, noted Kazi Wahidul Alam, Editor of The Bangladesh Monitor.

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.

Visitors will be able to win attractive prizes from raffle draws every day during the fair.

For instance, Biman Bangladesh Airlines is offering couple return tickets on Dhaka-Kathmandu route during the raffle draw on the first day, on Dhaka-Bangkok route the second day, and on Dhaka-Manchester route on the last day, according to the airlines' DGM (Marketing) Shohidul Hasan.

There will also be a limited time grand offer from Firsttrip, which will be announced during the inauguration of the fair on February 6, noted the OTA's COO Hasnain Rafiq.

Mostofa Sarwar Farooki, Cultural Affairs Adviser, Interim Govt of Bangladesh, will be formally inaugurating the fair.

Travel enthusiasts can visit the fair on payment of BDT 50 entry fee from 10:00 am to 8:00 pm every day.

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