

## Govt warns travel agencies against misleading ads, threatens registration cancellation

- A Monitor Desk Report

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Dhaka: The government has issued a public awareness notice warning travel agencies against promoting misleading or fraudulent advertisements involving price discounts, attractive offers, cashback, or incentives, stating that such practices may lead to the cancellation of their registration.

In the notice issued on January 27, the Ministry of Civil Aviation and Tourism said it has recently observed that some travel agencies are advertising false or deceptive offers on websites with the intention of misleading customers.

The ministry said the warning comes in light of the Bangladesh Travel Agencies (Registration and Control) (Amendment) Ordinance, 2026, which was published in the official gazette on January 1.

According to Section 7 of the ordinance, if any travel agency promotes advertisements containing false information or fraudulent intent through discounts, eye-catching offers, cashback, or incentives — or collects advance payments through such advertisements — the agency's registration certificate will be cancelled.

The ministry has instructed all travel agencies to strictly comply with the provisions of the ordinance to avoid legal action.

The notice has been circulated to all relevant government offices, district administrations, the Association of Travel Agents of Bangladesh (ATAB), and all registered travel agencies, with a request for wide dissemination to ensure compliance.

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