

Air travellers opinion poll to elect Airline of the Year launched

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Dhaka: To elect the best airlines operating in Bangladesh in different service categories, a frequent flyers' opinion poll "Airline of the Year 2022" has been launched by the Bangladesh Monitor, the premier travel and tourism publication of the country. Leading online travel agency (OTA) Triplover has joined the initiative this year as the Title Sponsor.

A Memorandum of Understanding on title sponsorship was signed between The Bangladesh Monitor and Triplover at the former's head office in Dhaka on March 9, 2022. Dr. Farhad Kamal, Managing Editor, Bangladesh Monitor, Nisha Tasnim Shaikh, Head of Operations, Triplover inked the deal on behalf of their respective sides. Under the MoU both the sides will promote the poll using their own channels.

Airlines will be judged in 11 different 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 Favorite Frequent Flyer Programme, Best Budget Airline, Cargo Airline of the Year and Airline of the Year. Besides, for domestic airlines there will be two categories: Best On-time Performance and Best Domestic Airline. A new category- Best Airport Lounge has also been introduced this year.

"We follow the objective of judging airline services in the eyes of their customers and creating a healthy competition among the airlines to improve their service standards. We sincerely thank Triplover, a reputed OTA of the country for extending their support in successful holding of the event," said Kazi Wahidul Alam.

Nisha Tasnim Shaikh in her brief speech said, " We are privileged to be associated with the Bangladesh Monitor, which has been playing a vital role in development of the Bangladesh aviation sector. We are directly dealing with the air travellers and it's our feeling that airlines have plenty of scope to improve their services further to ensure customer satisfaction. We will call upon our clients to take part in the poll and help develop the airlines' service standards to and from Bangladesh."

Those who undertook minimum 4 air trips during 2021 and 2022 will be eligible for cast their votes online bangladeshmonitor.com.bd/poll2022 in favour of the preferred airlines by April 30,2022.

A panel of judges representing different professions will select the winners based on the poll. Winners will be announced and recognised at a gala ceremony to be organised in June of the current year.

The Bangladesh Monitor introduced Airline of the Year in 2007 as their regular annual event.