

AirAsia in efforts to better serve growing BD travel market

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Dhaka: AirAsia, one of the largest low-cost carriers in Asia with a market cap of USD 7.2 billion and a fleet of over 250 aircraft, is keen on promoting leisure, medical tourism, and business travel to and from Dhaka through the airline's extensive network of 165 destinations.

The airline is currently operating four daily flights to and from Dhaka, three daily to Kuala Lumpur and one daily to Bangkok, with A320 and A321 aircraft.

Moreover, the airline is now planning to increase frequency on these routes and deploy a new aircraft—A330 with 177 seats—to further cater to the growing high-value market of Bangladesh.

Karen Chan, Group Chief Commercial Officer of AirAsia said this to the media at a press briefing held at a city hotel on February 8.

A high-level AirAsia team is currently visiting Dhaka and holding meetings with the Civil Aviation and Tourism Ministry, trade partners and stakeholders to plan further strategies to better serve the market and unlock the true potential of aviation and tourism to and from Bangladesh.

Not only point to point, but also the airline eyes to promote travel from Bangladesh to onward destinations like Japan, Australia and the UK through its extensive network, said Karen Chan at the press meet.

“The airline always strives to ensure excellent customer satisfaction by continuous improvement in their service, offering budget fares and ensuring on-time flights,” added Karen.

AirAsia stabilises the rising fuel price and forex rates with efficiency and that’s how the airline manages to offer budget fares even amid inflation, claimed Karen.

The airline operation efficiency reflects in their top-notch customer service too, further noted Karen, adding, they generate most of their ticket sales from their e-commerce platform “airasia.com”.

“We have even launched artificial intelligence to take customer service to great heights. The new AI powered chatbot named Ask Bo brings the customer service duration under 20 minutes,” claimed Karen.

Morshedul Alam Chakladar, Managing Director of Total Air Services Ltd (GSA of AirAsia in Bangladesh) and Kazi Shah Muzakker Ahmedul Hoque, Director of Business Development were also present at the press meet.

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