

Bengal Travel and Tours represents Bangladesh at World Travel Market London

- A Monitor Desk Report

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Dhaka: Bengal Travel and Tours Limited participated in World Travel Market 2024—one of the biggest tourism fairs in the world—held at ExCeL in London, the United Kingdom from November 5 to 7, 2024.

With the move, Bengal Travel and Tours represented Bangladesh's glorious culture, rich history and scenic tourist spots to the world.

As per a release, Mehnaz Mannan, Chairman of Bengal Travel and Tours Limited, who participated in the global travel fair, said, Bangladesh's tourism industry has been failing to achieve its desired goals, despite having immense potential.

By participating in the renowned fair, Bengal Travel and Tours made an effort to promote Bangladesh as a travel destination, she added.

At the same time, Bengal Travel and Tours' main goal was to help

increase the number of foreign tourist arrivals in Bangladesh and highlight the country as a global travel destination, Mannan further claimed.

Bengal Travel and Tours received a great response at the event, organised at Excel Centre in London.

However, Mannan urged other concerned stakeholders to currently prioritise positive branding of the country for the development of its tourism sector.

It may be mentioned here, at the fair, Bengal Travel and Tours as well as other Bangladeshi tour operators promoted travelling to Bangladesh among the young generation of British-Bangladeshi tourists in the UK.

The highlighted Bangladesh as an excellent destination for eco, archaeology and history tourism, concluded the release.

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