

Tourism Malaysia embarks on sales mission in Bangladesh

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Dhaka: Tourism Malaysia is leading a sales mission in Bangladesh. As part of it, the organisation already participated in the Dhaka Travel Mart (DTM) 2023, and is now running roadshows in several major cities of the country including Dhaka, Chattogram and Sylhet currently.

The Malaysian delegation led by Hafiz Hazin, Deputy Director, International Promotions Division (Asia and Africa), Tourism Malaysia, comprises tour operators, travel agents, hoteliers, airlines as well as tour and activity providers, including representatives from Malaysia Healthcare Travel Council (MHTC) and Education Malaysia Global Services (EMGS).

On May 21, the delegation held a roadshow at an elite hotel in the capital where they met with their Bangladeshi counterparts.

Haznah Md Hashim, High Commissioner of Malaysia to Bangladesh, was also present on the occasion.

In her speech, she stressed that with the growing demand for alternative travel experiences, Malaysia has been diversifying its tourism products to cater to different types of travellers. Hence, Malaysia is now promoting medical, educational, and ecotourism to attract more tourists from Bangladesh and other countries in South Asia.

Reports also cited Tourism Malaysia Director-General Dato Dr Ammar Abd Ghapar said, “We believe Bangladesh is one of the important markets for us, and therefore committed to strengthening our presence and working alongside tourism fraternities in this region.”



Malaysian HC to BD Haznah Md Hashim and other members of the delegation visited by the Cultural Affairs State Minister K M Khalid, Secretary for Civil Aviation and Tourism Ministry Md Mokammel Hossain, CAAB Chairman M Mafidur Rahman and other high dignitaries at the stall of

Tourism Malaysia on the first day (May 18) of DTM 2023 at a city hotel—Photo: Monitor

Tourism Malaysia's participation at DTM 2023 concluded on May 20 and the city sales missions are to conclude by May 25, 2023 while the roadshow in the capital by the organisation ended on May 21.

The purpose behind the move was to raise Malaysia's profile and showcase its tourism products while forging closer relationships with Bangladesh's travel trade through pre-arranged business-to-business appointments at the Dhaka Travel Mart 2023.



The stall of Tourism Malaysia at DTM 2023—Photo: Monitor

In 2022, Malaysia recorded 10,070,964 international tourist arrivals and welcomed 59,033 Bangladeshi tourists. The number is projected to grow to

16.1 million international tourist arrivals, with RM 49.2 billion in tourism receipts, as targeted in 2023, as per reports.

It may be mentioned here that, currently, visa applications to Malaysia can be made online through eVISA.

Also, 37 direct flights with 7,269 seats are scheduled weekly between Dhaka and Malaysia via Malaysia Airlines, Batik Air, AirAsia, Biman Bangladesh Airlines and US-Bangla Airlines.

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