

Tourism Malaysia holds roadshow in port city Chattogram

- A Monitor Desk Report

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Dhaka: The Tourism Malaysia team attended a B2B business networking session with the travel trade partners, tour sellers and other partners such as airlines, hotel and resorts, education and healthcare in Chattogram recently.

The team was guided by Dato' Dr Ammar Abd Ghapar, Director General of Tourism Malaysia; Hafiz Hazin, Deputy Director, International Promotions Division (Asia and Africa); and other high officials.

On the occasion, Hafiz Hazin said, "With the growing demand for alternative and unique travel experiences, Malaysia has been diversifying its tourism products to cater to different types of travellers. Malaysia is promoting medical, educational, and ecotourism to attract more tourists from Bangladesh and other countries in South Asia."

Tourism Malaysia's participation in a roadshow in Chattogram is a perfect avenue to raise Malaysia's profile and showcase its unique tourism product

offerings and forge closer relationships with its Bangladeshi counterparts, the organisation said in a press release.

On the other hand, the pre-arranged business-to-business (B2B) session in the sales mission opens doors to potential collaborations and further engagements.

In 2022, Malaysia recorded 10,070,964 international tourist arrivals and welcomed 59,033 Bangladeshi tourists.

Currently, visa applications to Malaysia can be made online through eVISA.

It may be mentioned here that there are 52 direct flights with 11,283 seats weekly between Dhaka and Malaysia via Malaysia Airlines, Batik Air, AirAsia, Biman Bangladesh Airlines and US-Bangla Airlines.

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