

## US-Bangla inks distribution agreement with Travelport

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Dhaka: US-Bangla Airlines, the largest private carrier of the country, has signed a distribution agreement with Travelport.

Under the agreement, Travelport will provide agency customers access to the airline's content via the Travelport+ retailing platform.

On the occasion, Mohammed Abdullah Al Mamun, Managing Director, US-Bangla Airlines, said, "We have been extremely impressed with the collaborative spirit and flexibility demonstrated by Travelport. They understand our business needs and have been working tirelessly to meet our tight implementation timeframes. We are confident Travelport+ will provide US-Bangla Airlines and agencies the highest quality air content retailing experience."

As travel industry recovery in Bangladesh is reaching pre-pandemic levels, this new relationship solidifies the value of modern, indirect channel retailing for airlines and agencies alike, Travelport said in a press release.

Travelport agencies will benefit from seamless access to US-Bangla Airlines content, further enabling them to provide the most valuable, relevant offers for their customers.

"We are honoured and excited to be the first GDS partner of US-Bangla Airlines and

to be a part of the airline's ambitious growth plans," said Sue Carter, Head of Air Partners Asia Pacific, Travelport.

"This strategic partnership will provide both airlines and travellers with more attractive and customized offers, helping airlines to match traveler preferences with tailor-made bundles, while optimising revenue with continuous dynamic pricing. As Travelport continues to establish ourselves as the industry leader in Asia Pacific, we look forward to delivering great value for US-Bangla Airlines travellers and the agency community," Carter added.

US-Bangla currently operates domestic flights to eight destinations across the country: Barishal, Chattogram, Cox's Bazar, Dhaka, Jashore, Rajshahi, Saidpur and Sylhet.

International routes include: Bangkok (Thailand), Chennai (India), Doha (Qatar), Dubai (UAE), Guangzhou (China), Kolkata (India), Kuala Lumpur (Malaysia), Malé (Maldives), Muscat (Oman), Sharjah (UAE) and Singapore.

The airline also has plans to launch flights to: Bahrain, Bali (Indonesia), Dammam (Saudi Arabia), Jeddah (Saudi Arabia), London (United Kingdom), Riyadh (Saudi Arabia) and Rome (Italy) soon.

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