

## Bengal Tours sweeps Most Innovative Tourism Product

- A Monitor Report

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Dhaka : Bengal Tours swept the Most Innovative Tourism Product accolade at Bangladesh Travel, Tourism and Hospitality Awards 2024 held at an elite hotel in the capital on October 5.

Masud Hossain, Managing Director of Bengal Tours, received the award on behalf of the organisation.

Till now, Bengal Tours has served about 45,000 tourists since its inception in 1999. 70 per cent of its clientele hail from foreign countries, mainly Japan, since its founder is fluent in Japanese. During the Covid-19 pandemic, it introduced Virtual Tours which later led to real visits once travel restrictions were lifted.

Bengal Tours also conducts Sundarbans Cruise Tour, Wildlife Tour, BD Liberation War Sites Tour, Textile Tour, Honey Hunting Tour, Mango

and Lychee Tour, Festival Tours, and Homestay Tour. It promotes Bangladesh's tourism through exhibitions, video documentaries, foreign media outlets and active participation in tourism fairs worldwide.