

DTM-2023: resounding success with 50 orgs, 15,000 visitors, BDT 100m sale

A Monitor Report

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Dhaka: The 18th edition of the renowned three-day international tourism fair titled 'Air Astra Dhaka Travel Mart-2023' held at Pan Pacific Sonargaon Dhaka from May 18-20 was a resounding success with over 15,000 visitors and BDT 100 million spot sales.

Over 50 international and national organisations representing India, Nepal, Malaysia, Thailand, KSA, Kuwait, Oman, UAE, and host Bangladesh showcased their products and services at the three-day fair.

This year's edition witnessed the highest number of airline participants, comprising international airlines such as AirAsia, SalamAir, flydubai, Saudi Arabian Airlines, Jazeera Airways, Thai Airways, Oman Air and Maldivian as well as domestic airlines US-Bangla, NOVOAIR and the latest local entrant Air Astra.



Two tourism organisations-Bangladesh Parjatan Corporation and Malaysia Tourism-participated in this year's travel mart too.

About 10 renowned hotels of the country presented their products and services at the fair including Best Western Hotels and Resorts, Goldsands Hotels and Resorts, Hotel Sarina Dhaka, Hotel The Cox Today, Mangrove Hotels and Resorts, Ocean Paradise Hotels and Resorts, Pan Pacific Sonargaon Dhaka, Sarah Resort, Sea Pearl Beach Resort and Spa, Sikder Resort and Villas Kuakata, and Dera Resort and Spa.

Moreover, the fair witnessed all the leading travel agencies of the country and abroad showcasing their products to the visitors across the pavilions and stalls during the three-day fair. They are as follow: Airspan, Best Flight Holidays, Discovery Travel and Tourism, Guardian Network, International Travel Corporation, Innoglobe Technologies, Lexus Holidays, Mountain Club Tours, Revive Tourism Network, Saimon Global, TBD Holidays, Tour East Vacations, THR Immigration Service, Travel Zoo Bangladesh, Travellers Choice Travel and Tourism, Travelion BD, Tripnes Bangladesh, Victoria Tours Vietnam, and Your Travels.

Global travel technology providers like Bluesky, Innoglobe Technologies, M360 ICT, Tryotel, Verteil, Sabre Travel Network and Travel Business Portal also participated in this year's fair.

Besides, medical tourism facilities and hospitals such as Bangkok Hospital, Ferticity IVF and Fertility Clinics, and Ramaiah Memorial Hospital, garnered much reception from the visitors too.

Furthermore, the fair saw the real estate company Probashi Palli Group, entertainment facilities of Concord group and one of the leading banks of the country Eastern Bank Ltd attracting plenty of visitors.

About the success of the fair, Kazi Wahidul Alam, Editor, The Bangladesh Monitor, and organiser of the event, said, "Dhaka Travel Mart, this year, created enthusiasm among the visitors beyond our expectations. The fair attracted over 15,000 visitors in three days. All participants were happy with the outcome."

He further informed, "Total volume of the transaction including cash and forward booking exceeded BDT 100 million. It is really a big

achievement considering the existing economic situation of the country."

During the fair, participants offered attractive discounts on domestic and international air tickets, hotel and resort rooms, and various other tourism products and services.

Moreover, on the sidelines of DTM-2023, a few local and foreign organisations signed MoUs and held B2B meetings for business cooperation. For instance, Air Astra and Sea Pearl Beach Resort and Spa signed an agreement on the sidelines of the fair, among others.

Of the total 15,000 visitors, there were 4500 online registrations, highest ever in the fair's history. Of them, six winners were awarded with air tickets to domestic destinations at the daily raffle draw organised exclusively for the online registrant visitors.

Lastly, the grand raffle draw on the entry coupons of the walk-in visitors was held on the concluding day on May 20, where 17 winners received attractive prizes including air tickets for travel to both domestic and international destinations, hotel and resort packages, and dinner/lunch at star hotels, among others.

Organised by the leading travel and tourism publication The Bangladesh Monitor, the three-day fair was supported by the private sector airline Air Astra as the Title Sponsor, while US-Bangla Airlines and Eastern Bank Ltd joined as the Premium Sponsor and the Banking Partner respectively.