

## **New OTA First Trip launched to make travellers' maiden trips memorable**

---

A Monitor Report

Date: 16 December, 2022

---



Dhaka : The new online travel aggregator of the country, First Trip Ltd, launched in December 2022, as the name suggests, works to make travellers' first trips memorable. Hence, it is focusing to make the young demography their loyal customer base by offering pleasant travel experiences and quality service.

Hasnain Rafiq, COO of First Trip Ltd said this recently while talking to The Bangladesh Monitor at its office in the capital.

Customer service is a top priority for this new OTA. To sustain in the market, it is a must to ensure effective, prompt and convincing service to the end customers. After sales support is crucial and this is where First Trip Ltd has a competitive advantage, shared Rafiq.

It may be mentioned here that First Trip Ltd is the second travel agency concern of the US-Bangla Group after TripLover. The group's resources allow the OTA to have a dedicated after sales support team to offer services to customers globally

24/7.

The COO mentioned First Trip has started with B2B operations. However, unlike others, they address their subagents who are sharing the OTA's large inventory as partners, claimed Rafiq.

He further shared plans of expanding the services to B2C as well in 2023. The COO noted what makes First Trip stand out from the other OTAs is its tech, apart from its quality service.

For an OTA, the portal is the main product, the COO shared, adding, "We have our own expert technical team which is continuously developing the portal."

"We will also be expanding our tech team and facilitate them further to make dynamic features visible in the portal," said Hasnain Rafiq.

First Trip's portal should always be user friendly and flexible, that's the OTAs one of the primary goals, the COO further mentioned.

About the growing OTA market, Hasnain Rafiq shared the more OTAs come, the more the industry will grow.

He claimed the future to be online, an age where everyone will avail services with digital transactions with cards.

This is why OTAs have grabbed 40 per cent of the travel market already and in the next 2-3 years, the total travel market share occupied by OTAs will rise to 80 per cent, foresaw Hasnain.

Therefore, the first mover advantage will allow First Trip to gain more priority, concluded Hasnain Rafiq, COO of the new OTA.

Customers can purchase air tickets, book hotels and avail tour packages from the new online travel aggregator First Trip.

More expansions are on the way, said the COO of the OTA.