

New OTA named Travatas to be introduced in early 2022

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Dhaka : Tasfia Aviation Ltd is currently providing customers with only air ticketing services. But, in early 2022, they will be launching an OTA named Travatas. Through that, they will gradually offer customers all travel related services along with ticketing, like holiday packages, hotel booking and so on.

Monir Hossain, Managing Director of Tasfia Aviation Ltd said this while speaking to The Bangladesh Monitor at his office in the capital recently.

Launched in late 2018, Tasfia Aviation Ltd is approved by IATA. Hence, they offer air ticketing services through GDS themselves. The API they are using is from Sabre. At the end of 2018, the MD further mentioned.

Currently, they are having sales of BDT 40-50 lac on average but this winter they had sales of BDT 2 crore, shared Monir, while their pre-pandemic sales were BDT 70-80 lac monthly. So, the sales are picking up as travel recovers gradually, he added.

"We always focus on providing the customers with the best service. Customer satisfaction is the top most priority for us. We aim to sale BDT 1-1.5 crore on average in the days ahead including all the services we aim to launch," Monir Hossain noted.

Currently, most of the ticket sales are to the Middle East since rest of the

destinations in Asia still have restrictions in place. But, Tasfia Aviation Ltd does have ticket sales to Europe and Asia's Sri Lanka and India, mentioned the Managing Director.

"We are going to launch OTA to provide customers with one-stop solution whether it is to issue, reissue or refund a ticket. An OTA allows customers to buy tickets, packages or book hotels hassle-free from the comfort of their home. That's what we aim to do," he claimed.

"In the future, we will be trying to add other transport services like bus and launch too, he said, adding, "We will always focus on one-to-one client services. But we will also run B2B activities."

"Our packages will be to countries in Asia, Europe, the USA and Canada. However, Bangladeshis mainly avail packages to Asian destinations. So that should be our top concern in terms of packages."

The OTA market has become very competitive. Many OTAs are emerging one after another. However, not all are being able to sustain. We are witnessing many OTAs shutting down for malpractices.

"We won't be going for any malpractice by offering tickets at unusual discounted prices that would make my business unsustainable in the long run," Monir explained, urging that there must be a regulatory body to supervise these malpractices.

"Hence, we are surveying the market currently and trying to opt for the best possible way. We are observing the customers' demands."

"Customer satisfaction and service quality are two most important aspects to sustain the business. Also, we must find ways to offer unique additional services that set us apart from others."

"Initially, we will have all the airlines operating in Bangladesh in our inventory. Later, we will have onward destination services by the foreign airlines in the inventory too," Monir concluded.