

Roaming driving 25pc month on month business growth

- A Monitor Report

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Dhaka : The dynamic online travel agency Roaming is witnessing a solid business growth of 25 per cent month-on-month, said Moidur Rahman, General Manager, Operations and Marketing of Roaming, while talking to The Bangladesh Monitor at its office in the capital recently about the currently expanding online travel market of the country.

Since its inception over a year ago, the comparatively new entrant Roaming is making an impressive reputation in the market, added the General Manager. Currently, Roaming is offering air ticketing, hotel booking, visa services as well as holiday and umrah packages.

The OTA has all GDS contents on its platform-Sabre, Travelport and Amadeus-as well as flights on LCC carriers like IndiGo, SalamAir and others. Their self-developed cutting-edge platform offers seamless travel planning and booking options, according to Moidur. To offer special

rates, the online travel agency is pairing up with several hotels of the country, informed Moidur.

About the increasing ticket sales and visa services market, Moidur mentioned, Singapore, Thailand, Malaysia, Maldives, Saudi Arabia, Vietnam and the UAE are currently popular destinations among Bangladeshi travellers.

The OTA also offers B2B services, apart from B2C. About 400 B2B agents countrywide are getting support from Roaming. Roaming is standing out from others in the ever-increasing market with quality customer service, said Moidur.

They prioritise after sales support, since return customers are great assets. It may be mentioned here, the online travel agency offers customer service round the clock.

Moidur expressed, he wishes to transform the OTA into a brand by next year. They are currently in the process of launching two new outlets in Chattogram and Cox's Bazar. Soon, they intend to expand their operations to overseas as well to make Roaming a global brand, stressed the General Manager.

About the OTA market, Moidur believes, no unhealthy competition should be promoted that harms the industry. Willingness to practise ethical business is key here, urged Moidur.

With an illustrious career of 22 years in the airline trade, Moidur Rahman has been with Roaming since its inception a year ago.