

## ShareTrip wins for Innovation in Travel Technology

- A Monitor Report

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Dhaka : ShareTrip received the award for Innovation in Travel Technology at the Bangladesh Travel, Tourism, and Hospitality Awards 2025 for reshaping Bangladesh's travel ecosystem through technology.

Sadia Haque, Co-Founder and CEO, ShareTrip received the award on behalf of the organization from the event's distinguished presenters at InterContinental Dhaka.

ShareTrip has revolutionized Bangladesh's travel industry by building a unified digital travel-fintech ecosystem. Its platform integrates AI-powered search, real-time ticket changes, a dedicated travel wallet (ST Pay), co-branded credit cards, and travel gift cards. These innovations provide travelers with flexibility, personalization, and greater control. By transforming travel into a lifestyle ecosystem that combines booking, payments, and rewards, ShareTrip has set a new benchmark for digital innovation and customer-centric travel services in Bangladesh.