

Three-day int'l tourism fair BTTF starts in March 2

A Monitor Report

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Dhaka : The 11th edition of the Bangladesh Travel and Tourism Fair (BTTF)-2023 is ready to begin on March 2-4 at Bangabandhu International Conference Centre in the capital.

The fair is being organised by the Tour Operators Association of Bangladesh (TOAB) while US-Bangla Group is the Title Sponsor of the fair.

A press briefing was held in this regard at Pan Pacific Sonargaon Hotel in the capital on February 5, said a press release.

Hasnain Rafiq, COO of First Trip, sister concern of US-Bangla Group and Md Anowar Hossain, Director-Trade and Fair, TOAB signed the agreement on title sponsorship for the fair at the event.

The fair will have a total of 150 stalls with 16 pavilions in three halls.

National and many other international tourism organisations will take part in the fair.

Tour operators and travel agents from India, Nepal, Maldives, Sri Lanka, UAE, Vietnam, Japan, and Turkiye will also be participating. Local and international airlines, hospitals, hotels, resorts, and cruise liners will also display their products and services at the stalls of the fair.

Moreover, there will be a separate lounge for the media at the fair. The three-day annual international tourism fair has been organised by Tour Operators Association of Bangladesh since 2007. Such tourism fairs are great to promote tourism to and from Bangladesh. Such marketing and branding efforts must be prioritised.

Millions of visitors attend such fairs and purchase products, offers and packages.