

TOAB launches 'Go Green' campaign to promote sustainable tourism

- A Monitor Report

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Dhaka : The Tour Operators Association of Bangladesh (TOAB), in collaboration with Mission Green Bangladesh (MGB), on August 26, launched a nationwide campaign titled "Go Green, Go Beyond" aimed at promoting responsible and environment-friendly tourism.

The campaign was inaugurated at the historic Sixty Dome Mosque in Bagerhat, a UNESCO World Heritage site, in association with the Tour Operator Association of Sundarban (TOAS), said a press release.

The initiative reflects a collective commitment to safeguarding Bangladesh's natural and cultural heritage.

TOAB Board of Directors, TOAS Joint Secretary Mazharul Islam Koche, and TOAB members were present at the launching ceremony.

As part of the campaign, tree plantation drives will be carried out at

popular tourist destinations across all divisions, encouraging both travelers and local communities to embrace sustainable tourism practices.

Organizers said the initiative will serve as a prelude to the Bangla-desh Travel and Tourism Fair (BTTF) 2025, the country's popular tourism exhibition, scheduled to be held from October 30 to November 1 at the Bangla-desh-China Friendship Conference Center (BCFCC) in the capital.

The campaign will continue nationwide until the opening of BTTF 2025, featuring eco-friendly practices like reduced plastic use and sustainable travel solutions at the event.