

Tourism Malaysia embarks on sales mission in BD

A Monitor Report

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Dhaka : Tourism Malaysia led a sales mission in Bangladesh. As part of it, the organisation participated in the Dhaka Travel Mart (DTM) 2023, and then ran roadshows in several major cities of the country including Dhaka, Chattogram and Sylhet currently.

The Malaysian delegation led by Hafiz Hazin, Deputy Director, International Promotions Division (Asia and Africa), Tourism Malaysia, comprised tour operators, travel agents, hoteliers, airlines as well as tour and activity providers, including representatives from Malaysia Healthcare Travel Council (MHTC) and Education Malaysia Global Services (EMGS).

On May 21, the delegation held a roadshow at an elite hotel in the capital where they met with their Bangladeshi counterparts.

Haznah Md Hashim, High Commissioner of Malaysia to Bangladesh, was also present on the occasion.

In her speech, she stressed that with the growing demand for alternative travel experiences, Malaysia has been diversifying its tourism products to cater to different types of travellers. Hence, Malaysia is now promoting medical, educational, and ecotourism to attract more tourists from Bangladesh and other countries in South Asia.

Reports also cited Tourism Malaysia Director-General Dato Dr Ammar Abd Ghapar said, "We believe Bangladesh is one of the important markets for us, and therefore committed to strengthening our presence and working alongside tourism fraternities in this region."

Tourism Malaysia's participation at DTM 2023 concluded on May 20 and the city sales missions by May 25, 2023 while the roadshow in the capital by the organisation ended on May 21.

The purpose behind the move was to raise Malaysia's profile and showcase its tourism products while forging closer relationships with Bangladesh's travel trade through pre-arranged business-to-business appointments at the Dhaka Travel Mart.

It may be mentioned here that, currently, visa applications to Malaysia can be made online through eVISA.

Also, 37 direct flights with 7,269 seats are scheduled weekly between Dhaka and Malaysia via different airlines.