Offline Consumer marketing activities

- Aktar Ahamed
  Deputy Manager
  Bangladesh Tourism Board
Geographical Location of Bangladesh
Bangladesh

Fast Facts

- The largest delta in the world
- An evergreen country
- Capital: Dhaka
- Official Language: Bangla
- English widely spoken
- Frontiers with India and Myanmar
- Time: GMT +06:00 Hrs.
- Temperature: Maximum 37°C Minimum 08°C
- Total Population: 160 million
- Population density: 926 sq-km
- Coastal Population: 35.08 million
- Offshore Islands: 72 Islands
- Area: 147500 sq. km.
- Independence: 16 December 1971
- Father of the Nation: Bangabandhu Sheikh Mujibur Rahman
- Head of the government: H.E. Sheikh Hasina, Prime Minister
- Per capita GDP: USD 1450
- GDP growth rate: Above 6%
Bangladesh is a land of magnificent beauty, the heritage of natural splendor and historical legacy that dates back to the third century B.C.

The country offers the most exciting experiences to visitors, ranging from a closeness with nature at its pristine best to a culture trip into civilizations of old and new viz. Mahasthangarh- 3rd Century BC archaeological site and Paharpur- 7th century AD Buddhist Monastery.

The splendors of the sea, beaches, largest Mangrove forest The Sundarbans and wildlife
• There are huge potential for development of tourism industry in the country, especially along the world’s longest beach Cox’s Bazar and the off-shore islands of Cox’s Bazar – Saint Martin’s, Moheshkhali and Sonadia.
• Sights, sounds, colour & life delight the visitor and keep him returning again & again to this land in Mosaic.
• Aptly described by Barniner, a French traveler in the 17th Century as place that has a hundred gates opened for entrance but none to depart.
Vision

Bangladesh will be one of the **Prime Tourist Destinations (PTD)** in South Asia

Mission

1. Development of World Class Tourist Products and Services through sustainable and planned development of Tourism.

2. Promote Bangladesh as an Rising Tourist Destination in the World
Promotional & Marketing Plan

Targets

- Regain trust & confidence in the international community to travel Bangladesh
- New Short-haul Market segment
Campaign Platform

- Digital Media
- Social Media
- PR & Media Relations
- Television / Print Media
- Trade Events
International TV Campaign

Travel Program and Advertisement in

TLC

Discovery Channel

BBC

Local TV Campaign

ATN Bangla

Channel 24

Independent
Advertisement in Print Media
Print Media Campaign

- Condé Nast Traveller India
- National Geographic Traveller India
- The Himalayas for all ages
- TTG Asia
- CNN Traveller
- Compass
- TRAVEL WEEKLY
- Manipulation suspected in TripAdvisor's reviews
- In wake of flu, Mexico exploits lessons from earlier disasters
Billboard inside Airport
Outdoor Advertising
Outdoor Branding
Familiarization Tours

Tour Operators, Journalists from International Media Personalities from TV, Digital and Print Platform are usually invited.

Exhibitions & Trade Shows

BTB attends 10-12 International Travel & Tourism Exhibitions and Fairs every year.

Attractive showcasing and networking activities like B2B, B2C are usually organized.
Showcasing of Tourism Products, culture, folk activities, Cuisine through Bangladesh Fest/Nights

Seminar/ Conference are arranged

B2B networking session are arranged between the local and Bangladeshi tour operators
Visit Bangladesh Year 2016-18
Visit Bangladesh Campaign
Visit Bangladesh Campaign
Cox’s Bazar Beach Carnival

Madhu Mela

Dhaka Lit Fest
VISIT Bangladesh Year Logo Activation
- Outside Country

Visit Bangladesh Logo Branded Campaign China
Visit Bangladesh Logo Branded Campaign India
Visit Bangladesh Logo Branded Campaign Myanmar
Visit Bangladesh Logo Branded Campaign New York, USA
Direct Email Marketing for Visit Bangladesh

International Mega Beach Carnival

International Mega Beach Carnival will be started from 31st December in the city of world’s longest sea beach in Cox’s Bazar toabolic to the world for the first time. Scouring7lls in this program will run till the second day of January. The three-day event will be held at the Cox’s Bazar beach. Under the Ministry of Civil Aviation and Tourism, Bangladesh Tourism Board and Cox’s Bazar Beach Management Committee are working together to arrange the festival. There are a lot of entertaining initiatives have been taken to make colorful the occasion. Traditional Sports, International Water Sport, Open Concert will be the special attraction of International Mega Beach Carnival.

Exclusive Activation Campaign activities of Bangladesh Tourism Board to celebrate Visit Bangladesh 2016 Campaign

Hinoseko Prime Minister Sheikh Hasina has declared the year 2016 as Tourism Year to further improve the tourism industry of Bangladesh. Bangladesh Tourism Board has launched the “Visit Bangladesh” campaign. A lot of activation campaigns to engage both foreigners and locals are being carried out including print and electronic media campaigns.

In continuation of the activation campaign and the occasion of the 45th Victory Day of Bangladesh, Bangladesh Tourism Board has launched a “Save Pakistan Campaign” on 16th December 2016. To promote Visit Bangladesh 2016 in Kathmandu, Nepal and in front of the National Parliament of Nepal, a poster campaign for all people travel to match the puzzle to discover Visit Bangladesh 2016 logo and collect gift hampers. On the occasion of Victory Day the foreigners will be given branded T-shirts with Visit Bangladesh 2016 logo. By exhibiting the Visit Bangladesh logo, the foreigners will come back from all over the world to Visit Bangladesh as the World Travel Market awards “Hello Bangladesh” being promoted all over Bangladesh in various travel channels.

In order to promote Visit Bangladesh amongst radio listeners, radio commuters and special print media campaign will be started. In the meantime, the Bangladesh Tourism Board Television Commercial “Hello Bangladesh” is being promoted all over Bangladesh in various News Channels.

Jana Ojana Bangladesh Micro Site

In order to promote Visit Bangladesh 2016 Campaign, Bangladesh Tourism Board launched a micro site “Jana Ojana Bangladesh”. From this site, everyone can share their wonderful experience with all. The most exciting and breathtaking experiences will be awarded by Bangladesh Tourism Board.

Publishing
Tourism
materials
In-flight Magazine and BTB News Letter
Event Partner
Spot Information Wall /Signage
Challenges------

- Sufficient Budget
- Ideal Strategic Plan and expertise
- Introduce measurement system
Thanks' To All