

Organized by

পর্যটন বিচিত্রা  
Parjatan Bichitra

Endorsed by



Ministry of Civil Aviation and Tourism

You are invited to join

Asian  
Tourism  
FAIR

Connecting Regional Tourism

Event by

BrandCare  
GLOBAL

THE BIGGEST EVER TOURISM EXPO IN BANGLADESH

**11<sup>th</sup> ASIAN TOURISM FAIR**

September 19 20 21, 2024

International Convention City Bashundhara (ICCB)  
Dhaka, Bangladesh





Bangladesh



Nepal



Thailand



Sri Lanka



China



Malaysia

## ASIAN TOURISM FAIR (ATF)

Tourism is increasingly a major source of economic growth, employment, income and main revenue of many developing countries. It can significantly contribute to social and economic development activities.

It gives us immense pleasure to invite you to the 11<sup>th</sup> Asian Tourism Fair (ATF, Dhaka) scheduled to be held on September 19-21, 2024 at International Convention City Bashundhara (ICCB), Dhaka Bangladesh.

ATF is an exceptional platform providing immense opportunities for tourism buyers and sellers from Asian countries to come and showcase their latest Products & services. It is the largest and most popular tourism event in Bangladesh.

This not-to be missed showcase "Asian Tourism Fair" would also serve as a useful development tool for disseminating information for conservation, culture as well as inspire local communities in different countries and help each others tourism destinations.

## EVENT'S HIGHLIGHTS

On the early celebration of world tourism day 2024, this year Asian Tourism Fair has taken added glory & prestige with the side line events of Seminar, Workshop, Skill convention, Cultural Programme, Bangladesh Tourism Night & Award Ceremony along with tourism trade exhibition, B2B & B2C Sessions.

## EXHIBITORS

Adventure Tourism Clubs | Airlines, Railways, Bus, Cruise Lines | Amusement, Theme Parks, Health Spas & Resorts | Duty free shops, Souvenir Shops | Entertainment and Hospitality equipments | Hotels, Resorts, Motel, Guest House | National Tourism Organizations | Tour Operators, Travel Agents | Tourism Institutes & Training centers | Travel Accessories & Equipments | Travel Insurance, Travel loan, Credit Card | Travel Reservation Systems | Travel Publishers & Photographers | Medical Tourism | MICE | Community Based Tourism |

## MARKET POTENTIAL

Bangladesh is one of the fastest growing markets for outbound, inbound and domestic tourists. Even in the present scenario of corporate culture, the most of companies are offering annual corporate trip at home or abroad. Flights are increasing significantly between Bangladesh and other countries, especially in the Asian & Middle East regions.

Bangladesh is one of the best valued destinations for international tourist (Source: Lonely Planet) having the largest mangrove forest, longest unbroken sea beach, tea gardens, hilly areas and ethnic community, rich cultural heritages, Buddhist heritage sites, hospitable people and many more. It's a valued destination for community based tourism as well. It is the destination of celebrating diversity. Bangladesh is also one of potential tourist source mark et for many asian destinations.

## PREVIOUSLY PARTICIPATED COUNTRIES

Bangladesh | India | Nepal | Bhutan | Thailand | Malaysia | Sri Lanka | Indonesia | China | Korea | Sri Lanka | Japan | Jordan | Iran | Qatar | Philippine | Singapore | Lithuania |

## HOTEL, TRANSPORT & TOUR

Discounted hotel, transport & pre/post event trip reservation can be done through ATF nominated agents and enlisted hotels. It is applicable only for exhibitors who take early bird registration opportunity.

## VISITORS

Business Travel Agencies | National & International Tourism Representative | Corporate Travel Buyers | Tourism Skills Professionals | Travel media Professional | Leisure Travelers (FIT & GIT) | Adventure Travelers | Corporate Travelers | Industry Students | Researches | High ending Travellers |

## REGISTRATION SCHEDULE

Registration Start	: On Going
Early Bird Registration	: Before 30 June 2024
Late Registration	: 31 August 2024





Turkey



Lithuania



Bhutan



India



Indonesia



Philippines

## RATE OF BOOTH

Booth Size	Rate	Early Bird Rate (Valid before 30 June 2024)
(8'X8') = 64 sft	USD 1500	USD 1200
(8'X16') = 128 sft	USD 3000	USD 2400
(16'X16') = 256 sft	USD 6000	USD 4800

\* Above rates are not included VAT & TAX

## FACILITIES (EACH STALL)

- 1 Table 2 Chairs
- Fascia with Company name
- 1 Basket & Floor Carpet
- 2 Tube Lights & Power Socket

## TERMS & CONDITIONS

### A) LIABILITIES :

Asian Tourism Fair will not be liable for any loss or damage of any exhibit. Exhibitors are advised to insure their exhibits theft, loss or damage, and for fire.

### B) LOGISTICS :

Logistic supports like Stall decoration, clearing and transportation of goods can be done with nominated agent. Other support like Telephone, Photocopy, Photograph and sales staffs can be arranged during the exhibition on payment with prior requisition. Other

### C) CANCELLATION OF STALL BOOKING :

Cancellation of stall booking shall only be considered on written

application latest by 30 June 2024. 50% percent of the registration fee will be deducted for cancellation. No Cancellation request will be entertained after the deadline.

## MODE OF PAYMENT

All payments are to be made in favor of organizer's Account. Bank Transfer costs will be borne by the sender.

Account Name : **Parjatan Bichitra**  
 A/C Number : **62833000159**  
 Bank Name : *Bank Asia*  
 Branch : *Sukrabad Branch, Holding-02, Mirpur Road  
 Sukrabad, Dhaka, Bangladesh*  
 Branch Code : 628  
 Routing No. : 070270686

## ORGANIZED BY

ATF Dhaka is brought to you by the popular travel and tourism magazine in Bangladesh -**The Parjatan Bichitra**, Endorsed by - Ministry of Civil Aviation and Tourism, Govt. of Bangladesh, with supported by Bangladesh Parjatan Corporation (BPC), Bangladesh Tourism Board (BTB) & tourism trade association in home & abroad

## MANAGEMENT BY

The upcoming Asian Tourism Fair will be professionally managed by the leading event management organization-Brand Care Global.

## REGISTRATION

You are requested to fillup the registration form for confirming your booth & send to fair secretariat :

House - 97/1, Flat - 2B, Sukrabad  
 Sher-E-Bangla Nagar, Dhaka-1207  
 Bangladesh.

E-mail : [asiantourismfair@gmail.com](mailto:asiantourismfair@gmail.com)  
 Phone : +88 02-222242944

## CONTACT

**Mr. Mohiuddin Helal**  
 Chairman, ATF Dhaka  
 E-mail : [info@asiantourismfair.com](mailto:info@asiantourismfair.com)  
 Mobile : +88 01819224593, 01970004447

**Mr. Borhan Uddin**  
 Fair Director, ATF Dhaka  
 Mobile : +88 01730450099 (BD)

## DMCL Desert Express Travel & Tours LLC

Office no : 105, 1st floor, Plot no 589-0  
 Bruj Nahar Views Building  
 Deira, Dubai, U.A.E  
 Mobile : +97154 400 8920







# 1<sup>st</sup> BANGLADESH TOURISM DEVELOPMENT SUMMIT-2023

Bangabandhu International Conference Center (BICC)  
Dhaka, Bangladesh



## Partners of 10<sup>th</sup> ATF DHAKA-2023

Featured Countries in ATF Dhaka-2023



Organized by



Endorsed by



Strategic Partner



Skills Partner



Supported by



Innovation Partner



Title Sponsor



Bank Partner



Hospitality Partner



Cruise Partner



Transport Partner



Official Publication



Implemented by





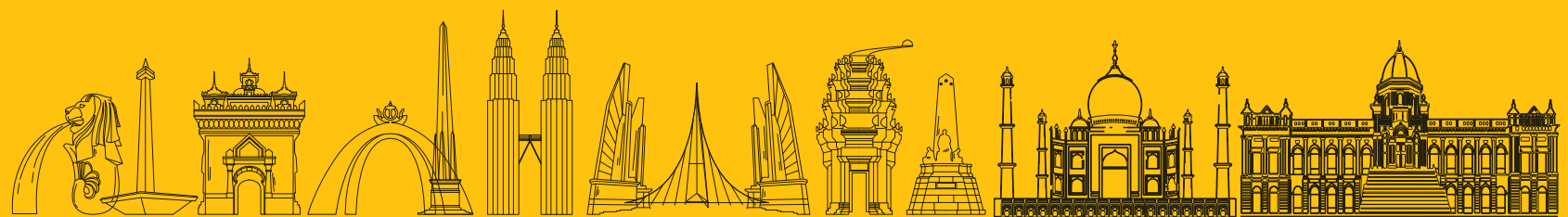


## ATF DHAKA

- ✉ [asiantourismfair@gmail.com](mailto:asiantourismfair@gmail.com)
- ☎ +88 01819 224593, 01730 450099
- 🌐 [www.asiantourismfair.com](http://www.asiantourismfair.com)
- 📘 [fb/asiantourismfair](https://www.facebook.com/asiantourismfair)

**20** COUNTRIES

**200** EXHIBITORS







2 পুশপোগুচু  
PUSHPOGUCHCHO

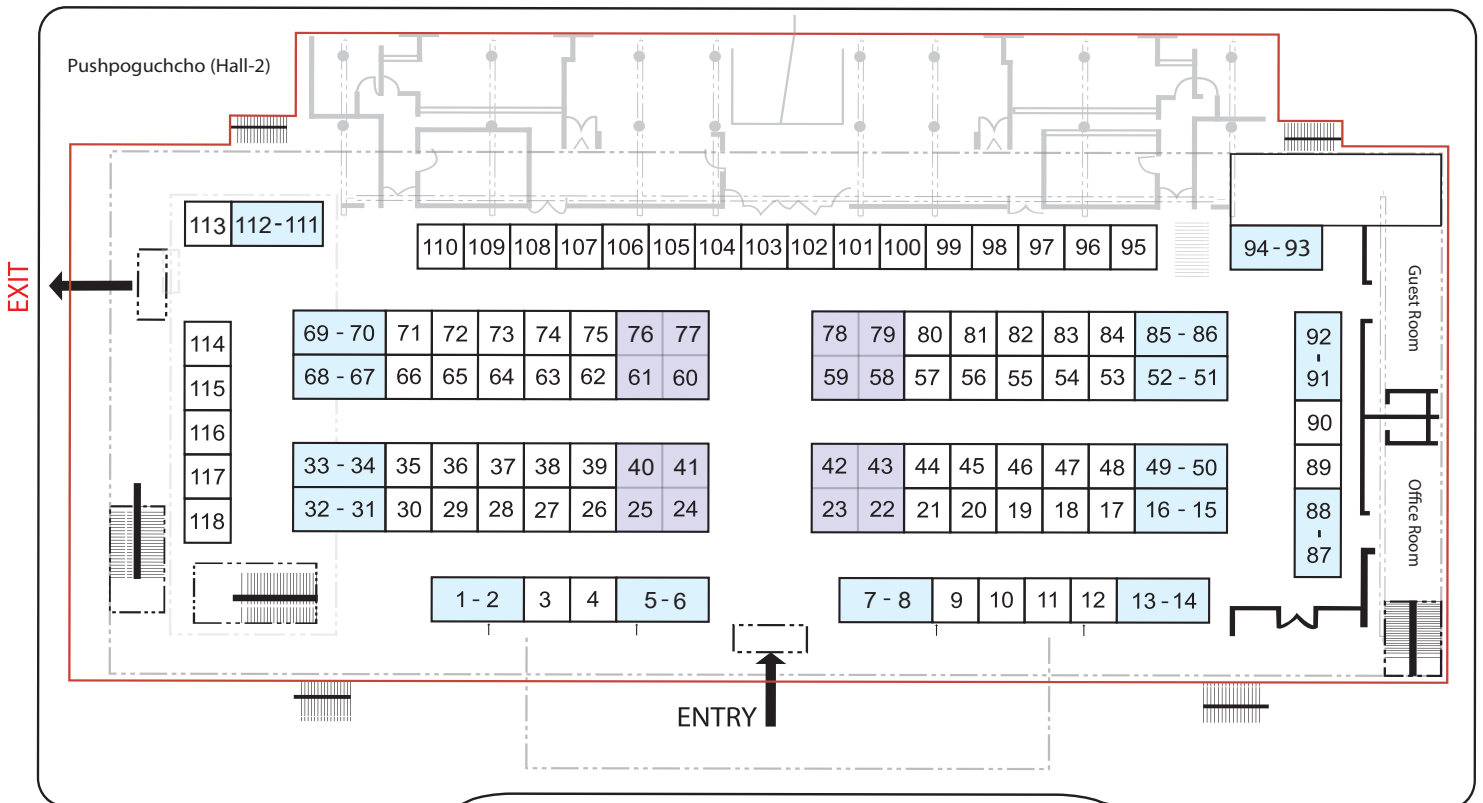


# 11th ASIAN TOURISM FAIR

September 19 20 21, 2024

International Convention City Bashundhara (ICCB)  
Dhaka, Bangladesh

## Exhibition Layout- 01 (Hall-02)



Organized by

পর্যটন বিচিত্রা  
Parjatan Bichitra

**Basic Furniture and Fixture in each Stall (8'x8')**

- One Table
- Two Chairs
- Electric connection with lights
- Facia board with Exhibitor's name

■ Prime Pavilion (16'x16')

■ Semi Pavilion (16'x8')

■ Double Booth (16'x8')

■ Central Booth (8'x8')

Event by

BrandCare  
GLOBAL

[www.asiantourismfair.com](http://www.asiantourismfair.com)

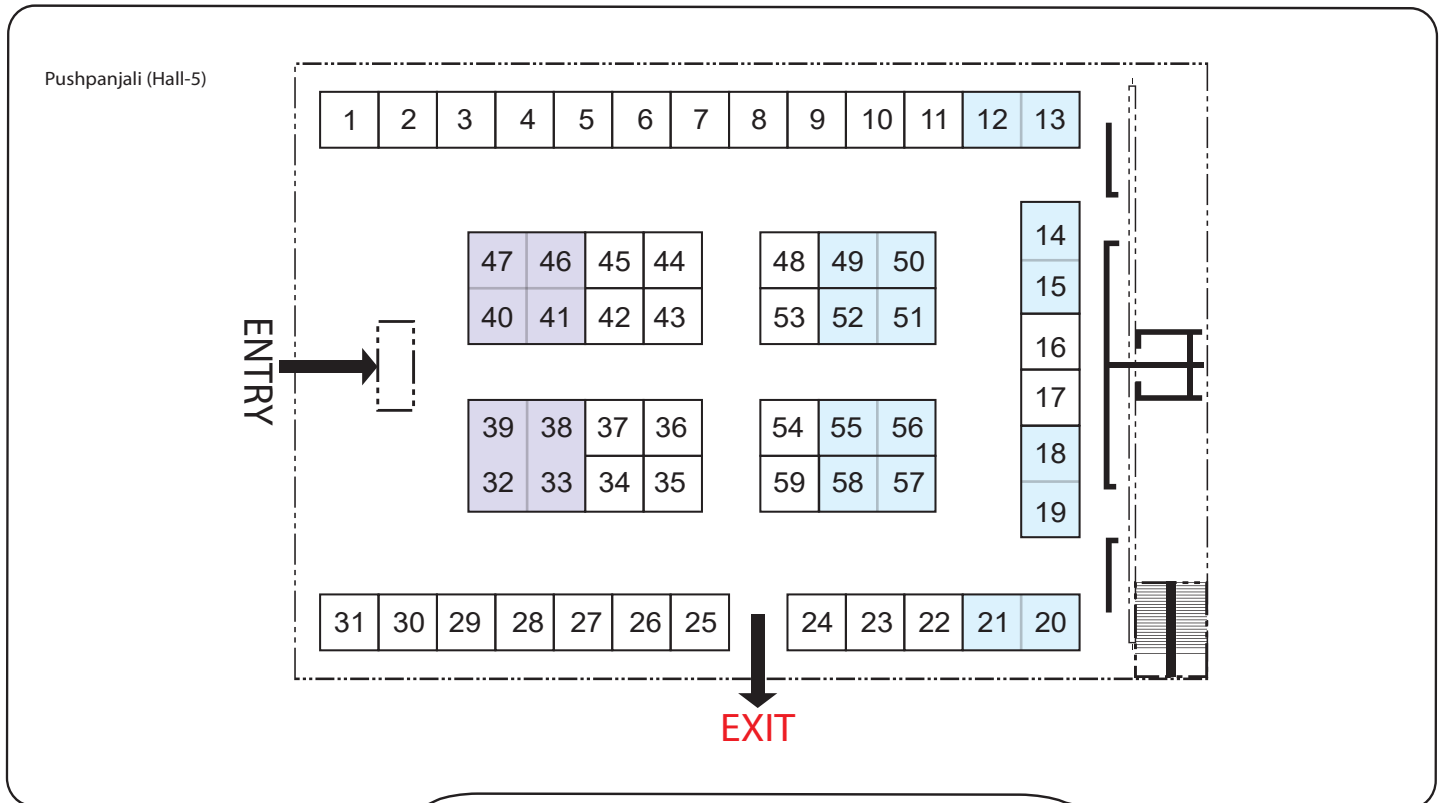


# 11th ASIAN TOURISM FAIR

September 19 20 21, 2024

International Convention City Bashundhara (ICCB)  
Dhaka, Bangladesh

Exhibition Layout- 02 (Hall-05)



Organized by

পর্যটন বিচিত্রা  
Parjatan Bichitra

**Basic Furniture and Fixture in each Stall (8'x8')**

- One Table
- Two Chairs
- Electric connection with lights
- Facia board with Exhibitor's name

■ Prime Pavilion (16'x16')

■ Semi Pavilion (16'x8')

■ Double Booth (16'x8')

■ Central Booth (8'x8')

Event by

BrandCare  
GLOBAL