



13th Bangladesh Travel & Tourism Fair

BTTF-2025

BANGLADESH'S LARGEST INT'L TOURISM EXPO

BTTF BROCHURE

Date: **30** **31** OCT **01** NOV, 2025

Bangladesh-China Friendship Conference Center (BCFCC)
Agargaon, Sher-E-Bangla Nagar, Dhaka-1207

20+ Countries | 200+ Qualified Buyers | 250+ Exhibitors
20+ International Hospitality | 50,000+ Visitors | 2,000+ Trade Visitors
4 Themed Halls (Celebrity, Carnival, Harmony & Milky Way) | 60,000 Sqm Exhibition Space

Venue Partner :



Supported by :



Organised by :



TOUR OPERATORS
ASSOCIATION OF
BANGLADESH

Table of Contents

TOAB – The Organizer	3
An Overview of BTTF	3
Journey of BTTF	4
Schedule of (BTTF) 2025	4
Exhibition Timeline.....	4
Featured Sessions	4
Focus Areas of the Expo	4
Objectives - BTTF 2025	5
Target Audience & Strategic Reach	6
BTTF - Facts & Figures.....	6
Market Communication Matrix	7
Link of BTTF Website & Social Media Account:.....	7
Stall Measurement:.....	8
Layout of Ground Floor	9
Layout of 1st Floor.....	10
Past Patrons.....	11
Memories from previous BTTFs	11

TOAB – The Organizer

Tour Operators Association of Bangladesh (TOAB) was formed in the year of 1992. This was the time when a handful of agencies operating tours inside Bangladesh, felt the need of such an association or trade body to overcome immense problems and difficulties being faced by them regularly. Besides this, the other main objective or aim of the organization was to develop and nourish tourism in Bangladesh and to promote the tourism products of Bangladesh in the international arena. After a long wait and completion of different formalities, the association was recognized as a trade organization by the Ministry of Commerce, Government of the People's Republic of Bangladesh in 2002. Currently, TOAB is having 751 active Members.

TOAB Members regularly participate in the different tourism fairs in Asia, Europe, and North America, etc., and contribute to branding Bangladesh around the world. Since the beginning of TOAB, its members have been actively participating in different international trade fairs like ITB - Berlin, BIT - Milan, FITUR - Madrid, WTM - London, ATE - Sydney, BITE - Beijing, ATM - Dubai, KOTFA - Seoul, COTTM - Beijing, JATA - Tokyo, MITT - Moscow, MATTA - Kuala Lumpur, ATA Travel Mart - Bangkok, TTF - Kolkata, OTM - Mumbai, SATTE – Delhi, etc. in collaboration with the Ministry of Tourism and Bangladesh Tourism Board. TOAB also participates in different local and regional tourism exhibitions organized by the Tourism Ministry, Bangladesh Tourism Board, and Bangladesh Parjatan Corporation. TOAB organizes Bangladesh Travel and Tourism Fair (BTTF) every year which is the largest international tourism fair in Bangladesh. It is to be noted that the TOAB BTTF 2019 was inaugurated by the Hon'ble President of the People's Republic of Bangladesh Mr. Md. Abdul Hamid.

An Overview of BTTF

The 13th edition of the Bangladesh Travel & Tourism Fair (BTTF) 2025 will be organized by the Tour Operators Association of Bangladesh (TOAB) from 30, 31 October & 01 November 2025 at the Bangladesh-China Friendship Conference Center (BCFCC), Dhaka.

It is worth mentioning that TOAB, the principal stakeholder of the country's tourism industry, has been organizing this flagship annual event since 2007 with the aim of promoting and developing tourism both nationally and internationally.

Following the successful completion of twelve previous international tourism fairs, TOAB is now more organized, committed, and enthusiastic than ever to deliver a larger, more impactful trade show in 2025. With renewed determination and strategic focus, we are confident that BTTF will continue as a premier annual event, contributing significantly to the growth and global positioning of Bangladesh's tourism industry.

Journey of BTTF



Schedule of (BTTF) 2025

Exhibition Timeline

Date : 30 Oct - 01 Nov 2025
 Time : 10:00 AM to 08:00 PM
 Venue : Bangladesh-China Friendship Conference Center, BCFCC
 Location : Sher-e-Bangla Nagar, Dhaka, Bangladesh

Featured Sessions

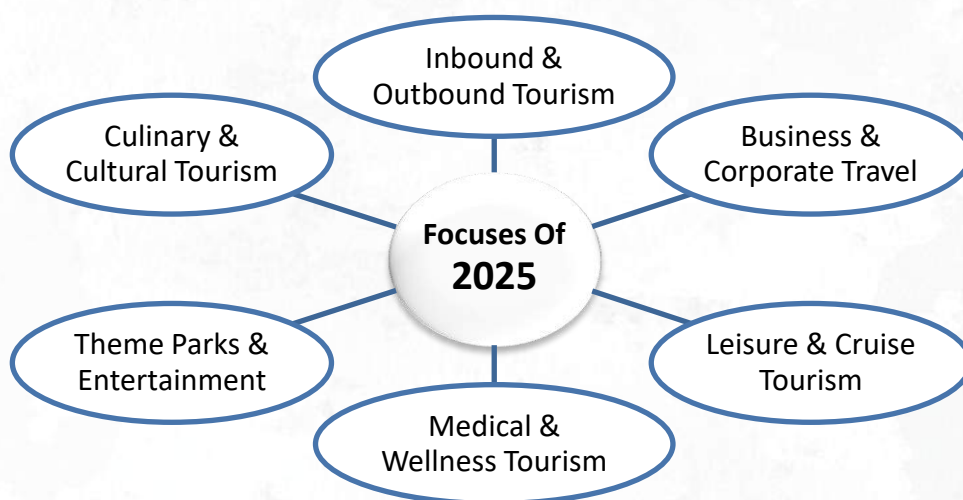
Time	30 Oct Thursday	31 Oct Friday	01 Nov Saturday
10:00-11:30	Opening Ceremony	B2B Session	Seminar
15:00-16:00	Seminar	Seminar	Country Presentation
16:30-17:30	Country Presentation	Round Table Discussion	Grand Raffle Draw
18:00-20:00	Cultural Show	Cultural Show	Closing Ceremony

Focus Areas of the Expo

The Bangladesh Travel & Tourism Fair (BTTF) is the premier exhibition for the travel and tourism industry in Bangladesh. It serves as an annual platform for organizations from both Bangladesh and abroad to showcase their products and services to a broad audience. The fair facilitates meaningful engagement between visitors and key industry stakeholders including tour operators, travel agents, hoteliers, airlines, and other service providers—helping travelers plan both domestic and international trips with confidence.

Organized by the Tour Operators Association of Bangladesh (TOAB), the leading trade body for the country's tourism sector, BTTF plays a pivotal role in the development and promotion of tourism in Bangladesh. We are optimistic that recent socio-political developments, along with improved safety and harmony, will contribute to steady growth in the industry and elevate Bangladesh's profile as a vibrant global travel destination.

The central objective of BTTF is to promote and develop the tourism sector in Bangladesh. As an international trade fair, it caters to both domestic and international tourism professionals and consumers. The event enables direct interaction between exhibitors and end-consumers, covering a wide range of segments including:



BTTF provides a dynamic environment for showcasing innovations, building networks, and fostering partnerships across all facets of the travel and tourism industry.

Objectives - BTTF 2025

The primary objective of BTTF 2025 is to promote and develop the tourism sector in Bangladesh, while also fostering regional networking and collaboration.

In addition to the main tourism exhibition, special emphasis is placed on both B2B and B2C engagement. A series of complementary events—including tourism seminars, roundtable discussions, country presentations, press conferences, cultural shows, and raffle draws—enhance the vibrancy and appeal of the fair. BTTF 2025 offers a unique platform for the entire travel trade and hospitality industry to connect, collaborate, conduct business, and stay informed about the latest trends and developments in the global tourism landscape.

Target Audience & Strategic Reach

BTTF 2025 serves as a premier platform for exhibitors aiming to tap into the South Asian travel and tourism market. It brings together a wide range of global organizations and enterprises—from destinations and attractions to airlines, cruise lines, hotels, travel agents, and more—offering them a comprehensive solution for showcasing their services, expanding distribution channels, and enhancing brand visibility.

This fair presents a unique opportunity for the entire travel trade and hospitality ecosystem to gather in one place to network, negotiate, establish business relationships, and stay current with the latest trends and developments in the industry.

The targeted audience of BTTF 2025 includes:

- Domestic and international tour operators and travel agencies
- Hotels and resorts (local and global)
- Airlines and cruise companies
- Event organizers and destination management companies (DMCs)
- Media outlets, PR firms, and travel publications
- Tourism boards and Government bodies
- Academics, students, and professionals in tourism and hospitality
- Tour guides and freelancers in the tourism sector
- Dignitaries, corporate leaders, and government representatives from around the world
- Mainstream travelers including leisure, business, and family tourists form a core segment of the audience.
- Niche segments such as medical, wellness, adventure, cultural, culinary, and experiential travelers are also key focus areas, reflecting the diversity of modern tourism interests.

BTTF 2025 is not just a trade show—it is a hub for knowledge-sharing, market exploration, and strategic connections across the global travel industry.

BTTF - Facts & Figures



Market Communication Matrix

Channel	Duration	Reach / Engagement	Remarks
Social Media	3 month	3 M	Boosting & Google Ads
Website	3 month	150 Thousands	Google Ads and SEO
Vlogger Engagement	3 month	5 M	
Email Campaigns	3 month	5000 +	Direct emailing
Posters/Banners	4 days		Overall Dhaka
Venue Branding	4 days		Branding at highly visible areas
Press Conference	2 press Conference	150 + Press	Venue – Hotel Intercontinental & Hotel Pan Pacific Sonargaon
Press Release	3 month	150+	print & electronic media
Publication	One Time	5 thousands	CXO Level Executives only
Tree Plantation	64 Days		Tree Plantation on 64 district in 64 days
Poll & Trivia	60 Days	600 Thousands	Facebook poll & Trivia create

Link of BTTF Website & Social Media Account:

Website: <https://btTF.net.bd/>

Facebook: <https://www.facebook.com/bangladeshtravelandturfair>

Linkedin: <https://www.linkedin.com/company/btTF-toab>

Instagram: https://www.instagram.com/toab_btTF/

Tik Tok: https://www.tiktok.com/@btTF_toab

Youtube: <https://www.youtube.com/@toabbtTF>

Stall Measurement:

Stall Measurement



Semi Pavilion Measurement

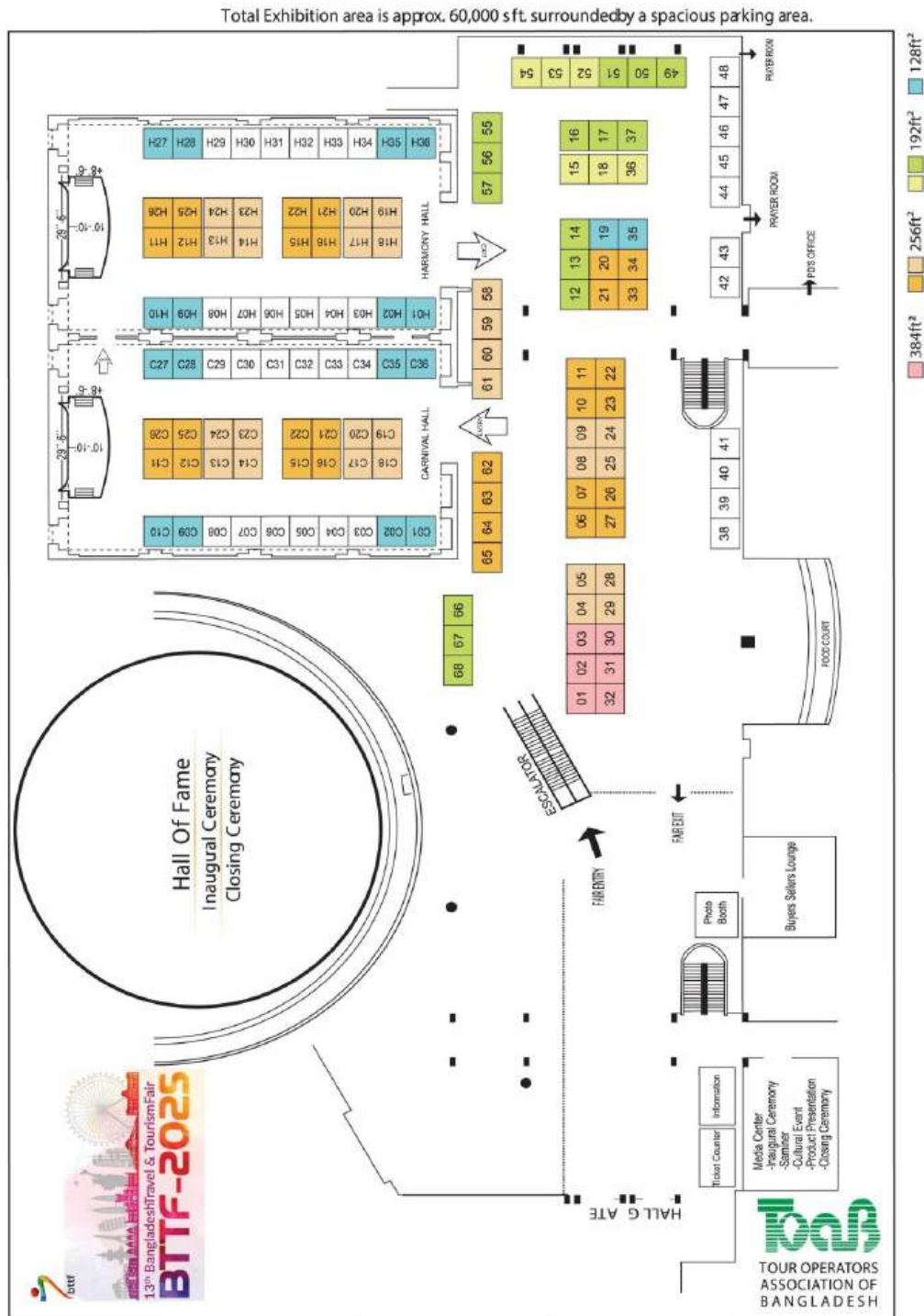


Pavilion Measurement

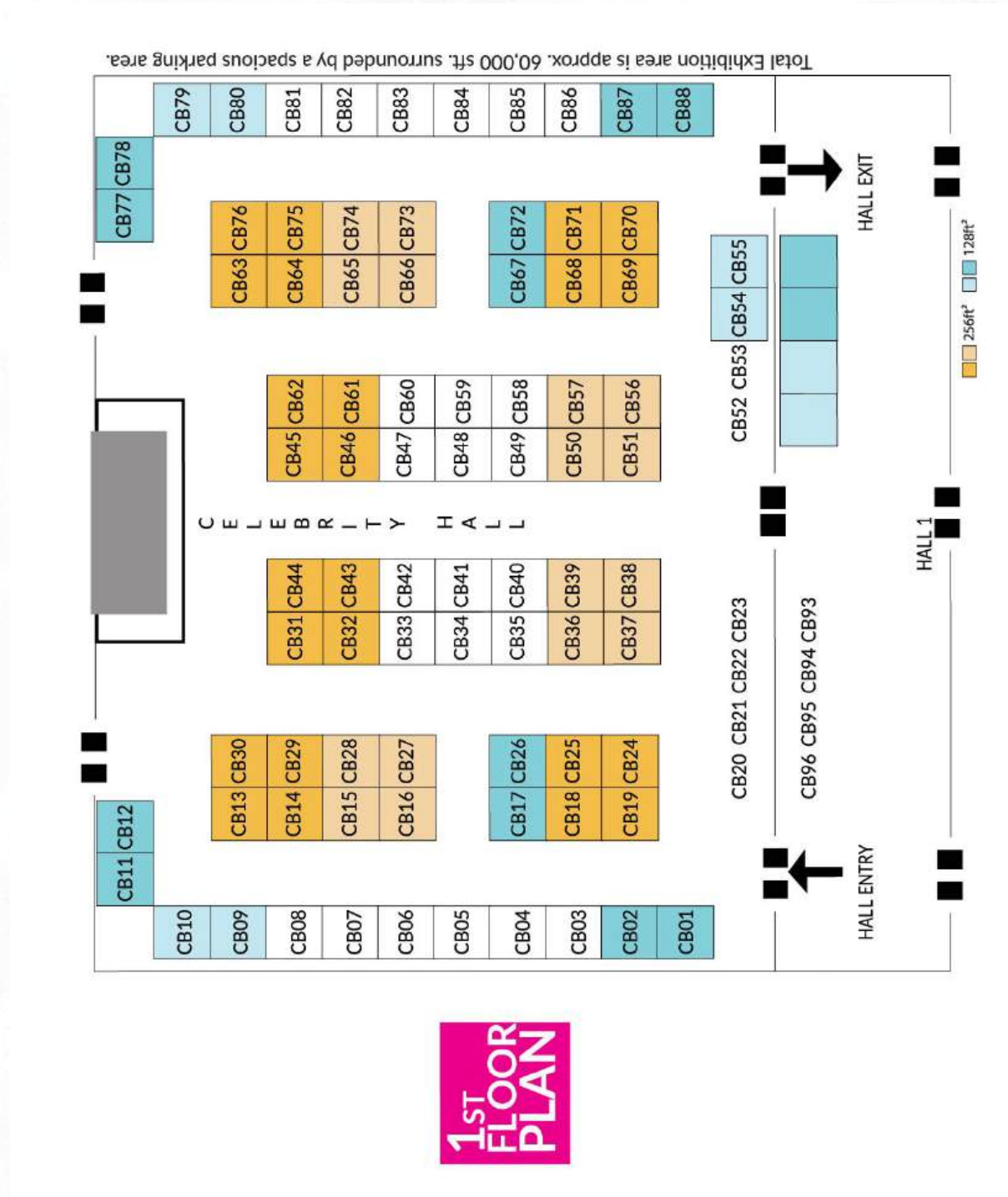
Special Pavilion Measurement

Height	2.4 m	2.4 m
Wide	2.4 m	5.5 m
Length	4.9 m	5.2 m
Standard booth facilities		
Table	4 pcs	4 pcs
Chair	8 pcs	8 pcs
Power Socket	General	
Lights	General	

Layout of Ground Floor



Layout of 1st Floor



Past Patrons



Memories from previous BTTFs

