



# Tourism in Bangladesh Potential and Opportunities for Investment

**Md. Mokammel Hossain**  
**Secretary**  
**Ministry of Civil Aviation and Tourism**



# Contents



- Introduction
- Bangladesh Tourism - The Crouching Tiger
- Transforming Tourism Development
- Need for International Capital Mobilization
- Development Pipeline

# Introduction



**After an unprecedented slowdown owing to the global pandemic the tourism industry has rebounded strongly with a fresh outlook focusing on resilient sustainable development and responsible experiences.**

**Having learned from global experiences during the pandemic Bangladesh observes a unique proposition to kick-start is tourism transformation with a strong foundation and minimal baggage, creating a lucrative value proposition through potential tourism investment opportunities in the country.**



# Bangladesh Tourism

## A Crouching Tiger



Bangladesh Tourism Investment Potential





# Untapped Economic Potential

## Contribution of Tourism to National GDP



- Bangladesh – **3.04%**
- Global Average – **~10%**



**The untapped economic potential of tourism at current GDP level - \$32.5b**



**Positive economic development track record and outlook**



**GDP is expected to grow by 6.4% in 2023 cementing its position as one of the fastest-growing economies in the world**



**Increased disposable income and growing domestic demand for tourism**



**Per-capita income grew by over 10.2% between 2020 and 2021**



**Outbound tourism from Bangladesh increased from \$165m (2001) to \$394m (2020) growing at an average rate of 7.95%**



# Diverse Tourism Offerings

Blessed with a range of natural and cultural assets, Bangladesh holds tremendous potential for serving the demand of diverse classes of tourist segments both domestic and international



Archeological &  
Historical Tourism



Eco-Tourism



Riverine Tourism



Pilgrimage &  
Spiritual Tourism



Adventure & Sports  
Tourism



Beach Tourism



Ethno Tourism  
(CBT/Gastronomy)



Cruise Tourism



Rural Tourism



MICE



# Product Mapping for Cluster

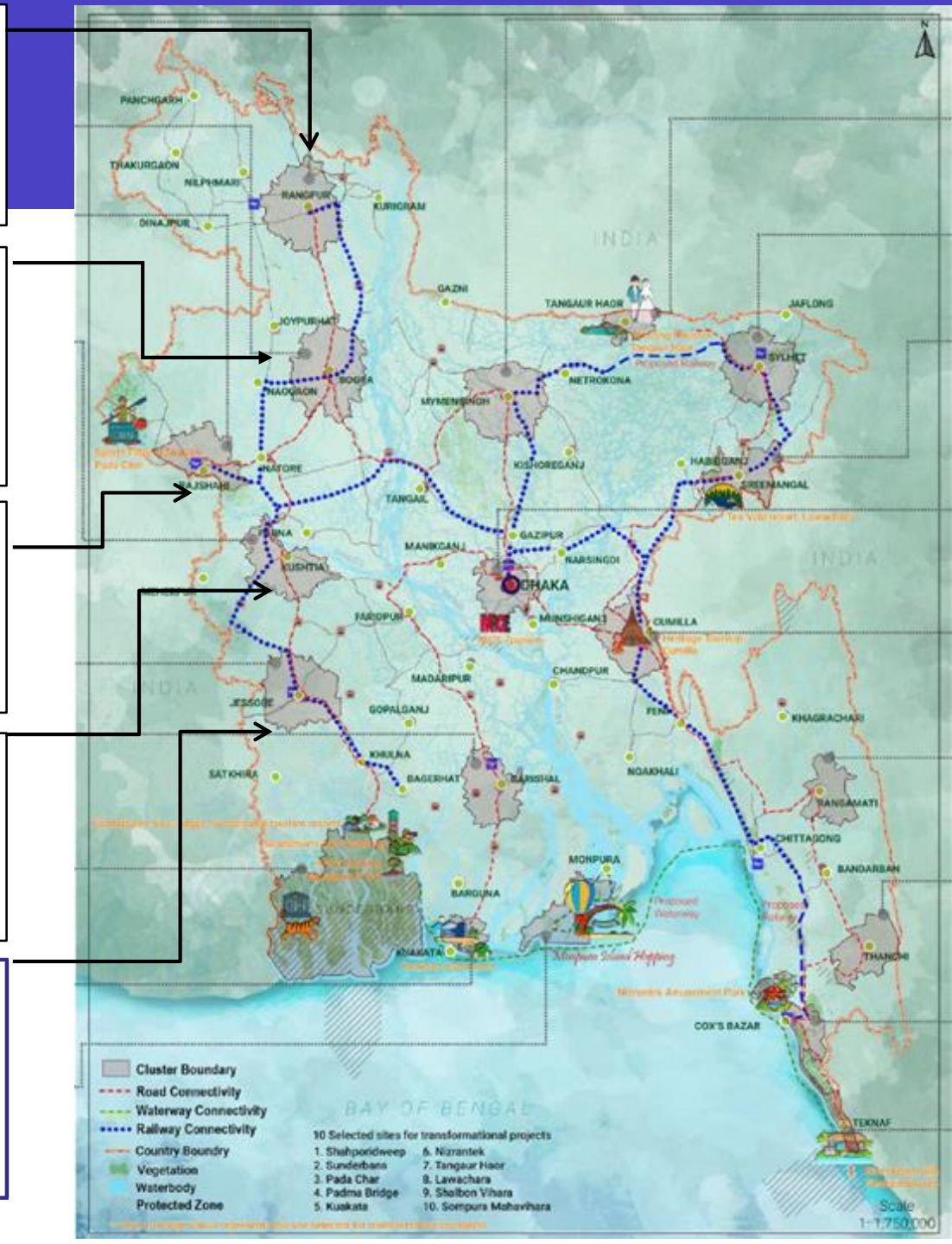
Name- **Rangpur**  
 Theme- **Cultural Heritage (Fairs & Festivals)**  
 Tourist Footfall- **1,92,421**  
 Accomodation Unit- **2270**  
 Target Market- **UK, USA, Japan, China, India, Russia**

Name- **Bogura**  
 Theme- **Cultural Heritage (Fairs & Festivals)**  
 Tourist Footfall- **2,95,045**  
 Accomodation Unit- **3481**  
 Target Market- **UK, USA, Japan, China, Germany, Italy**

Name- **Rajshahi**  
 Theme- **Cultural Heritage (Fairs & Festivals)**  
 Tourist Footfall- **9,23,620**  
 Accomodation Unit- **10,898**  
 Target Market- **UK, USA, Japan, China, India, Russia**

Name- **Kushtia**  
 Theme- **Cultural Heritage (Fairs & Festivals)**  
 Tourist Footfall- **3,74,094**  
 Accomodation Unit- **469**  
 Target Market- **UK, USA, Japan, China, Germany, Italy**

Name- **Jashore**  
 Theme- **Cultural Heritage (Fairs & Festivals)**  
 Tourist Footfall- **4,44,237**  
 Accomodation Unit- **557**  
 Target Market- **UK, USA, Japan, China, India, Russia**





# Product Mapping for Cluster ...

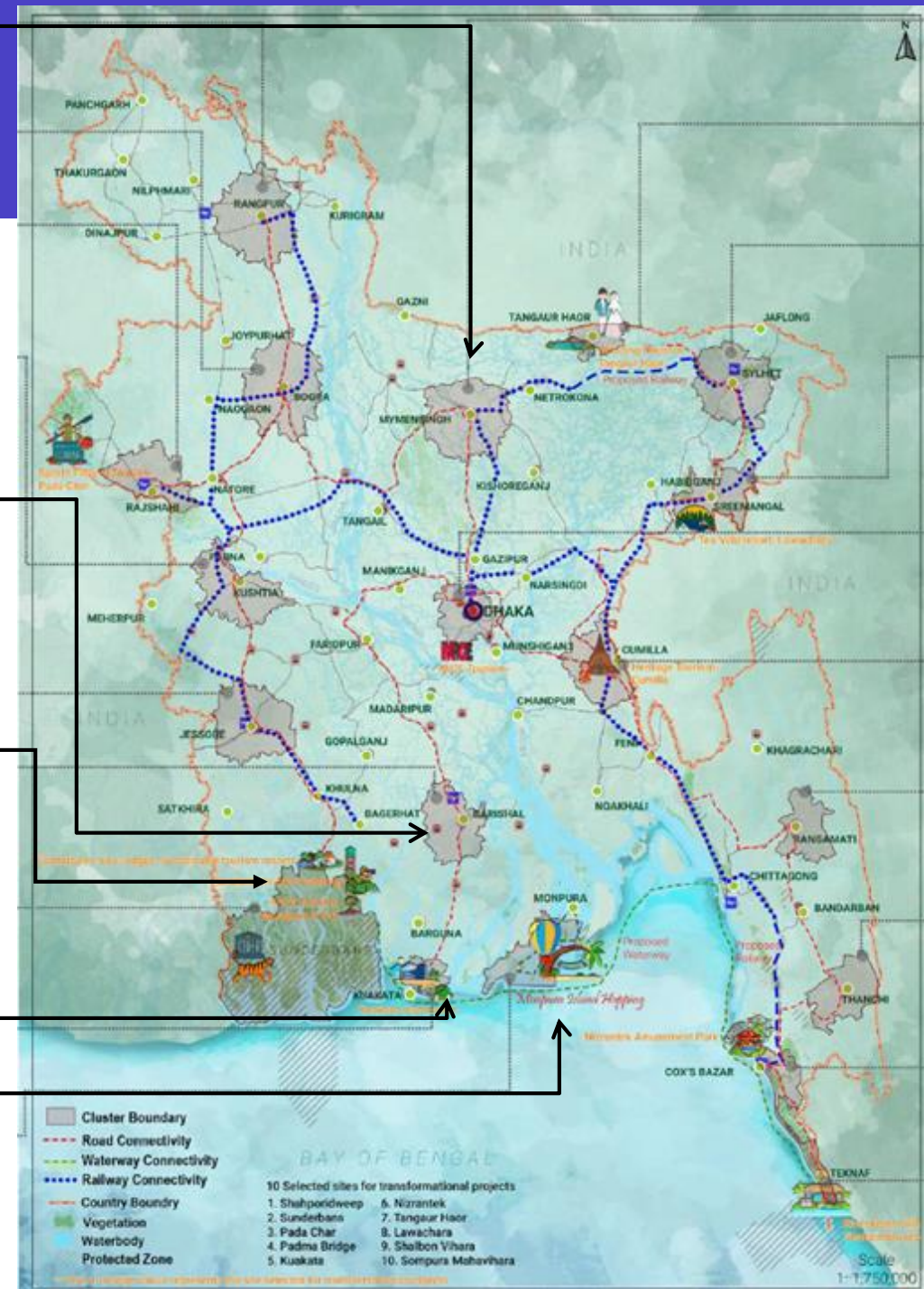
Name- **Mymensingh**  
 Theme- **Adventure and Leisure Tourism**  
 Tourist Footfall- **9,56,629**  
 Accomodation Unit- **425**  
 Target Market- **Japan, UK, USA, Italy, Australia, Scandinavian Countries**

Name- **Barishal**  
 Theme- **Riverine & Cruise Tourism**  
 Tourist Footfall- **10,90,848**  
 Accomodation Unit- **3908**  
 Target Market- **UK, Japan, India, USA, Europe, China**

Name- **Sunderbans**  
 Theme- **SAVE & Adventure Tourism**  
 Tourist Footfall- **64,08,730**  
 Accomodation Unit- **22,957**  
 Target Market- **Japan, UK, USA, Europe, China, Australia**

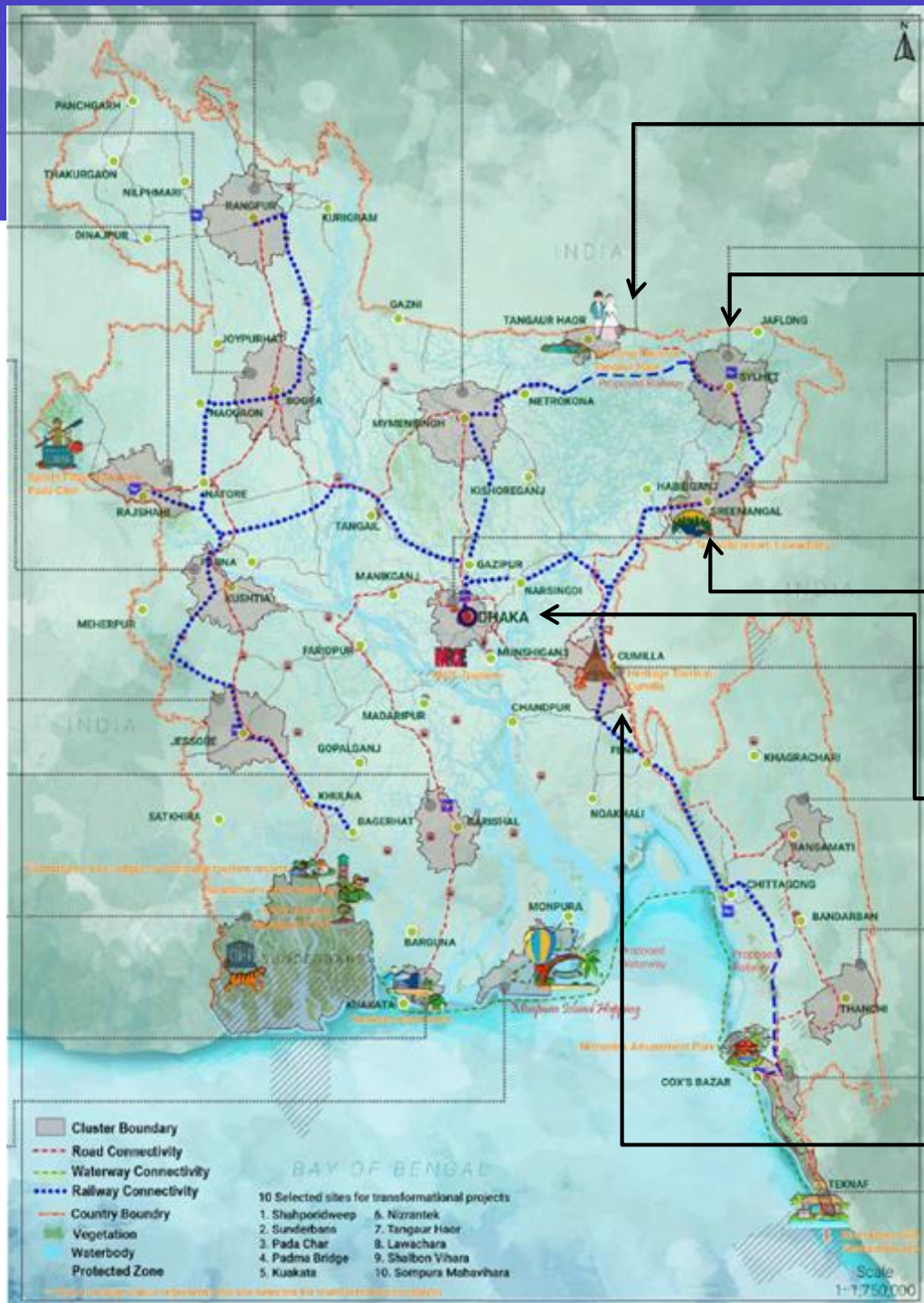
Name- **Kuakata**  
 Theme- **Adventure & Lesuire Tourism**  
 Tourist Footfall- **59,99,662**  
 Accomodation Unit- **21,492**  
 Target Market- **Japan, UK, USA, Italy, Australia, Scandinavian Countries**

Name- **Monpura**  
 Theme- **Welness and ecolux, Adventure Tourism**  
 Tourist Footfall- **11,59,026**  
 Accomodation Unit- **4152**  
 Target Market- **China, Japan, Thailand, Australia, USA, UK**





*Product Mapping for Cluster ...*



Name- **Tangaur Haor**  
 Theme- **Riverine & Cruise Tourism**  
 Tourist Footfall- **84,35,490**  
 Accomodation Unit- **18,130**  
 Target Market- **UK, Japan, India, USA, Europe, China**

Name- **Sylhet**  
 Theme- **Adventure & Leisure Tourism**  
 Tourist Footfall- **17,86,339**  
 Accomodation Unit- **3839**  
 Target Market- **Japan, UK, USA, Australia, Scandinavian Countries, China**

Name- **Sreemangal**  
 Theme- **Wellness, Ecolux & Adventure Tourism**  
 Tourist Footfall- **12,43,706**  
 Accomodation Unit- **2477**  
 Target Market- **China, Japan, India, Thailand, Australia, USA**

Name- **Dhaka**  
 Theme- **Cultural Heritage (Fairs & Festivals) & MICE**  
 Tourist Footfall- **44,11,240**  
 Accomodation Unit- **17,533**  
 Target Market- **UK, USA, Japan, Italy, Germany, India**

Name- **Cumilla**  
 Theme- **Cultural Heritage (Fairs & Festivals) & MICE**  
 Tourist Footfall- **13,00,886**  
 Accomodation Unit- **2591**  
 Target Market- **UK, USA, Japan, China, India, Russia**



# Product Mapping for Cluster ...



Name- **Rangamati**  
 Theme- **Riverine, Cruise & Cultural Heritage (Fairs & Festivals)**  
 Tourist Footfall- **2,28,727**  
 Accomodation Unit- **455**  
 Target Market- **UK, Japan, India, USA, China, Russia**

Name- **Thanchi**  
 Theme- **Adventure & Sports Tourism**  
 Tourist Footfall- **4,28,864**  
 Accomodation Unit- **854**  
 Target Market- **Australia, USA, Scandinavian Countries, France, Spain, Germany**

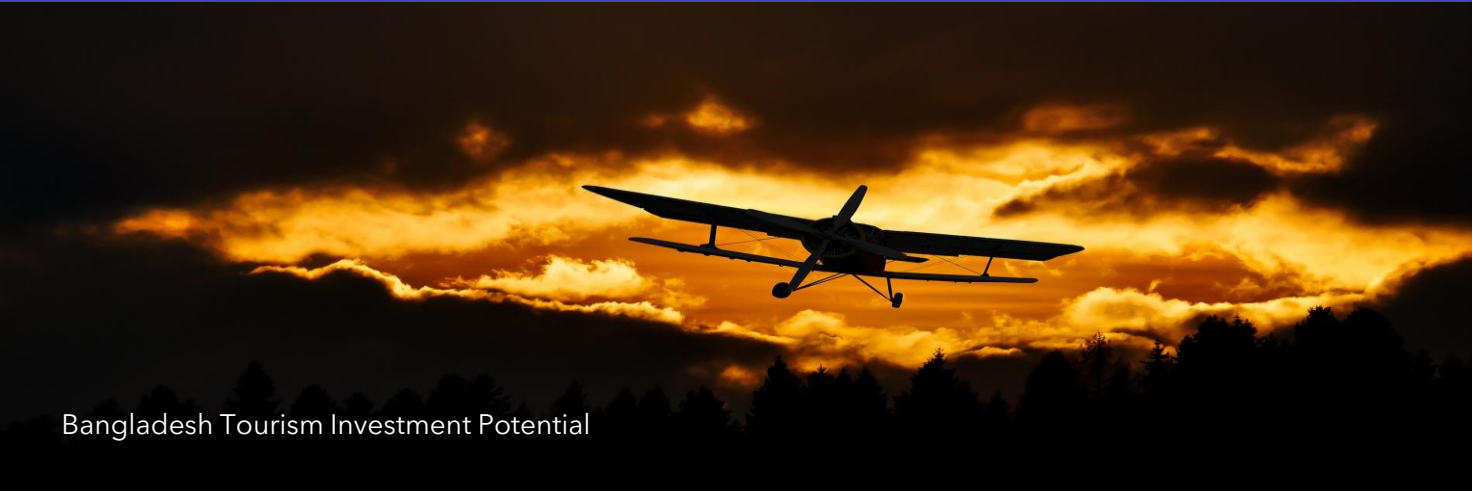
Name- **Cox's Bazar**  
 Theme- **Adventure, Leisure & MICE Tourism**  
 Tourist Footfall- **57,95,128**  
 Accomodation Unit- **20,759**  
 Target Market- **Japan, UK, USA, Australia, Scandinavian Countries, India**

Name- **Teknaf**  
 Theme- **Riverine, Cruise, Adventure & SAVE Tourism**  
 Tourist Footfall- **58,63,306**  
 Accomodation Unit- **21,003**  
 Target Market- **UK, Japan, India, Australia, Scandinavian Countries, Europe**



# Tourism Environment

Transformation to Enhance Industry Outlook





# Government's achievements to improve the sector

**Massive Development in communication network (e.g. Padma Bridge, Metro Rail, Elevated Express Way, Cox Bazar Railway etc.)**

**Huge improvement in Air Connectivity (e.g. 3<sup>rd</sup> Terminal in the HSIA, Cox Bazar international airport, development of regional air connectivity etc. )**

**Further improvements in power generation (including Ruppur Nuclear Power Plant, Rampal Thermal Power Plant, Payra Power Plant etc.)**

**Establishment of new land ports, sea ports, river ports and renovations of existing land ports.**

**Improvement of regional connectivity**



# Ongoing Reforms to Improve Industry Outlook

-  **Simplified VISA application and renewal process**
-  **Increasing international market visibility through targeted marketing initiatives**
-  **Streamlined permit and clearance procedures for creating investor and developer friendly environment**
-  **Long term development plan for strategic investment towards infrastructure and capacity development**
-  **Encouraging specialized financing for tourism infrastructure development and enabling infrastructure loans for large scale hospitality projects**
-  **Deeper inter-ministerial synergy and collaboration with relevant private stakeholders for strategic and responsible development planning**
-  **Government focus on creating world class gateway infrastructure such as upcoming international airports, opening doors for foreign tourists**



# Need for International Capital Mobilization (FDI)

## Benefits and Opportunities





# Why invest in tourism sector

- **The ever increasing trends of domestic tourism.**
- **Sufficient supply of human resource due to demographic dividends.**
- **Long time democratic situation in the country with peace and growths.**
- **Increasing rate of foreign remittances can be tap into the sector as investment.**
- **New international chain hotels are opening their hotels in Bangladesh.**



# Need for International Capital for Tourism Development

**Foreign capital mobilization towards any sector comes with a bouquet of additional benefits apart from the inflowing capital. This impact is magnified when focusing on the tourism industry given the following reasons:**



**Introduction of strategic capital allocation and product planning as per global standards**



**In-depth understanding of source markets for improving the dynamics of international tourism**



**Existing international clientele and marketing relationships which can be leveraged for quick turn increase in traveller attention to new destination**

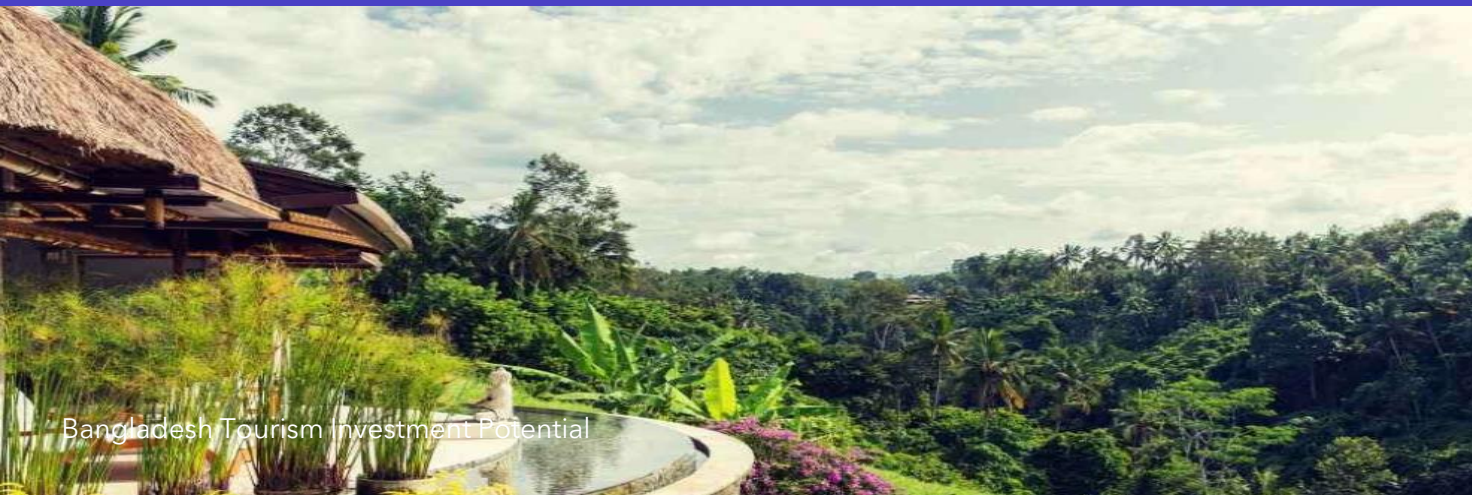


**Improvement by imitation: Knowledge sharing and capacity development for local product and services as per international best practices**





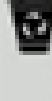


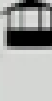
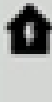
# Public-Private Partnership Driven Development

## Pipeline Projects for Holistic Tourism Development





# INFRASTRUCTURE

-  - Provision of FSTP/STP as per the feasibility
-  - E-Toilets at public areas and Bio Toilets
-  - Efficient management of Solid Waste Processing Facilities - street sweeping waste segregation, solar compactor bins, etc.
-  - Drinking Water facilities through water ATMs
-  - Development Gazebos
-  - Installation of Solar Lights at every 20m (as per feasibility)
-  - Ocean and Geo Thermal Energy Conversion Project for HVAC, HES solution

# CONNECTIVITY

-  - Road Development
-  - Internal Road Development
-  - Development of Stall Airport
-  - Development of Jetty



## Site Development

## Service & Utility Zone

## Economic Zone

## Ecological Zone

## Transportation

# TOURISM

-  - MICE Tourism
-  - Premium Beach Resorts
-  - Development of Premium Hotels
-  - Water based activities
-  - Development Bird Watching Towers
-  - Development of beach front cafes
-  - Development of sports complex
-  - Development of butterfly garden
-  - Development of ecological park
-  - Development of golf course

**LEGEND**

 Economic zone	 Safe Zone
 Tourism Zone	 Service & Utility
 Ecological Zone	 Transportation
 Adventure Zone	 Site Demarkation
 Cultural Zone	
 Activity Zone	

\*Grey Colour (Icons) denote "Existing Projects"  
 \*\*Text in Italics denote "Soft Projects"

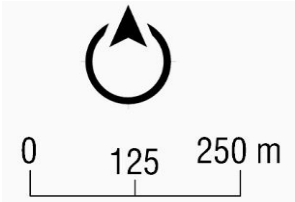


# Conceptual Master Plan Layout for Brownfield Development Project



**Site Details**  
 Area- 89.30 Hectare  
 Room Keys- 4944

## Padma Bridge Intercontinental Convention, Exhibition, Arts Center & Resort Zone (PIEXAR)





CONCEPTUAL ARCHITECTURAL MASTER PLAN  
FOR

# SHAHPORI DWIP TOURISM PARK

## Site Details

Site area- 314.5 acres

Open spaces- 59%

Water body - 13%

Total Keys- 2464





EXPERIENTIAL  
TOURISM

AMUSEMENT PARK  
(BOLLYHOOD THEMED)

ECO PARK

LEGEND

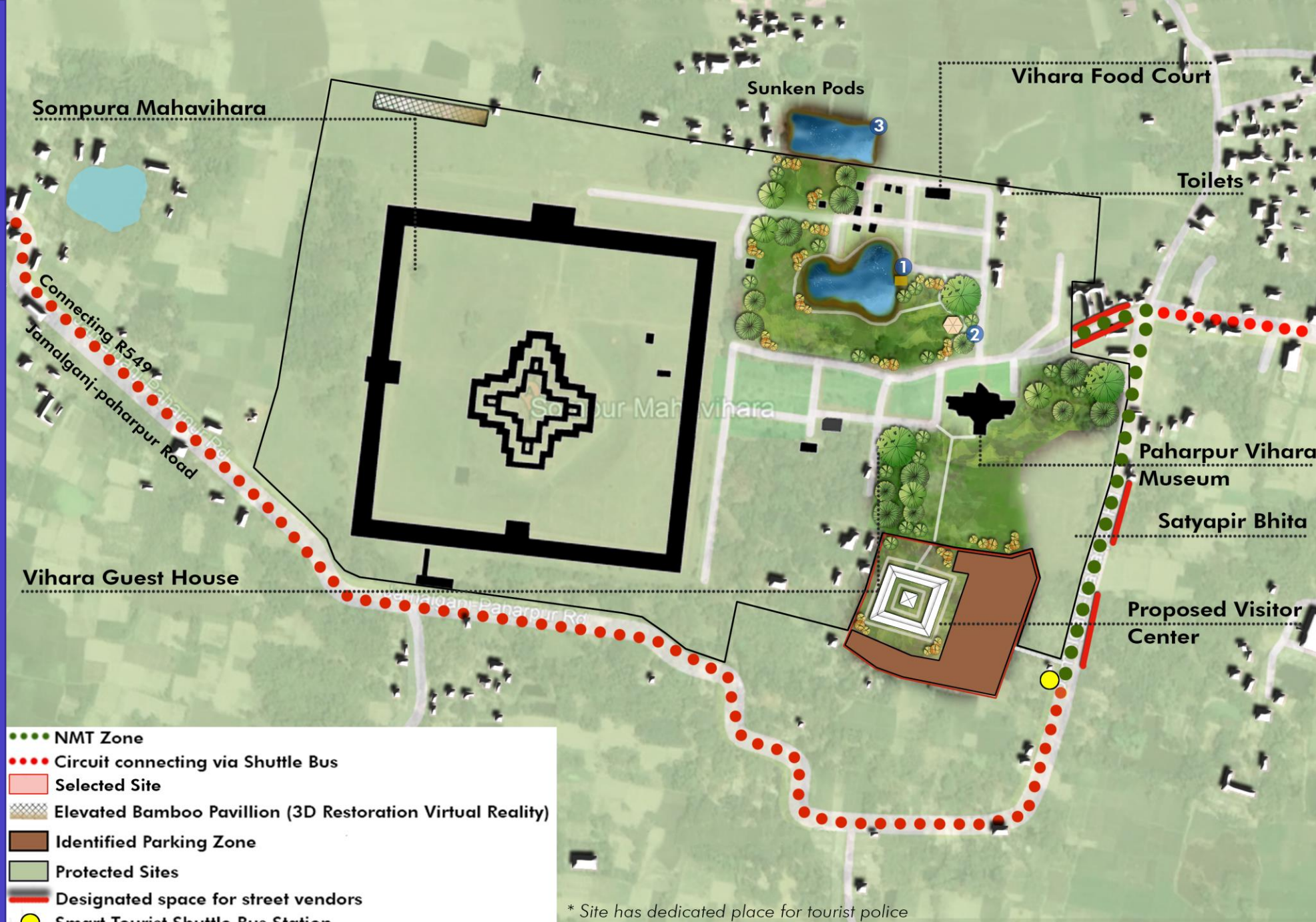
- WATER BODY
- GREEN
- RESIDENTIAL
- BEACH
- RIDES



**List of Activities**

1. Fish Net Drying Area
2. Collection & Processing
3. Packaging
4. Shop
5. Beach Café
6. Parking
7. Ticket Counter
8. Octopus
9. Ferris Wheel
10. Carousel
11. Disk'O
12. Drop Tower
13. Flying Scooters
14. Pirate Ship
15. Roller Coster
16. Café
17. Bird Watching Tower
18. Street Fighter
19. Boating
20. Water Slide
21. Magic Sphere
22. Multilane Racer
23. Tidal Wave Pool
24. Canopy trail
25. Zip Line
26. Cineplex
27. Train





\* Site has dedicated place for tourist police

**SOMPURA MAHAVIHARA UNESCO HERITAGE SITE**



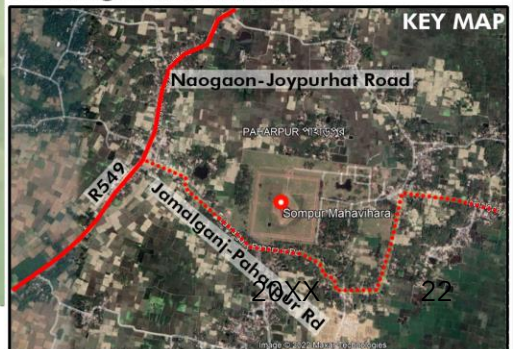
**1** Buddha Statue near Sapla Pond



**2** Wooden Meditation Gazebo



**3** Floating Hut Restaurant



**KEY MAP**



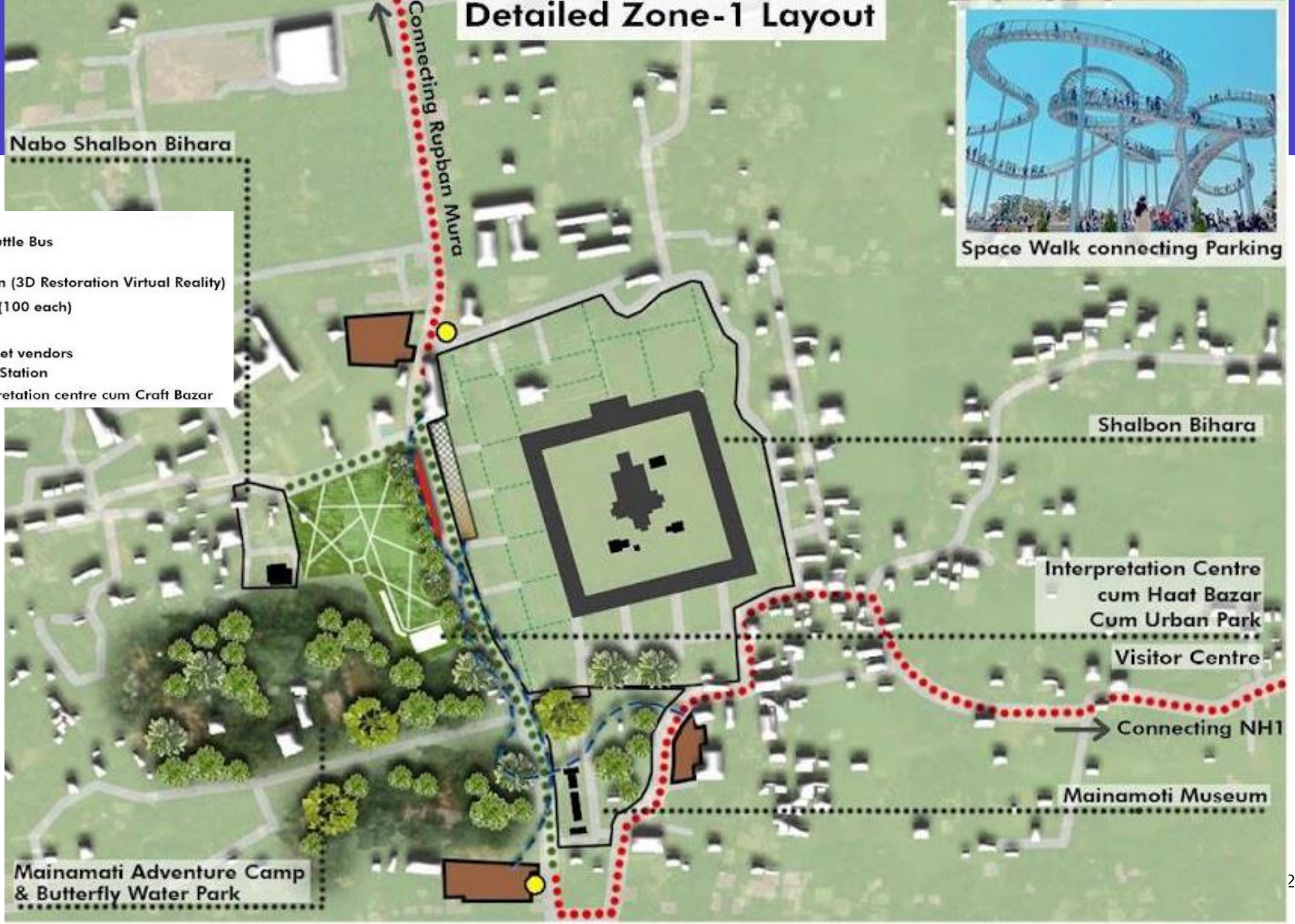
# HERITAGE CIRCUIT- SHALBON BIHAR, CUMILLA





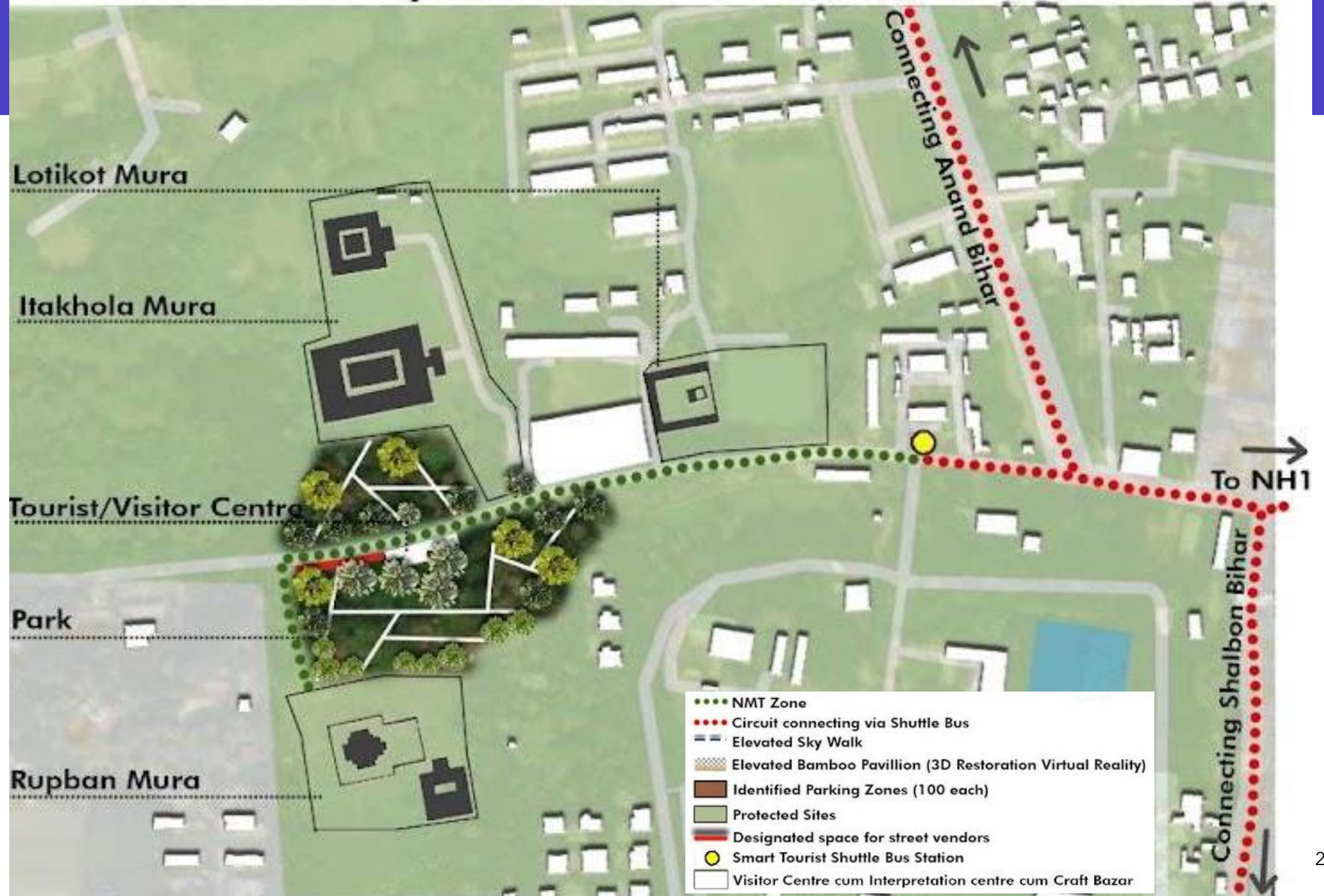
# Detailed Zone-1 Layout

- NMT Zone
- Circuit connecting via Shuttle Bus
- Elevated Sky Walk
- Elevated Bamboo Pavillion (3D Restoration Virtual Reality)
- Identified Parking Zones (100 each)
- Protected Sites
- Designated space for street vendors
- Smart Tourist Shuttle Bus Station
- Visitor Centre cum Interpretation centre cum Craft Bazar





# Detailed Zone-2 Layout







# Conceptual Master Plan Layout for

## LAWACHARA TEA ESTATE TOURISM PARK

### Details

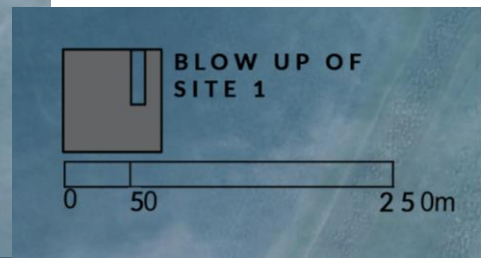
Site Area- 6.04 Ha.  
Room Keys- 620  
Villas- 160  
Keys- 460



Scale Bar

0 m 50 100 m







# Sunderbans- Kala Boghi



## RESORT LEGEND

- A. ENTRY
- B. GUARD ROOM
- C. STAFF ACCOMMODATION
- D. DELUX VILLA
- E. JETTY
- F. LAKE
- G. LAKE VILLA
- H. MANGROVE VILLA
- I. AMPHITHEATRE
- J. SPA & GYM
- K. RESTAURANT
- L. LOBBY & RECEPTION
- M. DROP OFF
- N. PLAZA
- O. POOL
- P. SUITE
- Q. STP, WTP, PUMP
- R. POWER
- S. CAFÉ
- T. DRIVER'S ROOM
- U. PARKING

## RESEARCH CENTER LEGEND

- 1. GUARD ROOM
- 2. ENTRY
- 3. STP, WTP, PVMP
- 4. DRIVER'S ROOM
- 5. STAFF ACCOMMODATION
- 6. INFORMATION AREA
- 7. ACCOMMODATION
- 8. LIBRARY
- 9. LABS & CLASSROOMS
- 10. GREEN HOUSES
- 11. LEARNING CENTER
- 12. AMPHITHEATRE
- 13. CAFÉ
- 14. PARKING
- 15. JETTY







LEGEND			
1. ENTRY	7. LOBBY & CAFE	14. SUITE VILLA	21. QUEEN VILLA
2. GUARD ROOM	8. STAFF	15. SWIMMING POOL	22. WATERFRONT VILLA
3. DRIVER'S ROOM	9. BADMINTON COURT	16. CAFE	23. LAKE
4. PARKING	10. TENNIS COURT	17. SPA	24. GARDEN VILLA
5. CONVENTION HALL	11. POWER	18. DELUX VILLA	25. THEME RESTAURANT
6. DROP OFF	12. WTP, STP, PUMP	19. GOLD COURSE	26. AMPHITHEATRE
	13. RESTAURANT	20. PRESIDENTIAL VILLA	27. BUTTERFLY GARDEN



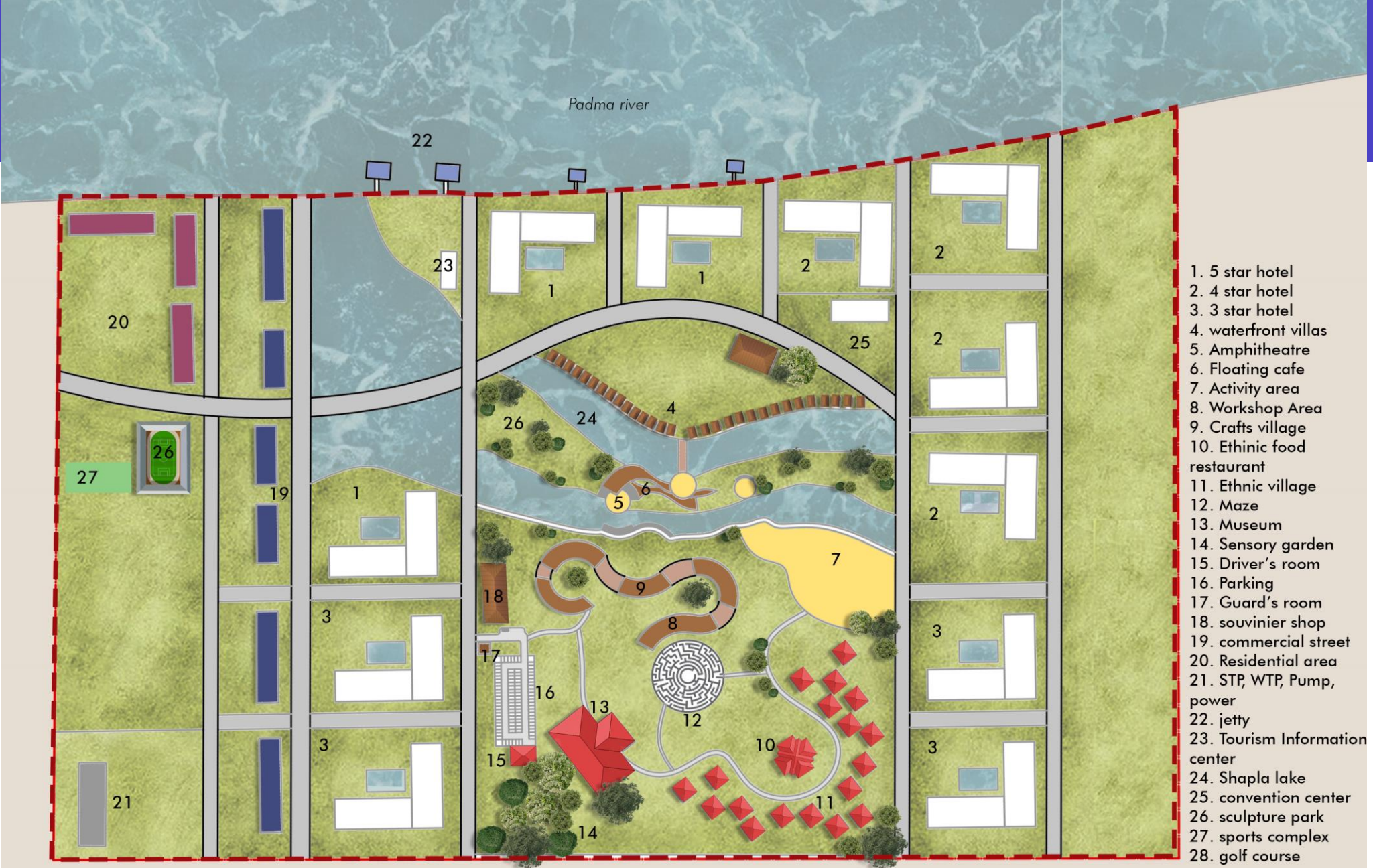


- LEGEND**
- 1. STAFF & SERVICE AREA
  - 2. RESTAURANT
  - 3. CAFE
  - 4. ENTRY
  - 5. RECEPTION & LOBBY
  - 6. DROP OFF
  - 7. GUARD ROOM
  - 8. PARKING
  - 9. DRIVER'S ROOM
  - 10. STP, WTP, PUMP, POWER
  - 11. JETTY
  - 12. MANGROVE VILLA
  - 13. POOL VILLA
  - 14. WATER BODY
  - 15. FITNESS CENTER
  - 16. AMPHITHEATRE
  - 17. SPA
  - 18. POOL BAR
  - 19. GARDEN VILLA
  - PROPOSED 9M ROAD





# Padma Char Tourism Park



1. 5 star hotel
2. 4 star hotel
3. 3 star hotel
4. waterfront villas
5. Amphitheatre
6. Floating cafe
7. Activity area
8. Workshop Area
9. Crafts village
10. Ethnic food restaurant
11. Ethnic village
12. Maze
13. Museum
14. Sensory garden
15. Driver's room
16. Parking
17. Guard's room
18. souvenir shop
19. commercial street
20. Residential area
21. STP, WTP, Pump, power
22. jetty
23. Tourism Information center
24. Shapla lake
25. convention center
26. sculpture park
27. sports complex
28. golf course

Padma Char Masterplan



# Development Opportunities - 15 Year Pipeline

Project	Location	Concept	Components	Private Investment	Public Expenditure
Site Development	Shalbon Bihari, Sompura Mahabhihara	Heritage and Cultural Tourism	Integrated Tourism Centre, Iconic Statue and Park, Sensible Design Components, Transportation Facility Enhancement. <b>WATSAN Infrastructure, Resettlement, Infrastructure like-road. development, Ensure Security and Revenue incentives</b>	\$10 Million	\$4 Million
Special Tourism Zone	Lawachara / Tangaur Haor	Wellness and Nature Based Tourism	4/5 Star Hotels, Wellness Complex, <b>WATSAN Infrastructure, Resettlement/land lease, Ensure Security and Revenue incentives</b>	\$65 Million	\$1.5 Million
Integrated Tourism Zone	Padma Char	MICE Tourism	4/5 Star Hotels, Convention Centre, Commercial Complex, Sports Infrastructure, <b>WATSAN Infrastructure, Land lease, Infrastructure like-Road. Ferry, Electricity etc. development, Ensure Security and Revenue incentives</b>	\$135 Million	\$9.5 Million
Special Tourism Zone	Nazirertek	Nodal Attraction	Eco-Adventure Park, Amusement Park, Experiential Tourism Zone, Restaurants and Cafes. <b>WATSAN Infrastructure, Resettlement/land lease, Infrastructure like- road, etc. development, Ensure Security and Revenue incentives</b>	\$15M	\$0.5 Million



# Development Opportunities - 15 Year Pipeline

Project	Location	Concept	Components	Private Investment	Public Expenditure
Integrated Tourism Zone	Kuakata	Beach-centric Leisure tourism	4/5 Star Hotels, Commercial Complex, Sports Infrastructure, <b>WATSAN Infrastructure, Resettlement, Infrastructure like- road, electricity, etc. Security, Revenue incentives</b>	\$200 Million	<b>\$4 Million</b>
Integrated Tourism Zone	Padma Bridge	MICE Tourism	4/5 Star Hotels, Convention Centre, Commercial Complex, Sports Infrastructure, <b>WATSAN Infrastructure, Land Lease, Infrastructure like-road, electricity, etc. development, Ensure Security and Revenue incentives</b>	\$380 Billion	<b>\$40 Million</b>
Integrated Tourism Zone	Shahpori Dwip	Business/Leisure Tourism	4/5 Star Hotels, Iconic Attraction, Convention Centre, Commercial Complex, Sports Infrastructure, <b>WATSAN &amp; Waste Management Infrastructure, Resettlement, Infrastructure like-road, electricity, etc. development, Ensure Security and Revenue incentives</b>	\$225 Million	<b>\$45 Million</b>
Multi-Zone Development	Sundarban	Nature Based Tourism	Iconic Luxury Eco Resorts, Wildlife Training Institute, <b>WATSAN Infrastructure, Infrastructure like- road, electricity, etc. development, Ensure Security and Revenue incentives</b>	\$67 Million	<b>\$1 Million</b>



# Tourism in Bangladesh: A new era

- **Adoption of Master Plan along with Action Plan of the Master Plan.**
- **Foreign Direct Investment in the Tourism Sector.**
- **Unexplored/potential areas of investments for Non Resident Bangladeshis (NRBs).**
- **Increasing rate of foreign remittances can be tap into the sector as investment.**





**Thank you**

