

Full recovery from pandemic impacts by next six months or one year

A Monitor Report

Date: 16 September, 2022



Dhaka : Since June 2020, Pan Pacific Sonargaon Dhaka started recovering from the pandemic impacts in terms of business. From the second quarter of 2021, the hotel began getting regular business. Currently, Pan Pacific Sonargaon Dhaka is on its way to return to its pre-pandemic levels of business and by next six months or one year, the hotel eyes full recovery the pandemic crisis.

Asif Ahmed, Executive Assistant Manager, Pan Pacific Sonargaon Dhaka said this while talking to The Bangladesh Monitor at his office in the capital recently.

He mentioned, Pan Pacific Sonargaon Hotel witnessed yearly profit in 2021 and has been profiting every month of 2022 since the beginning.

Currently, Pan Pacific Sonargaon Dhaka has 50 per cent room occupancy, shared Asif. These rooms are mostly occupied by long staying foreign guests from Jaica, World Bank, IMF, and ADB as well as foreign officials working in different development projects taking place in Bangladesh, shared Asif.

On the other hand, the hotel is also welcoming local guests during weekends who are opting for staycations. To cater to their needs, Pan Pacific Sonargaon Dhaka is offering attractive staycation packages.

Asif mentioned, F&B business is doing better than rooms currently, thanks to the local guests. Hence, the hotel is organising theme nights and food festivals regularly at its

dining outlets to cater to the demand of the guests.

Events is another segment that is flourishing currently, said Asif.

In the last six months, the hotel organised 15-20 weddings and corporate nights of over 1200 people each.

Social, corporate and MICE events are taking place regularly this year while bookings have been made up till 2023, expressed Asif.

Also to contribute further to the country's tourism industry, Pan Pacific Sonargaon Dhaka, for the first time in the country's history, launched a city tour for foreign and local guests alike.

The city tour includes visit to some attractive, culturally and historically rich places of the capital such as National Parliament, Bangabandhu Military Museum, Bangabandhu 32 no Museum, Aarong, Hatirjheel, Dhaka University etc.

The tour includes snacks, lunch and dinner too. The hotel is offering the city tour only on weekends.

The hotel also has plans to add a visit to Padma Bridge in the city tour package.

Also, Pan Pacific Sonargaon Dhaka is undertaking many renovation plans to better attend to the guest's needs.

They have renovated their main kitchen. By 2023, they will be done renovating their meeting rooms on the second floor. Then, they will be renovating their signature dining outlet Café Bazar. Even the hotel lobby will get a facelift. Lastly, by 2023, the hotel is planning to establish a permanent steel structure at its outdoor venue Oasis.