



# SUPERBRANDS

## SPECIAL 2025

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## Travel That Builds Communities

### ShareTrip



ShareTrip at Business Awards

**ShareTrip began as Bangladesh's first true online travel agency with a clear mission to transform the travel landscape. From an initial team of three it has grown into the country's leading travel-tech platform, operating offices in Dhaka and Chattogram and occupying a combined 25,000 square feet. The platform now commands over 60% of the online travel market and holds a commanding share of overall travel sector.**

ShareTrip provides the largest inventory of airlines and domestic and international hotels, and offers tours, attractions and curated travel packages. The company was among the first in Bangladesh to implement AI powered solutions that identify better flight connections and speed up refund processing. Beyond travel, ShareTrip extends lifestyle and fintech services including bill payments, online shopping and ST Pay, integrating payments and retail to make everyday transactions simpler for users. The company's inbound and community tourism initiatives promote Bangladesh globally while supporting local communities and businesses. ShareTrip has been recognised as the first Superbrands in the travel sector in Bangladesh.

#### DEFINING ACHIEVEMENTS OF SHARETRIP

Our greatest achievement is the measurable transformation of Bangladesh's travel industry from a predominantly offline sector into a resilient, technology driven ecosystem built by local talent. We designed and developed core platforms in house, including a hotel management system designed for Bangladeshi hoteliers and a B2B platform that empowers local travel agents to digitise and scale their operations. In a short period these efforts positioned ShareTrip as the country's leading travel-tech platform. We introduced fintech innovations such as ST Pay and the SkyTrip travel credit card and implemented direct airline NDC integration. Strategic partnerships with Bangladesh Parjatan Corporation, the Malaysia Healthcare Travel Council and the Saudi Tourism Authority have expanded inbound and outbound opportunities for travellers and opened corridors for medical and leisure travel.

Recognition for leadership and impact include the Superbrands award for the travel sector and international honours for our leadership, including Kotler Women Leader of the Year 2023 and Outstanding Woman in Business at the DHL-The Daily Star Bangladesh Business Awards 2024. ShareTrip's CSR work supporting flood victims, women's empowerment and community tourism further underlines our wider social contribution.

#### WHAT SETS SHARETRIP APART

ShareTrip's distinction rests on the combination of rapid in-house innovation, demonstrable trust and strong local relevance. Building tools internally enables quick iteration and precise tailoring for the Bangladeshi market, delivering practical benefits such as faster refunds, automated bookings and hotel management capabilities designed for local needs. Our data driven interfaces

payment and aftercare are seamless and reliable. Small businesses and hoteliers seek tools that reduce operational friction and open access to broader demand. ShareTrip perceives a vital role for private public collaboration to raise industry standards and create sustainable jobs, and we actively advocate for policy measures that enable innovation and protect consumers. By adapting international best practices to local realities, ShareTrip contributes to raising employability and to positioning Bangladesh as a hub for travel innovation and opportunity. Under Sadia Haque's guidance, these initiatives reflect a vision that goes beyond business, showing how a homegrown platform can influence the sector's growth and global reputation.

#### PLANS AND FUTURE FOCUS

Looking ahead, ShareTrip will continue to prioritise artificial intelligence and next



ShareTrip at Superbrands Awards

and broad inventory help travellers discover better options while integrated fintech smooths payment flows across the journey. The B2B platform strengthens distribution and operational capacity for small travel agents and hoteliers, expanding economic opportunity at community level. Strong partnerships with public and private institutions and an emphasis on community tourism create more meaningful experiences for travellers while reinforcing confidence in our services and in local suppliers.

#### PERCEPTION OF MARKET TODAY

The travel market in Bangladesh is evolving quickly toward integrated digital experiences, dependable fintech products and platforms that support local livelihoods. Customers increasingly expect end to end journeys where booking,

generation technologies that empower users, hotels and travel agents across Bangladesh. Our roadmap focuses on enriching lifestyle offerings, creating seamless multi service experiences and integrating data driven solutions to improve both travel and retail journeys. We will strengthen CSR and sustainable tourism programmes so that growth delivers tangible economic and social benefits to communities. ShareTrip will also persist in policy advocacy that supports sector growth and startup development while pursuing collaborations that showcase Bangladeshi innovation. As the first in Bangladesh's travel-tech industry to launch a comprehensive CSR programme, we will continue to lead in socially responsible growth.