

Release Date: 15th February 2018

Maldives portrays the romantic side of the destination at Amour Asia Pacific

Maldives Marketing and Public Relations Corporation (MMPRC) represents the romantic side of the destination at Amour Asia Pacific kicked off today. The forum will be held from 14-17 February 2018, at the Marriott Marquis Queen's Park, Bangkok, Thailand. MMPRC was invited by Big Worldwide Limited, organizers of Amour Asia Pacific 2018, a leading international tourism promoter.

Maldives being one of the most famous romantic destinations of the world, Amour will be an ideal platform to reach out to the biggest influencers and professionals of the honeymoon market. The Amour Asia Pacific 2018 is a luxury travel trade event specifically designed for the elite romance travel market, including honeymoon curators, destination wedding planners and romance travel designers. MMPRC will be promoting the destination during the three-day forum where one on one meetings will be held with potential buyers to discuss on possible joint marketing campaigns which could be carried out for the Market to expand the honeymoon segment.

A total of 1,389,542 tourist arrivals were recorded by the end of 2017 to Maldives which is a growth of 8 percent compared to the previous year. Amour Asia Pacific 2018 will help spur continued growth of the elite romance travel market.

ENDS

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