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“Maldives.... the sunny side of life” is showcased at BOOT 2018

Maldives Marketing and Public Relations Corporation (MMPRC) together with tourism industry partners will be representing the destination at BOOT 2018 held in Dusseldorf, Germany from 20th – 28th January 2018. 15 officials from 7 companies will be representing the destination in this year’s fair. The Maldivian delegation will be headed by Mr. Haris Mohamed, Acting Managing Director of MMPRC and Ms. Jameela Ali Khalid, Ambassador for Germany. Maldives stand is built in a 21 sqm space in hall 3 and will showcase the underwater beauty of Maldives.

BOOT is one of the leading boat and watersports fairs in the world and is the key meeting point for industry every year. 1,800 exhibitors, 900 of them from more than 60 countries apart from Germany, will be presenting their innovations, attractive developments and maritime products during the fair.

Once again, “All systems go” will be the motto at boot Düsseldorf from 20th to 28th January 2018. To enhance the visitor experience an extended flatwater standing wave and the skimboarding facility will be open to visitors. All these upgrades to the fair is expected to attract more visitors to the fair.

With 99% water and the unique underwater beauty, dive segment is an important segment to the destination. According to the findings of latest Visitor Survey of Maldives conducted by Ministry of Tourism, a large number Germans are motivated to visit Maldives because of the underwater beauty.

In 2017, 103,067 tourist arrivals were recorded from Germany, this is an increase of 4.7% compared to previous year (2016). Germany is the second largest market to the destination in this period with 8.3% market share.

ENDS

For further information, please contact

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