



Maldives...the Sunny Side of Life exhibits at largest Swiss Holiday & Travel Fair

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Maldives Marketing and Public Relations Corporation (MMPRC) along with 7 tourism industry partners are currently exhibiting Maldives as a destination at the largest Swiss Holiday Fair held in Zurich from 31st January to 3rd February 2019. The four-day fair attracts a large number of visitors from Switzerland, in which over 63,000 people have had attended the fair in 2018 itself. FESPO is a fair that presents numerous opportunities for the tourism industry to network with journalists, travel bloggers and other industry professionals.

The stand of Maldives is located in Hall 6 with other Asian Countries. During FESPO, visitors will have the opportunity to taste authentic Maldivian snacks such as Theluli bambukeyo, Bondi and Haalu folhi. Visitors will also have the opportunity to win goodie bags after posting a picture at the Maldives stand.

According to the latest visitor survey of Maldives, majority of the tourists from Switzerland visit Maldives for snorkeling, and rest & relaxation. Switzerland is one of traditional markets to the Maldives. It is also among the leading top ten markets to the Maldives, where 32,984 tourists from Switzerland had visited Maldives in 2018 according to statistic recorded by the Ministry of Tourism. Destination representation of the Maldives in FESPO is expected to improve the Swiss market growth and market share.

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