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Maldives showcased at FITUR, the International Tourism Trade Fair held in Madrid, Spain

Maldives... the sunny side of life has been showcased at FITUR, the international Tourism Trade Fair Held in Madrid, Spain. The Maldives Marketing and Public Relations Corporation (MMPRC) together with 38 representatives from 22 companies from the Tourism Industry of Maldives will be representing the destination from 17th to 21st of January 2018. The Maldives delegation will be headed by Acting Managing Director of MMPRC, Mr. Haris Mohamed.

During FITUR, Maldives will be showcasing the unique scenery of the destination in a 71 sqm area space in stand number 6F24. This year's stand has been enlarged due to the increasing number of industry partners participating at the fair. 22 counters will be placed in the stand with private meeting tables which will be shared among the industry participants for meetings.

FITUR is one of the biggest global platforms for leading travel trade professionals for inbound and outbound markets and this is the 38th year which FITUR is being held in a row. The first three days of the fair is solely for trade visitor and the last two days are for both trade visitors and public. Although FITUR is mainly targeted for the Spanish market the platform will be a great opportunity for Maldives to connect with tourism professionals from all over the world.

Arrivals to Maldives from the Spanish Market has grown to 9.2% by the end of November 2017 compared to the previous year which is 22,947 arrivals. Spanish market shares 1.8 percent of the market share by the end of November 2017. A total of 1,379,046 tourists visited to Maldives by the end of 2017. The major objective of participating in FITUR is to increase the popularity of the Maldives among the Spanish travelers.

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