



Maldives set to showcase the Destination at FITUR 2019

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Maldives Marketing & Public Relations Corporation (MMPRC) together with industry partners are set to showcase the destination at FITUR the International Tourism Trade Fair Held in Madrid, Spain. Maldives... the sunny side of life will be represented by 21 companies with 36 representatives from the destination from 23rd to 27th of January 2019.

FITUR is one of the biggest global platforms for leading travel trade professionals for inbound and outbound markets and this is the 39th 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.

Maldives will be located at the Asia and the Pacific hall in stand 6D12. The uniqueness of the destination will be portrayed in a 70 sqm stand space. During FITUR, visitors will be able to taste the local food such as Theluli bambukeyo, bondi etc. Visitors will also have the opportunity to win goodie bags after posting a picture at the Maldives stand. Meetings will be held with industry professionals during FITUR this year to seek possible joint campaigns and enhance the marketing efforts with the professionals of the industry.

Arrivals to Maldives from the Spanish Market has grown to 23% by the end of 2018 is a total of 31,780 arrivals. Spanish market shares 2.1 percent of the market share to Maldives. A total of 1,484,274 tourists visited to Maldives by the end of 2018. This is a growth of 6.8% compared to the previous year.

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