

MMPRC has commenced a series of marketing activities in South Africa

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Maldives Marketing & Public Relations Corporation (MMPRC) has commenced a series of marketing activities in South Africa. The marketing activities includes a roadshow under the theme of “Journey to the Sunny Side” in multiple cities targeting a wider audience to maximize the Maldives brand exposure, coinciding with the World Travel Market Africa 2019 (WTM Africa 2019) held in 10-12 April 2019.

The first roadshow of the series is being held in Johannesburg & Cape Town, South Africa, 8-9 April 2019 respectively. The roadshow will serve as a platform for Maldives tourism industry partners to showcase products and network with the travel trade industry and media of South Africa.

To maximize the outcome from the roadshow being held today, MMPRC has planned several activities such as social media campaign, Virtual Reality showcase of Maldives and tasting of local snacks, during the events. Moreover, a raffle draw will select five winners to spend holidays in Maldives, with sponsorship from Robinson club Maldives, Villa Hotels and Crown & Champa Resorts.

In 2018, the South African market has shown a 9.9 percent growth in arrivals. With the direct connection from Johannesburg to Gan International Airport, MMPRC and industry partners foresee a greater potential in the market. Thus, “Journey to the sunny side” and WTM in South Africa will enable the Maldives and its partners to tap the market in a significant way.

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For further information, please contact
Maldives Marketing & Public Relations Corporation
1st Floor (Former PG Office Building) | Majeedhee Magu
Male' 20040 | Republic of Maldives
Tel: +960 332 3228 | Email: info@visitmaldives.com

Website | <http://visitmaldives.com/>
Facebook | <https://www.facebook.com/visitmaldives/>
Instagram | <https://www.instagram.com/visitmaldives>
Twitter | <https://twitter.com/visitmaldives>
YouTube | <https://www.youtube.com/visitmaldivestv>