



## **MMPRC and Maldives Getaways in collaboration with Maldives Guesthouse Association of Maldives starts of the first session of marketing seminars for guesthouses from AA. Rasdhoo**

*Release Date: 19th March 2019*

The first session of Marketing Seminars for guesthouses was held today in AA Rasdhoo. These seminars are being conducted by Maldives Marketing & PR Corporation (MMPRC) in association with Guesthouse Association of Maldives and Maldives Getaways, which is in accordance to the current government's 100-day pledge to further develop the local tourism industry of the Maldives.

32 participants registered to participate in the first session held in AA Rasdhoo and 12 participants attended. During the session the participants were familiarized on tourism industry market trends and statistics. They were also given information on social media marketing and different marketing strategies that they can use to promote their guest houses.

The next seminar will be held tomorrow on 20 March 2019 in AA. Ukulhas with 37 registered participants. Similar marketing seminars will be conducted from 23rd March to 23rd May in Aa.Dhigurah, V.Thinadhoo, B.Dharavandhoo, Hulhumale, Hdh.Hanimaadhoo, Addu City, Laamu Atoll, Gdh.Thinadhoo and K.Maafushi.

To register:

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Link: [bit.ly/gms2019](http://bit.ly/gms2019)

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