



## MMPRC invites Indian Journalists and Bloggers to promote Maldives

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A team of Indian journalists and bloggers have arrived in Maldives on a familiarization trip organized by Maldives Marketing and Public Relations Corporation. They are expected to visit local islands and resorts from 15<sup>th</sup> April 2019 till 20<sup>th</sup> April 2019 to experience off the beaten track activities available in Maldives.

The main purpose of this trip is to promote Maldives as a tourist destination via blog posts and articles. The team will explore the undiscovered side of Maldives, which is the local island life and Maldivian culture. Their trip will start at Guraidhoo Palm Inn, where they will experience the local way of life by sightseeing the island and experiencing the local cuisines of Maldives. MMPRC will also give a destination presentation to the group to share information regarding the Maldivian tourism industry to further promote Maldives. The team will then travel to Adaaran Rannalhi and Adaaran Select Hudhuranfushi where they will experience life at a resort and sunset excursion on a cruise.

The team comprise of writers from Pioneer Group, an English language daily newspaper and Outlook Traveller, India's First and largest circulated monthly travel magazine. Bloggers in the team include Snigdha Bhowmick from "Salt and Sandals" which is a luxury travel, food & beverage blog, Archana Singh from "Travel See Write" travel blog, Pallavi Chaturvedi from "That Desi Girl" Blog, and Nivi Shrivastava, a freelance journalist with Deccan Chronical and Asian age. They will be posting dedicated social media posts with destination articles that feature their experience in Maldives.

This is the first of a series of FAM trips that are being planned by MMPRC for this year in order to promote Maldives. These trips are an integral part of MMPRC's marketing strategy to relate the stories of Maldives to the world by inviting various media from across the globe to experience Maldives first hand.

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