



## Media team from the UK visits to promote Maldives

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A team of journalists from the UK, have arrived today in Maldives on an invitation given by Maldives Marketing and Public Relations Corporation. The purpose of this trip is to promote Maldives as an affordable holiday destination to the UK holidaymakers. This is the second group of Media visiting Maldives, as part of a series of FAM Trips organized by MMPRC to increase exposure to Maldives. This team is expected to visit local islands and resorts from 19<sup>th</sup> May 2019 till 25<sup>th</sup> May 2019.

The team of Journalist will be staying at Vakarufulhi Maldives, Liyela Retreat and The Sun Siyam Iru Fushi. They will be given a chance to see the underwater beauty of Maldives, experience the local way of life through sightseeing local island and tasting local cuisines of Maldives. They will also get to experience sailing a Maldivian Dhoni and try activities such as pole and line fishing.

The team consists of journalists from Fabulous Magazine, TI Media (Woman&Home/Woman's Own/Woman's Weekly, Bella Magazine, Heat Magazine and The Handbook. They will write articles based on their time and experience in Maldives for their respective publications.

UK has remains a major source markets for tourist arrivals to the Maldives. Based on the Arrival figures from January to March, UK is ranked in the fourth position for highest performing markets to the Maldives accounting for 7.5% of total market share. Tourist arrivals were recorded to be 36,116 from UK till March this year, an increase of 10.7% when compared to 2018. MMPRC believes our marketing efforts through this series of FAM Trips will help further promote Maldives to a wider audience from this Market.

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