



Maldives ...the Sunny Side of Life exhibits at the One World Travel Market (OTM), Mumbai

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Maldives takes part in One World Travel Market (OTM) held in Mumbai, India from 23 - 25th January 2019. While OTM is the gateway to India's largest travel markets and one of the leading travel trade shows of India, it is held at the Bombay Convention Centre in Mumbai. A total of 20 participants from 15 different companies from the Maldivian tourism industry have travelled to Mumbai for the exhibition. During these 3 days, the Maldives delegation is led by the newly appointed Managing Director of Maldives Marketing & Public Relations Corporation, Mr. Thoyyib Mohamed.

Held annually, OTM is among the largest platforms where international travel trade buyers and professionals meet in India. Mumbai is also India's largest travel source market. This year, OTM will host 1000 exhibitors from 50 different countries to showcase their products. The Cine Locale section at OTM will hold interactive sessions with premier film and TV producers attended by more than 30 top producers like Yashraj Films, Dharma Productions and Viacom. OTM expects over 15000 trade visitors and more than 800 buyers from across all industry sectors.

Officials will be meeting with industry professionals during the fair to explore means to further develop and strengthen the presence of the Maldives in the Indian Market. In addition to business meetings conducted during the fair, the Maldives delegation will directly engage with major tour operators and top travel trade media, by presenting up-to-date information on the destination. This is a new approach that is being undertaken in OTM this year.

The Maldives is featured in a 60 square meter stand designed to portray an attractive contemporary style showing images of the beauty and uniqueness of the destination. Other activities available at the stand include a photo booth, where visitors are invited to take pictures alongside stunning images from the Maldives along with opportunities to experience the culinary delights of the Maldives. Visitors also stand a chance to win a free holiday to the Maldives by taking part in competition quizzes held twice a day.

The Indian travel market is the second fastest growing outbound travel market in the world and is expected to hit 50 million outbound travelers by 2020. The outbound travel spent by Indians is forecast to grow to US\$ 45 Billion by the year 2022. By the end of year 2018, there was a total of 90,474 tourist arrivals from India, comprising of 6.1% of the total market share. India is currently ranked the top 5th market in terms of tourist arrival figures to the Maldives.

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