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Maldives takes part in Online Travel Mart (OTM) Indian Ocean & Africa 2018

Maldives takes part in Online Travel Mart (OTM) Indian Ocean & Africa 2018 Russia held from 16th to 22nd July 2018. This online fair will be held at the Profi.Travel portal for the third time. Online Fairs is an innovative marketing tool developed by Profi.Travel in 2014 in order to replace traditional travel exhibitions. Compared to traditional fairs, online fairs can be more cost effective and can help to reach a larger audience.



Over 390 Travel and Trade professionals from Russia took part in the Maldives session, which was started with an informative presentation about the destination followed by answering the queries from the Russian Travel Trade. OTM has proved to be an effective platform to promote the destination to the Travel and Trade. Other than Maldives, Sri Lanka, Tanzania, Africa, Mauritius and Seychelles took part in the Indian Ocean and Africa category of the fair.

Russia is an important market to the destination, 61,931 tourist arrivals were recorded from Russia in 2017, which is an increase of 33.1% compared to 2016. From January to May 2018, 34,751 tourist arrivals were recorded from the market which is an increase of 27% compared to the same period of last year.

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