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MMPRC Meets with Tourism Industry Partners Attending FITUR, OTM, BOOT, FESPO, and EMITT fairs 2018

Maldives Marketing and Public Relations Corporation (MMPRC) held an information session today to provide information about the fairs that MMPRC is participating in January 2018 along with the tourism industry. These fairs include FITUR, OTM, BOOT, FESPO and EMITT fair. The main objective of this meeting was to share important information about the fair and how the industry partners can make the most of the fair to increase their business and at the same time promote the destination.

A total of 38 participants from 22 companies will take part in FITUR (Spain, Madrid), 19 participants from 12 companies for FESPO (Switzerland, Zurich), 22 participants from 13 companies for OTM (India, Mumbai), 16 participants from 8 companies for EMITT (Turkey, Istanbul) and 15 participants from 7 companies will participate in BOOT (Germany, Dusseldorf). These fairs are the ideal platform to build new contacts and at the same time maintain existing trade relations.

Germany, India, Switzerland, Turkey and Spain are important markets to the Maldives. It is important that Maldives maintain its presence in these markets as they are traditional markets to the destination. Germany, India, Switzerland, Turkey and Spain showed a growth of 4.7 percent, 22.9 percent, 2.4 percent, 11.0 percent and 9.2 percent respectively as at end of November 2017. India has recently climbed to the top 5 markets to Maldives and Turkish Airlines flies nonstop.

It is important to participating in these events as it would build a strong relationship with the travel and trade, media and airlines of these markets in bringing a positive growth for tourism industry in Maldives in 2018.

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