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## MALDIVES SHOWCASED AT THE ANNUAL GLOBAL GATHERING FESTIVAL 2018- BUSAN, KOREA

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Maldives has been showcased at the Annual Global Gathering Festival 2018 held in Busan, Korea on 20<sup>th</sup> May 2018. Maldives Marketing & PR Corporation (MMPRC) together with the Maldives Honorary Consulate in Korea has been representing the destination annually in the global gathering festivals held in the previous years as well for over 30,000 visitors to the festival.

The objective of the festival is to promote the destination to Providing locals and foreigners with a cultural exchange opportunity to experience traditions and food from all over the world. The festival is organised by Busan Foundation for International Corporation. Various cultural performances were performed during the festivals along with information booths from different countries. Promotional materials were distributed during the festival from the Maldives booth which attracted a number of visitors to the festival.

South Korea is one of the top 10 markets for tourist arrivals and is one of the famous honeymoon destinations for Koreans. In 2017 a total of 34,808 tourist arrivals were recorded from Korea which is a growth of 17.7 percent.

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