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Maldives wins Best Sea Destination again at Italia Travel Awards 2018!

Maldives wins for the second year in a row the award for the ‘Best Sea Destination’ at the Third Edition of the Italia Travel Awards 2018 competing with the French Polynesia and Seychelles. Maldives won the same award last year and the award for the ‘Best Beach Destination’ in 2016 competing with Seychelles and Polynesia.

The Annual Italia Travel Awards took place on the 24th of May 2018 in Rome, Italy. The venue of this year’s ceremony was The Church Palace, surrounded by greenery located in the heart of the Italy’s capital Rome. The event began with a guest reception followed by Gala Dinner and awarding ceremony.

The Italia Travel Awards is held annually to celebrate commitment and expertise in the Italian tourism sector. It is considered as the Oscars of the travel industry in Italy. The main objective of the award is to encourage and boost professionalism and quality of the tourism industry.

The Italian Market is one of the top source markets for the Maldivian tourism Industry. A total of 88, 484 tourist arrivals were recorded from Italy in 2017, which is an increase of 24.8% compared to the year 2016. Italy is the fourth largest market to the destination in this period with 6.4% market share.

For further information, please contact

Maldives Marketing & Public Relations Corporation

4th Floor | H. Velaanaage | Ameer Ahmed Magu

Male' 20096 | Republic of Maldives

Tel: +960 332 3228 | Email: info@visitmaldives.com

Website | <http://visitmaldives.com/>
Facebook | <https://www.facebook.com/visitmaldives/>
Instagram | <https://www.instagram.com/visitmaldives>
Twitter | <https://twitter.com/visitmaldives>
YouTube | <https://www.youtube.com/visitmaldivestv>