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## **Maldives exhibits at the largest Swiss Holiday & Travel Fair FESPO 2018**

Maldives Marketing and PR Corporation together with 19 participants from 12 companies of the tourism industry are representing Maldives at FESPO, the largest Swiss Holiday & Travel Fair from 25<sup>th</sup> to 28<sup>th</sup> January 2018 in Zurich, Switzerland. The Maldives delegation will be headed by Her Excellency Dr. Hala Hameed, Ambassador of the Republic of Maldives to the Swiss Confederation & Chief of Mission to the Republic of Turkey and Italy, Permanent Representative of the Republic of Maldives to the United Nations Offices and Other Organizations at Geneva and Mr. Hussain Lirar, Deputy Minister of Tourism.

During FESPO, Resorts, Guesthouses, Liveboards and other tourism related companies will be representing the Maldives in a 36 square meter area at the Schell scheme stand 6.028 showcasing the beautiful unique sceneries of the Destination. The destination will be directly promoted in different media platforms during FESPO this year with the target to expand the market further. Promotional activities which will attract the visitors will be conducted during this four-day exhibition to attract the maximum number of visitors. In addition to this, discussions will be carried out with the major travel trade media and operators from the market for possible joint promotional campaigns which can be conducted throughout the year.

Majority of the Swiss Travelers to Maldives are repeat visitors and Switzerland has been highlighted as one of the most potential markets for Maldives in terms of visitor arrivals. FESPO is a great platform to approach the Swiss Market as well as the German speaking nationalities.

Arrivals to Maldives from the Swiss market has increased to 3.1 percent with the total arrival of 32,651 by the end of December 2017. Switzerland has a market share of 2.3 percent and this percentage is expected to increase with the representation of the Maldives at FESPO this year. FESPO will be an ideal platform to approach the potential travelers from the country.

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*For further information, please contact*

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