



Maldives...the Sunny Side of Life promoted in the Middle East!

Release Date: 28th April 2019

The Maldives Marketing and Public Relations Corporation (MMPRC) has commenced a four day exhibition at the Arabian Travel Market (ATM), the leading global event for the Middle East inbound and outbound travel industry for the last 25 years. The Maldives delegation is led by the Managing Director of MMPRC, Mr. Thoyyib Mohamed. As one of the largest trade fairs taken part by the Maldives, ATM is attended by 133 representatives from 66 companies from the Maldives tourism industry.

To provide opportunities apart from the ATM, MMPRC has planned a two-day roadshow under the theme of “ Journey to the sunny side” in Abu Dhabi on 30th April and in Dubai on 2nd May respectively. The roadshow is aimed to connect the bridge between top operators from the Middle East and tourism partners of Maldives. This platform will provide a networking session in each city to further strengthen the relationship and create potential opportunities.

An event organized by Reed Exhibitions, ATM generates more than \$2.5 billion of travel industry deals. The annual business-to-business (B2B) exhibition showcases over 2,800 products and destinations from around the world to over 28,000 buyers and travel trade visitors across four days at the Dubai International Convention and Exhibition Centre (DICEC). Over 39,000 travel professionals, government ministers and international press, visit ATM every April to network, negotiate and discover the latest industry opportunity and trends at Arabian Travel Market.

The Maldives stand is built in a 209 sqm space located at Hall 3 (Sheikh Saeed) of Dubai International Convention and Exhibition Centre (DICEC) at stand number AS2150. During the four days of ATM, officials will be meeting with industry professionals to explore means to further develop and strengthen the presence of the Maldives in the Middle East Market.

The Maldives stand displays various aspects of the destination through colourful images that represent the segments most identified with the Middle East market. While most travelers visiting the Maldives wish to engage in rejuvenation, wellness and exploration, relaxation is one of the biggest motivational factors for the Middle East market, followed by quality of accommodation and good weather.

Additional activities at the Maldives stand include gourmet food tasting of local flavours of Maldivian snacks. Other highlights of activities also include experience of Maldives through virtual reality, with colourful underwater flora and fauna, swim with whale sharks or the serene sunny beaches of the Maldives.

Maldives will also be holding a press conference on the 2nd of May at 1800hrs, at the Oberoi Dubai, Hall B, Al A'amal St., Dubai which will be attended by the major tour operators and top travel trade media.

The Middle East region, especially the United Arab Emirate and Saudi Arabia market holds much potential. In the 2018 a total of the 52,114 tourists from the region visited the Maldives. From January to March 2019, 12,810 tourist arrived Maldives from Middle East Region which is a growth of 7.7% compared to the same period of time last year.





Middle East is already the most well connected region to the Maldives. Daily flights from the major regional carriers direct to the destination. Hence, by participating at ATM it is expected to boost the number of arrivals from the Middle East.

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