



Maldives returns to promote the destination at the East Mediterranean International Travel and Tourism Exhibition 2019 (EMITT)

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The Maldives Marketing and Public Relations Corporation (MMPRC) together with 12 representatives from 08 companies from the Tourism Industry of Maldives are taking part in the East Mediterranean International Travel and Tourism Exhibition 2019 (EMITT) held in Istanbul, Turkey from 31 January to 3 February 2019.

EMITT is one of the biggest travel trade shows in the East Mediterranean region and one of the top five tourism exhibitions worldwide, with tourism industry representatives from all over the world participating and showcasing their own products. EMITT attracts over 54,000 industry professionals and tourists annually, and enables exhibitors to meet professional national and international visitors, a business platform that provides new business and cooperation opportunities to sector. Last year, the fair recorded 54,364 visitors and 1,065 exhibitors. In addition, 85 companies exhibited in the fair last year.

Maldives...the Sunnyside of Life is showcased at a 63sqm stand. The brand new design of Maldives displays various aspects of the destination through colourful images. Activities at the stand includes gourmet food tasting of local flavours of Maldivian snacks such as Kulhi roshi and Haalu folhi.

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. In addition, music performances by the the 2nd runner up of season 2 Maldivian Idol will make the stand more lively.

To attract more visitors to the stand, a raffle draw will be taken at the last day of the fair and the winner will be given a free holiday package sponsored by Furaveri Island Resort & Spa.

Turkish market has shown an increase in the overall outbound travel and a slow but steady growth in arrivals to Maldives since the establishment of Turkish airlines in November 2012. By the end of 2018, a total of, 10.129 tourist has arrived Maldives. Maldives participation at EMITT 2019 gives the opportunity to provide up to date information on the destination to potential visitors and operators to help promote the destination in the Turkish market. EMITT has been a successful platform to showcase the Maldives tourism in the past. Participation at this fair will help achieve the targets that have been set for the market.



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