



Journalists from Germany, Austria and Switzerland visit to promote Maldives

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A team of journalists from Germany, Austria and Switzerland have arrived in Maldives on a familiarization trip organized by Maldives Marketing and Public Relations Corporation. This is the third group of Journalists visiting Maldives through the series of FAM Trips organized by MMPRC to promote tourism in Maldives.

The purpose of this team of Journalists is to promote Maldives as a tourist destination via social media posts and articles to Germany, Austria, and Switzerland. This team is expected to visit locals islands and resorts from 26th May 2019 till 1st June 2019.

They will be exploring the undiscovered side of Maldives, which is the local island life and Maldivian culture. They will also get to see the underwater beauty of Maldives. This team will be staying at Guraidhoo Palm Inn hosted by Secret Paradise, Liyela Retreat, Kuramathi Maldives and The Sun Siyam Iru Fushi. During their stay, they will get to experience the local lifestyle via local island visits and tasting the local cuisine of Maldives. They will experience the underwater life of Maldives during snorkeling trips and by taking part in activities such as fishing.

The team consists of journalists from Reiselust Austria, Schwaebische Zeitung, Bold the Magazine, Westfaelischer Anzeiger and Freelance Journalist, Dr. Bernd Kregel. They will write articles based on their time and experience in Maldives for their respective publications.

Germany remains to be a major source market for tourist arrivals to the Maldives. Based on the arrival figures from January to March, Germany is ranked in the third position for highest performing markets to the Maldives accounting for 7.7% of total market share. Tourist arrivals were recorded to be 37,279 from Germany till March this year, an increase of 13.6% when compared to 2018. While Austria and Switzerland are ranked in the 10th and 12th position for highest performing markets to Maldives. MMPRC hopes that this FAM Trip will help to further promote Maldives to these markets.

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