



MMPRC and Maldives Getaways sign an agreement to conduct marketing seminars for guesthouses in the Maldives in collaboration with Guesthouse Association of Maldives

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Maldives Marketing & PR Corporation (MMPRC) and Maldives Getaways signed an agreement today to conduct marketing seminars for the guesthouses in Maldives in order to develop the local tourism industry, a key part of the current government's pledges for the first 100 days to develop and further strengthen the local tourism industry of the Maldives.

In attendance at the signing ceremony hosted by MMPRC were senior members of Maldives Getaways and guesthouse association of Maldives. Maldives Gateways was the winning party after an open bidding process to choose a contractor to conduct these marketing seminars.

Maldives Getaways, founded in 2010 has been a leading PR and marketing agency in the Maldives. Among the services provided by Maldives Getaways includes e-marketing, advertising, branding, media broadcasting and other similar services.

The objectives of conducting these seminars is to assist the guesthouses in Maldives to find potential target markets and familiarizing them with different marketing strategies that they can use to promote their products.

Marketing seminars will be conducted from 19th March till 20th May. The seminars will be held in Aa.Thoddo, Aa.Ukulhas, K.Maafushi, V.Thinadhoo, B.Dharavandhoo, Adh.Dhigurah, Hdh.Hanimaadhoo, Addu City, Laamu Atoll, Gdh.Thinadhoo and Hulhumale.

Guesthouses are becoming a significant part of the tourism product of Maldives. There are currently 521 guesthouses across the country with 8563 beds in operation.

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