



MINISTRY OF TOURISM  
REPUBLIC OF MALDIVES

**C I R C U L A R**

**Reference:** 88-ADHR/CIR/2024/26

**Date:** 25 September 2024

**To:** To all registered facilities

**Subject:** **National Tourism Day Celebration 2024**

Dear Sir/Madam,

Many congratulations, greetings and best wishes on the occasion of the World Tourism Day (27 September) and the Maldives National Tourism Day (3 October).

We are pleased to announce the following Maldives National Tourism Day Program (3 October 2024):

- Tourism Day News Supplement (digital) by the Ministry of Tourism
- Special Panel discussion on Tourism (on media and national TV channels)
- Launching of Reethi Raajje National Campaign: Maldives Association of Tourism Industry (MATI) in collaboration with Ministry of Tourism
  - o The Reethi Raajje National Campaign will be launched on 3 October 2024 in greater Male' area and will continue to September 2025. The yearlong campaign will hold monthly clean-ups in different Atolls at a national level (detail information regarding the event will be communicated separately).
- Launching of Student Resources Segment in Ministry of Tourism's website. Launching will take place with introduction of short documentaries focused on creating career interest and industry information for students.
  - o The overall objective of a Student Resources Segment is to provide easy access to a range of readily available materials and general information on Maldives tourism for study and career awareness purposes.

We acknowledge our appreciation for the kind cooperation extended by the industry partners at all times.

Yours sincerely,

Aishath Ali  
Director General

