

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

No: (PR)88-ADHR/88/2024/3

Date: 6th March 2024

PRESS RELEASE

Minister of Tourism Outlines Vision for the Future at ITB Berlin

Minister of Tourism Ibrahim Faisal, on 5 March 2024, addressed attendees at the Maldives Press Meet held at ITB Berlin, the World's Leading Travel Trade Show. The Minister outlined the Maldives' vision for the future of its tourism industry, emphasizing a focus on strategic development, environmental protection, and enhanced connectivity.

"The Maldives has long been known for its stunning beauty and luxurious resorts," stated Minister Faisal. "However, we are committed to offering a much richer and more diverse experience to our visitors, while also ensuring a sustainable future for our islands."

The Minister highlighted the Maldives' commitment to responsible tourism practices, including the recent launch of a ground-breaking eco-tourism framework. Additionally, he emphasized the role of technology in enhancing the visitor experience and fostering sustainable practices.

"Beyond the luxurious resorts, the Maldives offers a unique opportunity to experience the authentic Maldivian way of life through community-based tourism," Minister Faisal added. "We are confident that our unwavering commitment to excellence, sustainability, and innovation will maintain our position as the World Leading Destination."



Minister Faisal acknowledged the long-standing popularity of luxury resorts in the Maldives, while emphasising Maldives' commitment to offering a wider range of experiences. He specifically highlighted community-based tourism as a unique opportunity for visitors to immerse themselves in the authentic Maldivian way of life. This approach goes beyond resorts, fostering connections with local communities and their traditions, while also contributing to their economic well-being through tourism.

This year's participation at ITB Berlin underscores the Maldives' commitment to showcasing its diverse tourism offerings on a global stage. As the leading travel trade fair, ITB Berlin attracts over 160,000 visitors and connects participants with industry professionals and media representatives, presenting an ideal platform for the Maldives to reach a wide audience.

Notably, Germany has consistently ranked among the top 10 source markets for the Maldives, currently holding the 5th position with over 27,500 visitors as of March 3rd, 2024. Maldives Marketing & PR Corporation is participating in ITB Berlin 2024 alongside a strong delegation of 214 representatives from 107 Maldivian tourism companies, demonstrating the collective effort to solidify the Maldives' position as a leading tourist destination.

.....

