Maldives Marketing and PR Corporation (MMPRC) Aims to Increase Visitor Figures by 1.5 Million with Launch of 'Visit Maldives Year 2016' Campaign

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Maldives Marketing and PR Corporation (MMPRC) launched their new marketing campaign 'Visit Maldives Year 2016' during the 27th UNWTO conference at the Bandos Island Resort, Maldives, in June.

The official VMY 2016 campaign logo was revealed by His Excellency President Abdulla Yameen Abdul Gayoom during the opening of the conference, which coincides this year with the 50th Anniversary of Independence of the Maldives on 26th July 2015 and the Maldives being the official partner of ITB 2016. To mark the 'Visit Maldives Year 2016' celebration, national and international events will take place during the year as well as educational and awareness programmes, competitions and attractive prizes such as free holidays to the Maldives while the trade is also set to enjoy a number of road shows and trade fairs held during 2015/16.

The main objective of the campaign is to position the Maldives as an exclusive tourist destination by showcasing the islands' diversified tourism product and therefore to reach the goal of significantly increasing visitor arrivals by 1.5 million.

Mr Mohamed Adam, Deputy Managing Director of Maldives Marketing and PR Corporation says, "This year, we have a number of new and exciting developments taking place in the Maldives including the Visit Maldives Year 2016 campaign which was launched at the UNWTO conference at Bandos Island Resort in June. The campaign will showcase the island's diverse tourism product with national and international activities planned throughout the year including events taking place across the Maldives, educational and awareness programmes as well as competitions. The campaign will also coincide with the Maldives being the official partner country of ITB Berlin 2016, one of the world's largest travel fairs.

During 2015, the Maldives will also be celebrating its 50th Anniversary of Independence on 26th July with a number of major events including an ancient Maldivian village built on the island of Male. Having already welcomed an increase in visitor arrivals from the UK, including an 8% increase in UK tourists during the first three months of 2015, we look forward to welcoming even more visitors from the UK during this exciting time."

For further information on the Maldives, visit www.visitmaldives.com. For further information on the VMY 2016 Campaign visit http://visitmaldives.com/vmy.

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