

ITB China
The Marketplace for China's Travel Industry
Physical, 24 – 26 Nov 2021
Virtual, 8 Nov – 31 Dec 2021



PRESS RELEASE

ITB China announces the Maldives as Official Island Travel Partner 2021

- **Partnership with ITB China of great importance, as China is one of the largest source markets for the Maldives**

Berlin/Shanghai, 19 October 2021 – Maldives was one of the first countries to open borders for international travellers last year amidst the pandemic. In 2021 they will be the Official Island Travel Partner for the upcoming ITB China, set to take place from 24 – 26 November as a physical event in Shanghai, with a virtual extension from early November until the end of December. The independent island nation in the northern Indian Ocean will participate in China's B2B travel trade show with its own Maldives pavilion to showcase its tropical islands and discuss business prospects with Chinese buyers to increase bookings and arrivals from China to the Maldives once travel restrictions are lifted.

Recovering well from the negative effects of the pandemic

Following the implementation of strict policies and measures for the safety of visitors, the Maldives opened their borders in mid-July 2020 and since then the arrival figures have been promising. By the end of 2020 they were able to achieve 33% of the total arrivals achieved in 2019. During the first six months of 2021, they have achieved 62% year on year, in comparison to arrivals in the same period of 2019.

China being one of Maldives' top markets prior to the pandemic

"As China has been one of our biggest source markets in the past, it is a priority to maintain the destination presence in China. We are constantly holding activities and digital marketing campaigns and participate in minor and major events of the travel trade industry," said **Mr Thoyyib Mohamed, Managing Director of Maldives Marketing and Public Relations Corporation**. "ITB China is China's leading travel trade show and we are excited to promote our destination at this prestigious event and work towards regaining the market share we had in China before the pandemic. During ITB China 2021, we hope to assure our travellers that the Maldives is the safest destination to travel post pandemic, after travel restrictions are eased. ITB China provides us with a perfect opportunity to meet travel trade



Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB China / ITB Berlin /
ITB Asia / ITB India:**
Julia Sonnemann
PR Manager
T: +49 30 3038-2269
Julia.sonnemann@messe-berlin.de
www.messe-berlin.com

Additional information:
www.itb-china.com

**MB Exhibitions
(Shanghai) Co., Ltd.**
Management: Dr. Martin Buck,
Executive Director
4235 Wheelock Square,
1717 West Nanjing Road
Jing'an District,
Shanghai, 200040 China

partners from China and beyond, to re-familiarize them with our unique products and experiences. We look forward to an exciting event and towards building lasting relationships and networking with stakeholders from China, to establish mutually beneficial partnerships. ”



(Mr. Thoyyib Mohamed, Managing Director of Maldives Marketing and Public Relations Corporation)

The Maldives offer a wide array of options for tourists from all segments. There are customized packages in resorts, hotels, guesthouses and liveaboards for either high end or budget travellers. Since the island nation introduced guesthouse concept in 2010, there is a positive trend in non-luxury travellers visiting Maldives on a budget.

Get a FREE listing at ITB China Virtual 2021 by the following link: [here](#). For further information please email to exhibitor@itb-china.com

Register as the visitor of ITB China 2021 by the following link: [here](#). For further information please email to visitor@itb-china.com

About ITB China and the ITB China Conference

ITB China 2021 will take place from Wednesday to Friday, 24 to 26 Nov, at the Shanghai World Expo Exhibition and Convention Centre. In addition to the physical event, ITB China 2021 Virtual will be held from 8 November to 31 December 2021. ITB China is a business-to-business travel trade platform that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organized by the leading travel conference organizer TravelDaily (www.traveldaily.cn).

More details are available at www.itb-china.com

Follow us on Wechat (**Wechat ID: ITB-CN**)

Join the **ITB China Group** on [LinkedIn](#).

Become a fan of **ITB China** on [Facebook](#)

You can find press releases on the internet in the Press section at www.itb-china.com.

[Data protection notice](#)

You can ask to remove your e-mail address from the press distribution list at any time. To this end please send an e-mail to presse-itb@messe-berlin.de .