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Maldives Named Official Partner Destination of ITB China 2024

ITB China is excited to announce Maldives as the Official Partner Destination of ITB China 2024, held on 27 – 29 May in Shanghai. The partnership aims to attract more Chinese tourists and puts the unique island destination in the spotlight of China’s outbound travel market.

The Maldives, renowned worldwide for its breathtaking natural beauty, pristine beaches, and lavish luxury, is showcasing its offerings in ITB China’s largest national pavilion with more than 40 travel companies as co-exhibitors during the three-day B2B event. Notable achievements include securing the prestigious title of World’s Leading Destination at the World Travel Awards for four consecutive years (2020-2023).

"We are thrilled and honored to be the Official Partner Destination of ITB China 2024," said **Ms. Fathmath Thaufeeq, Managing Director & Chief Executive Officer of the Maldives Marketing & Public Relations Corporation (MMPRC), the National Tourism Promotion Body of the Maldives.** "We are excited about the opportunity to engage with our global partners and the travel trade from China to share the latest updates about the Maldives, our tourism products and unparalleled offerings. This partnership allows us to showcase our destination's unique beauty and reinforce our position as the top-of-mind destination for travelers from China and worldwide", Thaufeeq added.

During the show, MMPRC will host an array of engaging activities within its booth to showcase and promote its vibrant tourism offerings. Attendees can participate in B2B meetings and insightful interviews to learn more about **“Maldives...The Sunny Side of Life”** and plan their perfect tropical getaway. All attendees of ITB China can immerse themselves in gastronomical and cultural experiences for a taste of the authentic culture and heritage of the Maldives.

During the three days of the trade show, MMPRC will provide information about the latest products, services, and experiences through promotional materials and during face-to-face meetings. Moreover, MMPRC is delighted to announce a press conference scheduled on Day 1 of ITB China, providing an invaluable opportunity for engagement with and from attending media. These activities collectively aim to provide a glimpse of the Maldives experience for Chinese travelers, foster connections, and promote dialogue within the dynamic landscape of the global travel and tourism industry.



Ms. Fathmath Thaufeeq, Managing Director & Chief Executive Officer of the Maldives Marketing & Public Relations Corporation (MMPRC)/ copyright: Visit Maldives

For 2024, MMPRC has exciting activities lined up for the Chinese travel market, encompassing an e-learning campaign, digital promotions on leading Chinese apps, outdoor marketing initiatives, joint promotional campaigns, familiarization trips, social media campaigns, and active participation in fairs and exhibitions. The resumption of flights, coupled with renewed marketing efforts in the Chinese market are poised to generate positive outcomes for the Maldives tourism industry, further strengthening the position of Maldives as desirable travel destination in the minds of Chinese travelers.

Media and Visitor Registration for ITB China 2024

For more information about ITB China 2024, please visit www.itb-china.com **Trade Visitor** and **Media Registration** for ITB China 2024 are now open. All attendees are required to complete their online registration prior to the event. For further details, please contact us at contact@itb-china.com.

About The Maldives Marketing & Public Relations Corporation (MMPRC)

The state-owned Maldives Marketing & Public Relations Corporation (MMPRC) promotes the Maldives globally as premier tourist destination, embodying the essence of "Maldives...The Sunny Side of Life." Operating independently under a Board of Directors appointed by the President of the Maldives, MMPRC employs a comprehensive 360° marketing strategy to showcase the Maldives in key international markets. This includes participation in trade shows, roadshows, and media campaigns, alongside influencer, celebrity, trade familiarization trips, global digital marketing campaigns and travel agent training programs. MMPRC collaborates with stakeholders and service providers and is represented in 15 global markets. MMPRC's efforts have led to significant recognition, including four consecutive years (2020-2023) as the World's Leading Destination and two consecutive years (2022-2023) as the World's Leading Tourist Board at the World Travel Awards.

About ITB China

ITB China 2024 will take place from 27 to 29 May in Shanghai World Expo Exhibition & Convention Center. ITB China is the leading B2B exclusive travel trade show focusing on the Chinese travel market, bringing together hand selected top-buyers with industry professionals from all over the world. The show provides various networking events and a unique state-of-the-art matchmaking system to maximize business opportunities. The ITB China Conference takes place in parallel with the show and is co-organized by the leading conference organizer TravelDaily.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB China, the marketplace for China's travel industry, will take place from 27-29 May 2024 in Shanghai, followed by ITB India in Mumbai from 11 to 13 September. ITB Asia in Singapore, which takes the broader regional market into scope, will be held from 23- 25 October 2024. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 4 – 6 March 2025.

More details are available at [Homepage](#)

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