

Press Release

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LAM raises serious concern about destination marketing efforts for 2017

20th December 2017

Liveboard Industry's Concern in missing the opportunity to exhibit the destination at the largest Dive and Boat Show this January in Dusseldorf has been a major issue among members.

As an Industry, We would like to raise our concerns in not having planned and fairly announced for the industry to participate in international exhibitions during January – March 2017 till date. While presenting a property or a product on an international exhibition requires pre-planning and travel arrangements. We believe that it is already late when a nation very much depend on tourism has not shared the fairs which the destination will be promoted in the coming year.

In order to bring better results, we wish to inform you that LAM wish to work along with government and the tourism industry to make things better in planning and execution.

We hope that our concerns would be heard and attended by the respective authorities to make Maldives a better tourist destination and maintain the popularity.

Mohamed Ignaaz Ali

Secretary General

Liveboard Association of Maldives