



Ministry of Tourism and Civil Aviation
Male', Republic of Maldives



Number: (PR)88-IIHR/88/2026/2

Date: 06 July 2026

PRESS RELEASE

Maldives Concludes Successful Beijing Programme as High-Level China Mission Advances

Malé, Maldives, 6 July 2026 - The high-level Maldivian tourism and aviation delegation has successfully concluded a successful visit to Beijing, marking the completion of the Beijing leg of the Maldivian tourism and aviation delegation's official mission to China. The visit brought together a series of strategic engagements aimed at strengthening tourism partnerships, expanding market reach, and supporting sustained visitor growth from the Maldives' largest source market; reinforcing strong ties with China's travel industry as part of efforts to boost the Visit Maldives Year 2027.

During its programme in Beijing, the delegation held productive meetings with several of China's leading tourism organisations and industry partners, including CYTS, Beijing Sunshine Travel, the World Tourism Cities Federation (WTCF), Beijing Six People Travel, Cross Horizons – Marketing Culture & Tourism, Beijing Capital, and China International Travel Service (CITS).

Discussions focused on strengthening destination marketing partnerships, enhancing brand visibility, boosting visitor arrivals, expanding air connectivity, and developing joint campaigns aligned with evolving traveller preferences. A high-level networking event further supported industry exchange.

Following the successful conclusion of the Beijing programme, the delegation will continue its official mission in Shanghai and Chengdu, where further engagements with key stakeholders are scheduled to support continued growth in arrivals from China.

The Ministry of Tourism and Civil Aviation and Visit Maldives Corporation remain committed to working closely with international partners to enhance connectivity, strengthen destination competitiveness, and ensure the Maldives continues to deliver world-class travel experiences for visitors from around the world.

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