

# RUSSIA LEADS THE TOURISM SOURCE MARKETS FOR MALDIVES



The Maldives recently achieved a significant milestone by receiving its one-millionth tourist of the year a month earlier than expected. This accomplishment fulfills President Ibrahim Mohamed Solih's goal of hosting 1.8 million tourists by the end of 2023.

The tourism authority has implemented a well-planned marketing strategy to draw in more tourists to the area and **meet their goal of having 1.8 million visitors by the end of 2023**. They have worked closely with major players in the industry, including airlines, tour operators, and travel agencies. They have carried out various initiatives that advertise the destination and boost the number of visitors.

## Top Five Source Markets Today

The Maldives is seeing a strong recovery in tourism, with most of its major source markets surpassing pre-pandemic arrival numbers. This year's top five markets are Russia, India, the United Kingdom, China, and Germany.

As of July 15, 2023, India dropped to second place in visitor arrivals, with 117,131 visitors. Russia has taken the top spot with 117,198 visitors.

**The United Kingdom and Germany have surpassed their pre-pandemic arrival numbers, with 84,763 and 69,074 visitors**, respectively. China has returned as one of the top markets, entering the top 5 with 77,202 arrivals.

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